

# Hey! What's the BIG Idea?

- Big ideas are broad, important human issues characterized by complexity, ambiguity, contradiction, multiplicity
- Is Subject Matter the same as a Big Idea?  
Not necessarily. A Big Idea refers to the artist's concept, which is not always just what you see
- Big ideas extend beyond the subject matter in an artwork
- The big idea assumes primary importance
- The big idea should provide a conceptual foundation for artmaking, while subject matter should provide a context for examining the big idea

## Artist Examples

- **Van Gogh:**  
Subject Matter: included landscapes, portraits, and still lifes  
Big Idea: portrayal of human emotions
- **Andy Warhol:**  
Subject Matter: silkscreened images of soup cans, coca-cola bottles, dollar bills, and Marilyn Monroe  
Big Idea: The taking away of the sacred values and ideals of "high art"
- **Henri Matisse**  
Subject Matter: interior spaces, still lifes, figures, colorful abstract paper-cut-outs  
Big Idea: Depiction of an ideal world untroubled by the imperfections of the real world (war 1940's)

## SOME EXAMPLES OF BIG IDEAS

- Dreams & Nightmares
- Life cycles
- Interdependence
- Individual Identity
- Aging
- Power
- Community
- Life & Death
- Boundaries
- Ritual
- Views of Reality
- Conflict
- Social Norms
- Spirituality
- Storytelling
- Legacy
- Emotional life
- Relationships
- Suffering
- Human Diversity
- Materialism
- Heroes
- Family
- Celebration
- Uncertainty
- Nature & Culture
- Social Order
- Systems

**Seminar In Art**  
**Semester 2, Assignment #1: Big Idea Series (3 Final Artworks)**  
**DUE DATE: Monday March 6, 2017**

Choose 1 of the Big Ideas from the list of examples (see reverse side) or come up with your own. Investigate and explore your chosen Big Idea through a series of 3 separate artworks. These 3 artworks will be connected through your chosen Big Idea, but can change in dimension, use of media, and even visual style.

**STEP #1: Idea Development Phase (30 possible points)**

**Research & Document** your chosen Big Idea. **Identify key themes** within your Big Idea that are of particular interest to you, and/or that you have a strong feeling or opinion about. **Take notes, collect images, and sketch visuals in your sketchbook.**

**STEP #2: Brainstorm & Sketch Ideas for your Final Composition (30 possible points)**

Think about how you will **compose each artwork in a visually engaging way.** Consider dimensions and materials that most effectively communicate your ideas, thoughts, and/or feelings about your chosen Big Idea. Consider ways to showcase technical skill with choice of media.

**STEP #3: Create 3 Separate Final Artworks (100 possible points each/300 possible points total)**

**3 individual artworks** will be connected through your chosen Big Idea, but can change in dimension, use of media, and even visual style. Each piece should show a high level of creativity and originality of ideas in connection with your Big Idea, thoughtful use of space and composition, craftsmanship, technical skill, and visually engaging final execution.

**Sample Rubric for 1 Artwork (100 POSSIBLE POINTS)**

<b>OBJECTIVES:</b>	<b>1= No Evidence</b>	<b>2= Poor</b>	<b>3= Average</b>	<b>4= Good</b>	<b>5= Excellent</b>
Creative and Original ideas in connection with your chosen Big Idea					
Thoughtful & Effective use of space and composition					
Technical Skill with chosen Media					
Craftsmanship					
Visually Engaging Execution					