

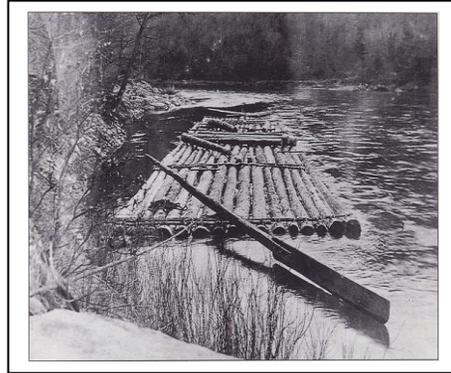
## What is RAFT?

The RAFT technique is an approach to help students understand their role as an artist, the audience they will address, the varied formats for art making, and the expected content. It is an acronym that stands for:

Role of the Artist - Who are you as the artist? Are you Frieda Kahlo? A sculptor? A street artist? A graphic design? The missing painting by a famous artist?

Audience – Who are you making art for? Is your audience the tourists at the Louvre? A friend? Your teacher? A client? The public?

Format - What form will the art take? Is it a painting? A sculpture? A video? A mixed media work?



Topic + strong Verb - What's the subject or the point of this piece? Is it to persuade? To plead? To call for stricter regulations on logging? For inform the public of a social issue? To observe an object closely?

Almost all RAFT assignments are created from a viewpoint different from the student's, to another audience rather than the teacher, and in a form different from the ordinary theme. Therefore, students are encouraged to use creative thinking and response as they connect their imagination to newly learned information.

## What Is Its Purpose?

The purpose of RAFT is to give students a fresh way to think about approaching their art making.

## Motivation and Assessment

RAFT can be motivation; in that it provides a unique context for art making *and* assessment; defining the parameters of the performance.

## **Unit Description:**

Students will explore the elements of culture and reflect upon their own identity. Students will analyze how individuals and communities express their cultural identity through works of art; both their own and others.

## **Enduring Understandings:**

1. Culture and historical traditions inform themes found in works of art.
2. The availability of materials, tools and technology can determine perceived value in cultural works of art.
3. Changing cultural traditions often give rise to new forms of artistic expression.

## **RAFT:**

You are a museum curator and you are being asked to identify, classify and plan an exhibit for a collection of masks (that have arrived to you in an unmarked crate); the masks seem to come from a variety of cultures, eras, and locations. The masks have come with unattached labels that should be able to inform you of their origin. As you design the exhibit, you need to consider visual clues that tell you about the people, culture, time in history, and place in the world that you believe the mask originated. To add a contemporary component to the exhibition, you will locate local artists to create masks that reflect new forms of artistic expression. The exhibit that you are planning will be open to the public.