

Art 195

Name _____

Art & Text

You earned _____ out of 50 possible points.

**End of Term Presentation
This Means This This Means That**

How far we have come! This semester, we have delved deeply into meaning, how it is constructed, and various methods by which we may unravel and/or weave through it. So, now let's share what we know.

Choose a work of art, movie clip, music video, graphic design project, dance performance, commercial, or poem to deconstruct and interpret in a presentation of 20 to 25 minutes. It is important that the duration of your presentation be NOT LESS than 20 minutes, and NO MORE than 30 minutes. (Seriously, practice your presentation ahead of time!) If interpreting a work with time duration, please choose works that are less than five minutes.



Rene Magritte, The Treachery of Images, 1928 - 29.

Introduce your work with its **historical context** and **relevant information** relating to the person or group that created it. Offer a position, **thesis**, or claim pertaining to the work that clearly **demonstrates your research**. During your discussion, **utilize at least five different concepts** from Sean Hall's *This Means This This Means That, a user's guide to semiotics* to analyze the work's meaning. Alternately, you may choose to **utilize one of the methods employed in a reading**, such as Barthe's *Rhetoric of the Image*, Krauss's *In the Name of Picasso*, Williamson's *Decoding Advertisements*, Pritchard's essay on cultural appropriation, Berger's *Ways of Seeing*, Hall Chapter 7 on *Framing Meaning*, or Hall Chapter 8 on *Stories and Storytelling*. Your analysis should be clear, evident and obviously indicate a thorough understanding of semiotic concepts.

The presentation may take any form that allows you to convey an understanding of the work's meaning, and should intend to extend understanding of semiotic concepts to your classmates.

Hall Presentation Grading Rubric	
Utilizes five Hall concepts or clearly uses a method from one reading	out of 25 points
Demonstrates research and thorough understanding	out of 10 points
Form (Powerpoint, Infographic, etc.) skillfully employed	out of 5 points
Adherence to time limit	out of 10 points
	out of 50 points