



VISUAL ART PROJECT AREA



Do you want to express yourself, be creative, and make an impression? The visual arts project area is for you. You can work with paint, chalk, metal, wood, origami, and computers.

Ideas for Project Area Learning

- Interview a local artist.
- Create a portfolio and design an idea book for storing your great works and ideas.
- Explore ways to cut and assemble paper to make art.
- Exchange art materials with friends.
- Create an art or craft project with a friend.
- Find places to share your art with family, friends, and your community.
- Experiment with line and color.
- Identify a town or country and its local art.
- Seek out a creative person that you would like to learn more about.
- Arrange an art trip to a local art fair or a farmer's market.
- Experiment with various brushes and paint.
- Compare different types of media.
- Experiment with shape and texture.
- Experiment with rhythm and proportion.
- Experiment with emphasis and balance.
- Understand and apply media techniques and processes.
- Understand visual art in relationship to history and culture.
- Enter your art in a local exhibition.
- Study the elements and principles of design and apply them to your various exhibits.
- Learn how to use shape and space to make optical illusions in your artwork.
- Learn about colors by exploring vegetable dyes.
- Study silk screening.
- Learn how to make jewelry using handmade beads.
- Study the different art and artists that are from your community.

APPLY WHAT YOU'VE LEARNED

Communication

- Create a flier, poster, or brochure.
- Teach an art activity at an afterschool or summer program.
- Plan and conduct an ongoing workshop.

Civic Engagement

- Volunteer at a local art event.
- Donate your art for a fundraiser.
- Share your art skills with others at school, church, or recreation center.

Leadership

- Lead your family in an art project.
- Offer to critique your friend or family's artwork.
- Volunteer to serve on a local art council.

Entrepreneurship

- Sell services creating murals for businesses or homes.
- Create a craft business. Sell locally or with an online selling platform.
- Create a commissioned-artwork business.



Goal Setting and Record Keeping

Goal setting is an ongoing process that guides your project area learning. Having goals is like having a road map to show you how to get you to where you want to go. Record keeping is also an ongoing process and another important life skill. In 4-H, you are encouraged to select from a variety of record keeping formats to meet your own personal needs and your preferred learning style. Keeping records of your learning experiences helps you determine how well you met your goals. Goal setting and record keeping improve your skills in organization, communication, planning, and evaluating.

Iowa 4-H Event Opportunities

- Participate in **county and state fair** exhibit classes.
- Check with your local county 4-H youth development staff to see if there are special events or **workshops in your county** that you want to attend to learn more about your project areas.
- Iowa 4-H members in grades 9–12 can apply for **State Project Area Awards** at State Recognition Day. Applications are open December through January.
- Meet young people from around the state who have completed grades 8–12, and share your interests at the **Iowa 4-H Youth Conference** held at Iowa State University in late June.
- Participate in **Design Camp**, put on each summer by Iowa State University College of Design in Partnership with Iowa 4-H.

Share Your Learning With an Exhibit

- Make an original artwork in charcoal, watercolor, acrylic, pen, or colored pencil.
- Make a portfolio of visual arts techniques such as perspective, sketching, or blending.
- Make a display of various drawing tools.
- Report on your favorite artist, their life and art.
- Make a notebook based on an interview with a local artist.
- Make a report about your visit to a museum.
- Make an original sculpture out of cardboard, wire, plaster, or clay.
- Make a poster or display on design elements or art principles.
- Demonstrate mixing colors on a poster or display.

CAREER CONNECTIONS

- **Production designers** manage the visuals of films by working with sets, graphics, costumes, and lights.
- **Graphic designers** create images through computer applications that create a message.
- **Art teachers** work with and instruct students on basic art skills, like painting and ceramics.
- **Animators** sketch images that come to life on screen as a movie, video game, or cartoon.
- **Jewelers** work to design and create jewelry, as well as make repairs on gems or clasps.

EDUCATION CONNECTIONS

- Students in **art and visual cultures** study past and present materials from a wide variety of cultures and the messages they represent.
- Unleash your artistic and computer creativity through design, sketching, and drawing by studying **graphic design!**
- Students in **advertising** learn how to work with and create media, as well as how to draw attention to products and services.
- If you enjoy drawing and painting designs and working with others to create a production, you may enjoy a degree in **set design!**

Written Iowa 4-H Youth Development 2013. Revised in 2019 by the Iowa 4-H Communication and the Arts Program Priority Team, Bonnie Dalager, 4-H Product Development Specialist, and Payton Sash, 4-H Student Office Assistant, Iowa State University Extension and Outreach.