

DOWNLOAD

The Robert McLaughlin Gallery



# Art & Fashion

Lesson Plan for Grade 4-6

Lesson Plan for Grade 7-8



Jack Bush, Red Sash, serigraph, Purchase, 1971.

# Hudson Bay Company

- The Hudson Bay Company is a Canadian company that started in 1670.
- Wool blankets made up over 60% of its traded goods by 1700.
- It was the official clothing outfitter for the Canadian Olympic team in several years and the "Red Mittens" were sold for CA\$10, with one-third of proceeds going to the Canadian Olympic Committee.

The brand colours are green, red, yellow, blue.



Does anyone in your family own a pair of these mittens?



# Hudson Bay Blanket

A Hudson's Bay point blanket is a type of wool blanket traded by the Hudson's Bay Company (HBC) in British North America, now Canada and the United States, from 1779 to present.

The blankets were typically traded to First Nations in exchange for beaver pelts as an important part of the North American fur trade. The blankets continue to be sold by Canada's Hudson's Bay department stores and have come to hold iconic status in the country.



A blanket  
today cost  
\$300-500

# The Impact of Colour on Our Emotions and Brand Perception

The psychology of colour plays a significant role in how we perceive things. For businesses, understanding the emotional effects of colours can establish trust and familiarity with customers. Many renowned brands have a powerful colour association with their logos, which helps create an identity and brand recognition.

Warm colours such as orange and red are often associated with energy, while cooler colours such as blue and green evoke calmness and security.

Interestingly, blue is the most popular colour used in logos, followed by red and black/gray. It's worth noting that 95% of the top 100 recognizable logos use only two colors.

# Douglas Coupland

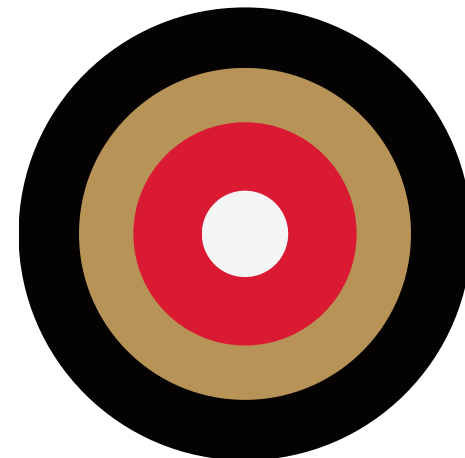
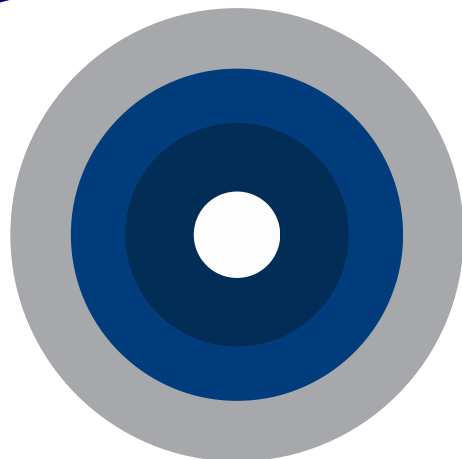
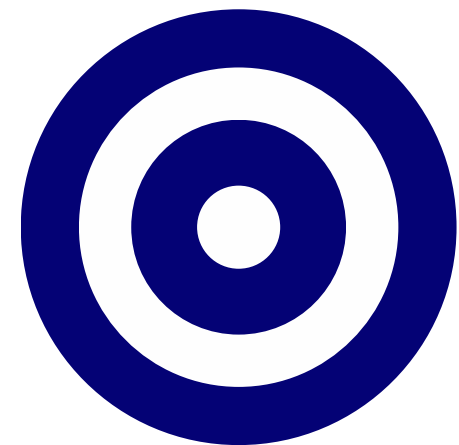
The large sculpture atop the gallery was built using 11 "transmitters," symbolizing the Painters 11 – the gallery's esteemed group of Abstract Expressionist Painters.



Douglas Coupland, Group Portrait 1957, 2011, aluminum, steel and paint. Purchased with the financial support of the Isabel McLaughlin Acquisition Fund and the Canada Council for the Arts Acquisition Assistance Program, 2011.

# Warm Up Activity

Match each of the coloured “transmitters” to the NHL Hockey Team Logo.



# Jack Bush

1

He was Canadian and part of a group called the Painters 11.

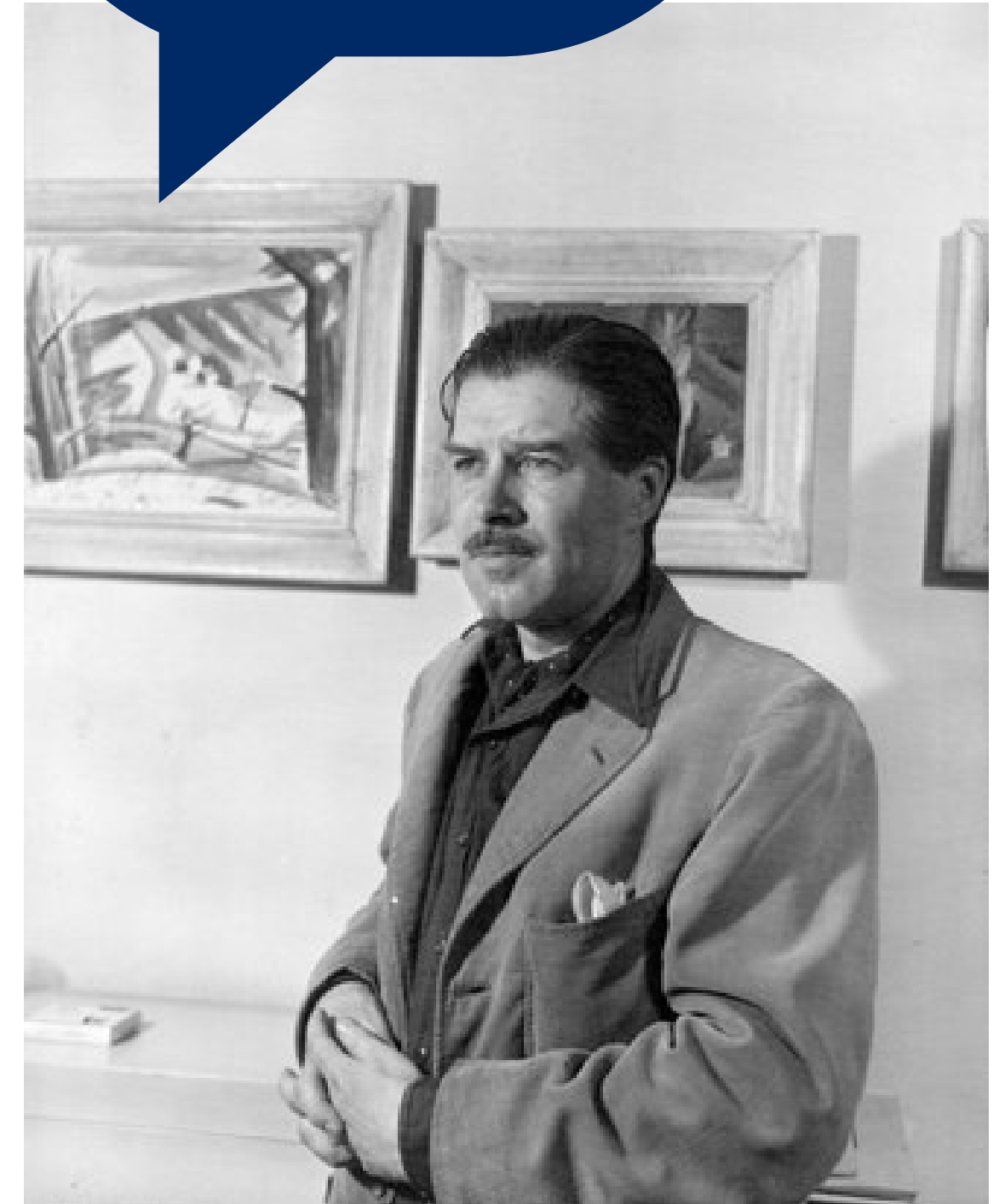
2

The artist's abstract expressionist technique entailed painting with vibrant colors and employing minimal coverage.

3

He became Officer of the Order of Canada in 1976.

Who Was He?



# Jack Bush

- 1 Which article of clothing do you think this design was inspired by? Can you explain your reasoning?
- 2 Besides clothing, can you think of anything else that comes to mind when viewing this image?
- 3 How would you describe the colour choices?



Jack Bush, Red Sash, serigraph, Purchase, 1971.



# Gathie Falk

- 1 Can you guess the material used to create this sculpture?
- 2 Why do you think the artist chose to make this article of clothing into a sculpture?
- 3 Why do you think the artist chose this colour?



Gathie Falk, Agnes, 2000-2002, acrylic, varnish on paper mache. Purchased with the assistance of a Canada Council for the Arts Acquisition Assistance Grant, 2002.

# Artist Brand Colours

We have looked at how companies use branding as a way of recognition of their products/services. Do you think artists might choose colours as part of their signature style?

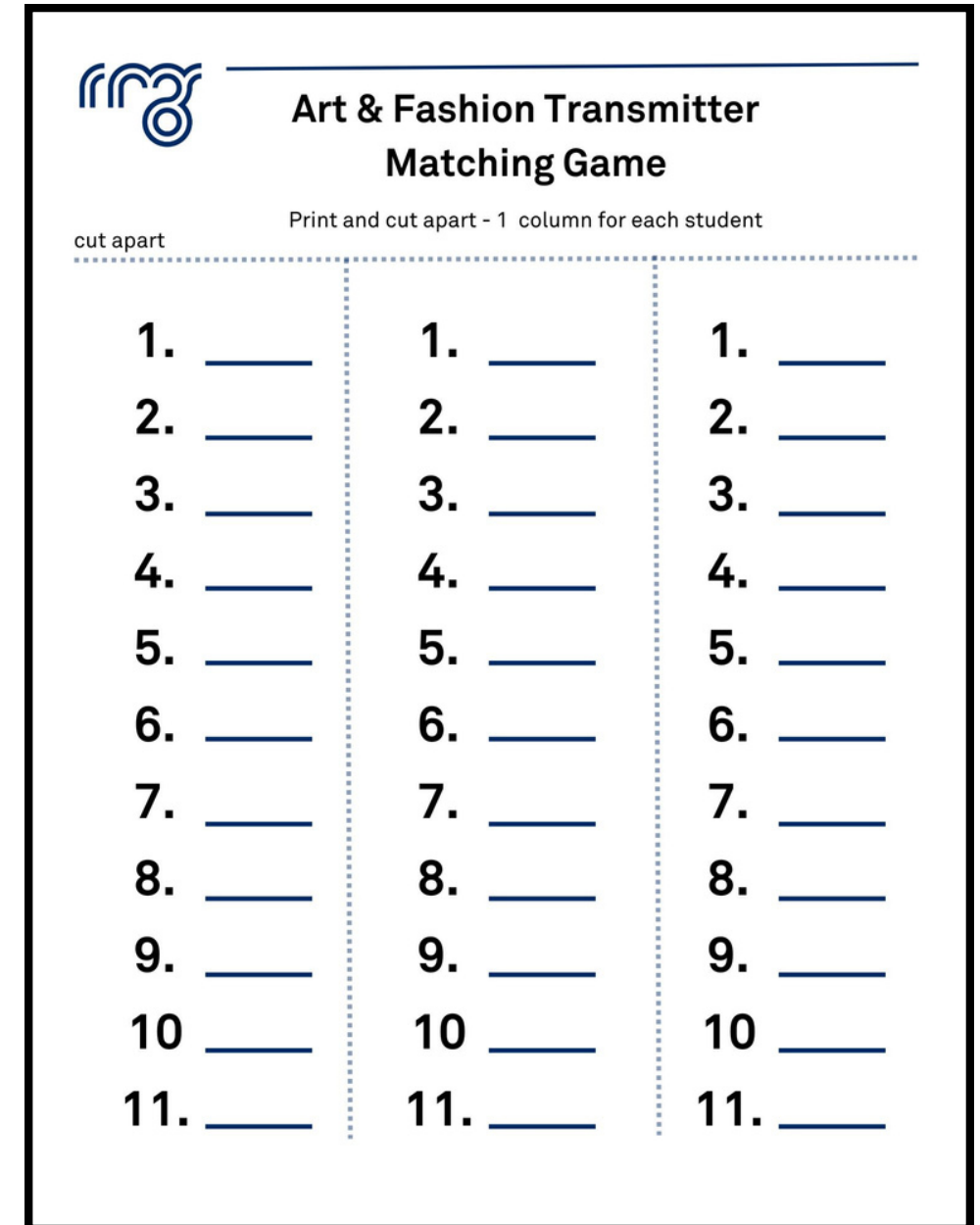
**In groups, consider the pros and cons of artists using only certain colours to establish their brand of art.**

What would be the benefit of having a colour brand as an artist?

What would be the drawbacks of having a colour brand as an artist?

# Transmitter Matching Activity

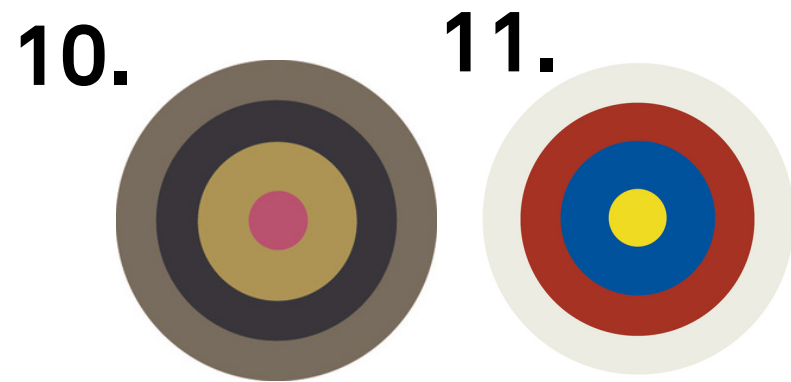
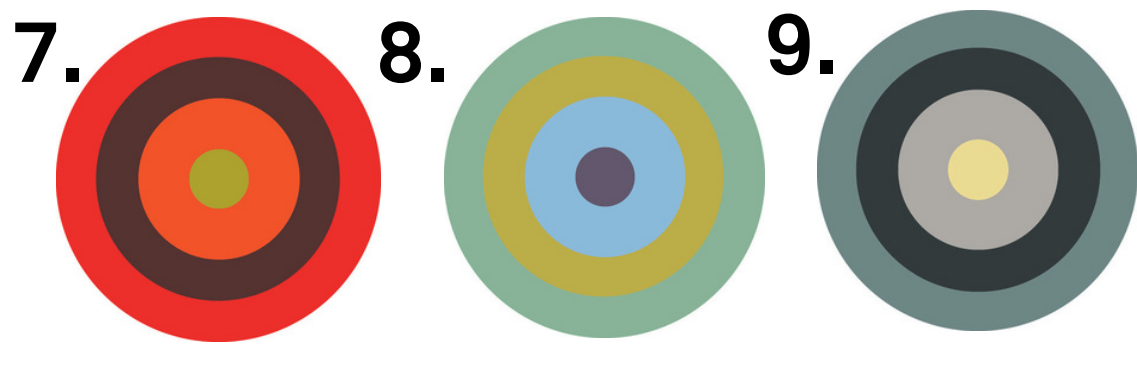
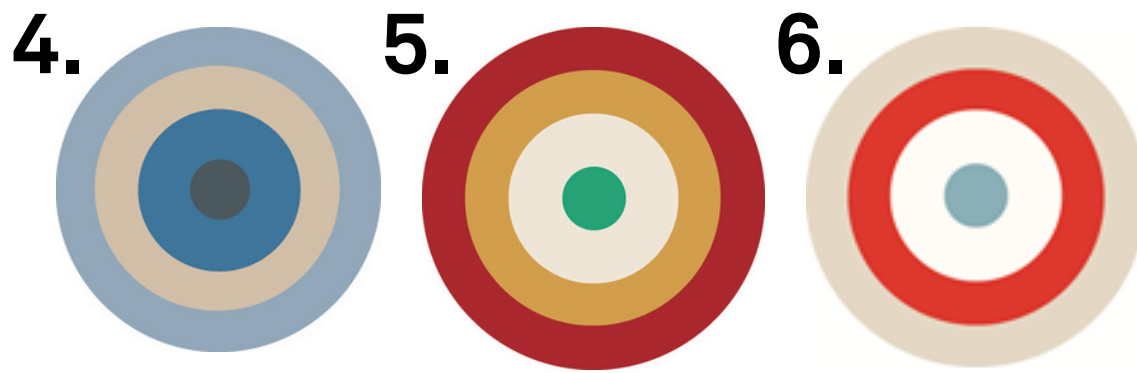
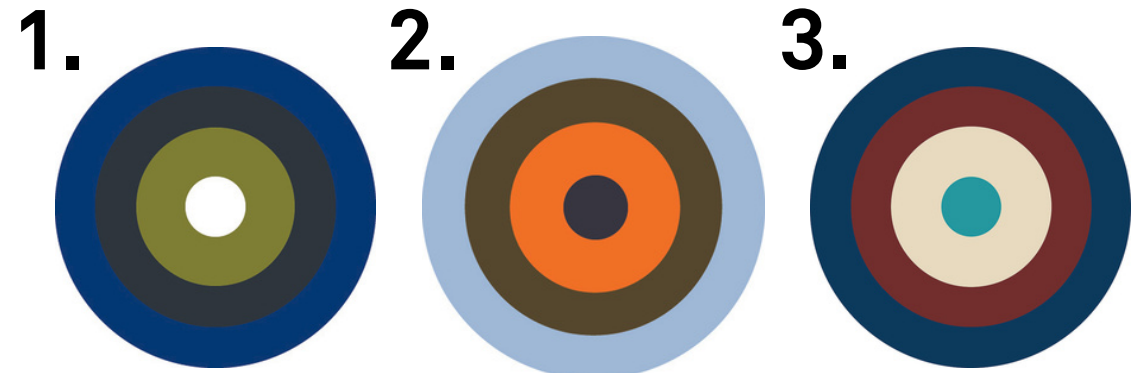
1. Print off a copy of the Transmitter Matching Game sheet.
2. Cut along the lines and give each student one scorecard.
3. Show the next slide and let them try to match the coloured transmitters that are inspired by each of the abstract paintings.
4. See how many you get right.



The image shows a template for a matching game scorecard. At the top left is a logo consisting of three stylized, overlapping loops. To the right of the logo, the title "Art & Fashion Transmitter Matching Game" is written in a bold, sans-serif font. Below the title, the instruction "Print and cut apart - 1 column for each student" is written in a smaller font. A dashed line labeled "cut apart" runs horizontally across the page. Below this line, there are three vertical columns, each containing a list of numbers from 1 to 11. Each number is followed by a horizontal line, representing a space for a student to write their score for that item.

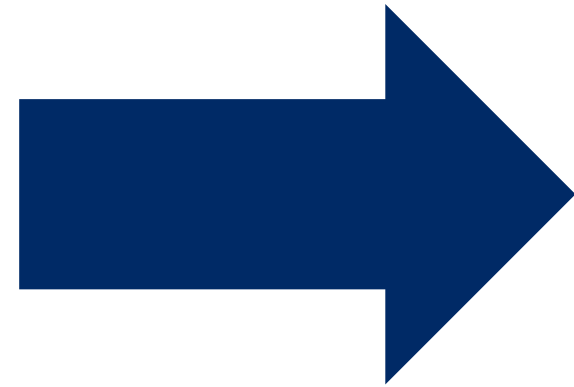
Art & Fashion Transmitter Matching Game		
Print and cut apart - 1 column for each student		
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____
4. _____	4. _____	4. _____
5. _____	5. _____	5. _____
6. _____	6. _____	6. _____
7. _____	7. _____	7. _____
8. _____	8. _____	8. _____
9. _____	9. _____	9. _____
10. _____	10. _____	10. _____
11. _____	11. _____	11. _____

# Match the Painters 11 artwork to the transmitter

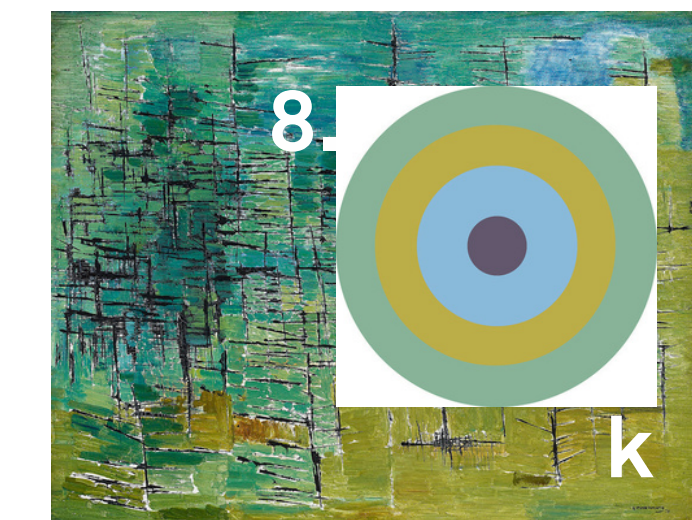
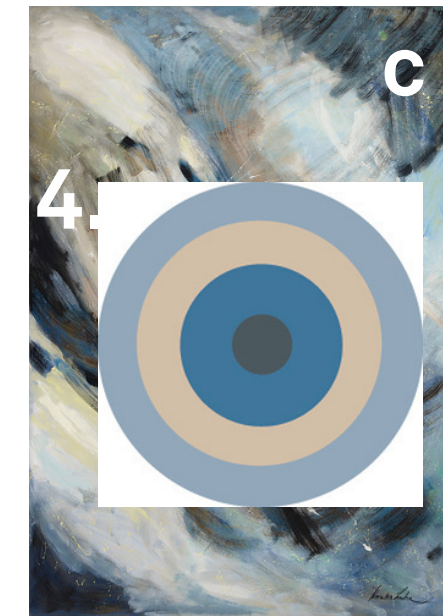


# Match the Painters 11 artwork to the transmitter

Did you guess correctly?



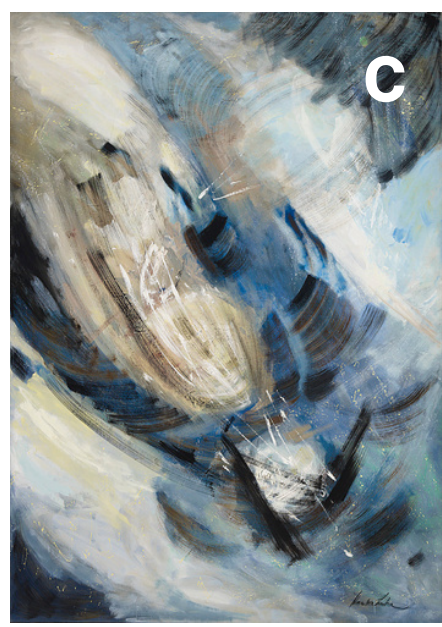
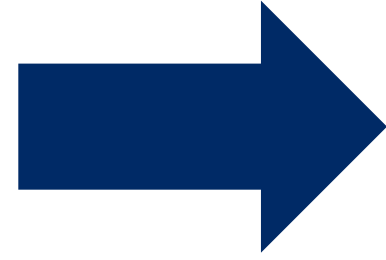
- 1a
- 2g
- 3d
- 4c
- 5i
- 6h
- 7e
- 8k
- 9j
- 10b
- 11f



Can you guess which of these paintings is also by Jack Bush?

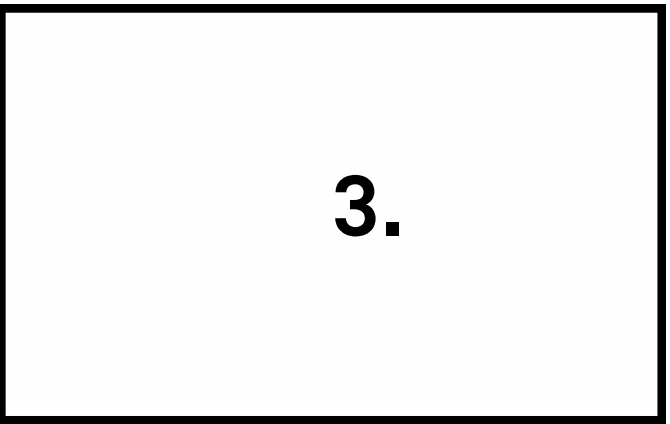
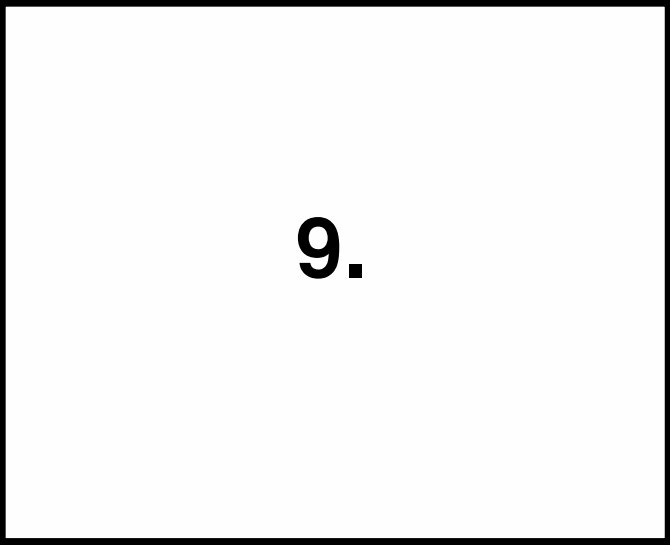
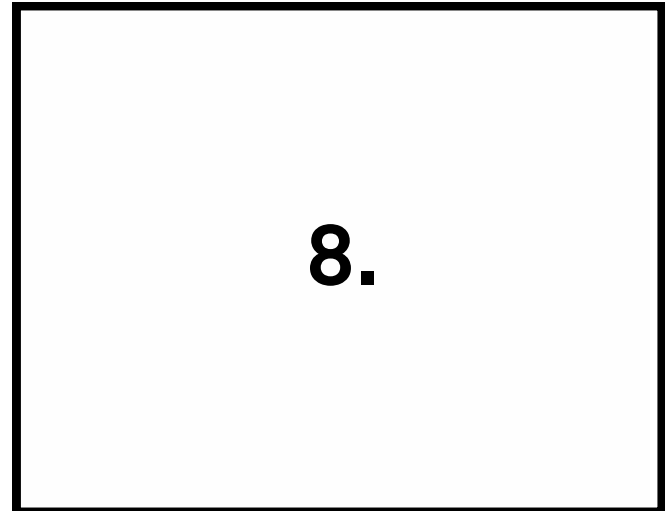
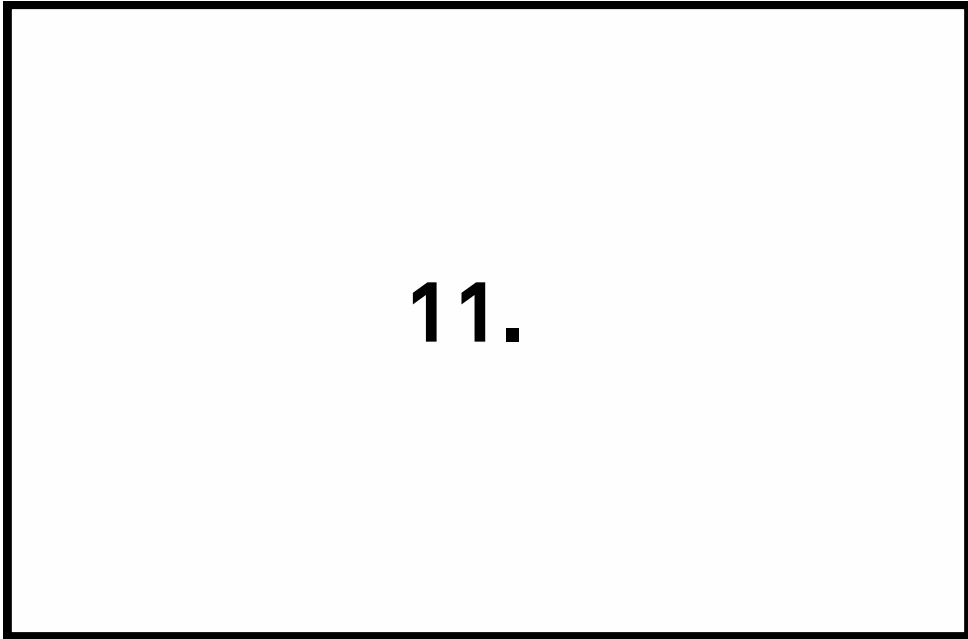
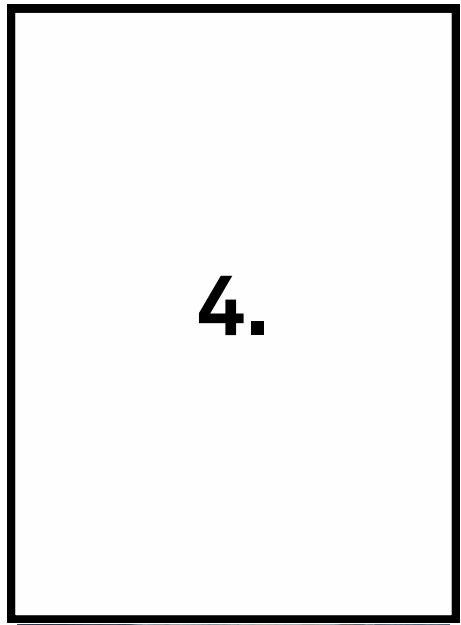
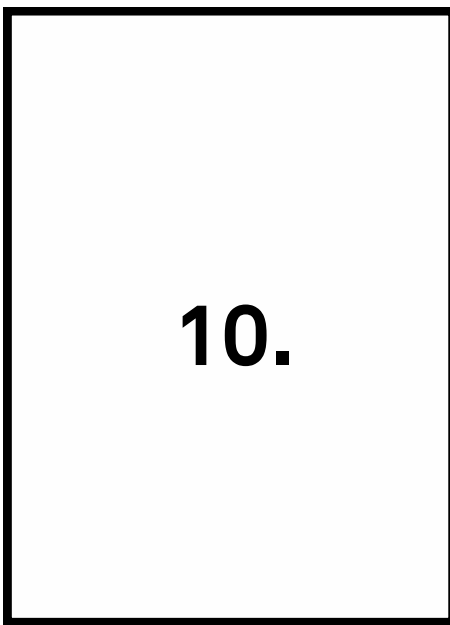
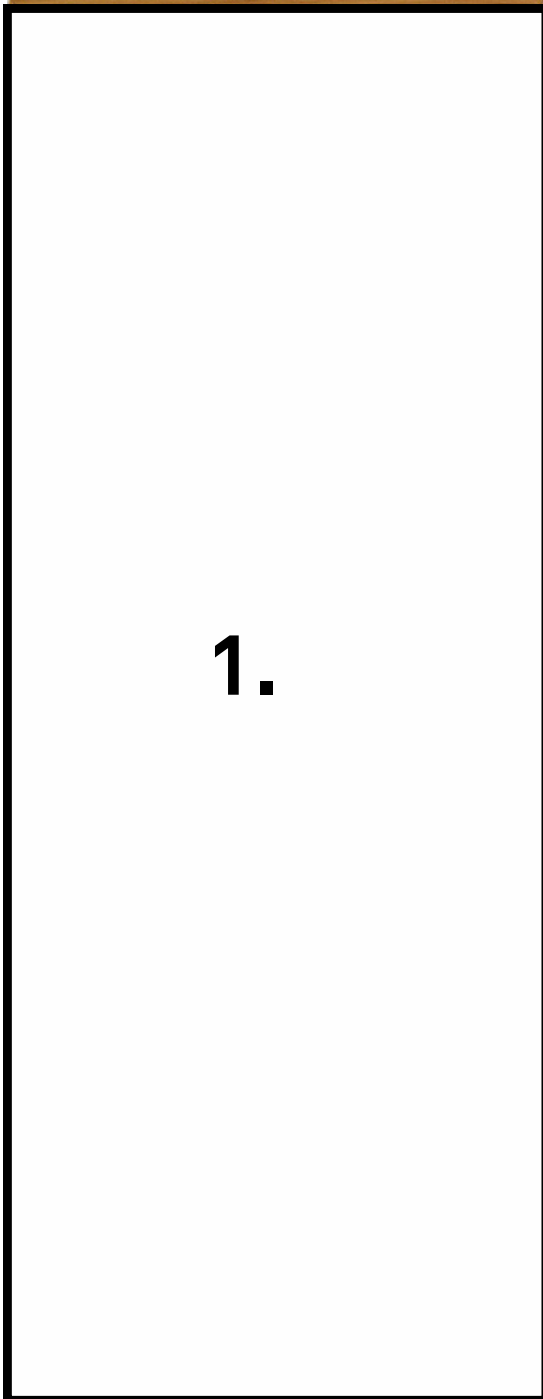
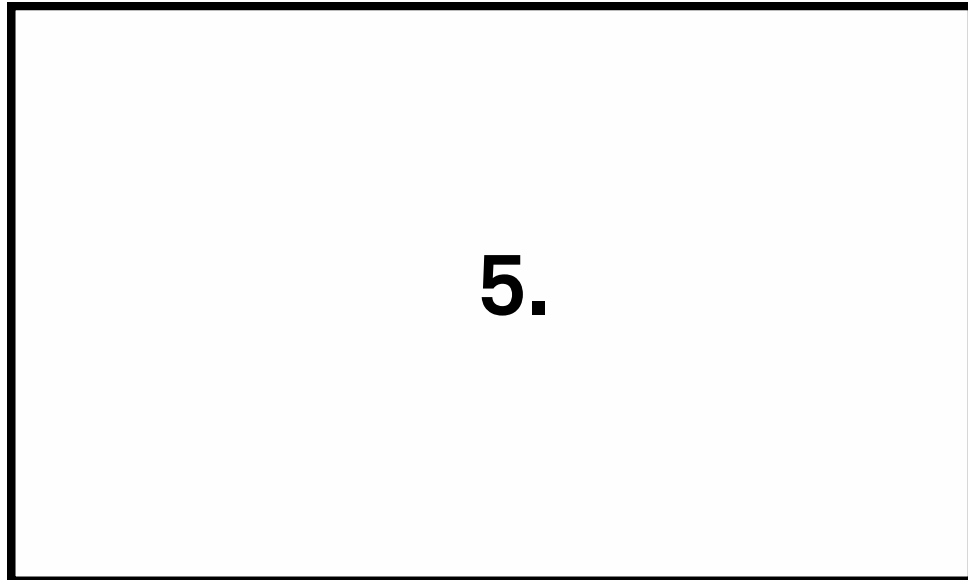
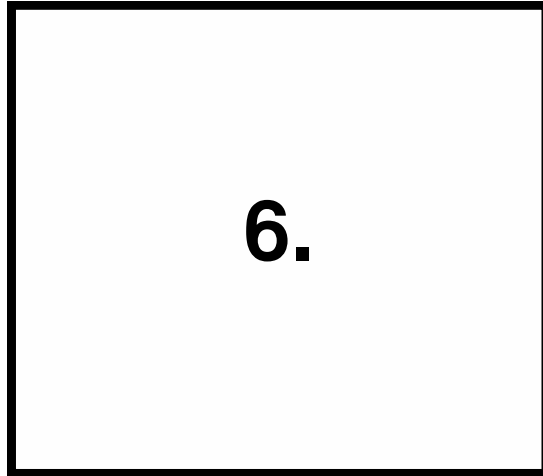
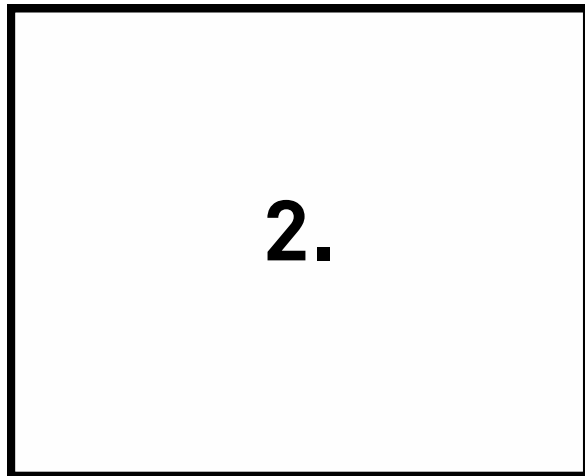


Jack Bush, Red Sash, serigraph, Purchase, 1971.



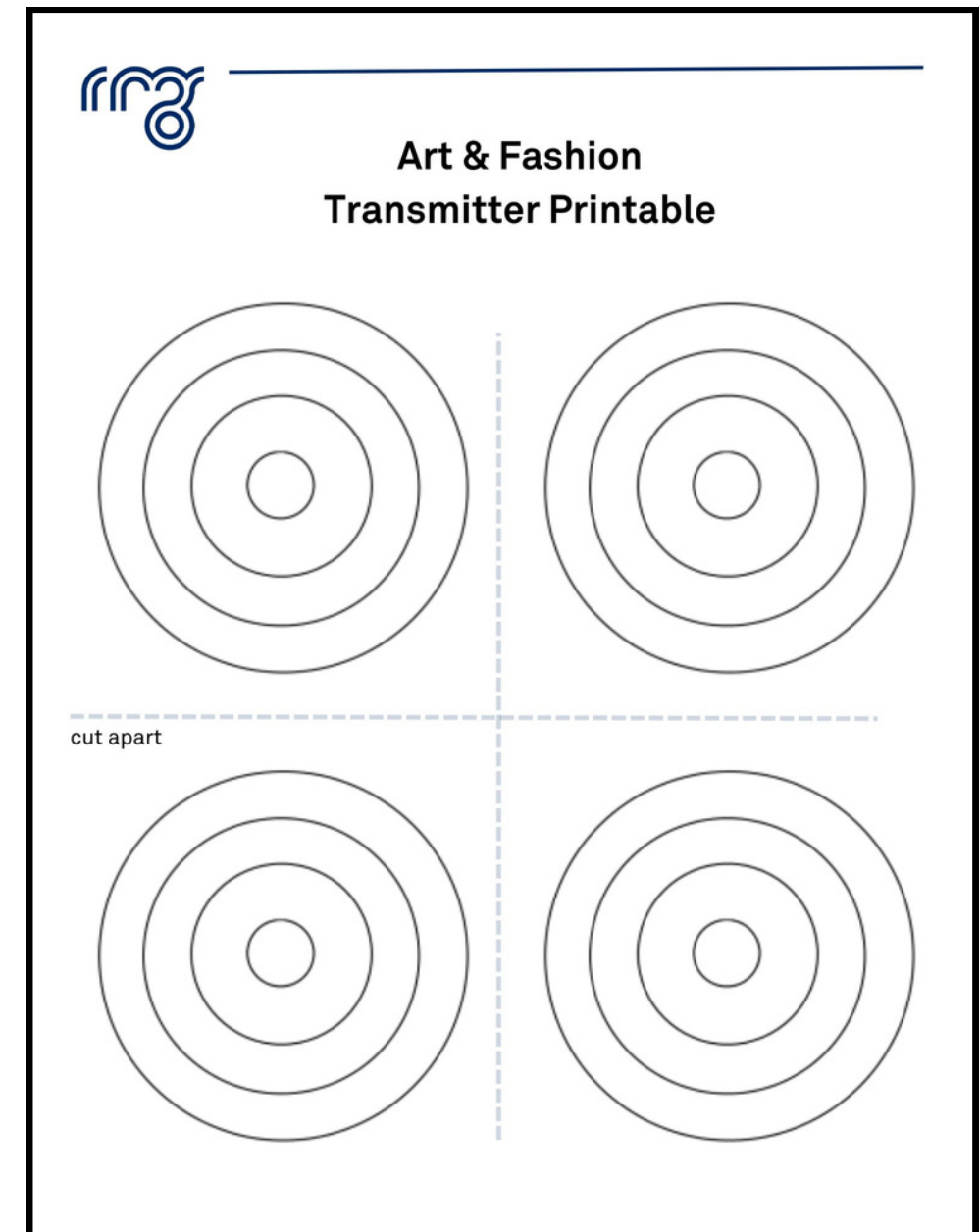
# Artist Credits

1. Tom Hodgson (Canadian, 1924 - 2006), It Became Green, 1956, oil on canvas. Purchase, 1971.
2. Harold Town (Canadian, 1924 - 1990), Beginning of Spring, 1954, oil on masonite. Gift of the artist's estate, 1994.
3. Jock Macdonald (Canadian, b. Thurso, Scotland, 1897 - 1960), Flood Tide, 1957, oil and Lucite 44 on masonite. Purchase, 1970.
4. Alexandra Luke (Canadian, 1901 - 1967); Journey Through Space; 1956; oil on canvas; Gift of the artist, 1967.
5. Harold Town (Canadian, 1924 - 1990); Beginning of Spring; 1954; oil on masonite; Gift of the artist's estate, 1994.
6. William Ronald (Canadian, 1926 - 1998), J'accuse, 1956, oil on canvas. Purchase, 1971.
7. Hortense Gordon (Canadian, 1887 - 1961), Motifs in a Garage, 1950, oil on canvas. Gift of Alexandra Luke, 1967.
8. Kazuo Nakamura (Japanese Canadian 1926 - 2002), Forest, 1953, oil on masonite. Gift of Charles E. McFaddin, 1974.
9. Ray Mead (Canadian, b. England, 1921 - 1998), Bouquet, 1956, oil on canvas. Gift of Alexandra Luke, 1967.
10. Oscar Cahen (Canadian, b. Denmark, 1916 - 1956), Ascend, 1951-52, pastel, watercolour and charcoal on illustration board. Purchase, 1970.
11. Jack Bush (Canadian, 1909 - 1977), Breakthrough, 1958, oil on canvas. Purchase, 1971.



# Transmitter Branding Printable Activity

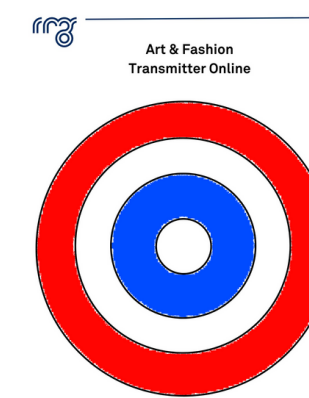
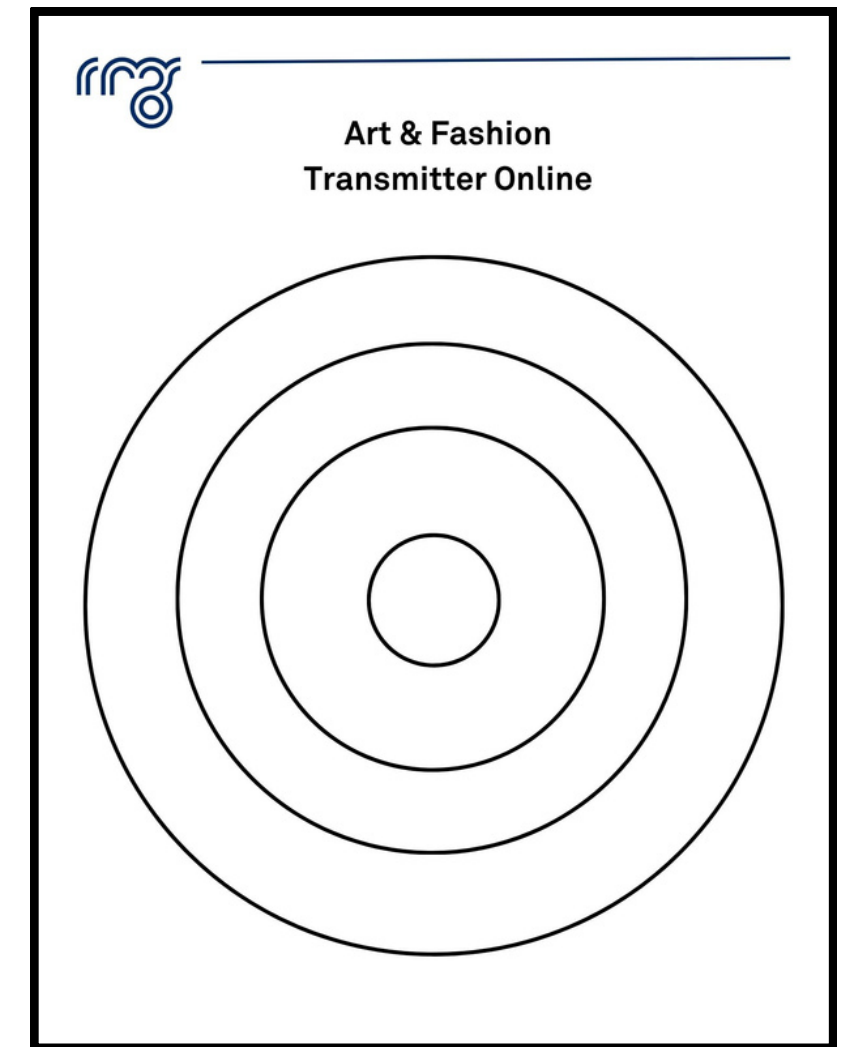
1. Give each student a copy of the activity sheet.
2. Make a list of your favorite brands, products, logos, sports teams, etc.
3. Select one item from the list and consider the associated colours.
4. Use the brand's associated colours to fill in the transmitter. Keep your inspiration source to yourself.
5. Take turns guessing the inspiration for each coloured transmitter. You can give hints about the category, such as whether it's related to fast food, video games, or soft drinks.





# Transmitter Branding Online Activity

1. Go to an online painting program such as Sketchpad or Aggie.io.
2. Share the transmitter .jpg in your google classroom.
3. Open the transmitter image in your digital paint program.
4. Brainstorm up a list of favourite brands, products, logos, sports teams etc.
5. Students pick one from their list and think about the colours associated with that product/service/team etc...
6. Colour the transmitter using colours associated with that brand. Do not tell any one what you are drawing inspiration from.
7. Have the students share their art in the google classroom and take turns guessing what the inspiration might be for each of the students submissions. Hints such as category can be given. (i.e. it's a fast food, or video game or soft drink.)



category : soft drink



category : video game

# Bibliography

[https://en.wikipedia.org/wiki/Hudson%27s\\_Bay\\_point\\_blanket](https://en.wikipedia.org/wiki/Hudson%27s_Bay_point_blanket)

[https://en.wikipedia.org/wiki/Hudson%27s\\_Bay\\_Company](https://en.wikipedia.org/wiki/Hudson%27s_Bay_Company)

<https://business.adobe.com/blog/basics/what-brand-colors-can-reveal-about-your-business>