

World Needs Challenge

Art Guide

What does the world need now?



Sparking global change
through **art-ivism**

students
r_build

An Art Guide for the Art-ivist in YOU!

Art is a powerful tool for social change. Throughout human history, the arts have been used to inspire action, share ideas, stir emotions, and build community. Those are only a few of the reasons why art is at the core of everything Students Rebuild does. And this year, we're excited to emphasize that core – our truest, most creative self – more than ever!

Why? Because the **world needs** art that will speak right to people's hearts – motivating them to get involved, think critically, spread kindness and make a difference where it's needed most. Sometimes that's a picture you see, a song you hear, a performance you watch – but whatever the medium, art communicates our deepest connection and humanity. We must practice, share, and wield this immense power for good.

There are many great resources on art and activism available for students online, and a few of our favorites include **Learning for Justice**, **PBS**, the **Art of Education**, and the **National Gallery of Art**. We also have suggested lesson plans by grade range you can find on our website. Be sure to check these out to learn more!

As you'll see next – we're focusing on art activism through **poster art** in this guide – because paper and writing tools are inexpensive and what most educators can easily access.



However, if you have the resources, you're also encouraged to be creative and use any kind of artistic medium to address the issues you care about, including but not limited to....



Poetry, music, dance, button making, murals, t-shirt printing, sculpture, skywriting, costume design, land art, social media and graphic design, photography, printmaking and more.

Whatever you do, make it fun and consider making it public – because this is about using *your voice*, *your compassion* and *your creativity* to share an important social message loud and clear!

In the following sections, we will walk you through a suggested approach to leading your team through the development of their art projects. And as always, modify and adjust as needed.

First, chat and learn about art-ivism...

One of the most popular mediums for art activism is poster art. The poster can be made from accessible materials, fits a lot of information, and is a highly reproducible format to share what you care about with your community.

Explain to students that activist poster art is an advertisement for an idea. It should be visually interesting and catch people's attention—and share a positive and socially-mixed message. Both of these elements can come together to inspire the viewer to think, feel and act differently.

Some examples of posters that accomplish these goals are probably right in your school – including posters telling students to stay safe, be kind, resist bullying, say no to drugs and persevere through challenges.

Examples from U.S. history include **World War II poster propaganda** inspiring people to ration food and the **Black Panthers** using posters to protest the Vietnam War. More recent examples include **Amanda Phingbodhipakkiya's poster campaigns** in New York City combating anti-Asian hate crimes, and **Mer Young's posters** that amplified indigenous rights during the 2020 election.

Share these and more examples you might find with students and use the following prompts (or others!) to spark conversation about specific pieces:

1

Look at the poster provided. Describe how it looks (if needed, prompt students to refer to and describe the images, colors, visual organization, lettering and any other element of the poster).

2

What message is the poster communicating, and why might it be important in a community?

3

The **elements of art** and **principles of art** include color, line, shape, space, emphasis, pattern, contrast and more. The elements and principles are used to communicate **ideas and feelings**. Why do you think the artist chose the images, colors, visual emphasis and words that they did – to share this message? Do you think those elements mattered or did their jobs, and why?

4

Ask students to reflect and describe a time a poster – or piece of art – made them think, feel or act differently. As a follow up, ask why they think that poster or piece of art was effective in doing so.

When ready, close the conversation by letting students know that they will make their own posters to share an important, positive message with their community.

Next, plan your artistic approach...

Each of the five issues Students Rebuild is addressing this year – global hunger, humanitarian aid for refugees, addressing bias, clean oceans, and art activism – lead students in choosing a specific cause to address in their poster art.

In the planning process, students should think through the below questions – and perhaps even do some quick practice sketches of what they want to make as well!

1. THE ISSUE: What issue are you addressing?

2. THE MESSAGE: What message do you ultimately want to communicate about this issue; what do you want people to understand or feel about it, and what actions you hope they might be inspired to take?

3. THE ART: What images will help you achieve this, and how will the elements and principles of art also be used to communicate the message?

For older students: Use the internet or social media to see examples of how non-profits and other artists are using visuals (art, videos, or photography) to communicate a similar message.



4. THE TEXT: Poster art usually has a limited amount of text. If you could only use 10 words (or less!) to help communicate your message – what words would they be and how would they look?

5. THE STYLE: There are lots of ways to make a poster – you can draw, paint, block or screen print, collage, use photography, use graphic design software or other methods.

For older students: Who is your ideal audience and who do you most want to be attracted to – and respond to – your poster’s message? Remember that different ages, cultures and groups respond to different artistic styles.

6. THE POSTER: How will you put the message, the art, the text and the style together to catch people’s attention and change the way they think, feel or act about the issue?



Finally...CREATE!

Allow students to use their plans, sketches and available materials to execute their creative visions and share their advocacy far and wide!

Developing a Healthy Art Process (Promoting Artistic Behaviors and Character Development)

The skills and practices needed in art making can be applied to personal growth and character development. Here's some tips to help you coach your students in the creative process, that will also transfer to pro-social and social-emotional growth:

- **Problem solve and explore:** Drawing or creating any kind of art can require problem solving, iterations, and experimentation. Allow your students time and space to play with and explore materials, plan, and sketch their ideas to discover what works best in their art making.
- **Collaborate:** Consider having students work in pairs or small groups to brainstorm what type of posters they will create and how. The teamwork and artistic collaboration can help students generate creative ideas, facilitate informal dialogue about activism and social justice and encourage peer-to-peer learning and motivation.
- **Stretch and take risks:** Making art may be a vulnerable and sometimes frustrating experience. Create a respectful, safe space for students to risk-take and stretch their abilities by not allowing for negative judgements or defining a “right” or “wrong” way for student artwork to turn out. Focus on positive artistic behaviors (like problem-solving and persistence) instead of visual outcomes.
- **Persist:** Student art might not match their vision at first, or materials and techniques might not work out as planned. Provide constructive feedback and supportive reassurance to help students persist and work through creative or artistic challenges.



Submitting Your Work

At any time in the Challenge, log into your Team Dashboard on our website to report back on how much art you've created. Submitting art includes reporting to us on how many students participated, how many pieces of art were created, and sharing/uploading any images of that art that you chose to.

While we love to see all the art you've made – we know the uploading task can be a burden, especially for large teams (such as entire schools or school districts). Please feel welcome to upload as much – or little – art as you can, **while reporting your full participation numbers**.

Below are some more tips and instructions for the submission process. You can follow this submission process as many times as you want, throughout the Challenge.

Step 1: After you have registered a team, you can visit your Team Dashboard by following studentsrebuild.org/submit or click any submit link on [our website](#).

Step 2: Once there, you'll be prompted to enter the number of participating students, as well as the number of art pieces created and add any social media handles that we might tag if we post your photos.



Photo courtesy of Creative Reaction Lab

Step 3: Art can be submitted two ways: by mail or digital photo submission. Whichever you choose, submission always starts online at studentsrebuild.org/submit. Given the popularity of digital submissions, here are some quick tips. Full instructions can be found on page 16 of the Leader Guide.

Digital Submission Tips:

- Only jpeg files will work.
- You can only upload 12 images at a time (you can repeat this process as many times as you choose.)
- We encourage you to place and display your student’s work in public (with permission) to allow it to communicate with and inspire your community! And, we’d love to see pictures of that, too!



Don’t forget! We’re thinking of creative ways to celebrate a selection of team art at the end of the World Needs Challenge. To be considered for this opportunity you should:

- 1** Upload the pieces you’d like us to consider online, or...
- 2** Email at info@studentsrebuild.org and let us know you’d like to be considered.
- 3** Hold on to your art (or copies of it) in a safe place in case it’s selected!



Step 4: Your donation amount will immediately be calculated and displayed on your private dashboard, the team map, and your shareable Team Page. Check to make sure all is accurate, and contact us at info@studentsrebuild.org if any corrections are needed.



Looking for inspiration? Here's some examples of socially-minded poster art...

