



1960's

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Category: *Graphic Design*

Artifact: *Music*



A. Explanation:

Music in the 60's represents upbeat, anti-war, funky, fun, and colorful. The Beatles for example, were very popular in the 60's; they were good looking, fun, and anti-war. Being anti-war during this era meant that one was being anti-American. Elvis thought that the Beatles needed to perform out of the United States because they were a bad influence on young people (Music Played in the 1960's Popular Music From the 60's). All of the artifacts we chose for music are fun, bright; represent peace and love, and anti-war. Not only do they represent the 60's well, they also have good contrast, color, balance, attract attention, and all over have good design.

B. Analysis:

Personal:

The first thing we noticed when looking at The Rolling Stones record cover *Through the Past Darkly (Big Hits Vol. 2)* is the shape. All five of the singers are inside an octagon. This may be a representation of a stop sign. They are holding their hands up, palm facing out as if telling someone to stop. This might represent the signers saying stop with the discrimination and war. It also looks as if their faces are pushed up against a window and are trying to reach out.

Historical:

Music started becoming very popular in the 1960's. The Beatles appeared on the Ed Sullivan show on February 9, 1964. The Youngbloods had a classic hit in 1967 "Peace and Love" and the Rolling Stones had their number 1 hit "I can't get no" in 1965. "The decade was labeled the swinging sixties because of the fall or relaxation of some social taboos especially relating to sexism and racism that occurred during this time" (Wikipedia.org). Elvis Presley resumed his musical career in March of 1960 after returning from the army by recording "It's Now or Never" and "Are you Lonesome Tonight," and the three day music festival called Woodstock was popular for music entertainment.

Technical:

The colors complement each other very well. The tan color of the background helps the blue from inside the octagon stick out. The colors of the clothes the singers are wearing also work well with the tan background. The color of the “Rolling Stones” is the same color as the background and again, complements the clothes color. This brings unity between the text and the singers.

As for the rhythm of the piece, having the group name “Rolling Stones” at the top in bold makes you look at that before any of the other text. After reading the text your eyes are drawn towards the image.

By having the singer wearing the dark clothes in the middle, makes it feel balanced when having two of them on either side wearing lighter colored clothes. The same goes for the text at the top. The band name is in a light tan color, the name of the album is dark and the songs are in the light tan colored text.

Ethical:

Hedonism “attracts attention only for the purpose of satisfying commercial interests, shocking viewers, or expressing a personal statement,” (Lester, Graphic Design, 2011b). In this particular piece of the Rolling Stones album, they seem to be expressing their personal statement by putting their hands up to symbolize “stop,” meaning to stop war. Also, the octagon frame the band is in also corresponds to a stop sign. This would attract attention to customers who are also anti-war.

To achieve Aristotle’s golden means approach the designer must balance the purpose of the piece, the need for it to be noticed, pleasing for people to look at and it should have unique style (Lester, Graphic Design, 2011b). The Rolling Stones album has very unique style. Using the stop sign had a distinctive way to signify anti-war. The colors on the album cover relate to one another which helps to make the cover have unity. After reading the rules and taking another look at the piece, it does follow the rules.

The educational purpose or utilitarianism is to persuade people to listen to their music and to try and make people become anti-war. It goes a long way with today’s society and how people look or listen to a celebrity and they want to become like that person. By having the octagon shape, and holding their hands up to represent “stop,” they want people to stop with war and create peace.

Cultural:

Graphic design cultural perspective can be divided into two groups; free form and grid. Free flowing is placement of text or graphic inside the design frame. The graphic messages might be angry rebellion and frustration over political and social structure (Lester, Graphic Design, 2011c). The other example is grid which is a less obvious way to promote a political message. It is more organized and unemotional. The Rolling Stone album would be grid. The cover is talking about their political views with the octagon and their hands. There are no words expressing how they feel on the cover, but their music and images on the front are all that is

needed to know what they are thinking. The cover is organized with the colors and the elements are placed inside a frame.

Critical:

What is measured as “good” graphic design, almost always depends on the viewers (Lester, Graphic Design, 2011a). With the Rolling Stone album cover, people who are anti-war are going to appreciate it more than the people think the meaning anti-war means anti-America. If the viewers who are anti-war like the “stop” war theme then they are going to think the balance, shape, unity and color are goes well with creating their message.

C. Symbolism and effects:

The octagon shape frame the band members are in is a symbol of a stop sign. This shows how they are anti-war and the war should be stopped. Having their hands raised is a symbol as if they are telling someone to stop and how they want war to end. The effect that viewers might give from the image could be good or it could cause problems. People who were pro-war might have rebelled against their music which could have caused their sales to decrease.

D. Visual and sensual/perceptive theories:

Under the codes, Analogic is a collection of signs that causes the viewer to make mental comparisons. With the album cover they are holding their hands up like they are telling people to stop and the octagon shape represents a stop sign as well. This might make the viewer compare what they see to the names of the songs and ask themselves if the songs have anything to do with anti-war, peace and love. The album represents Metonymic which has the viewer makes assumptions and associations. With the “stop” symbolism on the front of the album, the viewer might make assumptions or associations that the band is anti-war.

The album cover signifies Semiotics where the viewer makes sense of the images in a number of ways, one being iconic. There is a direct resemblance with peace between the stop sign shape and them holding their hands.

Artifact: Pin-back Buttons



A. Explanation:

Pin-back buttons were a popular way to express one's self. Pin-back buttons were used in all aspects of society. They were used for campaigns and even for a fashion statement for the women. Campaign buttons date back to George Washington. They are a way to advertise your political party on clothing (Campaign Buttons, 2010). In today's society, pin-back buttons aren't a popular fashion accessory. The graphic design styles on the pin-back buttons are very different from today's styles of graphic design. Today's election advertisements use more of red, white and blue color whereas some of our examples aren't as colorful.

B. Analysis:

Personal:

When searching for buttons from the 60's, we realized that a lot of them were political. The button is balanced. Kennedy and Johnsons face being next to each other support the balance effect. The use of primary colors used in the button, yellow in the background, and red and blue used in the text complement each other.

Historical:

People wore buttons in the 1960's during the presidential election. This was a way to advertise which party they supported (Campaign Buttons, 2010). They are called pin-back buttons because there is a pin, like a safety pin, that hooks in the back to make it stay on clothing. For our example, we have the 44th Inauguration between the two Democrats, Kennedy and Johnson. This election was taking place in 1961. Kennedy served as President from 1961- his assassination in 1963 (John F. Kennedy, 2010). Then Johnson took over serving fro, 1963-1969 (Lyndon B. Johnson, 2010).

Technical:

The colors on the button aren't very exciting. They represent the American Flag which is understandable but the background color is more of a yellow which clashes with the blue and red. The two portraits of the men are the same size. They are symmetrical to each other. The text at the top is larger than the text in blue at the bottom which contrasts. They have the seal logo in between the two men to let people know that this is an "official election" The seal is smaller than the text and fits proportionately in between the two pictures.

Again, the two pictures of the men are symmetrical with each other which helps balance the information. The button is a formal, classy format which also makes it have good balance. There are frames around the pictures instead of feathering or instead of adding a back shadow. The Seal is the optical center which is the center of the page but higher than the "real center".

The fonts in red are consistent with each other which helps it have unity. They are more bold and bright. The desired effect and message is to let people know who is running for President. They keep the "America" theme throughout the button. "The New Frontier" at the bottom of the page is a slogan which people can read and know what they are looking to do after

Kennedy becomes president. There is very little white space on the button probably because the designer was trying to fit as much information on a little button.

Ethical:

The slogan at the bottom of the button is expressing a personal statement. It is what they want to do or achieve as Kennedy becomes president. This also attracts attention to the viewers. It makes them think about what they want to do and if their values or interests are the same.

The purpose of the button was to let people “wear” who they were voting for and supporting during the election. It was also a chance for Kennedy and Johnson to advertise themselves and add a personal feel to the design. The button is also pleasing to look at because both of their faces are in the button. By having their faces on the design helps it to be noticed. The style is unique today because the button is so old and there are so many different ways buttons can be designed.

And there is also an education benefit to the button because it lets the viewer know what year the election was and who was running for President. It also allows the viewer to put the name to a face. By seeing a picture of the men, they will remember who they are and what they look like for future reference.

Cultural:

In this political example, just like music, it also uses the grid artistic approach. The button is very organized. With small space like this, it needs to be more organized and straight to the point so the viewers can see what is being advertised. They use the basic form of circles for the picture frame around the photos. They also combined the colors of red, blue and yellowish white. To help make the button a grid approach, they make sure they have unity throughout the whole design.

Critical:

The button has good graphic design elements to it for the viewers. During the 1960's all different age groups were political. With the yellow tinted background, it makes it feel like older people would wear this type of button. It also is aimed towards people who are for Kennedy and Johnson, obviously. Today's generation has different taste. One might still wear a political button but not something that has this type of design.

C. Symbolism and effects:

The Seal at the top of the button has symbolism of the United States. The year also is a symbol for when the election was taking place. Since Kennedy did end up winning the election in 1961, buttons and advertisements similar to this, more than likely helped promote and let the public know what they had to offer.

D. Visual and sensual/perceptive theories:

The button is an example of Iconography. The Seal logo is a symbol which carries great meaning. There is identification and meanings of significant colors and positions in the button. The colors are red and blue with represent America and the positioning and size of the Kennedy

and Johnson portraits make the viewers aware of who is running. The text underneath with their names also helps identify who is who.

Metonymic code is a collection of signs that causes the viewer to make associations or assumptions. The slogan at the bottom makes assumptions to the viewers that the two men are going to make changes once they are elected. "The New Frontier," might be scary to some people who are afraid of change and they might not like that, but to others they might want change and get more information of what Kennedy wants to do for society.

Artifact: Logos



A. Explanation:

Logos in the 60's were simple and less colorful than they are today. Logos were another form of advertising. But some of the logos haven't changed too in today's society. For one of our examples, we used the Pepsi logo, which is very similar to the logo they use today.

B. Analysis:

Personal:

When searching for different logos that have been changed throughout the years, the Pepsi logo was interesting to us as a group. The Pepsi logo used to look like the coke a cola logo used in society today. The text that was used back in the 1800's was harder to read and as the years go on, the text became simpler. The Pepsi logo reminded us of a top of a bottle cap and the colors represent the American Flag.

History:

A young pharmacist name Caleb Bradham from North Carolina, began experimenting with different juices, syrups and other things to find a new drink to serve to his customers. He achieved something called Pepsi-cola. People responded and sales of Pepsi-Cola started increasing and he was persuaded to form a company to market the drink.

The company started growing and in 1903 the beverage was officially registered with the United States Patent Office. By the end of 1910, there were franchises in 24 states. He also started to bottle Pepsi to self-governing investors.

In the 1960's, Pepsi refined its target audience, distinguishing the significance of the younger, post-war generation. In 1963, the company recognizes the baby boomers and recognizes Pepsi as the brand belonging to the new generation-The Pepsi Generation. It's the first time any product is identified, by its consumers', the lifestyles and attitudes (A Brief Pepsi History, 2002).

Technical:

There is difference in contrast from logos throughout the years. There is a difference in size in the 1962 logo. The bottle cap in the background is smaller than the word Pepsi. The colors complement each other. The word Pepsi is the dominant element because it's so bold and the text is black instead of a color. Even though the color white is being used, there is still white space because there is no color.

There is balance in the logo. Since the white is in the middle there is color above and below it which helps keep balance within the logo. The black, bold text in the middle also helps keep balance. Again, the color is above and below the big, bold text. The balance in the logo is symmetrical. The format is constant and even though there is a little bit of white space, it's still symmetrical. The power of three is being used here with the red, white and blue colors. That helps with the proportion.

The bottle cap in the background works well with the name of the company and what they are selling which brings unity to the logo. The use of color is being used well too. Red, white and blue represent America which is where Pepsi started. Since the logo is organized, that also helps support unity with the graphic design.

Ethical:

The logo is readable and legible. The designer at the time probably did struggle a little bit for the design because of their audience. The audience was younger people so the bottle cap was simple, but to the point. The style is also unique for the time period. The only educational benefit to the bottle cap is the colors being red, white and blue for the American Flag. Once the company took off, the educational benefits changed such as the history, the different logos, and colors.

Cultural:

The Pepsi logo follows the grid artistic approach. It is unemotional organization to graphic design. The uses of colors being used are red, white and blue which carefully place each other within the frame. There are no individual elements so the viewer needs to look at the logo as a whole which is very important for the grid approach.

Critical:

Of course, good graphic design depends on the audience (Lester, Graphic Design, 2011a). Pepsi kept changing their audience from generation to generation and that kept their consumers but their main audience is anyone who likes to drink pop. Their design isn't towards a specific audience.

C. Symbolism and effects:

Once the company became more popular, seeing just the bottle cap or in today's society, the "globe" looking symbol, people knew the symbol enough to know what it was without the text. Another symbol would be the colors and what they represent.

D. Visual and sensual/perceptive theories:

The Perceptual theory is being used in the Pepsi logo. It is a Semiotics (Iconic Sign) which means it resembles what it represents. The background graphic looks like a cap to a glass Pepsi bottle and that's what it is meant to represent.

It also represents constructivism. Julian Hochberg (1970) the viewer constructs the scene with short-lived eye fixations that mind combines into a whole picture. When the viewer just sees the symbol of the bottle cap without the word Pepsi in the center, they recognize the symbol without the word. It quickly became popular so the consumers knew the symbol without the word. When the viewer sees the sign, he or she puts it together with Pepsi.

Category: *Photo Journalism*

Artifact: *JFK Assassination*



A. Explanation:

This picture represents the day that John F. Kennedy was buried after his assassination in 1963. We thought that it was a good visual example because of how it affected the people of America and changed the mood of the whole country. JFK was an icon and a strong president that America looked up to. Losing a hero such as him was a powerful and moving experience.

The impact JFK's death had on America was huge. He was the youngest president to be elected and to die. He was one of the more effective presidents at combating discrimination and sought to bring social and world peace to America. JFK brought hope and courage to the American people and his death was like a disaster. Could the Vice President step up to JFK's past role and bring America back to hope?

B. Analysis:

Personal:

We thought that this picture of Kennedy's son at the funeral was very effective. The fact that his son is brighter automatically brings our eyes to him. Also, the image of him saluting his father has great symbolism.

Historical:

At this time in history, Kennedy was leading America in the fight toward equal rights, ending poverty, and rebuilding America after WWII. His goals were to gain peace and equality. America believed in him because of his grace, optimism, intelligence, and leadership.

Technical:

The technical aspects of this photo have to do with how the picture was taken and how the camera produced the image.

Lens type. Lens type defines how much of setting can be seen in a photo. This photo is using telephoto technique, which narrows the perspective and creates a shallow depth of field. The son is in focus while the soldier is blurry, indicating a closed perspective. This accents the importance of the image of Kennedy's son by cutting back on background and foreground. Noise and distraction that could have been created through more setting was eliminated, making his son the center of attention.

Lens opening. This determines how much or what part of a picture will be in focus. This picture's lens opening is large because it has a controlled focus toward Kennedy's son and the crowd behind him. This visually shows the importance of the people Kennedy's death affected rather than the ceremony that is going on in the foreground.

Shutter speed. Shutter speed is used for clarity of shot. Since this photo is during a funeral, the only person we can see that is moving is the soldier in the foreground. To the photographer, it probably wasn't important to capture the movement of the soldier in focus, but to capture the

shutter speed because the crowd in the background was not moving and it wasn't important to capture them in action.

Lighting. This defines what kind of light was used to capture the picture. This photo's setting is outside and the crowd's shadows can be seen behind them. This indicates that natural lighting from the sun was used and no flash was needed.

Image quality. Image quality is a way of determining the quality of the photograph. This photo is exposed properly because a clear range from black to white can be seen, and no part is blurry that shouldn't be. The most important part of the photograph is the son, and he is perfectly in focus and brightly colored. We think this photo has very good quality considering it was taken 50 years ago!

Ethical:

Two ethical perspectives that can be seen in this photo are Victims of Violence and Right to Privacy. The Victims of Violence can be seen indirectly by how this photo shows the people that were affected by the assassination of Kennedy. JFK's family, friends, and coworkers are seen, though the main focus is around his mourning family. The Right to Privacy perspective is shown in how this photo censors the body and/or coffin of Kennedy to lessen the shock value of his death, and leave the privacy of his funeral procession for his family and others close to him.

Cultural:

The cultural perspective seen in this image is Photographer as a Social Documentarian. Usually this means that the photographer is trying to shed light on a social problem, but we think he is trying to convey an emotional message. While JFK's death affected thousands of those who looked up to him, the biggest impact was on his family. Focusing the picture around Kennedy's son also reminds viewers of how young his son was. It creates a very powerful emotional message, and viewers feel the same grief as if JFK was their own father.

Critical:

After studying and analyzing this picture more deeply, we have realized its bigger impact. Of course this picture shows the impact JFK's death had on his family, but it is also a historical record of an icon passing. By showing his son saluting the fallen hero and showing the crowd of people there to remember him, we see how important he was to the American people. In the 1960's, photography was still seen as an accurate depiction of life. Here, this photo was powerful because the people who saw it believed it to be true. It reminded them or reinforced the fact that

their President was no longer there to lead them. All they had left of his legacy were photographs and memories.

C. Symbolism and effects:

The biggest symbolism seen in this photo is the son saluting his father. It brings to light how his son thought of his father as a hero and a soldier. Likewise, this picture can be seen as a metaphor. The son is like the American people. We looked up to JFK like a hero and a soldier. We saw him as a soldier fighting against inequality and racism, and a hero because he made America feel hope in the middle of crisis.

D. Visual and sensual/perceptive theories:

Visual Theories can also be found in this somber photograph. Some Gestalt theories include similarity, proximity, continuation, and common fate. Similarity is when similar objects are visually grouped together. This can be seen in the dark color of the background crowd. Likewise, since JFK's son is a lighter color, he stands out and becomes the focus of the picture. Continuation is finding an imaginary line of movement. We agreed that a line can be seen from JFK's son saluting to the military personnel beside him saluting as well. It draws viewers' attention into the boy.

Perceptual Theories are also present. These include Semiotics, the study of signs, and Cognitive Theories, or mental activity. Semiotics includes iconic, indexical, and symbolic signs. A symbolic sign is abstract and has no logical connection to what it is representing. One symbolic sign in this picture is the salute. Logically, saluting could mean anything, but in our culture and around the world saluting is a way of showing honor and respect to someone in a high position. Likewise, saluting JFK at his funeral was a perfect way for people to show their respect toward him in his life. Cognitive Theories are what viewers think of when looking at a picture. We chose to focus on words, or the idea that we think in words. What came to mind when we looked at this picture were words such as honor and remembrance. We also noted that silence came to mind. No one's mouth in the picture is open, and silence is a way of showing respect.

Artifact: *Martin Luther King “I have a dream”*



A. Expiation:

We thought that this photo of Martin Luther Kings “I have a dream” speech was perfect because of the depth of field that shows just how many people came to listen to him. Many

symbols can also be seen in this picture, and the photographer effectively portrayed the reverence and greatness of MLK.

The impact of MLK's speech was of great importance to the African American community and other activists trying to make a difference in America. Martin Luther King had been collaborating with JFK on civil rights issues and hoped to eradicate all forms of inequality. His speech was powerful, noting the dream of equality, freedom, and the end of discrimination. His words fired up individuals to become activists and strengthened the bonds of minority groups. He stirred up the idea of social revolution and a new America. Though MLK was assassinated shortly thereafter, his words never left the hearts of those his speech affected.

B. Analysis:

Personal:

At first glance, we thought that this picture was pretty powerful. The angle of the shot was perfect. MLK is above the crowd as a leader icon, but his smile and eyes show that he was peaceful and friendly. His goals as a leader can be seen as for the people, not for himself. The view of the Capital in the background is powerful as well, sending the message that his speech would reach officials in the government, and affect the way the world looks at discrimination. Also, since other photographers can be seen next to MLK, we know that he was an important figure at the time and that this was a significant event in history. This would change the perspective of America forever.

Historical:

At this point in history, equal rights and ending discrimination were huge issues. JFK was an influence in trying to make equal rights a reality, along with protest groups and activists. Martin Luther King's presence as a leader for the NAACP helped to give confidence to African American groups and his speech became the driving force behind activist groups and protestors. He led the idea of non-violent protest and tried to create a peaceful atmosphere in the midst of trial. It was also still an Instant Photography era where pictures were used to document history, events, and preserve special moments.

Technical:

The technical aspects show the effectiveness of this shot and what gives it good quality.

Lens type: The lens type used in this photograph is wide angle, used to include setting and create scenery. While Martin Luther King is the center of the photograph, the crowd and capital are included in the background to make the picture more powerful.

Lens opening: The aperture is small to create a greater depth of field. This means that viewers can see all the other aspects of the moment as if we were right next to MLK during his speech. We are seeing the crowd of people who supported him and the magnitude of how big this moment was in history.

Shutter speed: The speed of the camera's shot was probably fast to capture the motion of MLK's hand and to capture the moment. Also, we thought that because crowds usually have a slight shuffle to from small movements, fast shutter speed would cut down on the blurriness of the crowd in the middle ground of the picture.

Lighting: The lighting in this picture is natural, seen from the setting of the speech but also from the other photographers in the corner. They don't seem to be using flash or extra lighting techniques.

Image quality: The tone and color contrast are good, showing clear shades from black to white. Focus of the image is crisp, focusing mainly on MLK in and front stage, but gets less crisp further in the background. We thought that this was effective for the message of the picture. Also, including the Capital in the background, even though it is blurry, subtly reminds us of the importance of where the speech was being held and how it relates to the issues Martin Luther King was addressing.

Ethical:

This picture deals with the Veil of Ignorance perspective by showing a huge group of people gathered under the leadership of an African American. The group is comprised of African Americans and Caucasians, all united for the purpose of equality. Though the purpose of the photo isn't to show the ignorance of racial differences, it is seen because of the event. Martin Luther King's idea was to make differences irrelevant and for everyone to accept each other despite skin color and background. Two different races gathered there for one purpose, not just to show that they could integrate. They came to show that they could work together.

Cultural:

The cultural perspective seen in this image is the Photographer as a Social Documentarian. This was an important point in American history, and photojournalists came to Americans were taking even bigger steps to change the social issue of equality that still plagued America.

Critical:

After studying this picture we also observed how this is an educational and historical record of a pivotal point in America. Martin Luther King as a leader in the civil rights movement was huge in itself, since he spoke in front of thousands of people as an African American no longer made to be submissive. This change of power was important to the changing nature of society in the 1960s. MLK's position in this picture accurately shows his authority, while the crowd and the background show his earned respect and the magnitude of the situation.

C. Symbolism and effects:

The symbolism that can be seen we first noticed in Martin Luther King's position on stage. Of course it was important for him to be raised above the crowd, but being so high made him available to every person in the crowd. It gives him the image of a savior to the people and a comfort as a leader. Also, his hand movement toward the crowd seems to say "don't worry, we will get through this." The perspective of the image is powerful as well. MLK is directly in line with the Capital in the background, emphasizing how he will change the views of the government and be an important figure in history forever. People look up to the government for change, and therefore looked up to Martin Luther King for change as well. The setting is perfect for showing the influence MLK would have on America after his "I have a dream" speech.

D. Visual and sensual/perceptive theories:

We also analyzed Visual and Perceptual theories seen in this image. For Gestalt principals, we saw similarity with the crowd grouping together and MLK and the tower near the capital. We saw definite continuation the line from MLK to the Capital made through perspective techniques. Common fate can also be seen in the faces of the people in the crowd, all looking towards the face of Martin Luther King. Everything brings the viewers eyes back to the speaker.

For Perceptual theories, we saw an abstract symbol by looking at Semiotics. The symbolic image is the hand on MLK turning out to the crowd. It is almost a reference to God and the Bible when He calmed a storm. His palm sends the message of "Peace. Be still," to the crowd.

When reviewing Cognitive theories, we saw salience in this photo. Some ideas were MLK as a father figure, a comfort, and protection. He is leading the crowd to a better, brighter day. Also,

we thought that the dissonance or noise of the photo could be seen by the photographers in the corner. They were unnecessary to the overall image. Also, some words that came to mind when we looked at this picture were Savior, Father, power, comfort, better days, awe, and peace.

Woodstock Concert 1969



A. Explanation:

We thought that this was an accurate depiction and expression of what the Woodstock concert was all about. The guitar and the rainbow in the background repeat the motto of Woodstock, “The Days of Peace and Music.” Though the rainbow is edited in, it seems appropriate to the time period and the purpose of the concert, which was to bring people together through music to achieve equality and peace.

The impact Woodstock had on society is seen through the picture. This concert was one of the biggest events in the history of music, bringing together more than 500,000 people to celebrate peace with music. This was a decade of hoping for peace in America over discrimination and overseas in the Vietnam War. By 1969, talks of peace in Vietnam were becoming more frequent, and this one event brought people together with the hope of peace in their hearts.

B. Analysis:

Personal:

One of the first things we noticed about this picture was the position of the musician on stage. Holding his guitar in the air signifies triumph or protest to us, and we thought that was the kind of message Woodstock was trying to send. Besides enjoying music, it was a celebration of victory and a protest against inequality. It was an image of triumph over discrimination and war. We liked the depth of field as well, showing the mass amounts of people that came to this single event.

Historical:

In the 1960's, instant photography was popular. For most of the recorded pictures of Woodstock, images are blurry and seem to be taken in a rush. We thought that this might have to do with the fact that people wanted to enjoy the concert rather than take the time to take a perfect picture. But, thanks to photojournalism, artistic photos like this one were taken. This concert was groundbreaking and important to the mindset of the decade. Pictures like this one remind people who attended that the concert was more than about enjoying music, it was about victory and unity of one people.

Technical:

These aspects of the camera and the image help to explain the effectiveness of the shot.

Lens type: The lens type is wide angle, which includes the entire scenery. This is meant to show the enormity of the crowd and how many people this event brought together.

Lens opening: The opening of the lens for this photograph is small, meant to get the musician as the main focus, but also includes the size of the crowd and surrounding setting. If this photo was only of the musician, the impact of the concert would not be seen, and therefore the context of the picture would be lost also without the crowd.

Lighting: The shadows on stage and the setting seem to indicate natural lighting. But, considering that the photo takes place on a stage and at a concert, some artificial lighting may have been used.

Image quality: The contrast shades in this photograph are perfectly balanced, imagining that it is purely black and white. But, the majority of pictures taken at Woodstock seem to be a little grainy and out of focus. This could have been from the type of camera used, if exposure was incorrect, or if the picture was taken too fast and without caution. It is a good quality picture,

but not as sharp as others taken in the same time period. The grain could have also been from picture manipulation and other technologies of the time not being perfected.

Ethical:

This photo deals with the ethical perspective of Picture Manipulation. The color of the musician and the image of the rainbow are both edited in to the picture. Generally, picture manipulation is looked down on because it can get out of control. It can tell lies and be used for bad intentions, like racial stereotyping and exaggeration. But, we thought that manipulations worked well in this image. The rainbow signifies peace after a storm, and color is used to bring life to the musician. We thought that this was the artist's way on saying that music brings life and enjoyment to its listeners. It also reinforces that Woodstock was a concert made to celebrate peace. When used with caution, manipulation can create a more effective picture.

Cultural:

One cultural perspective that can be seen in this image is the Photographer as an Artist. The photo seems artistic because to us it looks like it could be a poster for the event. The pose of the musician could have been set up, but it looks like a spur-of-the-moment proclamation of triumph. Also, whoever edited the photo turned it into an artwork. Adding color and the rainbow enhanced the photo and give it life. Artistic photographs usually send a message to its viewers, and we believe that it says "music brings listeners to life".

Critical:

After analyzing this photo, we realized that it isn't of the greatest quality, but that it is still a quality expression of the emotion and purpose of Woodstock. In 1969, thousands of people went to experience three days of peace and music, and this picture clearly represents that. It is also proof of one of the greatest concerts in American history. This was a concert that brought so many different people together under one dream of unity, equality, and peace.

C. Symbolism and effects:

The symbolism seen in this picture is in the musician and the rainbow. The stance of the musician and his upper arm extended is a symbol of victory often seen in military settings, and the rainbow is a universal symbol for calm and peace. This was important at the time because of the war in Vietnam and the fight for civil rights. The concert was said to be a celebration of peace and music, but it may have also been a protest for worldwide peace.

D. Visual and sensual/perceptive theories:

When looking at Visual theories like Gestalt, we found continuation from the musician to the sky, which then leads our eyes to the rainbow in the sky. For Semiotics, we found symbolic images in the hand of the musician signifying victory and protest, while the rainbow is an abstract symbol for peace after calamity. Finally, for Cognitive theories, we chose to focus on the words that came to mind when looking at this picture. Words such as peace, victory, unity, and happiness are clearly conveyed.

Category: *Cartoons*

Artifact: *Drowning Girl*
–Roy Lichtenstein



A. Explanation:

This piece was selected for inclusion because it is possibly the best example of pop art in the 1960's. With artists like Roy Lichtenstein and Andy Warhol dominating the gallery circuit during that time, a reference to their work had to be made. A genre that was composed of many common types of marketing and sketch patterns took time to gain a foothold in the high-class art world but because of pieces like 'Drowning Girl' it stuck there.

B. Analysis:

Personal:

The 'Drowning Girl' combines elements of both classic art with the new comic pop craze that swept the late 1950's and dominated the 1960's landscape. This 1963 piece is considered one of the greatest pieces of comic pop art ever to be made. The use of bold colors and free-flowing lines give the viewer a pleasant free-form feeling, even though the subject in the piece looks so distressed and hurt.

Historical:

The comic pop style was in its golden age, and Lichtenstein solidified the genre in the high art community. Lichtenstein proved the validity of cartoons and comics in making a single panel that was more than just a simple sketch and truly exemplified talent. The new, hip, and over-stylized style became a hit and was used for both marketing and general entertainment.

Contemporaries that helped legitimize the genre include David Hockney in England and Andy Warhol here in the United States.

Technical:

Lichtenstein's style was heavily influenced by his past; work in marketing in comics prepared him to step into the forefront in the new liberal youth of the 1960's idea of art. The cell shading gives the appearance of a three-dimensional form jumping out right from the canvas. The depth of the shadows seen, the open mouth expression of pain, circular pattern of the waves that keep your eye tuned to the middle, and the eye popping bold colors all make us want to just keep looking at the piece.

Ethical:

Drowning Girl almost seems to be a warning of what can happen when you let your emotions take control of you and shows us how easily we can drown in a sea of our own emotion. Our attractive female centerpiece has seemed to have literally cried herself a river and is about to be swept away in it rather than willing ask Brad, who is seen in later Lichtenstein works, for help. This seemed to be a cry from the hypersensitive counter culture that was exploding with popularity in the 1960's; wanting to stand on their own being unwilling to call for help from the administration and culture that had hurt them so.

Cultural:

The pop art found a home with the counter culture movement and gained respect from the high art world. Art curators knew that the more abstract like art would become popular shortly and found artist to support with both Warhol and Lichtenstein's work. This piece in particular struck a chord with another influential movement in the 1960's, that being the feminist movement. The short exotic hair was not all that lady like for the period and a women taking a stand and refusing to ask for help from a man was quite a statement for the time.

Critical:

The clean typography portrays strength, intensity, and an unwavering conviction in her loathing for Brad. The waves seem to be in reference to old Japanese renditions of moving water using classic technique from over one thousand years ago. The beauty of the female is always perplexing because while it is easy to say that she is attractive there is little detail in her face to say exactly why; her small mouth and well-shaped lips imply a softer more feminine look.

C. Symbolism and effects:

The woman in this work is in a very deep moment of despair and Lichtenstein's imagery and words help pass along the sense of despair to the viewer of the piece. The text's message is clear as it says but it leaves the viewer to interpret why the drowning girl does not want to call out to Brad and she would rather sink and drown in her own emotions.

D. Visual and sensual/perceptive theories:

Meeting of past and present, marketing and art, and other influences are seen in Lichtenstein's famous print. Almost looking caricature like the print does not seem as though it is going for a realistic looking piece whatsoever. The waves in the piece look as though they were inspired by Japanese wood cut waves made thousands of years ago, the motion lines give the water a very free flowing feeling and seems to be relaxing to the eye.

Artifact: *The Flintstones-Anheuser Busch Ad*
–Hanna Barbera



A. Explanation:

Few cartoons have become truly incorporated into American culture, recently we have Family Guy and Simpsons but the original all-American family was from Bedrock and their names were the Flintstones. The popularity achieved by the Flintstones as the first major marketed cartoon on Television was unprecedented. The idea of talking about cartoons in the 1960's and not mentioning the Hanna Barbera production company is ludicrous. This piece also

exemplifies what was considered acceptable almost fifty years ago, Busch beer ads in a cartoon aimed primarily to young families.

B. Analysis:

Personal:

Hanna Barbera drawing style was never considered complicated or very detailed but what it lacked in detail it made up for in writing and comical styling. Flintstone's were watched by every age group, from highly impressionable children, parents, grandparents, and babysitters; reaching every target market. The fact that tobacco and beer companies wanted advertising from a children's comedy cartoon speaks volumes about the power of the Flintstones hold.

Historical:

From 1960 to 1966 the Flintstones were the most celebrated animated show on television. This cartoon was one of only two to ever be nominated for a primetime Emmy and constantly in the top 25 programs over the air in that time. TV Guide went on to name the program as one of the 1000 greatest programs of all time.

Technical:

The early 1960's proved to be the golden age of television cartoons. Pop art was on the rise but the simple drawing style of the Flintstones and other Hanna Barbera cartoons remained popular and dominated the television market. The color style seems almost dull and faded yet for whatever reason it seems that its easier for people to connect to the older style of drawings.

Ethical:

Cigarettes and alcohol is obviously not what we want to model to our younger generations but at the time there was very few rules regulating when where you could advertise products where today you will not see a television commercial for cigarettes and beer commercials are only played on certain channels and at certain times. Although the clip that this particular still comes from is actually a promotional video Anheuser Busch asked Hanna Barbera asked them to write but the infamous Winston Cigarettes ads did run in front of millions of viewers for over two years.

Cultural:

The United States and even the world was obsessed with cartoons in the 1960's with all the Hanna Barbera productions, Looney Tunes, Disney, and Speed Racer internationally introduced the anime genre to the world. The Flintstones strong numbers prompted ties to everything from Vitamins to Cigarettes and from Welch's grape juice to Busch beer.

Critical:

Barney and Fred sit comfortably after a long day at the rock quarry and enjoy a fine Busch beer, it speaks directly to the hard working American of the early 1960's. During the episodes there would be zany high jinks but when it came to their sponsors the Flintstones were all business. The "postmodern" family in bedrock was just like any other American family trying to make a dollar any way they could.

C. Symbolism and effects:

The symbolism in this piece is apparent since it is an advertisement. We see Barney and Fred enjoying a beer in their normal clothes. They are relaxing in what seems to be a very comfortable stone chair in what may be a bar. The cans are strategically turned towards the viewer like they would be in any good commercial or in this case promotional video for the Busch brewing company. Other Flintstones pieces pushed cigarettes, vitamins, and fruit juice with the same promoting flare.

D. Visual and sensual/perceptive theories:

As much of the emerging cartoons to come out of the 1960's were often considered more complicated than the Flintstones none of them beat them on creativity of their setting. The prehistoric family used stone wheels on their cars to get around large dinosaurs to help them mine the stone at the quarry that pays Fred's bills. The framing of the Flintstones was also different from cartoons pass as Hanna Barbera group developed storyboard-writing ideas that involved the characters in what was almost a soap opera type plot line.

Artifact: *The Amazing Spider man*
–Stan Lee



A. Explanation:

Comics had been established for some time by the 1960's but there was a change coming in the very way they were written and produced and the leader of this movement was Stan Lee and his company was Marvel comic group. Spider Man was Lee's child, it helped him legitimize himself and later he was involved in the creation of the Hulk, the Avengers, X-Men, and Iron Man just to name a few. Lee's idea to incorporate the artist with the story creators help save time and costly rewrites and redraws.

B. Analysis:

Personal:

Comic books were firmly implanted into the American psyche by the beginnings of the 1960's but there was a boom in characters and storylines in the 1960's that has never been matched. Stan Lee and his company Marvel Comics or as they referred to themselves in those early days, MC. Marvel revolutionized the way comics were written, both speeding up the process and by making the imagery just as if not more important than the text.

Historical:

The pop art explosion could not have come at a better time for Stan Lee and Marvel Comics. The boomer generation was the first to grow up with a television in the household and by

extension became the first to experience this golden age of cartoons and comics. There was also the ever-present Red Scare of the 50's and 60's going on in America and it was important to many to know or at least feel that someone was fighting on behalf of our American principles and morals.

Technical:

The scheme for covers and even many panels of Spider man seemed to come from a formula; action was almost the focus in the middle of the frame. There would commonly be an off angle view of what was going on, either birds eye from above or a worms view from below to make all the action look larger and more epic. The action sequences were also something new and brought violent action comics to the forefront.

Ethical:

Spiderman like many other cartoon, comics, and other genres of the time, began using sex and violence to sell their product but at the same time created something strange American at the same time. Peter Parker always had his faithful Mary Jane and would always wind up in at least one fight every issue.

Cultural:

Marvel comics blended together elements of entertainment from many genres; there was the obvious good versus evil complex we commonly see in our television and movies. But there was also the tension of soap opera, the action and violence that was expected from comics. Peter Parker went through many difficulties from catching villains, keeping his identity a secret, and working as a photojournalist during the day.

Critical:

The complexities of the art seen in the early Marvel comics are truly works of art the revolutionized the way comics are made even to this very day. Involving the artist in the creative process, Stan Lee essentially reinvented the printing press for comic making companies. With imagery that some could only dream of creating and bold colors that felt surreal. A median that connected with many people from many different walks of life.

C. Symbolism and effects:

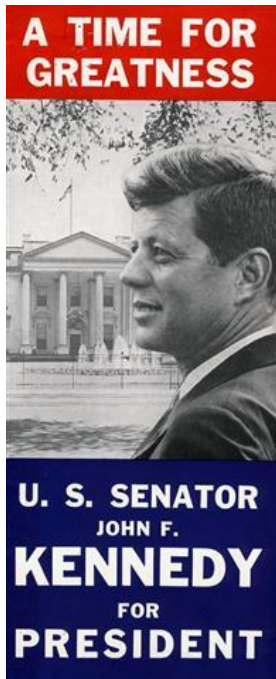
Spider Man name and suit all point to the same conclusion the Peter parker is part human part spider. In this cover we see Spider Man swinging from building to building with a man under his arm. In the back of the Dutch angled skyline shot we see men standing with guns looking down from the rooftops. The motion lines falling behind Peter Parker give the affect that he seems to be flying around New York City at great speed yet composed with what seems to be much grace and strength.

D. Visual and sensual/perceptive theories:

The framing on many of Marvel Comics seem to have the same construct with there being a center action to catch your eye with teasers placed around the action. The clear heading gives the book certain air sophistication even with its child oriented cartoon comic colors. The type of Spider Man seems to be a bit more intense than average font, letting the reader know that the teenage Peter Parker is no longer a joke for others to pick on. The cities muted colors in the back give the setting a feeling of a layer f filth all around the city which I feel is a symbol for what the Amazing Spider Man is trying to clean up by helping the city of New York.

Category: Visual Persuasion

AI Persuasion Artifact: Presidential Campaigns– John F. Kennedy



A. Explanation:

In the 1960s, there was a war, social influences, and presidential campaigns that will be remembered and have an influence for years to come. After looking through many presidential campaign posters, buttons, and signs, there was one that showed Kennedy and Johnson wanting to prove to the country that they were willing to bring America home, and show leadership in every aspect of 1960s troubles. There were many activists in the country lobbying to end the war, have peace in the world, and bring their loved ones home from Vietnam. One wife and mother of four was able to show her anger about the war through a printed poster. The symbolism shows how everyone in America felt about an end to the war. Advertising has always been and always will be a major role in society. It makes people feel how they should look, what they should buy, and how to be the perfect person. The 60s were all about having the

perfect family and ignoring the wrongs in the world. Miss Clairol Hair Color has the perfect magazine advertisement to show the perfect life every woman should have.

B. Analysis:

Personal:

When first looking at this, we automatically felt the pull of leadership, and safety. Kennedy has a confident, yet soothing smile across his face. With the capital building in the background, makes it seem as if Kennedy is confident that he has already won the election, and he is comfortable being a leader.

Historical:

In the period when this presidential campaign was taking place, the Vietnam War was occurring. All of America was hoping that the deadly, bloody war overseas would be ending soon. Kennedy was running side by side with Richard Nixon. It was a crucial time for a great leader to run our country. This is how Kennedy came up with the slogan, "A time for greatness".

Technical:

It seems to be that the picture was taken of JFK away from the building. His bust was then overlaid the photograph of the building. Then, the wording was added. This was all produced to be the cover of a brochure.

Ethical:

Hedonism was present in this brochure cover page. Kennedy and his campaign team used the fact that Kennedy photographed much better than Nixon. However, we would not say that this cover is unethical. Kennedy was a moral person at heart.

Cultural:

The capital building is a symbol in American that represents the president. It shows the freedom and liberty that we have in America. By having this on the brochure cover it is showing that Kennedy is ready to take that leadership and bring peace back to the country. Using the colors, red, white, and blue resembling the American flag which proves his patriotism. He also used the word "greatness", knowing that the people of America were waiting for something great to happen in their era.

Critical:

This cover was well thought out. It talks to the viewer, even if the viewer does not recognize it. It was ethical. Even though the campaign team used Kennedy's looks, they did not compare Kennedy to Nixon, showing that Nixon did not take well photographs.

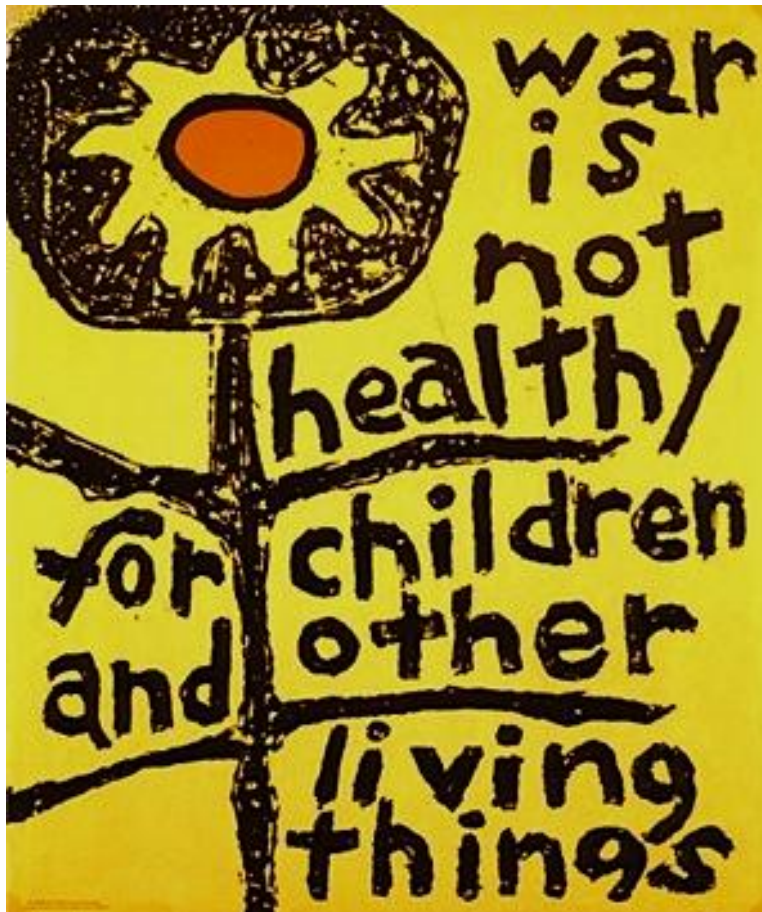
C. Symbolism and effects:

This symbols used in this artifact was the photograph of the capital building, the colors, and the wording. The capital represented the presidency and that Kennedy was ready to take on that responsibility. The colors, red, white, and blue reflect the colors of the American flag, showing freedom and hope. The word, "greatness", is used. The country was looking for a great leader, and Kennedy was ready to promote that he was great, and time for change for the good was coming with him.

D. Visual and sensual/perceptive theories:

Patriotic appeal is extremely evident in this brochure cover. It shows the use of the American flag, and the capital building. Iconicity is utilized in this print as well. Having Kennedy's bust on the cover and the picture of the building represent Kennedy as president and residing in Washington DC.

Artifact: *Social Movement – War and Children Poster*



A. Explanation:

This poster was made in 1967 by a wife and mother of four during the Vietnam War. The poster is placed on a yellow background. On the left is a dominant flower. The flower being in the left hand corner with the stem coming down the page. There are four leaves coming off of the stem. Written in-between the leaves it states, “War is not healthy for children and other living things”. The writing and drawing looks as if a child wrote it.

B. Analysis:

Personal:

When we first looked at this poster, it was an immediate feeling of sadness. A feeling of pity overwhelmed us seeing the child-like printed words. We also thought that it was straight forward and truthful. Being so truthful about a time in the life when everything was brushed under the table was shocking to us.

Historical:

Lorraine Schneider was a printmaker and mother of four children. Her oldest son was, unfortunately, overseas fighting in the Vietnam War. While he was overseas, she printed this poster. She submitted this piece of work in a print show at Pratt Institute, located in New York. It later was the logo for a social movement.

Technical:

Schneider was a print maker. She made this poster herself, keeping her children, especially her son, in mind. The print shows that she submitted it to, only aloud the print to be on an area of 4 square inches.

Ethical:

Utilitarianism can be said to be present in the poster. It is disturbing enough to make people change their mind about the war. The person may see the words, written like a child saying that war is harmful to the child, would have a different effect that telling the individual that war is harmful to children.

Cultural:

During the 1960s, the Vietnam War was happening. The flower became the symbol of hope. When looking at the poster the first image you see is the flower on the left. It says “hope”, however, around the head of the flower, there is black colored around it. This shows the darkness of the war lingering around before hope can be present. The four leaves coming off of the stem may represent Schneider’s own four children, but also, all of the children in the world. The writing “war is not healthy for children or other livings things” is done in a child-like handwriting. This shows that children are indefinitely affected by war.

Critical:

This poster is a great example of persuasion in this era. It has the viewer think about the children of the world being harmed. Possibly the viewer may think about the living organisms in their own backyard are being affected by the results of a war that occurring overseas. Something so simple can have an enormous affect on the viewers of the posters.

C. Symbolism and effects:

The symbols used in this poster are the flower, the leaves coming off of the stem, the blackness around the head of the flower, and the font used. The flower has become the symbol of hope in this era. There is a black cloud around the head of the flower. This is showing that there is a war happening, however, hope is always there coming through the rough times. Hope

is always present. The leaves represent Schneider's four children. However, the stems can also be representing all the children in the world. The font used was cleverly chosen to look like a child has written the poster themselves. Seeing a "child" write those words can be very emotional for a viewer to see.

D. Visual and sensual/perceptive theories:

This print is a great example of activist art. This print was not made to be showed in a museum and earn money from; it was done to express the social movement that was occurring in history during that time period.

Artifact: Magazine Advertisements – Miss Clairol hair color



A. Explanation:

Miss Clairol – In the 1960s, women were seen as staying home and taking care of the house and children. They were to dress a certain way and act in a specific manner. Along with those two aspects, women were to look presentable, and "perfect". Part of that perfection is a

women's hair. In this advertisement for Miss Clairol, there is a picture of a woman with a child, the perfect picture. The woman is helping the child blow bubbles. Her make-up accents her facial features just right, and there isn't one strand of hair out of place, with just the right color to it.

B. Analysis:

Personal:

When first looking at this advertisement we saw happiness, love, and warmth. We also noticed the perfection of the child and the woman. It made the girls feel need for that perfection.

Historical:

In the 1960s, women were expected by the men and society as a whole to live up to certain standards. To be the picture perfect daughter, girlfriend, wife, and eventually mother.

Technical:

This advertisement was done by a photographer. The woman and child had to do a photo shoot for the perfect picture to place in the advertisement. It was them cropped and paced with the saying "Does she... or doesn't she?" on top and a description of the product below. The darkest part of the photograph is the mother's hair. The skin tone on both the child and mother is very light, the clothing is light in color, the phrase is white, and at the bottom the description is on a white background. The backdrop behind the mother and child is blurry, as to not bring attention.

Ethical:

The veil of ignorance is seen in this advertisement. When a woman sees this ad in her favorite magazine, she will think to herself, "I wish I could have my hair look like that. So I could be happy with my family." A man may also see that ad and think about what his wife would look like if she used this product.

Cultural:

The mother and child are portraying how a family is to act in this time period, the perfect wife and mother to her children. It is showing this by keeping her hair the right shade of color. She is also playing with her son, having a good time.

Critical:

The people in this time period will see this ad that feel that they need to use this product. The line “Does she... or doesn’t she” gives the reader a sense of, “I can’t tell that her hair is colored, I should purchase and utilize that product.” This time period still didn’t look past that pictures didn’t always tell the truth. They looked at the advertisement and believed what they saw.

C. Symbolism and effects:

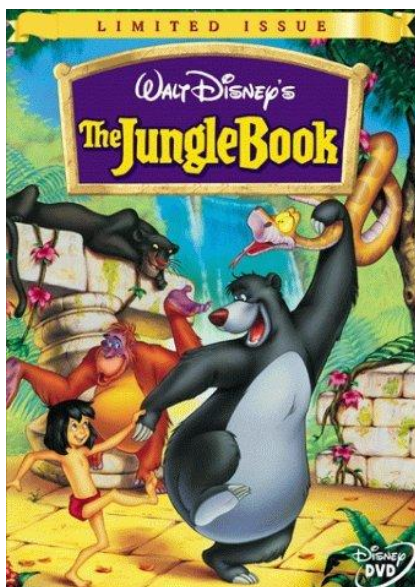
The bubbles show happiness and love. The mother and child are looking at the bubbles, showing warmth and wholeness. The mother is wearing pink, a warm coloring, making the viewer feel the sense of love. The background is blurry, this shows that the rest of the world is unimportant when you’re with family.

D. Visual and sensual/perceptive theories:

This advertisement is showing happiness is found by looks. This leads to believe that social status and elitism was in the mind of the producers of this particular advertisement.

Category: Film (Disney Movies)

Artifact: *The Jungle Book*: (Children's movie about a boy who was raised by wolves and then sent away to find a human village because a tiger was looking for him to kill him.)



A. Analysis:

Film in the 1960s reflected the decade of fun, fashion, rock 'n' roll, tremendous social changes and transitional cultural values. The worst year for US film productions in fifty years was 1963 because there were only 121 feature releases. The largest number of foreign films released in the US in any one year was in 1964, with 361 foreign releases in the US vs. 141 US releases. We believe that the artifact of the Jungle Book is a good visual example because it shows bright colors and how during this time of war there were people who were trying to create a happy, fun atmosphere.

Studios were struggling financially in the 1960s. By mid-decade, the average ticket price was less than a dollar, and the average film budget was slightly over one and a half million dollars. But even through all of this financial trouble they still managed to come out with some movies that were a hit and not a complete loss.

Disney films re-emerged as a triumphant box-office moneymaker and producer of a variety of expensive-to-produce, animated and likeable, wholesome live-action family features during the 60s. When film was going through such a harsh depression financially *The Jungle Book* was put out and made money becoming one of the most well known movies of all time. Musicals declined in the 60s through the next decade but three of them were among the screen's greatest spectacle, including *The Sound of Music*. In the 60s many westerns were down-beat and heavy-handed, portraying the themes of the West. Clint Eastwood got his big break by starring in Sergio Leone's entire "Dollars Trilogy" reinvented the Western with his Italian-made "spaghetti westerns," including *The Good, The Bad, and the Ugly*.

B. Analysis:

Personal:

Our first impression of this was that they used very bright colors to lure in an audience, mainly a younger audience. The cover also has animals and a child with very friendly faces which gives the viewers the thought that the movie will be fun and exciting.

By making the ground tan and the background blurred it really makes the characters pop out and brings you in to wonder what their characters are like.

Historical:

The movie was inspired by Rudyard Kipling's "Mowgli" stories. This was the last Disney animated feature that had Walt Disney's personal touch. Walt Disney died before *The Jungle Book* hit movie screens in 1967. It is the ninth highest grossed film of all time in adjusted dollars.

During the time of *The Jungle Book* Disney was having trouble selling hit movies. *The Jungle Book* was a hit movie after *The Sword in the Stone* did not sell nearly as much as they had hoped. It was 28 more years before they produced another thoroughly satisfying film in *The Little Mermaid*. Studios in the 60s took financial hits but Disney made up for that with the amount they sold of *The Jungle Book*. (Film History of the 1960s)

Technical:

The scenery in the background is blurred so it helps to make the characters pop. By using dark colors for the animals and Mowgli's hair they are seen more clearly. In the video the background always looks like it is just painted with a paintbrush which helps for the characters and the main action to pop out at the viewers. By putting Baloo and Mowgli in the front and closer to the camera it shows they are the main characters in the film.

Ethical:

The main character Mowgli comes into contact with a group of monkeys who live in the tombs of the jungle and try to persuade Mowgli to help them make fire so they can move up into the world. The monkeys sing to a jazz song and all seem to have raspy voices and by the looks of where they live it looks very run down. This is stereotypical of what poor people would live in. They sing a jazz song with a lot of scat style and the king at one point makes his mouth into a trumpet. We believed they were meant to be portrayed as poor, black men who are trying to get out of their poverty. This is just a stereotype of what black people's lives are like. Also the King's name is King Louie which could be Louie Armstrong, a famous black jazz performer.

Also Baloo, the bear, comes out to try and save Mowgli from the monkeys and when he comes out he has coconuts for lips which is a stereotype for a black person having large lips and having a big personality. To achieve the golden rule, or the ethic of reciprocity, which teaches people to "love your neighbor as yourself." This theory has been attributed to ancient Greek philosophers such as Pittacus of Mytilene. (Lester, Motion Pictures, 314)

Cultural:

The society's cultural values are comedy, crime, documentary, epic, horror, musical, romance, science fiction, social impact, thriller, war, and western. (Lester, Motion Pictures, 314) The cultural perspective in this movie is Mowgli and Baloo's relationship showing that you need loyalty and strong friendship. This also shows crime because there is a clear indication between good and evil.

Critical:

After reviewing this movie cover we have decided that this family oriented movie is portrayed as just that by the cover. This movie was made for audiences of all ages that wanted to see a fun and exciting movie. In this movie we do believe that there are some stereotypes being played with. The colors of the movie make it bright and in your face so you will be enticed to watch it. Baloo having a huge personality also brings people in because they want to laugh and be entertained by movies.

C. Symbolism and effects:

The tombs that the monkeys live in could be seen as a symbol of poverty and the lower class. There are positive messages about finding friendship and family in random places. Also the evil in the movie never seem to actually win over good. The snake in the film tries to hypnotize everyone so he can eat them but never actually fails. At the end Baloo fights with the evil tiger and it looks as if Baloo may die but he wakes up and the tiger is left to run off with burning leaves on his tail possibly insinuating that he will burn to death.

D. Visual and sensual/perceptive theories:

In this movie they use semiotics, study or science of signs, (Lester, Visual Theories, 54) when Mowgli sees a beautiful Indian girl he decides he would like to go to the human village after he was reluctant throughout the entire movie. The excitement and change of heart shows that he was attracted to this girl and realized there were people like him he could perhaps be happy living with.

Artifact: *Musicals*



A. Explanation:

The *Sound of Music* (Maria, the nanny, comes into the home of the captain naval officer and is instantly not liked by his children because they do not like any of the nannies and always run them off. She eventually wins them over and their father the strict naval officer. She and the captain fall in love and he is asked to join Hitler and declines so they flee the government together.)

B. Analysis:

Personal:

Our first impression of *The Sound of Music* cover was it looks like it is drawn and not photographed. The people on the cover look very happy. You can also see that the main woman is carrying luggage, so you can assume she is moving or leaving somewhere. We also noticed the stern man in the background looking to the women as if she is too happy and care free. He seems like he is very organized and a strict and always goes by the rules.

History:

After viewing *The Trapp Family*, a 1956 West German film about the von Trapp family, and its 1958 sequel, *The Trapp Family in America* (*Die Trapp-Familie in Amerika*), stage director Vincent J. Donehue thought that the project would be perfect for his friend Mary Martin; Broadway producers Leland Hayward and Richard Halliday (Martin's husband) agreed. The producers originally envisioned a non-musical play that would be written by Lindsay and Crouse and that would feature songs from the repertoire of the Trapp Family Singers. Then they decided to add an original song or two, perhaps by Rodgers and Hammerstein. But it was soon agreed that the project should feature all new songs and be a musical rather than a play. (Answers.com)

In the sixties there was a lot of war going on and by making the father a naval officer it helped people to relate to him as a character. It shows him rebelling against the war which was big in the sixties because a lot of people were anti-war.

Technical:

They seem to use drawing instead of photography. They also use primary colors to make it basic. They make the main character, Maria, upfront and center so you know that the story will most likely be about her. They do not give a very detailed background because they do not want to take away from the main characters. The movie was in widescreen, which was to attract viewers to come to the theater (Lester, Motion Pictures, 308).

Ethical:

The other main character, the captain Von Trappe, to whom Maria came to work for is a Naval officer and is wanted by Hitler because Germany was occupying Austria and Von Trappe refused this because he was against Nazism. There are many pictures of swastikas in the movie and we are not sure if that is ethical acceptable to show people showing racism. Also the captain's wife died so he has to look after the children and he doesn't call them by their names but by their whistle numbers. This showing mental abuse which may not be physical violence but we believe it to be mental abuse. The captain is seen trying to flee the government which also could be ethically in question because it may not be right to show someone fleeing the government because it is against the law.

Cultural:

The Sound of Music also recasts the *Bergfilm* (mountain film) tradition, from the mountain-centered salvation that opens and closes the film, to the German Romantic notion of nature's purity and urban/or lowland corruption (Robert Von Dassanowsky). This is showing the cultural views. They also make the father an anti-Nazi which makes the entire movie anti-Nazi to bring in most Americans to watch it. This could be seen almost as a war movie because he is against the war that is going on and even though it is against his current society he still insists on getting away before actually working for those types of people.

Critical:

This medium reached out to a lot of American people and a lot of single parents or families with someone involved in the military. The cover of the movie just shows a care group of people who obviously are not for the war which was big in this time. It shows how someone

can just randomly come into to your life and for the most part change it forever. On the cover of the movie Maria looks like a breath of fresh air to the strict stickler man beside her. The lesson is family value.

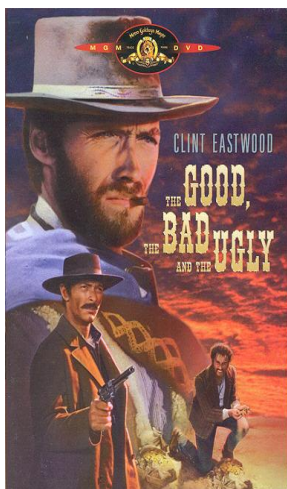
C. Symbolism and its effects:

We believe that because he was a strict man at the beginning and then turned into a soft hearted man in the end was a symbol that people come into your lives for a reason and people can change. The captain fleeing the government seemed like a symbol of independence which a lot of people and countries now practice. He decided he did not want to conform and seeing that back then I would believe would be a huge milestone.

D. Visual and sensual/perspective theories:

We think the proximity theory is used in this movie. This means that the brain more closely associates objects close to each other than it does two objects that are farther apart. (Lester, Visual Theories, 46) We believe on the cover of the movie all the children are really close together showing that they are strong together and have some sort of unity and love for one another but their father is so distant and off to the side which shows he does not have a very good, strong relationship with his kids. Also the children watching Maria skipping along shows they have some sort of love for her and a bond with her.

Artifact: *Westerns- The Good, The Bad, and The Ugly*



A. Explanation:

Two men team up while one is a criminal the other turns him in for bounty and sticks around to rig his hanging and then continue on to the next town to repeat it. They have a love-hate relationship. They come across some wounded and dead soldiers and before the last one dies he tells them about a treasure so they go and look for it. 1966)

B. Analysis:

Personal:

The first impression we got off of this cover was that there were three men and two of them seem to be fighting over who is the top man. The one who it is focused on is obviously the one who won the dominance over the other. The background gives the impression of just a distant adventure they may be put through. The colors in the picture are very dull and primary and the way they are looking makes them look like they are looking into the distance.

History:

Westerns at this time were down-beat and heavy-handed, portraying the themes of the fading West and the perilous plight of the aging Westerner living off past glories. Clint Eastwood got his big break off of Sergio Leone's entire "Dollars Trilogy," which reinvented the Western with his Italian-made "spaghetti westerns" which includes *The Good, the Bad, and the Ugly*. This film is noted for its "Ahh-eee-ahh-eee-ahhhhh... Waah... waah" theme music by Ennio Morricone, and Eli Wallach as Tuco. This film came after the success of *For a Few Dollars More*, which was made in 1965. (Film History of the 1960s)

Technical:

They use a lot of wide screen shots and extreme close ups. The widescreen shots are very dramatic giving you the big picture and then they would quickly zoom into a particular item in the big picture. These transitions made it dramatic to the eye. Using widescreen presentations was an attempt to lure viewers to the theater. (Lester, Motion Pictures, 308) They used a lot of reds on the cover of the movie which could be a color for death, pain, and violence.

Ethical:

I would say the moral is that greed can take over a lot of people and really cloud your mind and second guess relationships. The ethical aspect that could come into question in this movie is the amount of violence that is shown throughout. They are cowboys, two of which, scam every town they go through by turning the wanted criminal in and then rigging his hanging

so he does not die. So they are tricking the law and making people go through a horrible incident of someone being hanged and then walks away and collecting the reward money. Another violent aspect is at the ending scene they have a shoot out for a lost treasure. In the shootout the main character shoots the other man and not only does he shoot him once he shoots him numerous times basically showing his superiority. This is a very violent act with excessive force.

Cultural:

Their outfits I feel symbolize that they are real cowboys. The tan of their skin shows that they have been on long journeys in the sun. The violence in this movie is part of the western culture so it is put into question on whether or not they should use it but because of the cultural mold it wouldn't be a western without it. The clothes they wear and the guns they carry are all part of the western culture. The shootouts and the mischief also make westerns what they are.

Critical:

Viewer can learn and see how greed and being paranoid can get to you and how you need to have trust. The visual gives you a very western atmosphere with your typical cowboys. This movie shows every aspect of what western culture was like. I believe you get a feel for cowboys and what they are all about. In the end one guy still doesn't trust someone he has been with the entire trip so it shows you have money can really get the best of your judgments and how it can change your perspective on life.

C. Symbolism and its effects:

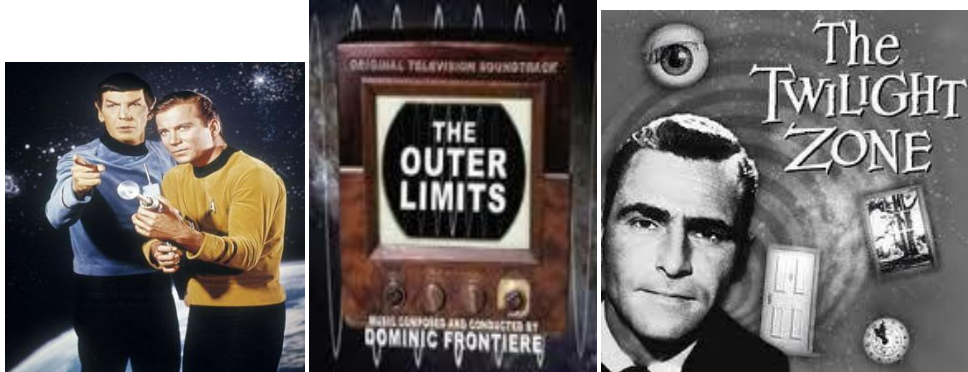
The Good, the Bad, and the Ugly has a lot of neutral plain colors. These colors just give the picture a serious tone. The look on Clint Eastwood's face on the cover of the movie symbols to me that he is carefree, doesn't really trust anyone, and is the toughest cowboy there is. He completely pops out of the cover.

D. Visual and sensual/perceptive theories:

We believe in the movie they use Iconic Signs, they are the easiest to interpret because they most closely resemble the thing they are meant to represent (Lester, Visual Theories, 55). They use these signs with a rock in the last scene before the shootout he says that he will write the name of the coffin the treasure is buried under and then they have the shootout and when he picks it up it clearly has no name so then you wonder where it could be and it is under a coffin with an unknown name on it. This sign is clearly exactly what it says but you have to look more into it.

Category: *Television*

Artifact: *Sci-Fi of the 1960s - Star Trek, Outer Limits, and Twilight Zone*



A. Explanation:

Science fiction on television began in the late 1950s, but really began to take off during the 60s with shows like *The Outer Limits*, *The Twilight Zone*, and *Star Trek*. This was the decade when people began to look at space and the stars differently, inspired though the sci-fi television shows during this decade. The moon landing in 1969 intensified people's interest in science fiction and beyond.

B. Analysis:

Personal:

Science fiction is not something that I am generally interested in. I have watched episodes of all three of the shows mentioned (*Star Trek*, *Outer Limits*, and *Twilight Zone*) and have to admit that they are all landmarks in the science fiction and television world. I remember watching the *Twilight Zone* with my little brother and being completely creeped out. I remember watching *Star Trek* and being very bored. And, I remember watching *Outer Limits* and finding it very lame. In doing this analysis however, I realized how influential these shows were.

Historical:

Science fiction started to become a trend during the 1930s and began on television during the 1950s with shows like *Science Fiction Theater*. During the 1960s Sci-fi starting taking off with these shows and a few others. On September 8, 1966 NBC *Star trek* made its debut and

changed television and science fiction forever. Star Trek only lasted on air for three seasons, or 79 episodes, but managed to become so popular after that is inspired more spin-offs than any other television show (according to the Guinness Book of World Records). The Outer Limits made it only 49 episodes but was so popular it is still talked about today. The Twilight Zone was one of the best known sci-fi shows of all time. The original series lasted 156 episodes and had two other series, comic books, a radio series, a feature film, a magazine, and numerous spin-offs over the past five decades.

Technical

Science Fiction television shows in the 1960s used special effects to create other worlds, different from anything that had really been done before. These special effects were very different from what we see today. They were done with make up and cameras, not computers. The effects seem very cheesy to our standards today, but they were exciting all those years ago.

Ethical

Looking at Sci-fi of the 1960s, especially Star Trek, it seems as though television was trying to make a statement of diversity. The characters were different yet able to get along. This was happening right along with the Civil Right Movement and it was good for people to see an interracial crew. The major ethical issue brought up here however, would have to be that of women's rights. The feminist movement began to grow in the late 60s. Star Trek had women on the cast of the show, and chose to put them in traditional, submissive roles.

Cultural

Science Fiction television of the 1960s immensely impacted culture then, and still continues to do so now, decades later. The shows that came out were not that popular right away, some lasting on air only a few seasons. They did however, start a whole new culture in our country. These shows reflected ethical issues of the time, like race and sexism. They played on things that were happening, like man traveling to the moon and exploring the universe. These shows created a subculture where nothing was out of the realm of possibility.

Critical

After analyzing science fiction of the 1960s so thoroughly, we begin to see the impact and what it has accomplished. We may not be fans of the cheesy shows and lame special effects, but we can appreciate what these shows did for our culture. Science fiction shows of this decade opened people's minds and influenced their thinking.

C. Symbolism:

The symbolism of the interracial cast of Star Trek shows us the importance of diversity and accepting others regardless of what they look like. Star Trek used this to represent all of mankind, making a statement in a time when our country really needed it. We should value each other for what we can do, not what we look like. Star Trek pioneered this and placed much emphasis on equality.

D. Visual and sensual/perceptive theories:

Semiotics is exemplified best here with the Vulcan Salute. This hand gesture is known world-wide, from young to old, as the “trek” salutation, and is followed by “live long and prosper.” This gesture was started by Mr. Spock on the original television show during an episode but has come to represent the show. It is a way fans of the show can greet each other, and is the best symbolism of the show that there is.

Category: *Television*

Artifact: *Comedy of the 1960s - I dream of Jeannie, Bewitched, My Favorite Martian*



A. Explanation:

The major comedy shows of the 1960s, I dream of Jeannie, Bewitched, and My Favorite Martian, all have one major thing in common. The main character is not human. They star a genie, a witch, and a Martian. All three shows have been extremely popular for decades now.

B. Analysis:

Personal:

Being a comedy fan myself, I have seen many, many episodes of these shows. These comedies of the 1960s are still just as funny and popular today as they were decades ago. The theme song of I Dream of Jeannie is known as more modern shows!

Historical:

Comedies have been a part of television since the beginning, including variety shows, and will never die out. I Dream of Jeannie aired for five seasons and had 139 episodes. Reruns of the show have been running ever since. Bewitched lasted eight season and 254 episodes. My Favorite Martian aired for three seasons and had 107 episodes.

Technical:

The first season of I Dream of Jeannie was done in black and white, even though most shows in 1965 had already been switched to color. This was because of the effects needed to do Jeannie's magic. By the second season though, they were able to switch to color. By 1966 all prime time television shows had made the switch to color. The first three seasons of Bewitched were filmed in black and white, the last 5 being done in color. The first two seasons of My favorite Martian were also filmed in black and white.

Ethical:

The costume that Barbra Eden wore as Jeannie was considered risky and too revealing at the time. The network allowed her to wear it under the condition that her navel was never shown. Also, the network had ethical concerns about her living with an unmarried man. They decided to allow this, but the show had to clearly show that Jeannie slept in her bottle. This sort of censorship we believe is ethical, it helped keep shows more wholesome and even family orientated.

Cultural:

These comedy shows of the 1960s showed our cultures interest in the supernatural, in a way unlike science fiction. These characters were shown as funny, friendly, as well as mysterious. These three shows have impacted our culture greatly in many ways. My Favorite Martian was made into a movie in the last decade, reintroducing the story line to a new generation. Bewitched was recently made into a movie, including some of the most popular actors in our culture right now. I Dream of Jeannie still plays on T.V. at night, and the costume is still one of the most popular ever.

Critical:

These shows have been wildly popular for decades now. This may be because they were well written and made people laugh. It may be because these shows reflected or interest in the supernatural and a warm way that we could all relate to. Either way, comedy television of the 1960s has had an immeasurable influence on American culture; as well as cultures around the world.

C. Symbolism:

We all know the two most common symbols from two of the mentioned shows. In I Dream of Jeannie, it was the crossing of the arms and a head nod. In Bewitched, it was the wiggle of the nose. Both of these symbols mean that there was magic happening. Jeannie's bottle was also very symbolic of her show and her being a genie. In Bewitched, Samantha's broomstick was symbolic of her being a witch. The bottle and the broomstick were traditional symbols that have been used for a long time. The symbols of magic in the show were unique to their characters and have now become traditional symbols.

D. Visual and sensual/perceptive theories:

Habituation and expectation were important theories that these shows had to keep in mind. The maker of I Dream of Jeannie at first did not want a blonde actress because he did not want viewers to think of Bewitched. He was afraid with the similar supernatural theme and them the leads having the same color hair the viewers would overlook and ignore the show. These theories are also important to consider when moving through story and plot lines in the shows. Why would people watch if they felt the shows were habituated and knew what to expect?

Artifact: *T.V. Families of the 1960s - Addams Family, Beverly Hillbillies, Andy Griffith Show*



A. Explanation:

The television family of the 1960s was much different from the previous decades. The Addams Family, The Beverly Hillbillies, and The Andy Griffith Show showed three very different types of families. This decade broke away from the traditional happy middle-class family and introduced something very different.

B. Analysis:

Personal:

Television families of the 1960s were leaps and bound away from what had been done in the past. We felt like even though these families were not normal, somehow we could still relate. Families are not made using cookie cutters, and the 60s were not just sunshine and rainbows. Showing families on television that were creepy, or weird, or unconventional was a sign that the times were changing.

Historical:

The Addams Family ran for two seasons and aired 64 episodes. This show was about a family that did not fit in with the rest of normal culture but did not know it. The Beverly Hillbillies ran for nine seasons and aired 274 episodes. It was about a backwoods family that struck gold and moved to California. The Andy Griffith Show ran for eight seasons and aired 249 episodes. It was about a widowed father who is the sheriff of a small town in North Carolina

Technical:

The Addams family ran in black and white the whole time it was on air. The Beverly Hillbillies ran in black and white for four years then made the switch to color. The Andy Griffith Show was in black and white for six years before it switched to color.

Ethical:

The Beverly Hillbillies made an ethical statement on television. The main theme was about a simple, moral family moving to the big city and not fitting in with all the sneaky, superficial people. This show was showing people that good morals and being a good person was what is important. Money and things were not the key to happiness and bad things happened to the people on the show who thought otherwise.

Cultural:

The Addams Family and The Beverly Hillbillies were essentially both about two different cultures colliding. The two families that were did not consider normal, with normal society. The 1960s was a time when culture in America was changing greatly. We had the Civil Rights Movement, The Women's Rights Movement, Vietnam, Woodstock, space travel, and we were not sure what was really normal anymore. These shows about families that seemed so out of place reflected this cultural displacement many people were starting to feel in this decade.

Critical:

The 1960s television family was designed to get rid of the cookie cutter family. People wanted to see families that were different and not perfect. The Addams Family, The Beverly Hillbillies, and The Andy Griffith Show delivered just that. These shows made us feel better about our own families and at the same time were more relatable and realistic than the TV families of the past.

C. Symbolism:

The symbolism in the Andy Griffith Show was very strong. It was repeated over and over in the forms of fishing poles and sheriff badges. The symbolism was designed to make you think of simple happy times even with unconventional situations like a widowed father. Even the name Mayberry has come to symbolize the happy little southern town.

D. Visual and sensual/perceptive theories:

The symbolism in the Andy Griffith show is based a lot on metonymic code. Every element is set up to get the viewer to make assumptions that this is the perfect life. The elements

are carefully selected so that viewers relate to them and then group them together. Andy Griffith was happy, content, strong, and lived a good life regardless of whatever else was going on.

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