

MASTERPIECES of COLORADO

A RICH LEGACY OF LANDSCAPE PAINTING



Use this lesson while viewing the exhibit AND in the classroom.

Colorado Promotional Campaign

Grade Level: 4 - 12

Duration: Up to 10 class periods

Materials: Pictures of favorite tourist destinations in Colorado, construction paper preferably 12" x 18," pencils for sketching, paints or other media to be used for the final brochure, tourist promotional brochures gathered from hospitality centers and hotels. (The brochures will serve as ideas for student-made brochures.)

Colorado Standards: Reading and Writing: 1, 2, 3, 4; Visual Arts: 1, 3, 4, 5

DESCRIPTION:

Visual artists were often the eyes for a young nation still discovering new frontiers. When expeditions were sent to explore new Western territories, artists painted the landscape in order to document the land for the rest of America. The artists' paintings and photographs played a significant role in persuading Americans to travel and relocate to the West, much in the same way that brochures and advertising promote travel today.

PROCEDURE:

1. View the 2007 *Masterpieces of Colorado Landscape* exhibit with students. Students can complete the attached handout during their visit to the exhibit. Discuss how the paintings depict and emphasize the most beautiful parts of the outdoors. Encourage students to notice and think about how the artwork could entice people to want to come to Colorado.
2. Back in the classroom, students can begin by using the handout and further brainstorm their favorite things about Colorado and why they and their families like living here. List ideas on the board which may include mountains, skiing, sports teams, fishing, hiking, the US Mint, the Denver Zoo, rodeo, etc.
3. Ask students to create a "Colorado Promotional Brochure" to persuade people to take their vacations here. They will need a drawing or painting for the cover and several for the inside of their brochure. Students will develop writing to go in the brochure—completing both a rough draft and final versions of art and copy for their brochure.
3. 12" x 18" paper works well for this when it is folded into thirds. This gives six panels on which to place art and copy. The teacher can supplement the exhibit experience with paintings and photographs of Colorado landscapes and have students look at other promotional brochures for layout ideas.

ADAPTATIONS:

Older students could create this brochure on the computer using word processing or publishing software. When using a computer, students should create drawings, paintings, or photos to scan into their brochure.

Instead of making a brochure, students could create a simple promotional poster with one or more drawings or paintings depicting Colorado scenery.

EXTENSIONS:

Display the brochures and posters in the hallways of the school or in a library, gallery, or tourist center. Have students orally present their arguments for a Colorado vacation, using their brochure or poster as a prop.

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Name _____

Reactions to Paintings

While viewing the artists' renditions of Colorado landscapes, write your reactions to the art by choosing certain paintings and answering these questions:

1. Choose a painting and answer these questions:

Name of Painting #1: _____

This painting reminds me of: _____

2. Choose another painting and answer these questions:

Name of Painting #2: _____

This painting makes people want to visit Colorado because: _____

3. Choose a third painting and answer these questions:

Name of Painting #3: _____

When I look at this painting, I want to go to this spot because: _____

