



Conservation Messages through Art and Media Virtual Classroom Extension

Grade Levels

Grades 7-8

Objectives

These activities are designed to start your at-home students in recognizing themselves as scientists and in thinking critically about problem-solving. The goal is to teach concepts through discovery and to encourage using scientific thought processes. Feel free to adapt the lessons provided to better suit your students' abilities. Take these ideas, make them your own, and your students will have a greater chance of success.

Background Information

This activity can be used with your at-home students after viewing the Andean Bear Conservation Facebook Live stream from 4/10/2020. The goal is to teach scientific concepts through arts integration and to encourage creativity.

How will you create artwork to help the public learn about issues that threaten one of the Zoo's Future for Wildlife species, and encourage participation in their conservation?

Procedures

1. Begin the lesson by asking your at-home students to research animal conservation using the Zoo's Future for Wildlife website:
<https://www.clevelandmetroparks.com/zoo/wildlife-we-protect>
2. They should explore and learn more about each of the Future for Wildlife initiatives and select one to research more in depth for this project.
3. Encourage them to record all important information about the conservation of and threats to their chosen animal.
4. Next, have your at-home students observe images and video from the Zoo's partner organizations for more information and for examples of how they share their conservation message with the public. For example, if your at-home student selected Elephants and Illegal Wildlife Trade to research, seek out more information from organizations such as 96elephants (<https://www.96elephants.org/>) or Wild Aid (<http://wildaid.org/>). Partner organizations are listed at the bottom of each Future for Wildlife animal/initiative page.
5. After visiting these additional websites and viewing more photos and videos on conservation, ask your at-home students: How do the videos make you feel? What is their message? What elements in those messages or videos generate those feelings?

6. Explain that you have an activity that will allow them to create a piece of artwork or media project that will inform the public of the threats to animals, and to encourage the public to change their behavior to benefit conservation.
7. Each at-home student should create a piece of artwork or media project using whatever variety of materials you can provide them.
 - a. Get creative! Allow your at-home students to explore all avenues of sharing conservation messages through art. Posters, infographics, audio commercials, PSA style videos, etc. are all great ways to creatively share information and encourage advocacy.
8. Share! Encourage your at-home students to share their projects with others, and on all social media platforms. Make sure they explain what was learned, the message they are trying to convey, and are encouraging others to join them in conservation efforts.
 - a. The Zoo would love to see this work too! Please tag the Zoo on social media, and use the hashtag #futureforwildlife on all posts.
 - b. You can also send us your artwork so we can share it. Click the “Share Resources” button at the top of the Zoo’s Online Resource Library at <http://resourcelibrary.clemetzoo.com>. From the dropdown menu, select “Document.” Attach your file and complete the form on the page.

Standards

Ohio Academic Content Standards
<p>Visual Art Standards – Perceiving/Knowing</p> <p>Grade 7</p> <p>3PE - Identify sources of visual culture in society and the media and discuss how the messages they convey affect personal and consumer choices.</p> <p>6PE - Connect various art forms to their social, cultural or political purposes and include regional examples.</p> <p>Grade 8</p> <p>4PE - Understand how social, cultural and political factors affect what contemporary artists and designers create.</p> <p>Visual Art Standards – Producing/Performing</p> <p>Grade 7</p> <p>5PR - Create a work of art in collaboration with others to address a social or cultural issue.</p> <p>6PR - Demonstrate understanding of visual literacy, illustration and graphic communication.</p> <p>Grade 8</p> <p>3PR - Use critical thinking and visual literacy to communicate a specific idea.</p> <p>4PR - Present personal artworks that show competence in the use of art elements to create meanings and effects.</p>