

Grade 9 Art & Culture Worksheet

Mass media – Barbara Kruger

Barbara Kruger (born 1945) is an American artist who is famous for her photography and pithy, concise and to-the-point slogans that she superimposes on the photographs.

Generally, her work questions the viewer about their belief in feminism, consumerism and individualism.

Here are some of her very recognisable artworks:

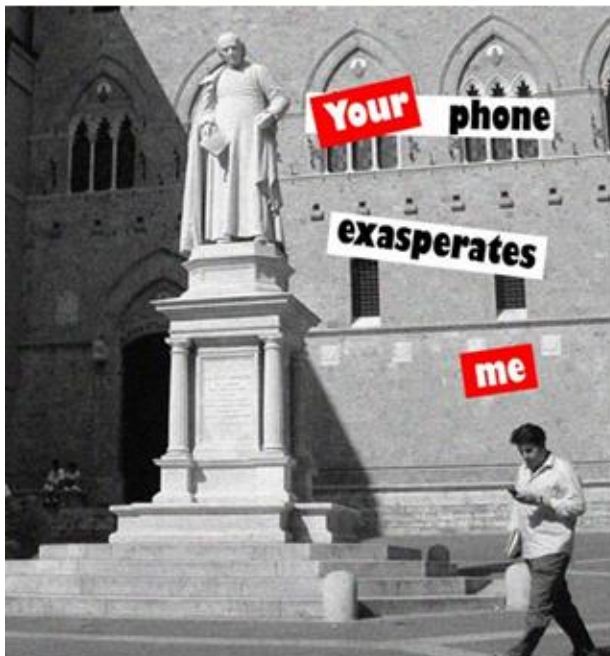
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A



B



C



D

Part One: Analyse the slogans on the artworks

Identify what each of the artworks is telling the viewer. Do you think Kruger's artwork is powerful or frivolous and playful? Give reasons for your answers.

[20 marks]

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Part Two: Devise your own artwork commentary

Devise your own artwork commentary on an issue such as feminism, consumerism or individualism, in the style of Barbara Kruger. HOWEVER, your artwork must have a distinctly South African feel to it.

Before you begin your artwork, you need to put together a design brief.

Explain the issue you are going to illustrate.

Explain which media you will use and why you have chosen to use them.

Briefly explain the way you have South Africanised the art.

Now prepare the artwork.

[64 marks]

The rubric below will help you see how you will be assessed.

Rubric to assess design brief and artwork

Criteria	Level 4 [8 – 7]	Level 3 [6 – 5]	Level 2 [4 – 3]	Level 1 [2 – 1]
Design brief is well written, attention paid to grammar, spelling and presentation	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Design brief clearly explains the issue being explored	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Design brief clearly explains the use of chosen media	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Design brief explains South Africanism in the art	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Artwork is professionally presented	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Artwork makes use of drawn, painted and/or photographic work and slogans	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Artwork is clearly in the style of Barbara Kruger	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.

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Artwork clearly shows a South African flavour	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
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Suggested Solutions

Question number	Possible marks	Solution
1	20	Learner answers will differ. Award 5 marks per artwork. Award marks on the basis of learner's insight and ability to critically analyse the message. Learner should comment on style of photograph, colour and slogans. Learner must answer the posed questions by offering their own opinion.
2	64	See rubric in Appendix of Assessment Tools.

Appendix of Assessment Tools

Rubric to assess design brief and artwork

Criteria	Level 4 [8 – 7]	Level 3 [6 – 5]	Level 2 [4 – 3]	Level 1 [2 – 1]
Design brief is well written, attention paid to grammar, spelling and presentation	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Design brief clearly explains the issue being explored	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Design brief clearly explains the use of chosen media	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Design brief explains South Africanism in the art	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Artwork is professionally presented	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Artwork makes use of drawn, painted and/or photographic work and slogans	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Artwork is clearly in the style of Barbara Kruger	Outstanding, exceeds expectations.	Good, meeting expectations well.	Satisfies expectations.	Does not meet expectations.
Artwork clearly shows a	Outstanding,	Good, meeting	Satisfies	Does not

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South African flavour	exceeds expectations.	expectations well.	expectations.	meet expectations.
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