**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.

PART #1: YOUR NEW UNDERSTANDINGS ABOUT MEDIA

In thinking about our backchannel discussion over *The Social Dilemma*, the documentaries you watched, and our anchor activity - How did these experiences inform your view on media? What new messages stand out to you the most? What might others need to know based on your newly discovered information? What images might convey (or communicate) these new understandings? **Use the space below to make a list of your well-remembered take-aways.**
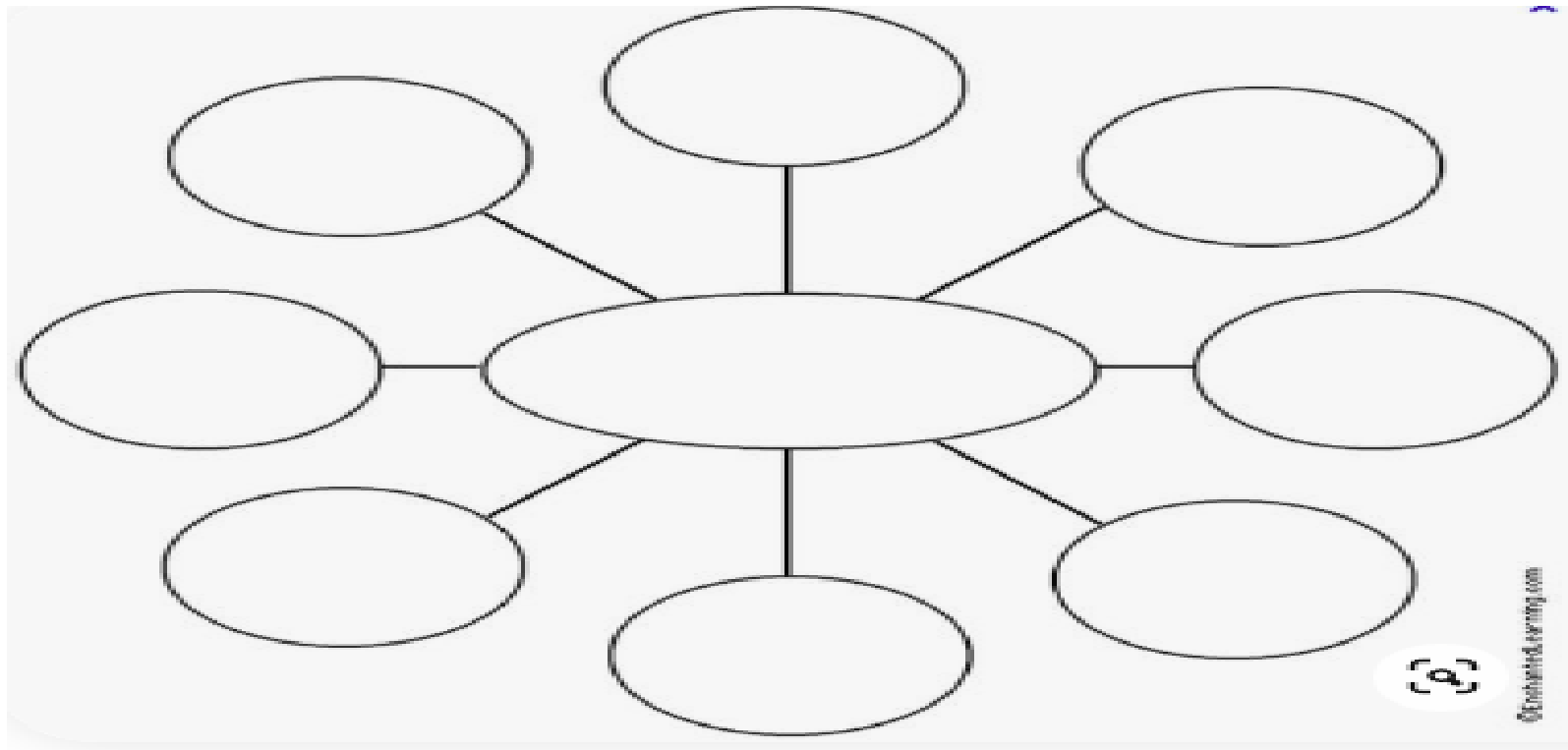
PART #2: SKETCH-TO-THINK AROUND YOUR DETOURNEMENT POSSIBILITIES

You may connect to more than one BIG idea from PART #1. 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: Jacob Snyders

BIG Idea About Media: The line between news and entertainment is blurring._Bad news dominates the media, good news never sells.

Original Artwork Wanting to Hijack:Old school arcade cabinet with high scores on it.
(For example: The Mona Lisa)

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

I am thinking of having an image of an arcade cabinet with the high scores listed on it, except instead of player scores it is going to be bad news that keeps trying to 'outdo' each other. I got this idea from both watching the documentary series and realizing how much the news craves these types of stories for views and also a comment I read on a news clip of COVID 19 cases where the person said "it's weird how the news reports cases like these each day now like the winning powerball numbers." We as a society have become so desensitized to these news stories like COVID cases, shootings, etc that each day it is like they are really trying to find the worst things to report.
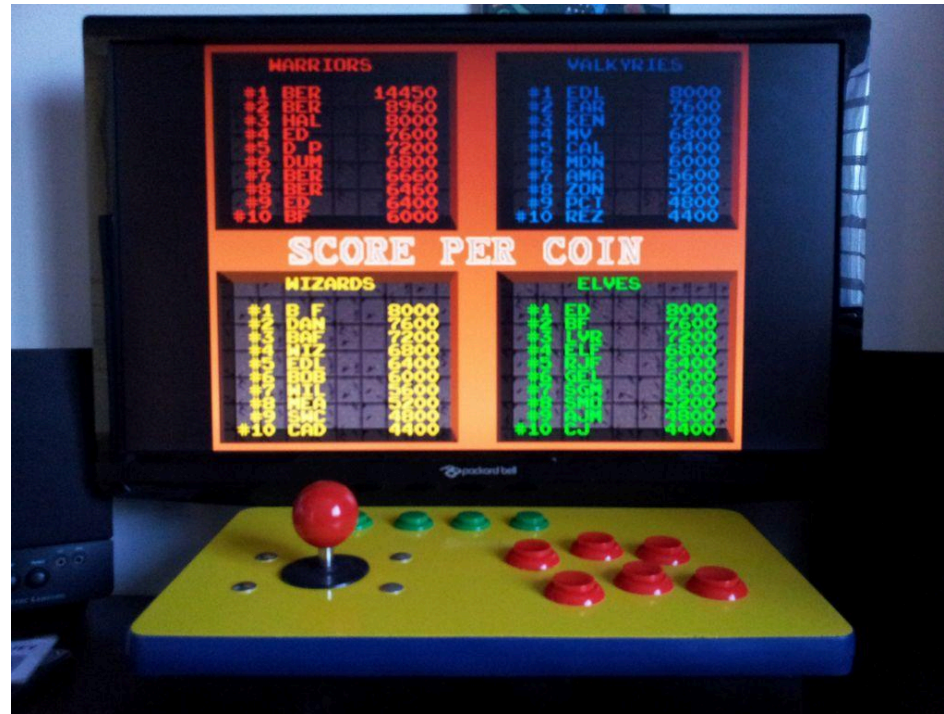
Something along the lines of this, however we would photoshop each high score to be news headlines. It might be easier to find a blank screen when the time comes if we end up picking this one.

Detournement #2

Group Member: Matt Resch

BIG Idea About Media: Oftentimes media stories are only partially true in the sense that the truth is either stretched or in some cases the whole truth is not given.

Original Artwork Wanting to Hijack: A meme of a chicken stuck in the ground with words saying, "Be free range, they said It would be fun, they said."
(For example: The Mona Lisa)

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

I am thinking about how mass production companies such as Tyson appeal to their target audience by saying that their chickens are free range chickens. This makes people think the animals they are buying are treated in a more humane way but in reality there are so many ways for companies to be considered "free range" but the chickens still live in terrible disgusting conditions.

Maybe add some logos from major companies or something of that nature.

Detournement #3
Group Member: Alex Klesken

BIG Idea About Media: Social media, and media in general, can manipulate people into purchasing items and contorting beliefs through using algorithmic codes.

Original Artwork Wanting to Hijack: A picture of a remote control and a distorted image showing how the media can control people to behave or think a certain way.
(For example: The Mona Lisa)

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

I plan to have different products and fake news with red dashed lines coming out of the remote. The remote is media, and the line will each come out of a button on the remote and onto the TV, which is the user. This is showing how through the push of a button, or the use of an algorithm in this case, the media can influence the user easily with the push of a button. I also am thinking about putting social media companies on some of the buttons if the spacing could work to show how ads pop up on these accounts using the algorithm that knows what you would like to look for or buy.

Detournement #4

Group Member: Ethan Liljehorn

BIG Idea About Media: Social media in general and the many different types of social media that take over our lives and try to disrupt our thought processes by getting our attention focused on their media subjects.

Original Artwork Wanting to Hijack: Marvel's Avengers Endgame Scene with Captain America looking out towards Thanos's army.

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

My idea would be to place the different social media on the opposite side of Captain America by using all of the different social media sites and locations. I want to show how social media can take over someone's entire life and be a serious problem for those that get too involved. This image is a way of showing the battles we face on social media everyday as we are offered fake media articles and peoples uneducated opinions on certain media topics. Captain America stood up against Thanos and his entire army, and we as consumers of social media can protect ourselves from the harm and stress that media can have on a person. There are very generous ways that social media can positively impact somebody, but the negative connotations that can be spread through media outweigh the good in many circumstances.

PART #3: PUBLISHING & PRESENTING

Choose ONE of Sketch-to-Think concepts from above after talking it through with your group. 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.

"Feeding the Blind"

Detournement Art
By Sarah Bonner