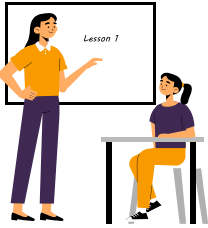


KOGER BEHIND THE SCENES

VISUAL ART



INSTRUCTOR RESOURCE GUIDE

This video guide is presented by the Koger Center in partnership with The South Carolina Arts Commission. This guide will take students on an interactive journey through the various careers in the Visual Art industry, predominantly focusing on “behind the scenes” or technical aspects of Visual Art. Students will participate in a number of instructor guided activities, discussions, writing exercises, and hands-on learning opportunities. This guide is intended as a resource for educators. It is written in adherence to the South Carolina The South Carolina College- and Career Ready Education Standards. This resource is recommended for middle school education*.

Visual Arts Anchor Standard 7: I can relate visual arts ideas to other arts disciplines, content areas, and careers.

<https://ed.sc.gov/instruction/standards/visual-and-performing-arts/standards/visual-arts-design-and-media-arts-standards/>



*modifications are available on certain activities/exercises for the younger student

**Please note that not all available careers are included in this video and guide. Each Koger Behind the Scenes video illustrates several different careers in the industry. If needed, please reference the Orchestra, Ballet, and Drama videos (as well as their corresponding guides) for additional information!

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OVERVIEW: WHAT IS VISUAL ART?

*What is visual art?
What makes an artist?*

Visual Art is just an art form that you view with your eyes, simple as that! Visual Art includes painting, drawing, sculpture, photography, filmmaking, crafts, and even architecture! The Koger Center showcases a number of artists in their **galleries**. A **gallery** is a place where an artist's work is displayed for everyone to see! But the artists aren't the only people involved in this process, there are lots of professionals who work to ensure everyone can see this artist's work.



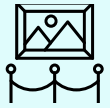
 **Connection Question:** Before beginning, what is your idea of visual art? What do you immediately think of? There are no wrong answers, this is just to show what you know!

When you think of visual art, you're probably thinking of an artist, right? While it's true that art is created by the artist, there are so many people behind the scenes that are instrumental in the process. From custom framers to curators, we're going to explore it all!



CAREER PATH: THE ARTIST

*Have you ever painted, drawn, molded clay, or even taken a picture? Then congratulations, you're an **artist**! Art can take many forms, not just those! Being an artist is all about creative expression, emotion, and imagination.*



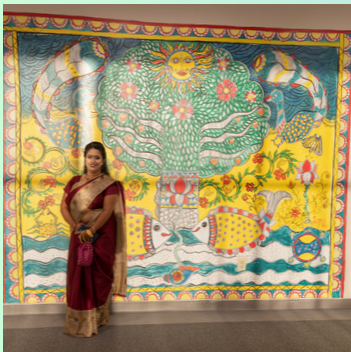
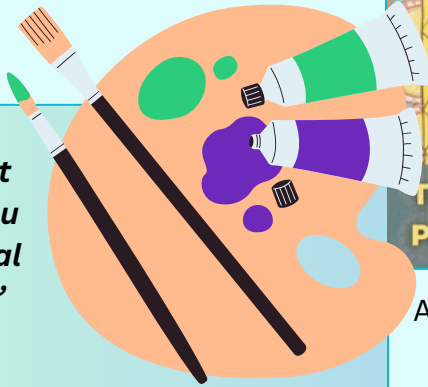
SHOWCASE: Jugnu Verma, 2021 Folk Heritage Award Winning Artist

Jugnu Verma is a traditional Indian folk artist. She draws inspiration from her surroundings and her past.

*She says that the key to becoming a great artist is "**Practice...Patience...Progress.**"*

That means that if you practice and have patience with yourself, you will make progress! You're fast on your way to becoming a great artist. That's some pretty good advice!

"If you want to be an artist you can find your way... You don't need to go to a special school or college for that"



Jugnu standing in front of one of her pieces featured at the Koger Center. Jugnu's exhibit also featured a traditional art form called **Rangoli** (not pictured)

Learn more about it [here](#)

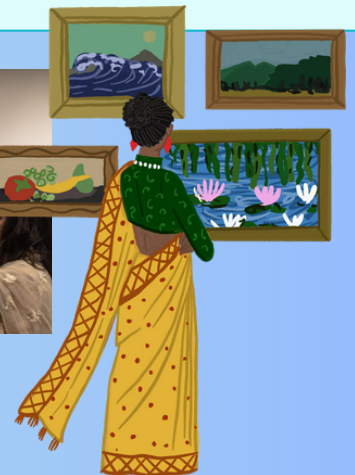


Traditional Indian Folk Art Parent-Child Workshop with Jugnu Verma

Above is a photo of Jugnu with her work! Jugnu's work was featured at the Koger Center in an exhibit titled *Sapta Svara, an Exhibition of Indian Folk Art*



Jugnu speaking about her art to a crowd of art lovers at her exhibit. A collection of her works was featured at the Koger Center in 2022.



"My memories inspire me"

CLASSROOM CONNECTIONS: THE ARTIST



 Classroom Connection: Jugnu says that her memories inspire her, and that her biggest artistic inspiration is her mother. How does where we come from shape who we are? Who is your biggest artistic inspiration? Write about it!

 Classroom Connection: Take five (5) minutes to sketch out a memory that inspires you. It can be something as simple as playing with your dog or riding your bike, as long as it represents who YOU are. Draw it!

 Classroom Connection: Why do you think it's important as an artist to have a strong understanding of your background? Do you think it's important for everyone to know their culture and their roots? Talk about it!

CAREER PATH: CUSTOM FRAMER

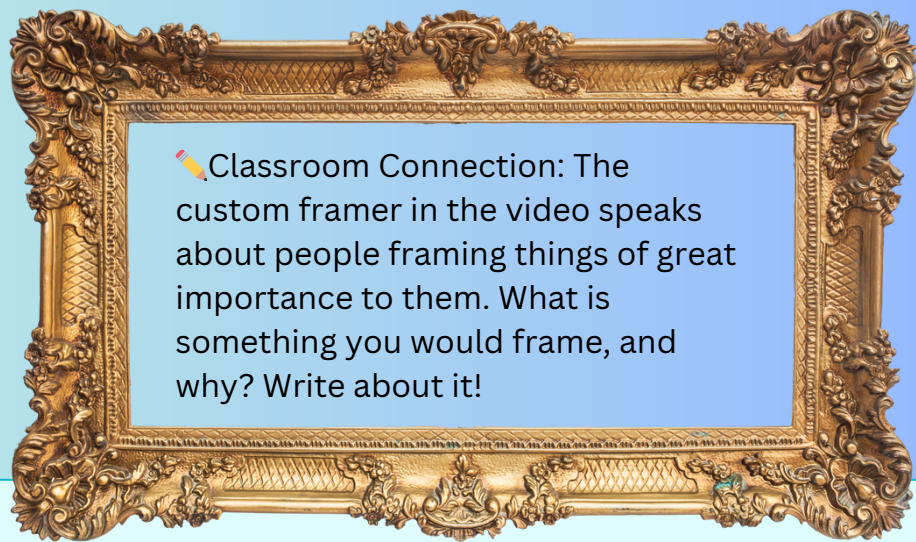
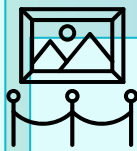
*Whether it be a photograph of a loved one or a toilet paper scrap, **custom framers** work to ensure that every memento is perfectly preserved and well displayed. Their job requires precision and attention to detail as well as an artistic eye! The measurements have to be completely accurate, and the frame has to suit the item being framed.*

Custom Framing: The Basics

1. Design your frame, make sure it complements the thing you are framing!
2. Measure, measure, measure! Take the dimensions (size) of your photo and **mat** (a mat separates the photo from the glass and adds decorative value!)
3. Glue your frame together, add a wire for hanging, and voila!

(This is a simplified version of the framing process. The full process can be found [here](#))

Note: This is for educational purposes only. This process should not be attempted without an adult present



 **Classroom Connection:** The custom framer in the video speaks about people framing things of great importance to them. What is something you would frame, and why? Write about it!

SHOWCASE: A custom framer with over thirty years of experience

Being a custom framer means that you are trying to present the art/memorabilia in the best way possible.

Advice from the expert:

"You can expect hands on training immediately"

This means that you are immediately learning in an oftentimes fast paced environment

"Custom framing is the intersection between art and math"

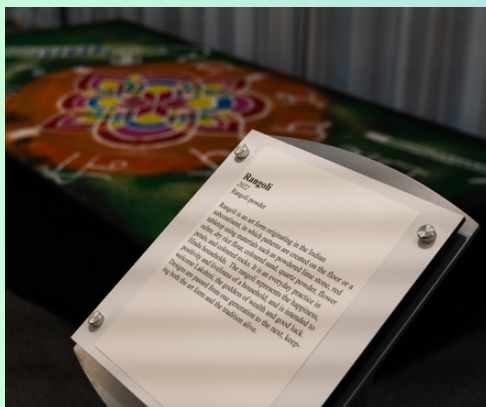
Do you enjoy math? This could be the career field for you! In custom framing you are consistently using different parts of your brain as well as different skills.



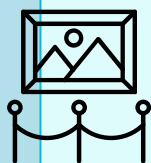
CAREER PATH: CURATOR

Have you ever been to an art museum or a gallery?

*If everything seemed perfectly aligned and personal, that's because it was! The person responsible for this is called a **curator**. A curator's job is to work directly with the artist to execute their vision. They make sure that the artist's work is presented in the best way possible, from creating a **layout** (the way the art is hung) and arranging any **wall text** to making sure the lighting and sound are just right! What's wall text you ask? It's a paragraph written to describe the work or the artist's process and thoughts!*



This is a photo from Jugnu Verma's exhibit at the Koger Center. Wall text looks exactly like this, but it has been placed on the wall! This particular piece is titled Rangoli. A curator like Ce works with an artist like Jugnu to help write this text in order to explain an artist's process, give background/context on the piece, or to explain the reasoning behind the work.



SHOWCASE: Ce Scott-Fitts, Deputy Director of the South Carolina Arts Commission

Ce may be the Deputy Director of a government office, but she is also a poet, an artist, and an art curator!

Here are some of Ce's tips on how to be a good curator:
A good curator:

- A. Recognizes potential
- B. Challenges artists to think outside the box!
- C. Listens!



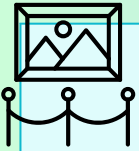
 **Classroom Connection:** Create several (3 or more) works of art. Then, trade with a classmate! You will work with one of your classmates as the artist, and work with another of your classmates as the curator! Over the course of a week you will work together as a class to create your very own art gallery created and curated by you, the class! Invite your friends and family to your very first gallery opening! This will require the help and supervision of your teacher.

CAREER PATH: REGISTRAR



Have you ever been to a museum?

*Museums are home to thousands of artifacts, and each one has to be carefully labeled and documented. The person responsible for this is called a **Registrar**. Registrars work like archivists to assign a specific number to each artifact, art piece, and specimen housed in the museum. It requires extreme attention to detail, as well as an interest in history or art!*



SHOWCASE: Michelle Baker, Registrar
for the South Carolina State Museum

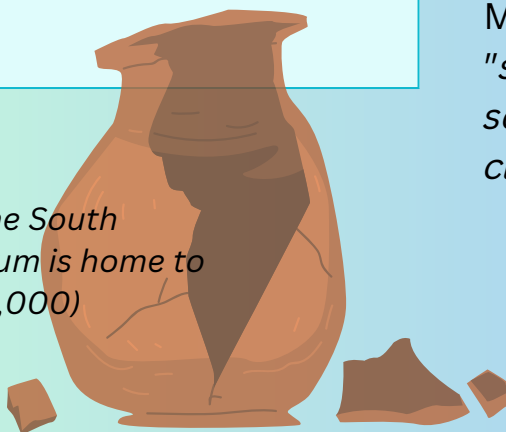
Michelle Baker is a Registrar at the South Carolina State Museum. She has labeled and documented everything from tiny specimens to entire airplanes!

*Take a look at how museum artifacts are labeled [here](#)



Michelle says that a good Registrar is "someone who is organized, maybe someone who enjoys keeping their room clean!"

Did you know that The South Carolina State museum is home to over a million (1,000,000) artifacts? Wow!



Fun Fact: Next time you're at the South Carolina State Museum, take a look around for the Megalodon. (Hint: look up!)

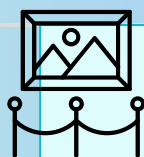


 Classroom Connection: Practice having one classroom registrar (or several) a week! How are you able to keep track of all the classroom supplies? Do you have a system?



CAREER PATH: MARKETING

Chances are that you've seen an advertisement or a newsletter before, maybe without even realizing it! This is called **marketing**. Marketing is achieved by promoting or selling a product to a target audience. In visual arts, marketing is often used to promote a specific event, gallery opening, exhibit, or venue.

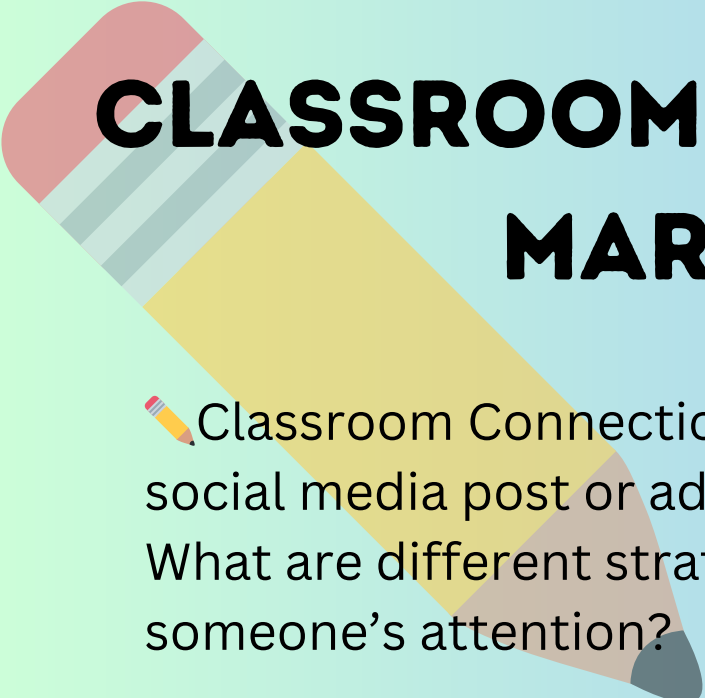


SHOWCASE: Chip Wade, Marketing Director for The Koger Center

Chip is the Marketing Director here at the Koger Center, which means he is in charge of all public relations, newsletters, and advertisements. Public relations basically means that Chip is responsible for the image that the Koger Center puts into the world, and he makes sure we are always maintaining a good image. Social media, radio and TV ads, billboards, signs, websites, and interviews are some of the tools he uses to do this! He also writes newsletters that give everyone a good look at what we've been up to. These newsletters also serve to tell everyone what events are being held in the future! This is why advertising is crucial. It's Chip's job to tell people about every event or performance the Koger Center holds. Chip has an undergraduate degree in Graphic Design and a Master's Degree in Sports and Entertainment Management.



Left: Chip is responsible for creating advertisements for events like this, as well as promoting them via social media and in the press!



CLASSROOM CONNECTIONS: MARKETING

 Classroom Connection: Imagine you are creating a social media post or advertisement for an event. What are different strategies you would use to get someone's attention?

 USE IT! Create your own AD! This can be a real event happening in your school or community, or a completely made up event, that's up to you! Find a way to grab your audience's attention and attract people!

 Maybe even start a collaborative classroom newsletter to inform and advertise events happening in your school or community, get creative!

CLASSROOM CONNECTIONS

EXERCISES AND ACTIVITIES FOR THE STUDENT (A SUMMARY)

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LEARNING THE LINGO: TERMS TO KNOW!

Creativity The process by which something new and somehow valuable is conceived and/or made, as in art and design problem-solving.

Process (Artistic) A complex operation involving a number of steps to complete any method or technique of art-making, such as the addition and subtraction processes in sculpture, the etching and intaglio processes in printmaking, constructing processes, or drawing and painting processes.

*All Terms and definitions provided by The South Carolina College- and Career Ready Standards for Visual Arts Proficiency

<https://ed.sc.gov/instruction/standards/visual-and-performing-arts/standards/visual-arts-design-and-media-arts-standards/>

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