

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.



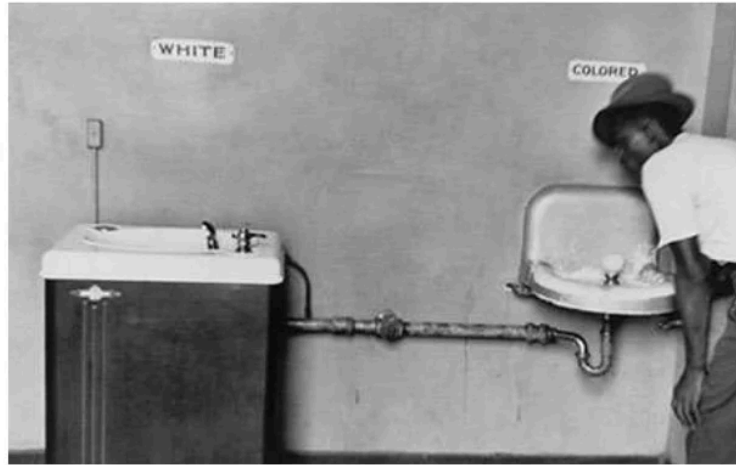
SKETCH-TO-THINK AROUND YOUR DETOURNEMENT POSSIBILITIES

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: _____

BIG Idea From the Book: Advocacy _____



Original Artwork Wanting to Hijack:

(For example: The Mona Lisa)

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

*I would change the words to "Person one" and "Person two"
I would also add BLM magnets to the white water fountain as well as a poster in the background to show support for the BLM movement.*



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?)*
 - Why did you choose this BIG idea? (Think about connections you can make to the work we've completed in class, so far)**
 - What art did you choose to hijack? And, why?**
 - Describe your process. How did you come up with your ideas and your final product?**
- Once you've outlined the answers to the above reflection questions, you will be responsible for recording your reflection and creating a QR code.
 - This QR code will be a part of your artwork name tag and will be displayed by your detournement on our gallery page.

