Weekly Assignment 4
Creative Engagement Project
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1161 IDS3336 Artistic Expression in a Global Society
Section RVD
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Instructor: Professor Maria Marino
Read over the instructions for the “Creative Engagement Project” due later in the semester. Based on the TED presentations you watched, develop a list of 5 unique, possible ways art could be used to creatively engage other people about an important global issue. You will not necessarily have to use any of these ideas for your project. At this point your task is to imagine the possibilities.

For each idea briefly describe:

1. The positive difference do you think this might make
2. Why you think it might be effective
3. How it could be practical to do

Living in harmony is not easy; man is quite complicated. Our differences in culture, religion, social status, political convictions and beliefs make us different and lead us to terrible conflicts and injustices. Our world is full of issues because of this. The list is huge: there are serious issues affecting humanity, problems that if we spent most of our time thinking, reflecting and seeking for solutions, each of us would make a difference and make changes for the solution of these problems.

In my opinion, art and creativity are important allies for the solution of these social issues. The best examples of social advertising are closer to art than to marketing.

My five possible ways of art that could be used to engage people about important global issues are:

1. **Designing sustainable architecture**: As an interior designer, I am worried about this issue. Today, it is very important for architects to contribute to the construction of buildings, bridges
and roads, but doing so while preserving the environment, taking into account the sustainability of buildings. Sustainable architecture requires a sustainable architectural design because in the future these buildings will be part of the real estate market of the new generations that will worry about caring for the earth from environmental pollution and waste of electricity.

Global climate change and habitat destruction are challenges that require urgent answers. The transportation and the construction sector are the most energy demanding and non-renewable resources. Therefore, from sustainable architecture, we can change and improve our lifestyle without affecting our planet.

2- In a puppets or marionettes presentation: Social problems are disputes that directly or indirectly affect people in a society and are related to moral values. The issue tends to be complicated; therefore, to show to our children, it is a good idea to use known activities like puppets and marionettes.

Children loves puppets. Puppets are a means of expression and creation. Kids, from a young age tend to fascinate and pay more attention to the different characters that can be presented. These characters travel with them, going on endless stories, knowing places, times and new characters. I think through puppets we could sensitize our young audience of the social issues that world is facing.

3- Making gallery art exhibitions: Many artists use their art to send messages that can help solve a global problem. Through painting, sculpture and photography we can communicate our ideas. We can pose problems and solutions in a creative way.

4- In a fashion show: Through fashion, we can also raise global issues like the environment and the cult of health and beauty. Fashion has become an industry issue because of its impact on the
environment and the exploitation of millions of workers around the world. This fashion show can also be used to show how the pursuit of a perfect body can destroy our health.

5- With Humor through cartoons and comics: In comics we can find more than just a means of expression, since it takes a receiver to interpret it. That is, comics produce in people an imaginative reaction, as it is a form of communication that leaves interpretation several spaces in the air for the person to understand it in their way.

I think through comics, we can reach the attention of audiences about any major social problem.

If we are all conscious, any creative idea can be brought to fruition. In this way, it should not be difficult to pursue any of the ideas I have set forth here. We are completely capable of setting out to do these five tasks, and many more to aid the cause of social issues.
Works Cited


