

**DETOURNEMENT** (day-tour-nuh-mah) derives from France and means “to reroute or hijack.” In many examples, detournement offers a means to disrupt an existing narrative that might be constructed in the media to create a new message.

These messages may offer additional truths on the subject, rethink the messages creators initially intended to send, or even unveil a new way of thinking about something.



## **SKETCH-TO-THINK AROUND YOUR DETOURNEMENT POSSIBILITIES**

Use the space below to Sketch-to-Think a couple of possible detournement ideas. While one may stand out to you more than others, it’s still important to sketch out other ideas.

### **Detournement #1**

Group Member: Nico Mirabelli

BIG Idea From the Book: Climate Change/Global Warming

Original Artwork Wanting to Hijack: Wildfire by Greg Holmes movie  
(For example: *The Mona Lisa*)

*Describe/Sketch/Visualize Your New Construction Using the Space Below:*

*Change title and add subtitles*

*Title should have something to do with climate change*

*Subtitles have to do with how you can change it, how it affects the world*

## Detournement #2

Group Member: Taylor Neill

BIG Idea From the Book: Adventure

Original Artwork Wanting to Hijack: The Amazing Panda Adventure  
(For example: *The Mona Lisa*)

*Describe/Sketch/Visualize Your New Construction Using the Space Below:*

*Change the panda for the dog since that was your companion*

### **Detournement #3**

Group Member: Nico Mirabelli

BIG Idea From the Book: Getting out of Comfort Zone

Original Artwork Wanting to Hijack: "Get out of your comfort zone" by Francisco Bartus  
(For example: *The Mona Lisa*)

*Describe/Sketch/Visualize Your New Construction Using the Space Below:*

*Use artwork but place labels on picture to describe escaping comfort zone*

## Detournement #4

Group Member: \_\_\_\_\_ Taylor Neill

BIG Idea From the Book: \_\_\_\_\_ Trusting your own knowledge/instinct \_\_\_\_\_

Original Artwork Wanting to Hijack: \_\_\_\_\_ half fire/half not

(For example: *The Mona Lisa*)

Describe/Sketch/Visualize Your New Construction Using the Space Below:

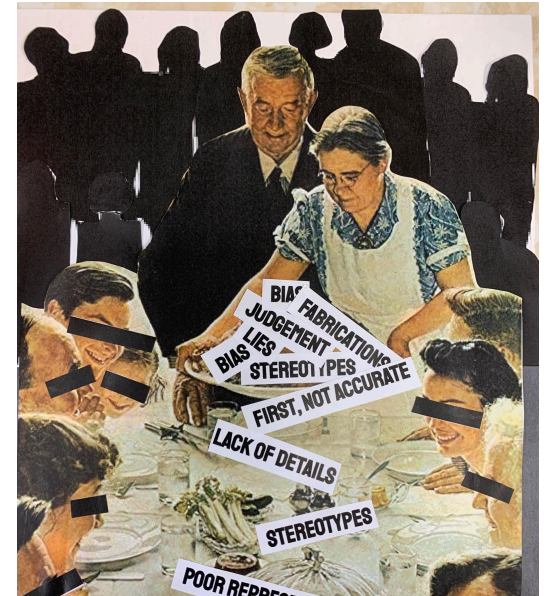
Image of half fire half not and put a person in that has to make the choice of what direction to go.

## PART #3: PUBLISHING & PRESENTING

Choose ONE of Sketch-to-Think concepts from above after talking it through with your partner. Then, begin publishing your detournement piece.

### PUBLISHING YOUR DETOURNEMENT:

- Select an app that your group can co-create within. Canva allows for real-time collaboration, so it would make a great choice.
- Try to minimize printing (if we were to print) - can you fit your images onto one page rather than having more than one page?



- ❑ Name your creation. Create a name tag for your artwork as well as your name(s)

## PRESENTING YOUR DETOURNEMENT:

- ❑ Create a **REFLECTION RECORDING** for your artwork using the following questions:
  - ❑ **Describe the BIG idea(s) you wanted to convey about media and the notion of truth** *(Remember our unit essential question: How does the media play a role in the notion of truth?)*
    - ❑ *I wanted to go for the route of pollution, specifically ocean pollution for my detournement. I feel as if the media does not cover this as much as it should, and I recently watched "Seaspiracy" on Netflix. This documentary revealed a lot of things that the media has not shown to the general public. I wanted to show the truth of the oceans in my project, I wanted to take something happy and fun, and turn it into something sort of dark. This idea of ocean pollution really speaks volumes to me because the amount of trash we have in our waters is absolutely absurd.*
  - ❑ **Why did you choose this BIG idea? (Think about connections you can make to the work we've completed in class, so far)**
    - ❑ *As mentioned, I just recently saw a documentary on this issue, and it really impacted me. I think it is an issue that is often ignored by people and kept secret by the media. Most importantly, the animals in the ocean can't do anything about it, it's only up to us humans. I can connect this to any sort of issue we've covered in class, they relate because within ocean pollution, there are activists trying to do the right thing and make a change just like there are activists within civil rights or social injustices.*
  - ❑ **What art did you choose to hijack? And, why?**
    - ❑ *I chose "Finding Nemo" and used the movie poster to create my own twist on it. I chose this because the movie takes place in the ocean revolving around fish, so it is perfect for me to use and hijack for my content.*
  - ❑ **Describe your process. How did you come up with your ideas and your final product?**
    - ❑ *First, I looked up movie posters about pollution but then realized that I can add my own photos of pollution to a movie poster. I then searched for movies in the ocean, and Finding Nemo came up. After thinking for a while, I decided I wanted to somehow cross out the "finding" part and write in "saving" like it's a part of the movie title. I came up with this after thinking for a while if it would make sense because finding and saving can have the same sort of connotations, but I think it really works for this.*

