

## **Peter Max – Pop Art** *by Cheryl Bannes*

**Goals and Objectives:** the student will gain an understanding of the life and work of artist Peter Max, the difference between commercial art and fine art, and how art can make a statement by addressing social issues. They will demonstrate this understanding by creating their own poster in the style of Peter Max.

### **Montana Standards for the Arts: content standards 1-6**

**Peter Max-** born in 1932 in Europe, he lived in many places around the world. He first lived in China; he also spent time in India, Africa, Israel and Paris, and then finally immigrated to the U.S. Max became fascinated with new trends in commercial illustration and graphic arts, from America as well as Europe and Japan. He won awards for album covers and book jackets, which combined his own brand of realism with graphic art techniques. He worked with many mediums in art including printing, pencils, pastels, ceramics, and painting and tried many styles of art. In the 1960's he developed his distinctive style of line and bold color. Peter Max is very involved in social concerns such as environmental issues, human and animal rights. He has created numerous posters for many causes to raise public awareness to those causes.

**Commercial Art-** art work created for mass production. Simple lines, restricted use of colors, and easily copied and reproduced. Examples; logos, posters for events

**Project:** After looking at artwork by Peter Max students will use acrylic paint on watercolor paper to create a poster that addresses a social issue or local concern.

- ④ Discuss Patriot Day, Earth Day, etc, what images come to mind to express our concerns on these issues. Youngest students can pattern their painting after Peter Max's painting of the American Flag. Perhaps the students can paint their own flag that symbolizes Montana.
- ④ Student will first draw their design on the paper with pencil. Make sure the pictures are simple and bold. Think about commercial art – art that will be mass produced. Small items, tiny details would not show up.
- ④ Drawn items can be outlined with markers.
- ④ Use bright acrylic colors to paint, have the students stay within the lines they drew to create a clean, bright visual message.

### **Evaluation:**

- ④ Student used bold colors and simple designs
- ④ Student's poster uses pictures to convey a message
- ④ Colors do not mix and run into each other
- ④ Work was neat and complete

**Follow up and cross curriculum study:** Peter Max's work brings up quite a few social issues such as human and animal rights that can be discussed in class or as a writing assignment. Discuss Earth Day and plan an event for that day. Discuss the 1960's. Try a commercial art project such as posters to be copied or logos.