The background features several abstract, hand-drawn style elements. In the top left, there is a teal shape with a black grid pattern. To its right is a red circle with white speckles and a black triangle. Further right is a large, teardrop-shaped red shape with white speckles. In the bottom left, there are a red vertical shape, a teal vertical shape, and a black triangle. In the bottom right, there is a large orange circle with white speckles, a teal shape, and a red shape. A horizontal orange shape with white speckles is located below the main title. The text is centered in a bold, black, sans-serif font.

# OBJECTS & CONSUMERISM

Middle School  
Students

# TABLE OF CONTENTS

A large, irregular teal shape with white speckles and a smaller teal shape attached to its left side.

01

## CONSUMERISM

What is it? Why do we care?

02

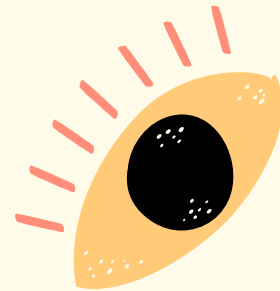
## YOUR PROJECT

What objects do you have and why do you have them?

03

## EXAMPLES AND PROCEDURES

How are you going to create art that communicates the use and value of the objects that you own?



# CONSUMERISM

definition: the preoccupation of society with the acquisition of consumer goods

What does this mean?

The objects that we buy and use play a key role within our culture.

In America, the act of shopping is a ritual that shapes and transforms our identities.

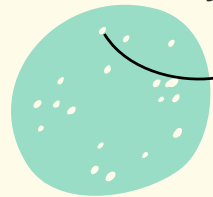
We live in a world that profits from and convinces consumers that there is much greater value in the objects and media that we purchase.

# HISTORY OF CONSUMERISM



## Early Europe

In Europe economies begin to expand. Families discover that they can afford small luxuries. The more money they spent, the more, the economy grew.

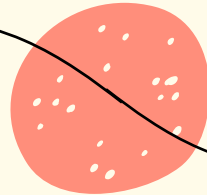


early  
18th c.



## The Fable of the Bees

Dr. Bernard Mandeville concludes concept that the activity of shopping is actually what keeps the nation afloat (strong).

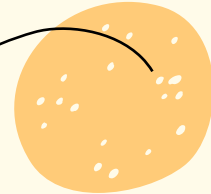


1723



## Jean-Jacques Rousseau

Genevan philosopher recommends returning to a way of life that is based on virtue rather than wealth.

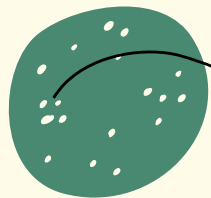


late  
17th c.



## Pop Art

An art movement that celebrates and criticizes consumption. It was all about capitalism, the unlimited market, sex, spending money, having it all, and always wanting more.

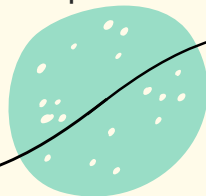


1950's

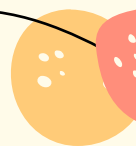


## Advances in Technology

Advances in gaming, messaging, and communicating have reshaped the overall concept of ownership.



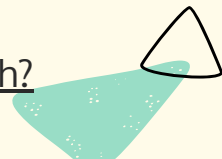
1970's



and Now!

More information:

<https://www.youtube.com/watch?v=Y-Unq3R--M0>

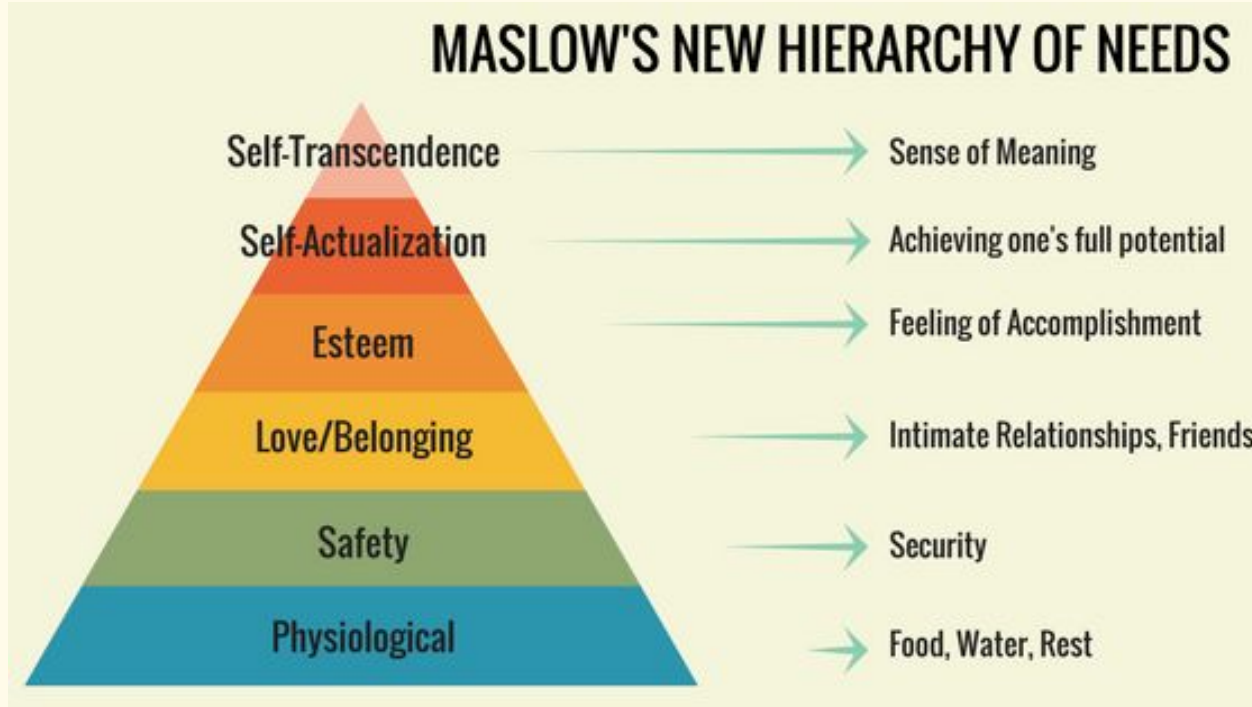


# WHY ARE WE SO ATTACHED TO THINGS?





# MASLOW'S HIERARCHY OF NEEDS





# ARTISTS CONCERNED WITH CONSUMERISM









The background features several abstract, hand-drawn elements: a red zigzag line in the top left; a large red circle with white speckles in the upper center, accompanied by a smaller teal circle and a black triangle; a teal shape with an orange circle inside and a black triangle in the bottom left; a black line with a red circle and a teal circle in the top right; and two teal brushstrokes in the bottom right.

# YOUR PROJECT

How do we express the  
concern and reality of  
consumerism in our art?





# PROCESS

## FIND YOUR OBJECTS

01

Find 6-8 different objects that you personally own to correspond to your own personal hierarchy of wants and needs

## EDIT PHOTOGRAPHS

03

Edit your photograph to emphasize certain characteristics of the items that correspond with a particular need.

02

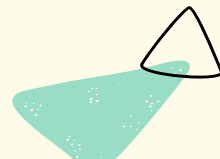
## PHOTOGRAPH THEM

Arrange your objects in a way that communicates a hierarchy of needs

04

## DISPLAY

Arrange your photographs in a way that communicates a hierarchy of need.



# MY EXAMPLE

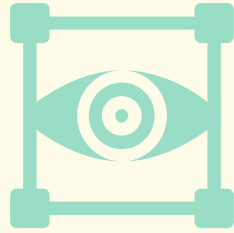
See PDF



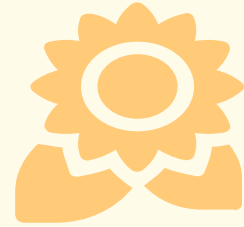
# ELEMENTS OF A GREAT PHOTOGRAPH



LIGHTING



POINT OF VIEW



SUBJECT/INTEREST





# TIPS AND TRICKS

