



ARTIST

Norman Rockwell

1894-1978

American

LEVEL

Beginning

VOCABULARY

Detail, illustrator, font, layout

ART ELEMENTS

Detail

VISUALS

Print: *The Neighborhood Champ*

MEDIA

Oil Pastels

SUGGESTED MUSIC

Music of the 1900s

EMPHASIS

Magazine cover illustrations and layout

MATERIALS FOR INSTRUCTOR AND STUDENTS

Classroom Folder:	One 12" x 18" any color construction paper (no white or black) One 3" x 6" piece of black construction paper One 1-1/2" x 8" piece of black construction paper One 7-1/2" x 8" piece of black construction paper One paper towel (<i>for wiping fingers</i>) Artist Profile Slip
Instructor Tote:	Boxes of oil pastels Black markers 7" circle tag stencils (class set) Masking tape (for instructor only)
Student Supplies	Glue Scissors Pencil Completed Learning Packet – blank Page 3 to be used for project

PREPARATION

Place the Rockwell print in front of the room. Construct an example to become familiar with the procedure. Tape Page 3 of Learning Packet to the board. Have black papers, circle tag stencil, oil pastels, marker, pencil, scissors, glue, and large construction paper close by.

SET-UP [5 minutes]

Appoint the following number of students to distribute the materials:

SUPPLIES [2] One box of oil pastels, black marker

PAPER [7] One large colored construction paper, three black paper pieces, circle tag stencil, paper towel, and artist profile slip to each student

Working With: ROCKWELL'S Detail – Beginning Level

ORIENTATION [2 minutes]

Norman Rockwell enjoyed showing people doing everyday things. He included details on his magazine covers that caught the American people's attention. You are joining Rockwell in becoming an illustrator today. You will design an interesting magazine cover. Your layout will include an illustration and lettering.

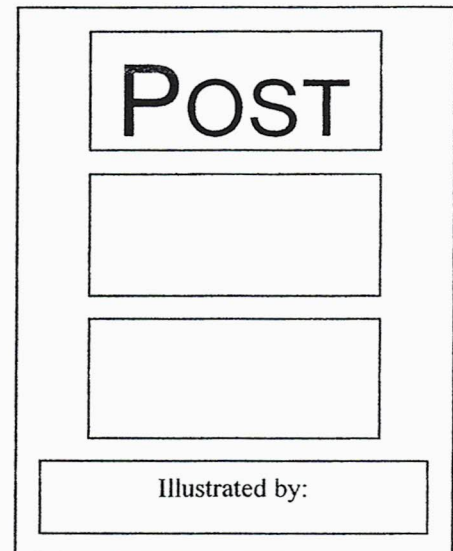
DEMONSTRATION AND ACTIVITY

ORGANIZE YOUR WORK AREA [3 minutes]

1. Place the 12" x 18" construction paper on the center of your desk.
2. Place your oil pastels and black marker at the top corner of your desk.
3. Put your artist profile slip, paper towel, circle stencil, black pieces of paper (smallest on top), and Page 3 of the Learning Packet at the other corner of your desk stacked in that order with Page 3 on top.
4. Fold the large 12" x 18" construction paper in half and place it on the floor.

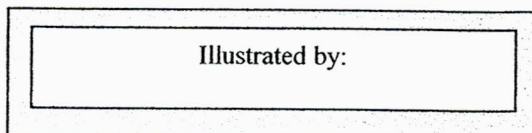
CREATE COVER LETTERING [7 minutes]

1. Place Page 3 of the Learning Packet in the center of your desk vertically.
2. With your pencil, write POST in the beginning grid space just as it is in the Lettering Guide above at the top of the page. Practice it again in the second box.
3. Choose your best "POST," and use the black marker to go over lines you want to keep. Use the side of the marker for a thicker line.
4. With the black marker, sign your name in the box which says "Illustrated by."
5. Cut out the two boxes in which you have written with the marker.



MOUNTING THE LETTERING [7 minutes]

1. On the 1-1/2" x 8" smallest black paper, mount the cut out "Illustrated by" box (below). Leave a border of black paper around the grid rectangle.
2. Mount the cut out POST box on the 3" x 6" black paper leaving a border around it. Set both pieces to the side.



DRAWING WITH OIL PASTELS [1 minute]

How are oil pastels different from crayons? (*Oil pastels are softer, brighter, oil-based instead of wax-based; they smell of oil; they are messier*)

1. Roll up your sleeves.
2. As you use the pastels, put them back in the box, not on the desk. Put one color per row.
3. Wipe your fingers on your paper towel if your hands get messy.
4. When you are done put all pastels flat in the box, one color per row, before closing the lid.

Working With: ROCKWELL'S Detail – Beginning Level

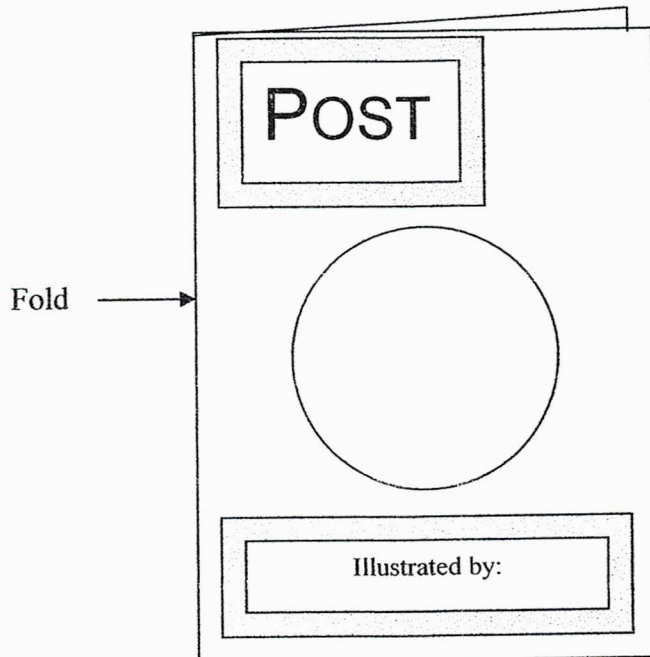
DRAWING A COLORFUL SEASON SYMBOL [15 minutes]

Lead a discussion of the seasons and some symbols. List some season symbols on the board.

1. Using a pencil, trace the 7" circle tag stencil onto the 7-1/2" x 8" largest black paper piece.
2. Choose a season and using the oil pastels, draw a symbol of that season in the circle. Refer to the learning packet for more ideas. Make it large, to fill the circle. Encourage the students to keep drawings simple. Humans are hard to draw!
3. Put away your oil pastels and wipe your hands on the paper towel.
4. Cut out the circle.

CREATE MAGAZINE COVER [5 minutes]

1. Pick up the 12" x 18" folded piece of colored construction paper to create a 9" x 12" front cover. Place the fold on the left side, so that it opens like a book.
2. Arrange the three black pieces in your cover layout as follows:
POST in upper left corner.
Illustrated by: _____ at the bottom.
Circle drawing in the middle of the page.



3. When the pieces are in place, glue each piece down. A minimum of glue is encouraged. One dot in each corner will do.

MOUNTING THE ARTIST PROFILE SLIP [1 minute]

(Profile slips for each artist are provided. They give a brief description of the artist, the technique, and the media used in the art activity. They should be mounted on the back of art projects after completed.)

1. Write your name on the front of the artist profile slip.
2. Using glue, mount the profile slip on the back of your magazine cover.
3. Encourage students to discuss their artwork at home using this artist slip of information.

Working With: ROCKWELL'S Detail – Beginning Level

EXTENSION

Have the students fill their covers with stories, ads, and pictures!

CONCLUSION [1 minute]

Did you enjoy your day as a magazine illustrator? Your colorful seasonal illustrations are very interesting on your covers. You followed the same steps as Rockwell when he did his layouts. Remember, he designed over 300 covers for *The Saturday Evening Post*. Maybe you will even be an author later on and add some interesting articles to go inside your magazine!

CLEAN UP [4 minutes]

Make sure students have put oil pastels flat in their boxes, one color per row, and put on the box cover. Appoint the following number of helpers (who have finished) to collect:

SUPPLIES [3] Oil pastels, black markers, circle tag stencils and return to instructor tote

TRASH [1] Bring around a trashcan to collect paper towels and scrap paper

Introducing: ROCKWELL – Beginning Level



INTRODUCING NORMAN ROCKWELL

American 1894-1978

BEGINNING LEVEL

PROPS

AUDIO: 1900's Music

CARDS: Artist Name – Date, Vocabulary

VOCABULARY

CARDS: Illustrator, Detail

VERBAL: Self-Portrait, Design, Lettering, Headline

SLIDES

- | | |
|--------------------------------------|--|
| 1. <i>Check Up</i> | 7. <i>Saying Grace</i> |
| 2. <i>Triple Self-Portrait</i> | 8. <i>Grandpa and Me Going Fishing</i> |
| 3. <i>Photo of Rockwell</i> | 9. <i>Grandpa and Me in Summer</i> |
| 4. <i>Artist Facing Blank Canvas</i> | 10. <i>Grandpa and Me in Fall</i> |
| 5. <i>Doctor and Doll</i> | 11. <i>Grandpa and Me in Winter</i> |
| 6. <i>Extra Good Boys and Girls</i> | |

PRINT – *The Neighborhood Champ*

MOTIVATION

Raise your hand if you've lost your first tooth. Have you lost more than one tooth? Stand up and give us a big toothy grin if you have missing teeth right now. Raise your hand if losing a tooth was exciting for you. Raise your hand if it was a bit scary as well. Were you anxious to show and tell your friends about it? Let's see if any of you felt like this young girl, about your age. Will she look frightened or excited? Show me with your face. Let's find out!

DEVELOPMENT

1. SLIDE – CHECK UP

Can you make this same face? Is she afraid or excited? (VERY EXCITED) Where is she? (SCHOOL) Point to your teeth now if you've ever shown your missing tooth to a friend at school. Look at the girl's two friends. Point to the one who probably has never lost a tooth. (BLUE DRESS) Can you match your face to her expression? Give me a word to describe how she is feeling. (JEALOUS, CURIOUS, SAD)

Are these girls dressed differently than you are today? (YES) That's because this artwork was done about _____ years ago (1957). That is how girls dressed to go to school. But even if their clothes are different, their feelings are the same as today about losing a tooth.

There was an artist named Norman Rockwell who painted familiar, everyday scenes, like this one. He made people feel his artwork was a part of their own lives. His paintings tell a story without words, like you've just seen. Let's meet this special artist in his self-portrait.

2. SLIDE – TRIPLE SELF-PORTRAIT

Say hello to Norman Rockwell! Mr. Rockwell loved friendly people, and the American people loved Norman Rockwell. He has been called America's most beloved artist. He looked at the world around him and painted what he saw with truth and humor. And the people of America loved his artwork.

Introducing: ROCKWELL – Beginning Level

How many pictures of himself does Mr. Rockwell show in this self-portrait? Show me with your fingers. (THREE) You're right; it is called "Triple Self-Portrait." How clever of him to show us both his front and back at the same time! What is he using to help him paint this self-portrait? (MIRROR)

Can you find where he has pinned up self-portraits by four other famous artists? Point to them. (UPPER RIGHT HAND CORNER OF CANVAS) As an art student, he really enjoyed going to museums to learn about art to make him a better artist.

Rockwell paid great attention to small things called details. See if you can find some of the same things I did and point to them. I spy paintbrushes dropped on the floor. (BOTTOM) I spy a golden helmet. (CENTER, TOP) I spy a glass of soda. (LOWER RIGHT) I spy smoke coming from a lit cigarette. (LOWER RIGHT) Very good spying for details! Rockwell would be proud of you. He took great care to make it real, with many little details like you've just found. It's fun to keep searching to see if we've missed anything.

Would you like to see a photograph of Mr. Rockwell, and see if he looks like his self-portrait? Let's take a look.

3. SLIDE – PHOTO OF ROCKWELL

Raise your hand if you recognize him. (YES) What is one difference? (NOT WEARING GLASSES) This photo was taken when he was younger and did not need glasses. What is the same in both the self-portrait and photo? (SMOKING PIPE, PAINTING, HOLDING PALETTE, PAINTBRUSH)

Raise your hand if you like your parents or teachers to read stories to you. When Norman was about four or five years old, his father would read to the family around their dining room table. Norman would try his best to draw characters from the story and make them come to life with his pencils and crayons.

He was very good at drawing, but he was terrible at sports. His older brother, Jarvis, was the best athlete in the neighborhood. But Norman was the best artist, and that made him proud! Norman knew he wanted to be an artist for as long as he could remember.

So how did that happen? He went to art school, and his teacher helped him get his first job drawing pictures for a children's book. Book and magazine publishers ask artists to do illustrations or pictures, and then they pay them for the work.

Norman's artwork was so outstanding that soon he had lots of jobs. A friend told Norman to "shoot for the stars." Show me with your hand what he meant. Does it mean to try something hard to do and reach up high, or do something very easy and down low? That's right—shoot high for something you think is beyond your reach.

So what was that dream job where Norman had to "shoot for the stars"? The most popular magazine of that time was called *The Saturday Evening Post*. Rockwell's dream job was to illustrate for that magazine. So Rockwell gathered his courage and painted two sample magazine covers. He took the train into the city and very nervously presented his work to the art director. He was so nervous he was soaked with sweat as he waited for their decision. Guess what they told him? Show me with a thumbs up or down. Yes! They bought both paintings and ordered three more! They loved his work.

Let's take a look at another self-portrait of Norman struggling with starting a new magazine cover for *The Saturday Evening Post*.

4. SLIDE – ARTIST FACING BLANK CANVAS

Can you make this pose just like Norman? Do you think this job is easy or difficult for him? Why? (DIFFICULT—WAY HE'S SITTING, MESS ON FLOOR, BLANK CANVAS) Rockwell is showing us that dreadful moment when he's faced with a blank canvas and he has to come up with a

Introducing: ROCKWELL – Beginning Level

new, fresh idea. Do you think that would be hard to do time after time? It was hard work but well worth it for the millions of readers who picked up *The Saturday Evening Post* each week to enjoy Rockwell's covers.

Do you think he stayed in this job for very long? You might be surprised to learn that he finished over 300 covers for *The Saturday Evening Post* and worked for them for many years. He had a great talent for creating covers that would jump out from a crowded magazine rack. When his artwork appeared on the cover, the magazine sales would jump way up. Americans loved Norman Rockwell's art.

So let's enjoy a few of his covers, like the people who bought his magazines.

5. SLIDE – DOCTOR AND DOLL

Raise your hand if you get a little nervous when you have to go to the doctor. How is the doctor trying to make this little girl feel more comfortable? (EXAMINES HER DOLL FIRST) How can you tell he hasn't examined the girl yet? (HAT, JACKET, MITTENS, SCARF) Does her face show she's not sure about being there? (YES) Does the doctor seem patient and kind? (YES)

Let's play "I Spy" again to investigate the small details Rockwell included. Point when you find what I describe. I spy candlesticks. (TOP CENTER) I spy the doctor's medical bag. (LOWER LEFT) I spy buckles on the doll's shoes. (CENTER RIGHT) I spy the clothes the girl took off the doll. (IN GIRL'S POCKET) You are good at playing "I Spy"!

Can you tell me how much the magazine cost back then? (5 CENTS) The next painting is a fun holiday cover. Which holiday will you see?

6. SLIDE – EXTRA GOOD BOYS AND GIRLS

Did you guess Christmas? Do you enjoy Christmas? Can you tell me the title of this cover painting by reading what Santa is holding? (EXTRA GOOD BOYS AND GIRLS) Would you fit into that title today? Notice how Santa is planning the map to go here and there to make sure he doesn't leave any good child out of his deliveries. Imagine Mr. Rockwell having to create a different Christmas cover every year for more than 50 years! But he came up with one every time, like you see here.

Besides the artwork of Santa and the map, what else is included in this magazine cover? (LETTERING) An illustrator has to also pay attention to information that is part of the overall design. What details are always included on a magazine cover, like you see here? (NAME, PRICE, DATE, HEADLINES)

Let's leave Santa now to peek in on everyday people.

7. SLIDE – SAYING GRACE

Can you tell where this is? (RESTAURANT) Does it look like a place you'd like to go? (NO) It looks crowded, noisy, and smoky. But what is going on in the midst of all that? (PEOPLE PRAYING) Are other people interested in what the woman and child are doing? (YES—STARING AT THEM) Does it seem to bother the woman and child? (NO) Is the painting filled with details? (YES) Pick out one that caught your attention. (ANSWERS WILL VARY) The title of this painting is "Saying Grace."

Normal Rockwell loved the change of seasons. Can you name the 4 seasons? Which is your favorite season? Raise your hand as I name the seasons. Let's take a look at some of Rockwell's favorite seasonal things to do with his grandson.

Introducing: ROCKWELL – Beginning Level

8. SLIDE – GRANDPA AND ME GOING FISHING

Would you like to be fishing right now? What season do you think it might be? (SUMMER OR SPRING) What might they do on a hot summer day?

9. SLIDE – GRANDPA AND ME IN SUMMER

Do they look quiet and relaxed? Do you think Grandpa is snoring? Well, wake up Grandpa, we have work to do.

10. SLIDE – GRANDPA AND ME IN FALL

What season have we switched to now? (FALL) Do you like to rake leaves? What is the Grandson about to do? (BURN THE PILE OF LEAVES) But when winter arrives, and the weather turns cold, then it's time to have fun!

11. SLIDE – GRANDPA AND ME IN WINTER

Have you ever been ice skating? Who is having the most fun? (GRANDPA) Is he proud of himself making the figure 8 in the ice? (YES)

I want you to be thinking of some of your favorite things about spring, summer, fall, and winter. In your classroom art activity you will be a magazine illustrator, just like Norman Rockwell. You will choose your favorite season.

CONCLUSION

When Norman Rockwell retired from *The Saturday Evening Post*, the magazine ran a questionnaire asking the readers to choose their all-time favorite cover. Let's see how you would have voted before I tell you the one they chose. I will go back over all the paintings. Vote for your favorite. (REVERSE TO ALL SLIDES AND ESTIMATE VOTES)

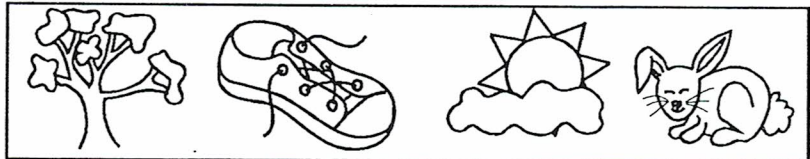
You chose _____ (TITLE). The readers chose "Saying Grace" as their all-time favorite!

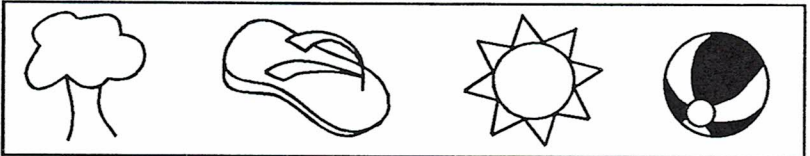
Learning From: Rockwell's Detail

Beginning Level

Norman Rockwell was an illustrator. He painted pictures that became magazine covers. He painted many pictures of the four seasons. On the lines below, write the name of the season that matches the pictures. (Winter, Spring, Summer and Fall)



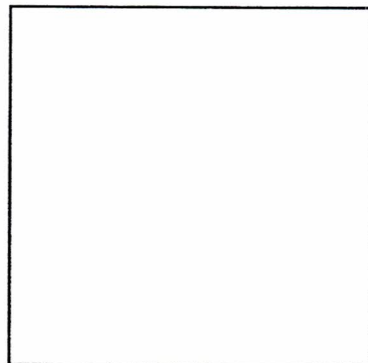




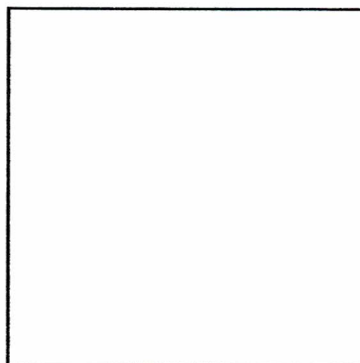


Choose one symbol from each of the boxes above or use your own favorite symbol. Draw a symbol for each season in the boxes below.

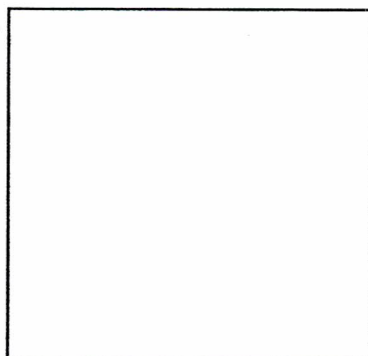
Winter



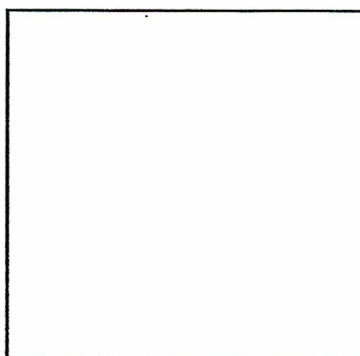
Spring



Summer

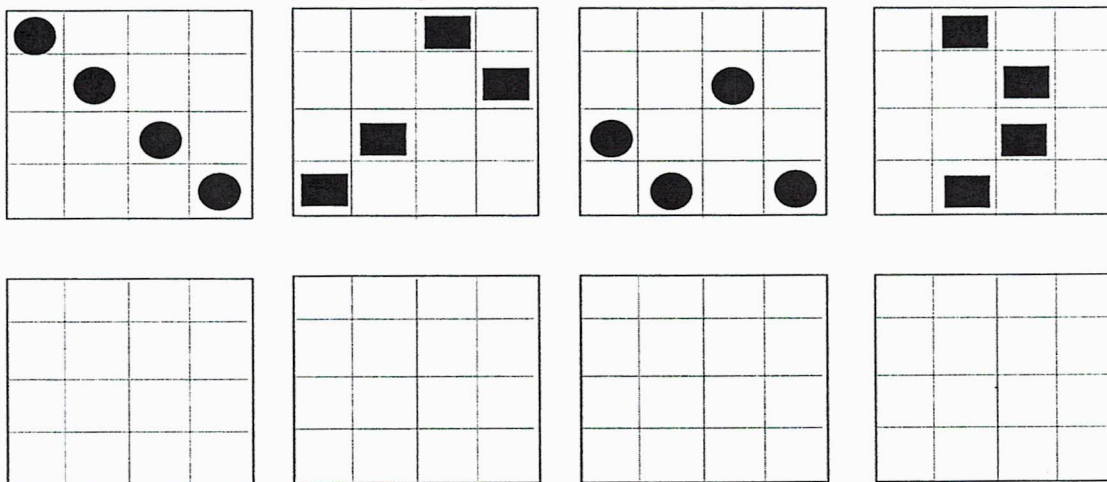


Fall



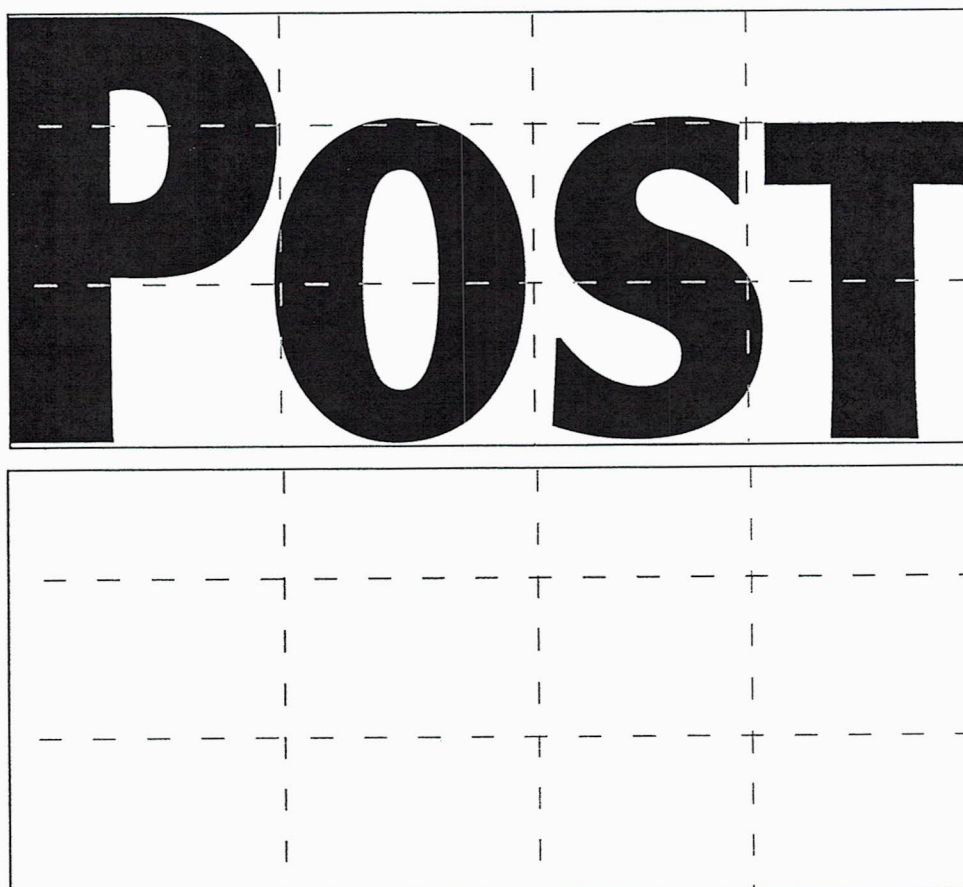
An illustrator uses a grid to copy designs.

Draw the same shape in the same place in the grids.



The Saturday Evening Post was the magazine
that Norman Rockwell illustrated.

Copy the letters below using the guidelines to write POST.



POST

Illustrated by:

SAVE THIS PAGE FOR YOUR ART ACTIVITY



MEET THE MASTERS[®]

VOLUNTEER INSTRUCTIONS

ROCKWELL

Beginning Level

1. Students are joining Rockwell in becoming an illustrator today. They will design an interesting magazine cover. The layout will include an illustration and lettering arranged in the layout of their choice.
2. Students will need the following supplies:

Classroom Folder:	One 12" x 18" any color construction paper (no white or black) One 3" x 6" piece of black construction paper One 1-1/2" x 8" piece of black construction paper One 7-1/2" x 8" piece of black construction paper One paper towel (for wiping fingers) Artist Profile Slip
Instructor Tote:	Boxes of oil pastels Black markers 7" circle stencils (class set) Masking tape (for instructor only)
Student Supplies	Glue Pencil Completed Learning Packet - Page 3 to be used for project
3. This project involves matching grid lines. The first part of the lesson will be helping students find the correct place to write letters on a blank grid (page 3 of the Learning Packet).
4. Please make sure the pens are capped tightly.
5. Remind students to keep their oil pastel drawings simple and bright.
6. Help the students to glue and trim the lettering boxes on the black background.
7. Supervise the folding and make sure the 9" x 12" colored cover is on the desk with the fold on the left (like a book).
8. A minimum of glue is all that is necessary.
9. Your help today is what makes this program a success for your school! Thank you.