

ACCA Education Activity

#5

Mixing media
messages

Focus Exhibition:
Barbara Kruger:
Blind Eye 2004

Focus Artist:
Barbara Kruger

Focus Artwork:
*Untitled (blind eyed,
shattered skin,
brain drained)* 2004

Years/Levels:
7-10 with guardian
or teacher
supervision

Materials:

1. notebook
2. pen
3. old magazine(s)
4. paper
5. scissors
6. glue

Share your artworks with
ACCA by tagging us
#accaartivity and emailing
education@acca.melbourne

acca

Overview

This resource is adapted from ACCA Education's TALKTHINK MAKE in-gallery program. It outlines an art making activity, suitable for delivery at school or home, that links meaningfully to the work of an ACCA-exhibited contemporary artist.

Key idea

Many artists borrow or use images from other sources. Barbara Kruger's work makes use of appropriated and found imagery from the mass media. In this activity, students use magazine images and text to respond to media messages through collage.

Process

1. Look carefully at the focus artwork, *Untitled (blind eyed, shattered skin, brain drained)* 2004 by Barbara Kruger, featured on the next page.
 - What do you see? Where could this artwork be?
 - What type of artwork is this?
 - Is the artist communicating a message?
2. Barbara Kruger borrows black and white images from mainstream magazines.
 - How has Kruger used juxtaposition of graphic design and text to create impact?
3. Browse an old magazine and cut out a series of interesting images and sections of text. Lay out your selected images and experiment with arrangements.
4. Think about any new messages or headlines that could be composed from your selection of text and images.
 - What kind of message would you like to compose? For example, your message might respond to current affairs.
 - How will your image relate to text and vice versa?
5. Arrange your composition onto paper without glue. You can take this opportunity to consider emphasis, scale and contrast. When you are sure that your composition best expresses your intended message, glue down the pieces.
 - Who is your message for?
 - Where would you display your image/text message?
6. Extension: Compare and contrast the work of Kruger and another artist who has also incorporated text in their work. You may choose between past ACCA exhibitors Cherine Fahd, Jenny Holzer or Kelly Doley.

Reflection Questions

- How does place contribute to the meaning of Kruger's public artwork?
- What is the difference between 'appropriation' and 'copying'?
- What are some legal and ethical issues involved in reproducing the work of another artist or photographer?

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Barbara Kruger, *Republic Tower*, 2004. Courtesy ACCA Archive

[Australian Curriculum Links](#)

Visual Arts / Years 7-10
Develop ways to enhance their intentions as artists through exploration of how artists use materials, techniques, technologies and processes.
(ACAVAM119)(ACAVAM126)

Develop planning skills for art-making by exploring techniques and processes used by different artists.
(ACAVAM120) (ACAVAM127)

Present artwork demonstrating consideration of how the artwork is displayed to enhance the artist's intention to an audience.
(ACAVAM122)(ACAVAM129)

[Victorian Curriculum Links](#)

Visual Arts / Levels 7-10
Explore and Express Ideas
(VCAVAE033) (VCAVAE040)

Visual Arts Practices
(VCAVAV035) (VCAVAV042)

Respond and Interpret
(VCAVAR038)(VCAVAR045)