

Year 8 Art Term 2 'POP ART' Knowledge Organiser

KEYWORDS & DEFINITIONS

CONSUMERISM	Consumerism creates a need to buy and own an ever increasing amount - it often drives people to want money to afford the best cars, expensive clothes, lavish lifestyles.
POPULAR CULTURE	What is popular - regarding food, fashion, activities, celebrities etc. transmitted via mass media and aimed particularly at younger people.
BRANDING	A brand is a name, term, design, symbol, or other feature that distinguishes an organisation or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.
IDENTITY	Identity is the qualities, beliefs, personality, looks and/or expressions that make a person.
TRENDS	A general direction in which something is developing or changing, a fashion, a topic that is the subject of many posts on a social media.

Other Pop Artists:
Keith Haring, Claes Oldenburg, Jasper Johns, Robert Rauschenberg



ANDY WARHOL RECREATED CELEBRITY ICONS

Things to look out for in Pop Art: Bright Colours, patterns, bold outlines, faces, food & words,

Pop art

Pop Art was the art of popular culture. It was the visual art movement that characterized a sense of optimism during the Post War consumer boom of the 1950's & 1960's. It coincided with the globalisation of Pop music and Youth Culture, personified by the Beatles and Elvis.

Pop Art was brash, young, fun & hostile to the artistic establishment. It included different styles of Painting & Sculpture from various countries, but they all had in common an interest in mass-media, mass production & mass culture.



PETER BLAKE DESIGNED THE BEATLES' SGT. PEPPER ALBUM COVER



ROY LICHTENSTEIN WAS FAMOUS FOR HIS COMIC BOOK STYLE



Pop Art, Noun: A type of modern art that started in the 1960s & uses images & objects from ordinary life.



Year 8 Art Term 2 'POP ART' - ROY LICHTENSTEIN Knowledge Organiser



COMIC STRIPS



He took great pleasure in presenting well-known comic-strip figures in a fine art format. He increased the size of his canvases and began to manipulate the **GRAPHICS** and **TEXT** of everyday comic strips dealing with stories of romance, war & science fiction



WHO IS ROY LICHTENSTEIN? Cartoons, comics and big bangs!

Roy Lichtenstein was born in New York in 1923. He became famous for his bright and bold paintings of comic strip cartoons as well as his paintings of everyday objects.



BOLD OUTLINES

Lichtenstein's technique, which often involved the use of **STENCILS**, sought to bring the look & feel of commercial printing processes to his work. Through use of primary colours, thick outlines & Benday dots. Lichtenstein endeavoured to make his work appear machine-made.

PRIMARY COLOURS



BENDAY DOTS

He chose colours carefully, to imitate the four colours of printers' inks. He also used Ben Day dots, a system invented to increase the range of colours available to newspaper printing. Look closely at his work – can you see how the colours are clear from a distance, but look like tiny dots and dashes close-up?

