

Art 371

Name _____

Contemporary Art : 1970 to Present

Due Date _____

You earned _____ out of 75 possible points

Visual Analysis Paper

As you begin to write your research paper, you are asked to attend a professional exhibition including contemporary works made from 1970 to the present day, to conduct an in depth visual analysis of one work on view. You are strongly encouraged to use this as an opportunity to see in person, a work that you are planning to write about in your essay. The idea is that the Exhibition Analysis serves as a rough draft, or foundation to what you will consider in your lengthier research paper. You may find the websites, Museums Explained (www.tfaoi.com/aa/5aa/5aa24.htm) and Writing About Art (writingaboutart.org/pages/visualdesc.html) useful.

Start your investigation by conducting a scavenger hunt for the following materials:

- ◆ Didactic wall text explaining the exhibition's theme
- ◆ Gallery guide, catalog essay, or printed exhibition takeaway
- ◆ Wall label identifying the work of art you have chosen to analyze

Based on the information found in the above materials, answer the following questions about the exhibition you viewed.

Title of exhibition _____

Curator _____

Exhibition venue _____

Dates on view _____

In your own words, describe the exhibition's theme?

What art historical concepts, theories, and methods (review pages 14 - 48 in Art Since 1900) does the curator use to explain the exhibition theme and tie the works on view together? Did this method help you as a viewer to understand the work?

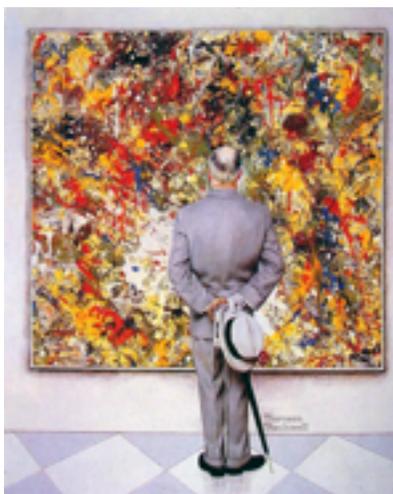
As a viewer of this exhibition, explain the strengths and weaknesses of the venue in providing appropriate space, interpretive materials, and display furnishings (such as cases and pedestals) conducive to understanding the exhibition's theme and concepts.

Your Research Paper must include in depth analysis of a minimum of four works of art that include visual descriptions, skilled use of relevant art historical methods, as well as a consideration of the social context in which the works were made. Following the same criteria, analyze one of the works you viewed in person in this exhibition.

Begin with a visual description by communicating what you saw and understood when viewing the work. Assume that your reader has a background in art, and has seen the work you are discussing in person. Be sure to start with **the basics** - let your reader know the title of the work (being sure to distinguish the title in your text by italicizing or bolding your font), the artist's name, and the date the work was made. Next, describe the work's **denotative / formal properties** in detail. Identify the work's literal components, such as composition, colors, represented objects, and media. Follow with a consideration of the work's **connotative meaning** (suggested and implied). Consider what is represented, who is portrayed, where the scene set, and what these parts suggest and convey.

Finally, connect your visual description, denotative consideration, and connotative read into an **overall interpretation** of the work. What meaning did the deconstructed parts of the work collectively build? What message was conveyed? Be sure to defend your interpretation by pointing to the "evidence" found in the physical work. If the exhibition venue, layout, and interpretive materials did their work well, your final interpretation should reflect the exhibition's theme and concepts.

Exhibition Analysis Paper Rubric	
Discussion of organization of exhibition	out of 10 points
Visual analysis of one work on view	
Visual description	out of 10 points
Discussion of denotative and connotative elements	out of 10 points
Overall interpretation of the work	out of 10 points
Use of art historical methods to defend your interpretation	out of 25 points
Writing style and use of Chicago Manual of Style	out of 10 points
Total	out of 75 points



Norman Rockwell, *The Connoisseur*, 1962.