

Exploring Arizona Landscapes



at the Tempe Center for the Arts

Team Member Names

1. Marketing Assignment

Circle the category given to your team by your docent/teacher.

Marvel in Grandeur and Beauty: The goal of your ad is to attract visitors to come to Arizona to experience its magnificent natural spaces and places.

Celebrate Human Achievement: The goal of your ad is to attract visitors to explore how people have transformed Arizona's natural environment to build a society and economy in the desert.

Get up Close and Personal with Nature: The goal of your ad is to invite people to Arizona to slow down and lose themselves within the tiny treasures of beauty that others may miss as they hurry on to another site.

2. Artwork

Which artwork does your group think will most effectively communicate the idea you were assigned?

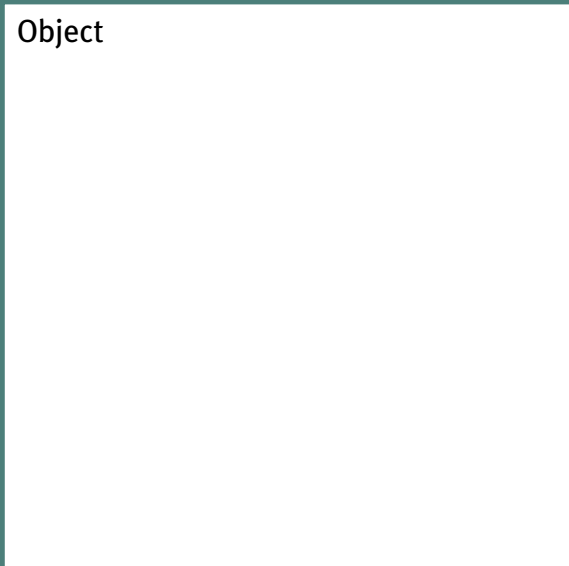
Artist Name: _____

Artwork Title: _____

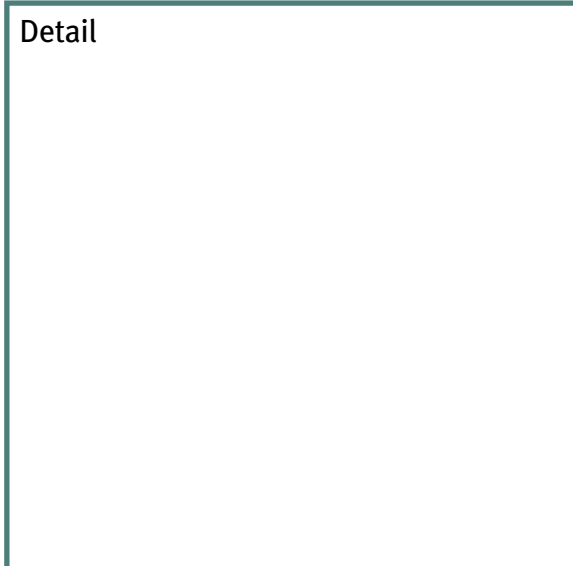
3. Extreme Close Up

Use your viewfinder to focus on one detail at a time as you scan the entire artwork. Stay at least three feet away from the work. Focus on one detail at a time by closing one eye and holding the viewfinder at arm's length in front of you. Share your detail with your group describing not only its subject matter (what it shows) but also how it is visually interesting (interesting colors, lines, shapes, textures, shading, etc.). Sketch the full artwork using the following storyboard.

Object



Detail



4. Video Sequence

Circle your team's choice of sequence.

Extreme Close-Up Pulling Out
to show artwork

OR

Entire Artwork Zooming in
to Show Extreme Detail

Why does your team believe this would be the most effective sequence?
(Write your explanation on the back.)