This creative détournement project asks that you build three different images, each that has a separate purpose and audience. Each one of these projects should be distinct from the others.

1. The first image will be a poster/infographic that is related to your issue project. Your job here will be visually present your project, using both images and words. The purpose will be informational and educational. You can imagine your audience will be a general audience, but one that is open to learning about your project.

Infographics: Google search for planned parenthood infographic or substitute any number of issues (media monopoly, wmd’s, 2008 finanicial crisis, etc.) and you’ll see tons of ideas.

Infographic tool: http://piktochart.com/

2. The second image will be a culture jam in the traditional spirit of a creative detournement. This project, the easiest of the three, asks that you take an existing piece of advertising or propaganda and alter its message in the spirit of critique, disruption, and education. Be careful here. Try to stay away from old and tired culture jams. Fast food and soft drinks are worn out projects. I’d suggest something that goes a little further, something related to one of all of the various inequalities taking place in the world.

Links: Do google searches; Culture Jams

http://www.creativeresistance.org/

3. The third image asks that you make an inspirational art project that uses a combination of words and images to sends a message about a topic that you choose and develop. While this image is creative, it should also be rhetorical. The message the image sends can be positive (how people can act, how we can improve something in the world) or critical (targeting something that is wrong with the status quo) but it should send a message that will cause your audience to think differently about the world they are living in. You have a lot of freedom on this project, but I might suggest that you take a social issue that is important to you and develop your artwork around it.

http://www.creativeresistance.org/

**Tools**: We will be using the portable app called GIMP for this project. You’ll download and install GIMP on your USB drive, so you’ll need to have one so you can go back forth from home to school seamlessly. If you don’t have one, get one right away. 2GB should be plenty.

**Process**: We’ll have learning modules in class about how to use GIMP for the various stages of the project. Before we get that far, however, you’ll need to sketch out your ideas on paper, upload them to the Open Lab and discuss them with the class. Naturally, these ideas will change, but they will begin with working them out on paper.

**Writing Component:** For each image, you’ll need to include a rationale, the story behind your thinking of the project. Why you got interested in it, what your hopes were, how you executed and revised the project, etc.