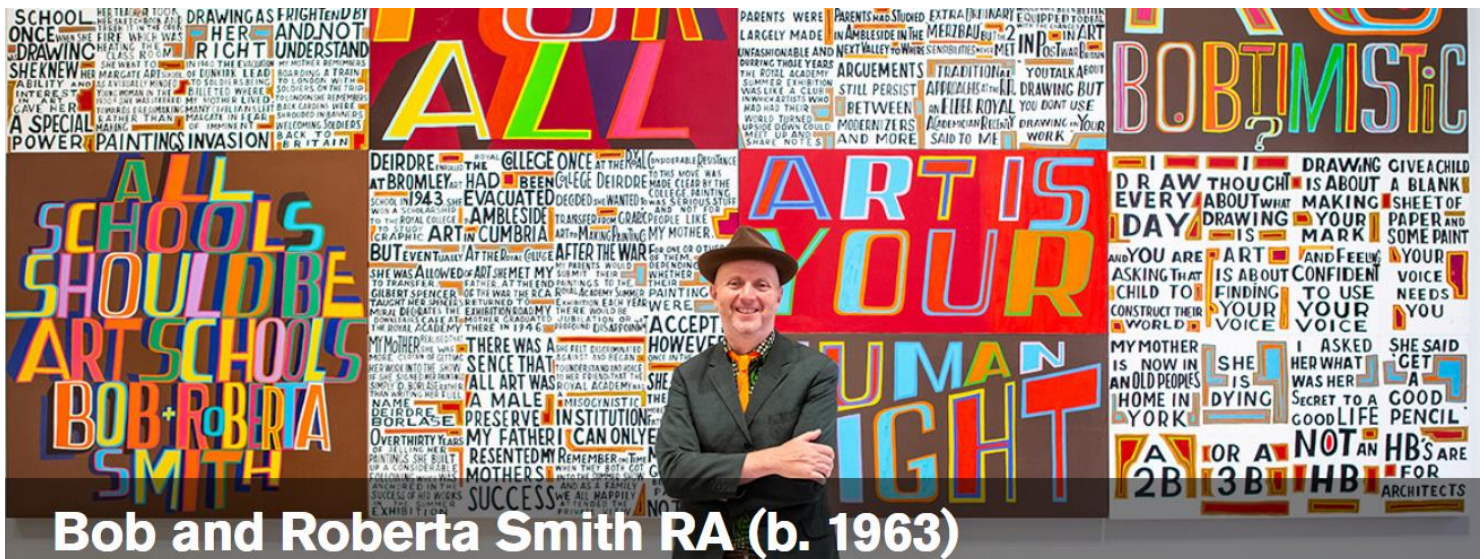


Slogans and the Tree of Life

This is the artist Bob and Roberta Smith.

One artist, but two names?

Yes! This is because one time he used to make art with his sister but now he just makes art himself. His real name is Patrick Brill.



After he went to Art School in England he went to New York, USA to train as a sign painter. He is also a writer and a musician.

A lot of Bob and Roberta Smith's work uses words – his art is often about making 'slogans'.

What is a slogan? Can you find out and tell me on Teams?

Task 1:

Slogans are often used to advertise products and companies. Can you tell me the slogans used for the following big names?

1. MacDonalds
2. Nike
3. Rice Krispies
4. Loreal
5. Nokia
6. EA Games
7. Ebay
8. KFC

Task 2:

Look online and find your favourite slogans painted by Bob and Roberta Smith.

1. Create a word doc or a PPP, add a photograph of the artwork
2. Write 2 sentences of why you like it.
3. What visual elements has he used? **Line, shape, form, colour, pattern, texture**
4. Draw your own slogan using capital letters. Have fun on the slogan generator site: <http://www.slogangenerator.org/> to come up with a slogan.
5. The artist has used a distinctive type of font style. Can you make your own font style for your own work?
6. If you have colour please add colour to your slogan writing artwork.

Task 3:

Look at Bob and Roberta Smith's example of a table top 'Tree of Life' below. He was inspired by the artist Paul Klee who saw trees as a **life force**.

Create your own 'Tree of Life' with items from the kitchen. You then have the choice to either

- draw your table top tree
- or take a photograph of your table top tree

**Post all of your work for Task 1, Task 2 and Task 3
to your Art Teams page as evidence of your work.**

