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Pop Art is an art movement that began in the late 1950's in the UK and early 1960's in the USA. It reflected contemporary advertising and fame, and also everyday life by utilizing common, boring objects. Pop artists blurred the line between fine art and commercial art. It was young, and it was fun!

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Pop Artists



Andy Warhol (1928-1987) explored advertising and celebrity culture in print-making and paint.

Roy Lichtenstein (1923-1997) was influenced by comic book styles and advertising.



James Rosenquist (1933-2017) explored consumer culture and he often used fragmented images.

Keith Haring (1958-1990) started out as graffiti art in 1980's New York street culture.

Points Required for Success in Art (PLC)

- 1) To **try** your best at all times
- 2) To **focus**, knowing greater progress takes pace
- 3) To **apply** the knowledge you have been taught
- 4) To be **resilient** when things are not perfect
- 5) To **respect** the subject, your work and your peers
- 6) To **extend** your knowledge out of the classroom

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In Pop Art, there are four important words to consider:

Consumer: a person who purchases goods or services for their own use. A shopper or customer.

Icon: a person or thing regarded as worthy of veneration or worship. Fame and celebrity.

Media: the means of mass communication - broadcasting, radio, TV, publishing and newspapers, and, in modern times, the internet.

Society: people living together in a single community, who have shared customs, laws, and organizations.

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Details of the final piece of the Pop Art Project:

1. Produce an A4 experimental surface using mixed media
2. Collect images/text from your culture
3. Drawn images and text inspired by the 1960's; your culture, new artist imagery and traditional Pop artists
4. Explore paint with a variety of techniques to complete a mixed media image

Success Criteria:

- Final piece is personal and creative
- You draw accurately
- Presentation is neat
- Your composition is bold and dynamic
- You have listened to instructions
- You demonstrate good mixed media techniques and experimentation
- Influenced by Pop artists (both 1960's and contemporary)
- Graphical
- Included text and images

Focus on Presentation

Complete work with **Care**

Time Management - Meet the deadline

Be aware of Composition

Scale - big, medium and small

Lay out - cropped, angled

Direction - horizontal, vertical

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After the **Second World War**, the USA and UK economy boomed, and people had more money to spend on luxuries and entertainment.

The media promoted a glossy, colourful lifestyle through advertising, and Pop Art is a direct reference to this.

Before the 1960's, **Pop Music** did not really exist. The Beatles were one of the first true Pop bands, and they formed at the same time as Pop Art.

Keywords

Big, small, colour, flat, layers, bright, fun, Ben day dots, stripes, pattern, popular, mass culture, mass-produced, disposable, printing, juxtaposition (contrasting, close images), onomatopoeia (words that sound like a sound - bang! pop!), eclectic (wide ranging)

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In 1957, the artist Richard Hamilton described the qualities of Pop Art as, 'Popular, transient, expendable, low cost, mass produced, young, witty, sexy, gimmicky, glamorous and big business!'