

University of San Diego
Course: ARTH 384-02, Thurs. 6:00-8:50pm
Prof. Chelsea R. Behle Fralick
Office Hours: Thurs. 3:00-5:00pm, CH 028
crbfralick@sandiego.edu

Spring 2019

In-Class Writing Assignment

“Create a (Street Art) Campaign” Small Group In-Class Writing Exercise

Imagine that you and your classmates in your group are members of a creative team – made up of designers and social media managers – that are tasked with creating a visual campaign for a particular current social or political cause and/or protest. This campaign will consist of both online visual media, distributed on social media channels, as well as a street campaign with street art interventions. You and your classmates are to:

- Identify your activism cause and/or protest, and why it's important to support it and create a visual campaign for it. (2-4 sentences)
- Identify your street art medium(s) of choice (wheatpasting, tagging/spray paint graffiti, stencils, stickers, sculptures, yarnbombing, etc.), and why you're choosing it/them. (2-4 sentences)
- Identify your location of focus for your street art campaign, in terms of global geographic location, and spatial location within a chosen city/suburb (or location of protest, if applicable). Discuss its significance to your campaign's cause. (1-2 sentences)
- Theorize a visual design for your street art campaign. What specific symbols, words, and/or images would you include in your street art forms? How do these symbols, words and/or images relate to your cause? And why are they important in conveying your message to the public through street art? Sketch out a rough visual design, and explain its meaning. (Again, I won't grade you on artistic skill - just on creativity of ideas and relevance to your street art campaign's focus!). (2-6 sentences)
- Finally, choose at least one (1) social media platform (you may choose more if you wish) that you will distribute your street art design on to reach a larger online audience. Why is the platform you chose important to your cause/protest, and to your street artwork's greater distribution in the public sphere? How will you utilize this platform to work in conjunction with your physical street art campaign? How will you change your design, if at all, to better accommodate or communicate your cause/protest to an online audience? (4-6 sentences)

Reference at least two (2) of the readings for the week within your analysis.