

Art + Ag Labels = Engaging Lessons for Diverse Learners

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Agenda

1. Overview of Workshop
2. A Very Brief History of *Agricultural Labels*
3. A Very Brief History of *Art (visual art)*
4. Examples of Labels by Era
5. Some Art Vocabulary Words to Consider
6. Lesson Demonstrations



Overview

Historic agricultural labels tell important stories about marketing, art history, and cultural shifts in society. Participants will engage in field-tested visual art lessons that underscore the role of agricultural marketing. Connections will be made to the National Agricultural Literacy Outcomes. Participants will leave the workshop with lesson ideas that can be implemented across the curriculum.



A very brief history of agricultural labels

1. Naturalistic Era (1885-1920)
2. Advertising Era (1920-1935)
3. Commercial Era (1935-1955)
4. Modern Era (1955-present)



A very brief history of art (slide 1 of 2)

1. Naturalistic Era (1885-1920)

- a. Fauvism art movement (emphasizes color as a primary element of art)
- b. Analytic and Synthetic Cubism

2. Advertising Era (1920-1935)

- a. Dadaism (emerged during WWI as an anti-authoritarian art movement)—more specifically, 1916-1924
- b. Surrealism—specifically, 1924-1966



A very brief history of art (slide 2 of 2)

3. Commercial Era (1935-1955)

- a. Dorothy Lange – photographs and documents hardship of agricultural hardship across the United States.
- b. Jackson Pollack—drip-style action painting (1950)

4. Modern Era (1955-present)

- a. Abstract Expressionist, specifically 1943-1965—focused on expressing personal emotions and experiences in abstract compositions of color and form.
- b. Andy Warhol (1962) created 32-stenciled paintings of Campbell's Soup cans.
- c. Graffiti Art (1970-1990s)-influences marketing and advertising with the idea of branding.



Examples of Labels by Era



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Lesson Demonstrations:
Combining the rich histories of the agricultural industry
and art in light of marketing demands.



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Thank you.

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