

EMOTION:
Topic 4 Objects Create
Sentimental Feeling

By Carly Seyferth

Objects

- Media or people can change our emotion towards an object
 - By making an item less desirable or more desirable
- Objects can have an emotional history/sentimental meaning
 - A person can use an object to help them feel safe or secure during a troublesome time in their life
 - Ex: teddy bear, gift from a deceased loved one,
- They can be given in order to express a specific feeling
 - Objects are given to others as an expression of love
 - Christmas gifts
 - Friendship bracelets

PART 1 DAY 1

*How can the media or people change
our emotional views towards certain
objects?*

Models & Advertisement

- People usually want to look nice, right?
- The media knows this so they make someone look incredibly good in an outfit they are trying to sell
- **WHY?!**
 - Because they want you to **WANT** to buy it



T-SHIRTS TQ-IAF2495-0,WH
SKIRT TQ-SAE2349-0,BK
ACC PAF2240-0,BK,BKP

<http://www.viki.co.kr>

Who wants to be a famous person?

- Do any of you girls want to be a famous person like Hannah Montana or iCarly?
- Do any of you guys want to be known as an all star athlete like Michael Jordan or Brett Farve?

If the advertiser said “if you buy this you will be like this famous person...”

Would you desire this object more then if they didn’ t say that?



weblogs.wpix.com

daydreamstars.blogspot.com

What if they said, if you buy this dress you will look like the Disney star Selena Gomez?

memekatie.wordpress.com

Or if you buy this perfume you will be as dashing as Britney Spears?

Or if you get a Brett Favre jersey you will automatically get better at football?

Questions To Consider

- Boys: What characteristics does the object have to have in order for you to want it.
- Girls: What characteristics does the object have to have in order for you to want it?

Toy Commercialism

- **The media can make us desire an object by advertising it in a certain way**
- **When watching these clips observe how the kids look in the ads**
 - How do the advertisers make you relate to these kids?
 - Do they wear clothes that are similar to yours?
- **How do they make you want the product?**
 - What expressions do the kids have when they are using the object that is being advertised?
 - Is it an expression that you would like to feel too?
- **Do they say this product will make you feel/look/be a certain way?**
- <http://www.youtube.com/watch?v=ju6y8vhddYk>
- <http://www.youtube.com/watch?v=DIIEv34dKVI>

GROUP ACTIVITY PART 1 DAY1

Advertising An Object

- If you were creating a commercial for a specific object what would that object be?
- WHO IS YOUR AUDIENCE!?
 - Remember you have to advertise what your audience will like
- How would you want your viewers to feel towards this object?
- What would you do to create that feeling?

Day 2

How/why do objects have sentimental meanings?

We Give Objects as Gifts

- Why do we give gifts?
 - To express our love/ friendships
 - To celebrate
 - To make a statement



tipdeck.com



shrcsc.net



cheap-weddingrings.net

We Give Gifts Continued

- What do we want people to feel when we give gifts?
 - That we care
 - To feel happy/satisfied



sodahead.com



valentinesday-kribo.blogspot.com

Heirlooms!

- What are Heirlooms?
 - Heirlooms are objects that are passed down from one generation to the next
- Heirlooms usually have historical or emotional meaning behind them
- Heirlooms are viewed as valuable objects that are honored and protected

Heirlooms Continued



beldingcleaners.com buzzle.com

greatpricedfurniture.com

Hand made quilts are
popular heirlooms

Personal Items



notsoraggedyacre.com

newyorkdadblog.com

kaysjewelrycreations.com

Day 2 Part 2

Activity 2

- There are many objects out there that can be personal
- Do you have any personal objects or heirlooms that come to mind?
- If so, what are they?
- Please draw the personal object on the sheet given to you and share the meaning of your object with the class

Day 3 Part 3

“Terry Border”

How the artist Terry Border use objects to make his viewers feel a certain way?



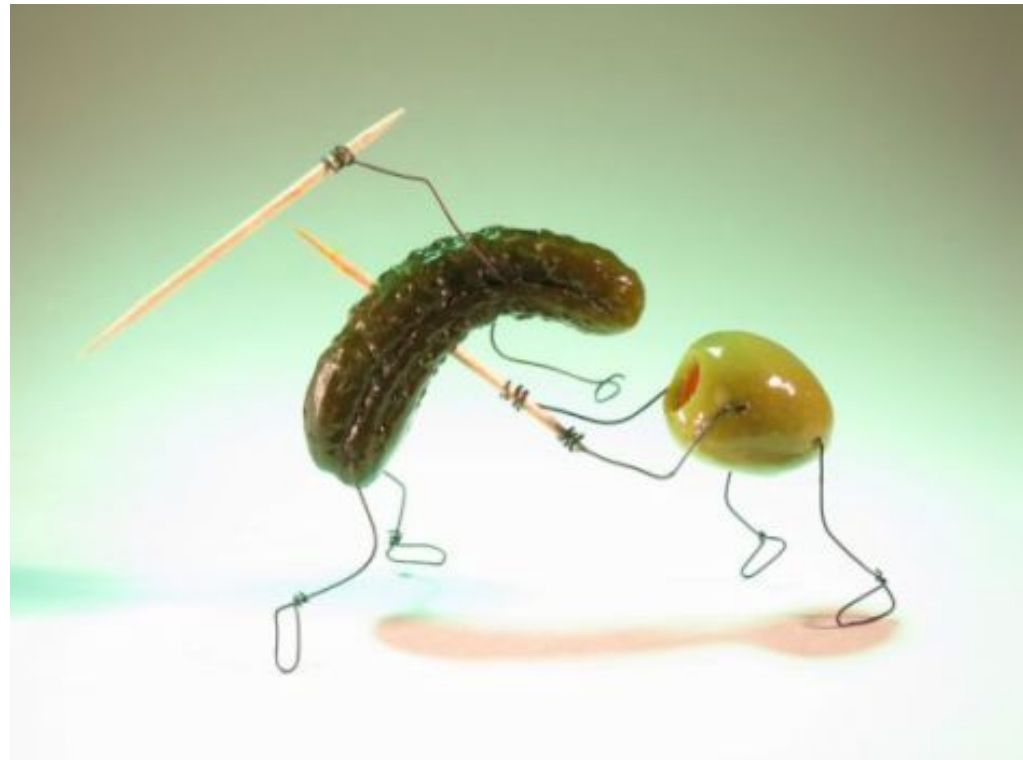
Terry Border

- “I do not like being the center of attention. I think all of the attention should be towards my art.”
- I use cheap supplies that are from the dollar store
- My work usually uses everyday objects to create humor for my viewers



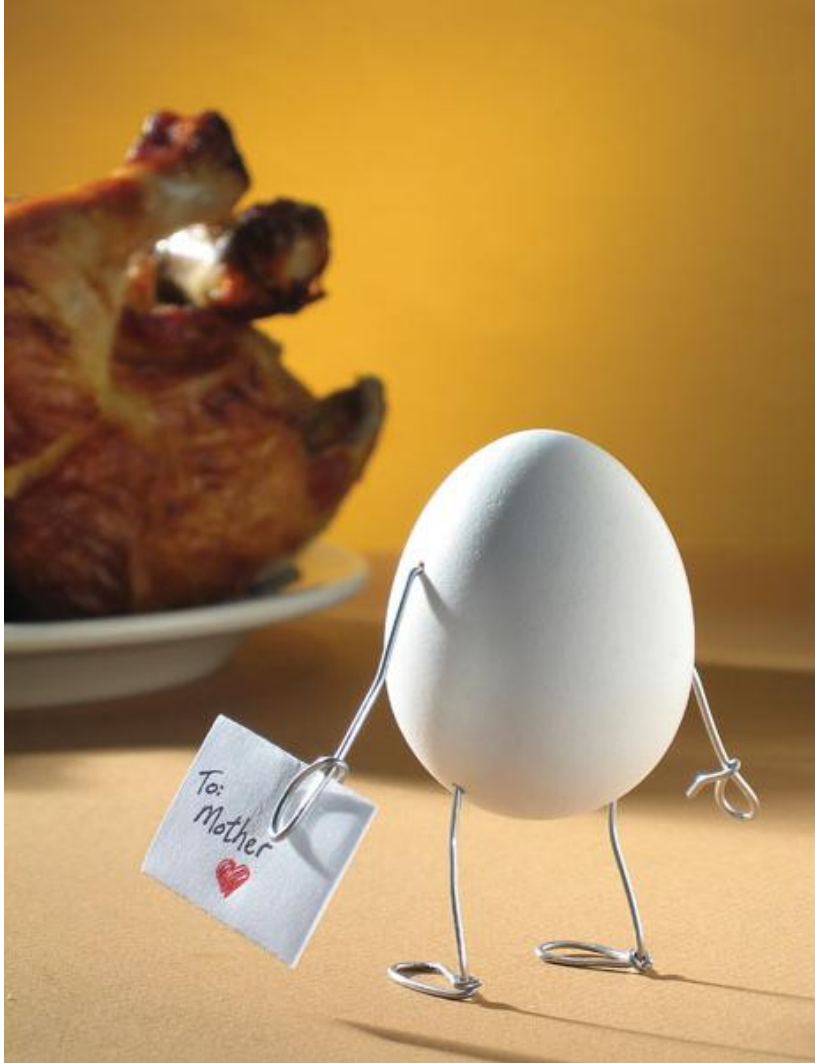
thestohs.wordpress.com

Terry Border's "Bent Objects"



Roadsidescholar.com

Terry Border



Terry Border



DAY 3 PART 3 ‘ FINAL ACTIVITY

- Pick an everyday object that you can use in a sculpture
- We will be using this object and wire to create emotional characters like Terry Border’s
- You are going to have to pick an emotion that you wish to portray with your character, preferably humorous
- Make sure your character has a story because you will be expected to write a narrative about why your character is displaying that specific feeling