



EDUCATOR PACKET

***Fantasies and Fairy-Tales:
Maxfield Parrish
and the Art of the Print***

April 29 – July 11, 2010

INTRODUCTION

During the height of Maxfield Parrish's popularity in the 1920s and 1930s, he was the most reproduced American artist of his era. Disseminated through magazine covers, book illustrations, calendar pads, advertisements and color reproductions, Parrish's images occupied a ubiquitous presence in popular visual culture. While recent exhibitions of Parrish have focused mainly on his original oil paintings, *Fantasies and Fairy-Tales* represents the first comprehensive sampling of Parrish's work in a variety of printed media. His whimsical designs based on fairy-tales and nursery rhymes were a favorite of early twentieth century advertisers as in the series of designs marketing Ferry's Seeds and Swift's Premium Ham. Isolated from many of his fellow artists due, in part, to his enormous commercial success, Parrish developed an original and individual style that defies categorization. His career represented a challenge to the traditional artistic divide between commercial and fine art. *Fantasies and Fairy-Tales* testifies to the ability of Parrish to live with a foot in both worlds, simultaneously enjoying the fruits of commercial and critical success while delighting audiences of all ages.

Funding for this exhibition has been provided, in part, by Oneida.com

Authors & Illustrators

GRADE LEVEL: Elementary School

** Lesson may be adapted for younger age groups.*

THEME: Symbolism & Interpretation

STANDARDS ADDRESSED:

The Arts Standard 1: Creating, Performing and Participating in the Arts

The Arts Standard 2: Knowing and Using Arts Materials & Resources

The Arts Standard 3: Responding to and Analyzing Works of Art

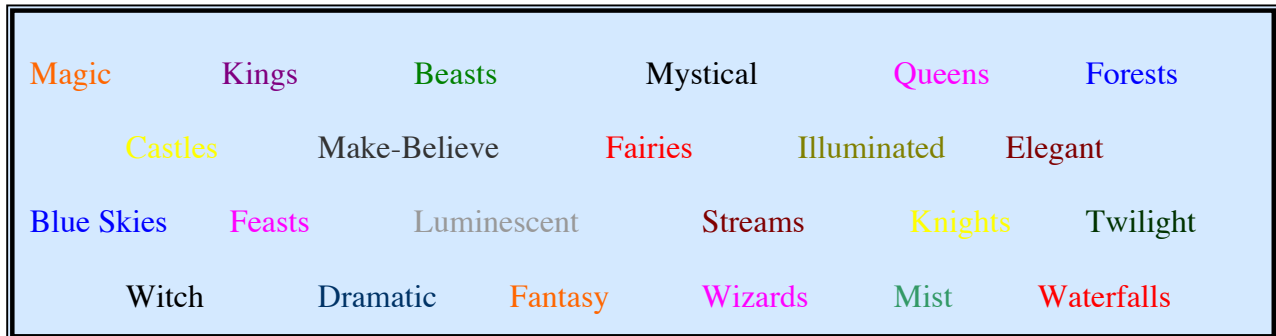
The Arts Standard 4: Understanding the Cultural Dimensions / Contributions of the Arts

SUPPLIES:

- Paper
- Pencils
- Crayons, markers, watercolors or colored pencils.
- Your thinking cap!

DIRECTIONS:

Illustrators are artists who create characters and pictures that help to tell a story. Maxfield Parrish was a very popular illustrator during the early 20th century. In the word bank below are words and phrases that describe Parrish's artwork and the types of stories they illustrated. Use the terms in the word bank as inspiration for creating your own illustrated four page short story. Page one should be the cover page, page two and three should include the action of the story and page four the ending of the story.



As you create your story, consider the following questions:

1. What kind of story are you writing? Is it science fiction, fantasy, mystery fairy tale or something else?
2. What will the characters look like? Be sure to describe them using both your words and pictures.
3. What kind of world will the characters exist in?
4. Think about the mood and emotion of the characters and storyline. What colors do you think will best fit the story? Are they bright, dark or a combination of both?

When everyone in the class has completed their stories and illustrations, break into small groups and take turns reading and sharing your creative works with one another.

- What types of stories did everyone write?
- What type of stories were the most popular?
- What similarities or differences did you find in the styles?

Commercial Art & Artists

GRADE LEVEL: Elementary School

** Lesson may be adapted for younger or older age groups.*

THEME:

STANDARDS ADDRESSED:

The Arts Standard 1: Creating, Performing and Participating in the Arts

The Arts Standard 2: Knowing and Using Arts Materials & Resources

The Arts Standard 3: Responding to and Analyzing Works of Art

The Arts Standard 4: Understanding the Cultural Dimensions / Contributions of the Arts

SUPPLIES:

- Paper
- Pencils
- Crayons, Markers, Watercolor or Colored Pencils
- Example Images of commercial artwork by Maxfield Parrish
- Your thinking cap!

DIRECTIONS:

Aside from creating illustrations for books and stories, Maxfield Parrish created a great deal of commercial artwork. Commercial artwork refers to art that is created for publications, games, products or any other consumer product. Maxfield Parrish created works for calendars, newspapers, magazines, advertisements and much more.

Pretend that you are an artist hired to create artwork for a commercial product such as a video game, anime series or another popular product that people would buy. Create a unique design that includes at least one figure, animal or object. The design should represent the product and still express your own artistic style. As you create your design, be sure to consider the following questions and record your answers:

1. What type of product did you choose to design for? Why?
2. What inspired your design choices for the product?
3. What colors did you choose and why?
4. How do the colors relate to the product you are designing for?
5. How did you decide what material would best communicate your idea? (pencil, marker, etc.)
6. Based on your illustration, why might someone want to purchase your product?
7. What kind of consumer will be drawn to this product? Why?

Contemporary Illustration & Commercial Art

GRADE LEVEL: Middle School / High School

**Lesson may be adapted for younger age groups.*

THEME: Compare / Contrast

STANDARDS ADDRESSED:

The Arts Standard 1: Creating, Performing and Participating in the Arts

The Arts Standard 2: Knowing and Using Arts Materials & Resources

The Arts Standard 3: Responding to and Analyzing Works of Art

The Arts Standard 4: Understanding the Cultural Dimensions / Contributions of the Arts

OVERVIEW:

Illustrator Maxfield Parrish was considered one of the most popular and successful commercial artists of the early twentieth century, with artwork commissioned for newspapers, advertisements, magazines, calendars and more. Contemporary illustrators are commissioned just as Parrish was, but with a much broader range of commercial clientele and products to design for. Artists may be commissioned to create designs for items such as shoes, handbags, film/television campaigns, chocolate, beverages, cosmetics, graphic novels, anime series and much more.

DIRECTIONS:

Review the work of Maxfield Parrish and some contemporary illustrators of your choice; a few suggested illustrators have been included with this packet. Choose a work by the illustrator you like most, and compare and contrast it with a work by Maxfield Parrish, recording your answers to the following questions.

1. How does the work compare / contrast?
2. Which do you like better? Why?
3. Consider the types of products that contemporary illustrators design for. How are they different? What types of challenges do they create for the artist?
4. Of the contemporary illustrators chosen, which artists work do you think is most successful? Why?

Once you have compared the works with one another, choose a product of your choice and create artwork for it that is a fusion of both Maxfield Parrish and the illustrator you chose for the above activity. Be sure to consider the following:

- What type of product are you designing the illustration for?
- How does the artwork and product relate to one another?
- What type of consumers would be drawn to the product?
- Where might this illustration be most effectively presented? (magazine, store display case, television, etc.).
- How have you combined the styles of both artists?

Illustration & Emotion

GRADE LEVEL: Middle School / High School

**Lesson may be adapted for younger age groups.*

THEME: Memory & Emotion

STANDARDS ADDRESSED:

The Arts Standard 1: Creating, Performing and Participating in the Arts

The Arts Standard 2: Knowing and Using Arts Materials & Resources

The Arts Standard 3: Responding to and Analyzing Works of Art

The Arts Standard 4: Understanding the Cultural Dimensions

Contributions of the Arts

DIRECTIONS:

The artwork of Maxfield Parrish is known for portrayals of romance, nostalgia and magic. Focus on one of these themes or another that you may find. What techniques, colors, objects or symbols does Parrish use to convey these themes in his illustration?

Consider something in your life that evokes a sense of nostalgia or romance. It can be an object, a moment, a memory, scene from a movie or something else. Through an illustration using drawing or painting, create a representation of this item or memory in a manner that will evoke the same sense of nostalgia or romance in viewers. Be sure to consider the following, recording your answers for each:

- 1. What is the theme of your piece? What mood are you trying to convey?**
- 2. What colors best represent the feelings you are trying to portray?**
- 3. How does the sense of nostalgia /romance in your work compare with that of Parrish's?**
- 4. What objects will you include that may help symbolize your theme? What will be in the foreground / background?**

Contemporary Illustration

Illustration is an art form that is used to illustrate or decorate textual information, such as a story, poem or article. Illustrations can be drawings, paintings, photographs or even mixed media collages. Like Maxfield Parrish, many contemporary illustrators are commissioned to create a visual representation of characters in a story or series of stories such as in graphic novels or anime. In addition to written works, many of these illustrators also work for animated television series or major companies selling commercial goods such as chocolate, t-shirts and beverages.

Stina Persson

Born in Sweden in 1972, illustrator Stina Persson has quickly become one of the most popular and recognizable illustrators of modern day. She has studied abroad in Tokyo, Florence and New York, and currently lives and works in Stockholm, Sweden.

Persson creates works using a variety of media including watercolor, cut papers, ink and colored pencils. The work is often scanned and then digitally enhanced, creating a style that is distinctive and unique.

Now recognized internationally, Persson creates images for a wide range of high profile clientele, including companies such as Godiva, Sony Music, Urban Decay, Target, Nike and Bloomingdales. In addition to creating commercial images, her work has also been exhibited in art galleries internationally.

Mike Deodato Jr.

Illustrator Mike Deodato Jr. was born in Brazil in 1963. He first gained attention for his photo-realistic illustrations for a book adaptation of the television series, *Beauty and the Beast*. He soon began working on the comic book *Wonder Woman*, and immediately afterward transitioned into work for other comic books including *The Mighty Thor*, and *Glory*.

Deodato's work, in addition to having a photo-realistic quality, is often classified as dark and moody. His recent work maintains the same high level of detail, but with a gritty quality that has become widely popular in graphic novel art. He now has a large portfolio of published images, including works in *The Incredible Hulk*, *The Amazing Spider-Man*, *The New Avengers*, *Squadron Supreme*, and *Thunderbolts*. Most recently he has worked as a regular artist for the *Dark Avengers* series, which debuted in January 2009.

Eiichiro Oda

Artist Eiichiro Oda was born in 1975 in Kumamoto Japan. As a child, he was fascinated by a television anime series about pirates, and always aspired to be a manga artist. Manga is a term, which refers to an illustration style that developed in Japan in the late 19th century and is used to illustrate books and comics written in Japanese.

By the age of 17, Oda had his own distinctive drawing style and won several awards. As a result, he was offered a job at the *Weekly Shonen Jump* Magazine working as an assistant. Over the next two years he was promoted multiple times and eventually began creating characters that regularly appeared in the publication. In 1997, his manga series *One Piece* debuted in the magazine, and has since become one of the most popular manga series in Japan. His other work includes illustrations for *Rurouni Kenshin*, *Dragon Ball* and *Dr. Slump*.

Additional Resources

Suggestions for Contemporary Illustrators

Stina Persson

<http://www.graphicnovelart.com/page.asp?docid=19766>

Mike Deodato Jr.

<http://www.graphicnovelart.com/page.asp?docid=19766>

<http://www.glasshousegraphics.com/ghgartistwebsite/deodato/>

Eiichiro Oda

http://onepiece.wikia.com/wiki/Eiichiro_Oda

http://en.wikipedia.org/wiki/Eiichiro_Oda

Maxfield Parrish

Image List

1. (AD) Colgate and Company. Dutch boy with bowl, poster, French version. 1897
2. (AD) Mon Chef d'Oeuvre- Djer-Kiss, Girl in Swing. 1916
3. (AD) Swift and Company. Jack Sprat. LHJ. 1919
4. (LITH) Wynken, Blynke, and Nod. 1905
5. (LITH) Errant Pan. Scribners.
6. (LITH) The Spirit of Transportation. 1923
7. (LITH) Aucassin Seeks for Nicolette. 1903
8. (LITH) Pandora 1909
9. (LITH) The Lantern Bearers 1918
10. (LITH) The Rubaiyat 1917
11. (LITH) Cleopatra 1917
12. (MAG) Humpty Dumpty (Spring). Life March 17 1921
13. (MAG) Illustrated London News. Everybody in the Brave Country. 1910
14. Ali Baba and the 40 Thieves. 1901
15. (AD) Polly Put the Kettle on We'll All Make Jell-O 1923
16. (LITH) Daybreak
17. (MAG) Scribner's covers
18. (MAG) Life Covers, Group 2
19. (MAG) Life Covers, Group Three

*Please note that Maxfield Parrish images are labeled according to medium.

AD = Advertisement

MAG = Magazine

LITH = Lithograph