

PROJECT: Art and social change



Estimated time to complete: 4-6 weeks

SUBMISSION REQUIREMENTS: Follow the storytelling roadmap guidelines to complete each step of the process and submit all materials [using THIS FORM](#).

- **PITCHES DUE:** No later than Friday, February 25, 2022
- **SCRIPTS AND ROUGH CUTS DUE:** No later than Friday, March 11, 2022
- **FINE CUTS DUE:** No later than Friday, March 25, 2022
- **FINAL CUTS DUE:** No later than Friday, April 1, 2022

SUMMARY: Art is often created to address social, political, religious and cultural issues. No matter the medium, artists engage audiences with their work as a way to explore cultural changes and difficult topics.

[Banksy](#), one of the world's most famous street artists, is known for his works of political and social commentary, or [Kehinde Wiley](#) who focuses on tropes of portrait painting. More recently, [artists have taken to platforms like TikTok](#) to talk about their work. Art can also be a reflection of the collective experiences we share, and a way to find meaning through visual expression, like [these artists](#) who created pieces about isolation at the beginning of the pandemic. And musicians, who have used their voice to champion causes, like [Alessia Cara](#).

STUDENT PROJECT:

For this project, your challenge is to produce a **FEATURE STORY about art** and the following issues (in no particular order):

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| <ul style="list-style-type: none">• Social Justice• Mental Health• Climate• Technology/Internet• Art Education | <ul style="list-style-type: none">• Identity• Community• Activism• Representation• (other – Show us what we're missing!) |
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You can consider different kinds of art to explore:

- Spoken Word
- Performances
- Installations
- Sculptures
- Murals
- Paintings
- Installations
- Music
- Social media

And you can tackle this assignment a couple of different ways:

- Find and feature a local artist or artists in your community taking on a specific issue through their art.
- Identify an interesting piece of art that elicits strong reactions (positive, negative or other) from people - specifically young people - who live in your community, and explore why.

Formats to consider:

Profile (2-4 min long): The story of one person, has voiceover (VO), b-roll, pictures, nats (natural sound), interviews of family members or peers of that one person. [EXAMPLES: Mural highlights Bronx teen's death from gang violence](#) and [Making musical connections](#).

Short doc (5-8 min long): A short film that shows real events and fact-based information about an issue, person, or place. [EXAMPLES: Brave Art \(short documentary\)](#), [Amy Gerber – Ar\[t\]chive](#), and [These animal are made from 100% recycled plastic](#)

News package (3-5 min long): Video stories about newsworthy issues and topics, factual information, balanced reporting, research, voice overs, soundbites, b-roll footage, infographics, reporter standup, nats (natural sound bites). [EXAMPLE: Gentle Giants take over Kentucky forest](#) and [Serving America through music](#)

NAT package (2-4 min long): A video story guided by the natural sound from interviews and the environment. Natural sound, commonly known as NAT sound, puts the viewer in the place the story was told by enhancing the scene(s) with video containing rich audio such as a musician singing at a train station, a storm approaching, or the sound of a tractor plowing the field. [EXAMPLE: How similar are penguins and humans?](#)

No matter which format you choose, b-roll is going to be very important. A good profile, short doc, news package or NAT package could be taken to the next level with some great [b-roll](#)!

*Use b-roll as the **VISUAL REPRESENTATION** of the story. If you are interviewing someone, listen closely, make notes, and then record video of the actions, objects, and places described during the interview. Especially for this project, strong b-roll will help communicate the story of the artwork or artist you choose.*

WARMING UP:

THINK CRITICALLY

- Take a few minutes to think through the following questions individually: What is art? What is the goal of an artist creating art that sends a message?
 - Once you finish brainstorming, share your thoughts and ideas with your class or group
 - Visit [Americans for the Arts](#) to find out how they define art and social change.
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PRODUCTION STEPS:

FIND YOUR STORY

Use [this storytelling roadmap](#) to complete your story. Use it as both a guide and a checklist.

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