



## TOOLKIT: ANALOG SOCIAL NETWORKING

THEME: SPACE

SUBJECT: VISUAL ART

ARTIST: JOHN PEÑA

GRADE: recommended 6<sup>th</sup>-12<sup>th</sup> grade

### OBJECTIVES

Students will create a physical version of an online social networking platform that invites audience participation.

Students will create a site-specific artwork that addresses, challenges and/or questions the role of social networking sites in culture.

### KEY QUESTIONS

1. What is social networking?
2. How has social networking changed how we interact with each other?
3. Does your analog social network resemble your online social network? How are they similar and how are they different? How do the comments and interactions change depending on the venue?

### VISUAL REFERENCES

1. *Word Balloons*, (2014) by John Peña

### ACTIVITY

Students select one social networking platform they want to translate into an interactive physical object.

Examples of social networking sites include: Facebook, Twitter, Tumblr, Instagram, Vine, etc. Students create a physical version of their chosen site using large-scale paper or cardboard. The student must adhere to the parameters of the platform, so if comments are allowed on the platform, they must be available in the student's version. How will people leave comments? How will people show they like something? Install your social networking page in your school, thinking carefully about the placement.

Document the page before there is any student interaction, and then continue to document how your fellow students comment and interact with your analog social network.





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PENNSYLVANIA CORE STANDARDS

**VISUAL ARTS**

(9.1.6.A-9.1.12.A)

*-know and use the elements and principles of each art form to create works in the arts and humanities*

(9.1.6.B-9.1.12.B)

*-recognize, know, use and demonstrate a variety of appropriate arts elements and principles to produce, review and revise original works in the arts*

(9.1.6.C-9.1.12.C)

*-recognize and use fundamental vocabulary within each of the arts forms*

(9.1.6.D-9.1.12.D)

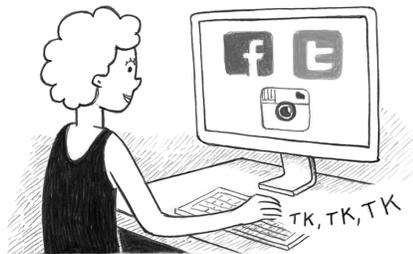
*-use knowledge of varied styles within each art form through a performance or exhibition of unique work*

(9.1.6.E-9.1.12.E)

*-demonstrate the ability to define objects, express emotions, illustrate an action or relate an experience through creation of works in the arts*



# Analog Social Networking



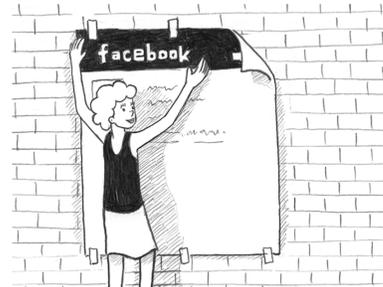
Choose one online social networking website that you will translate into the physical world.



On a large sheet of butcher paper, draw your own version of the website. If the site you chose has an interactive element, be sure to include that in your design.



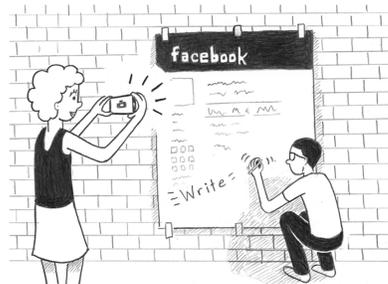
Add details and bright colors to your drawing so that it will stand out from far away.



Next, install your drawing in your school. Select a location with good visibility so that people will notice it.



Observe and document the ways that people interact with it.



Document with photographs. Take close-up pictures as well as wide shots. Try to include people in your documentation to give a sense of scale.