

# Cultural Expressions

ACTIVITIES FOR ELEMENTARY SCHOOL STUDENTS  
(GRADES 1ST - 5TH)

## Introducción

Los artistas pueden usar su trabajo para inspirar cambios que favorezcan a las personas o sus comunidades. Pueden expresar opiniones influyentes sobre asuntos que afectan a la sociedad y al mundo que los rodea. El Federal Arts Project (Proyecto Federal para el Arte), presentado por Franklin D. Roosevelt en 1935, fue creado para promover el arte mediante la oferta de empleos a artistas durante la Gran Depresión, tiempos económicos muy difíciles en la historia de EE. UU. Las actividades siguientes se basan en algunos de los carteles creados por artistas de la División de Educación de la Comunidad de Puerto Rico entre los años 1949 y 1989 como un experimento para utilizar el arte para promover temas sociales importantes para las masas.

### ACTIVIDAD: El poder del cartel

Observa cuidadosamente los dos carteles que están a continuación y responde las siguientes preguntas con tu compañero. Prepárate para compartir con el resto del grupo.



"Programa de Alimentos de Verano"  
(Summer Nourishment Program)  
José Antonio Ortiz, 1982  
Puerto Rico Division of Community  
Education Poster Collection,  
Archives Center, National Museum of  
American History, Smithsonian Institution



"Los Peloteros (The Baseball Players)"  
Lorenzo Homar, 1961  
Puerto Rico Division of Community  
Education Poster Collection,  
Archives Center, National Museum of  
American History, Smithsonian Institution

1. ¿Cuál de estos carteles te atrae más? ¿Por qué?

\_\_\_\_\_

2. ¿Sobre qué crees que habla este cartel? Discútelo con un compañero y luego comparte con el resto del grupo.

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3. ¿Qué es lo que el artista está diciendo en este cartel?

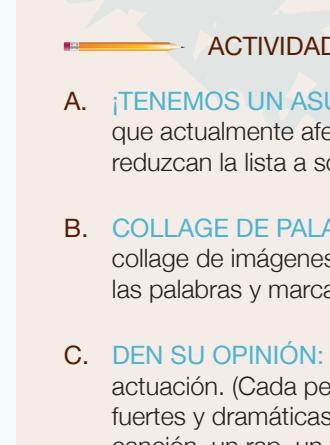
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4. ¿De qué manera el artista utiliza las palabras, los colores y las imágenes para transmitir el mensaje?

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### ACTIVIDAD: ¿Cuál es el asunto? ¿Cuál es el mensaje?

Observa cuidadosamente el cartel a continuación y responde las siguientes preguntas con tu compañero.



"Su Salud (Your Health)"  
José Meléndez Contreras, 1967  
Puerto Rico Division of Community  
Education Poster Collection,  
Archives Center, National Museum of  
American History, Smithsonian Institution

1. ¿Qué asunto crees que se presenta en este cartel? (Un asunto es un tema o problema importante para debatir o discutir).

\_\_\_\_\_

2. ¿Qué crees que está tratando de decir el artista sobre este asunto? Específicamente, ¿qué te hace pensar eso? (hacer referencia a varios aspectos específicos del cartel, como ciertas palabras o imágenes, etc.)

\_\_\_\_\_

## Lista de posibles asuntos

### Salud:

- Nutrición y obesidad (por ejemplo, almuerzo escolar más saludable)
- Actividad física: ejercitarse más dentro y fuera de la escuela (por ejemplo, unirse a un equipo deportivo)
- Drogas, alcohol y tabaco (campañas antidrogas, antialcohol y antitabaco)

### Temas

#### El Arte Para Lograr Cambios Sociales

Asunto N.º 1: \_\_\_\_\_

Asunto N.º 2: \_\_\_\_\_

Asunto N.º 3: \_\_\_\_\_

### Servicio comunitario:

- Construcción de casas para los pobres (por ejemplo, Hábitat para la Humanidad)
- La mejoría de la educación (Teach for America, Vista Literacy Corp, Americorps, Cuerpo de Paz)
- Plantación de árboles, construcción de parques y jardines comunitarios (Americorps, Cuerpo de Paz)

### Lista de Ideas

#### El Arte Para Lograr Cambios Sociales

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# Expresiones Culturales

ACTIVIDADES PARA ALUMNOS DE LA ESCUELA PRIMARIA  
(GRADOS DE 1.<sup>º</sup> A 5.<sup>º</sup>)

## Introduction

Artists can use their work to inspire change for the good of the individual and their communities. They can express powerful opinions about issues affecting society and the world around them. The Federal Arts Project, introduced by Franklin D. Roosevelt in 1935, was created to promote the arts by giving artists employment during the Great Depression, a very difficult economic time in US history. The following activities are based on some of the posters created by artists under the Division of Community Education of Puerto Rico between (1949-1989) as an experiment to use art to promote important social topics to the masses.

### ACTIVITY: The power of the poster

Carefully observe the two posters below and answer the following questions with your partner. Be ready to share with the rest of the group.



**"Programa de Alimentos de Verano"** (Summer Nourishment Program)  
José Antonio Ortiz, 1982  
Puerto Rico Division of Community Education Poster Collection, Archives Center, National Museum of American History, Smithsonian Institution

**"Los Peloteros"** (The Baseball Players)  
Lorenzo Homar, 1961  
Puerto Rico Division of Community Education Poster Collection, Archives Center, National Museum of American History, Smithsonian Institution

- Which of these posters appeals most to you? Why?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What do you think this poster is about? Discuss with a partner then share with the rest of the group.  
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\_\_\_\_\_  
\_\_\_\_\_

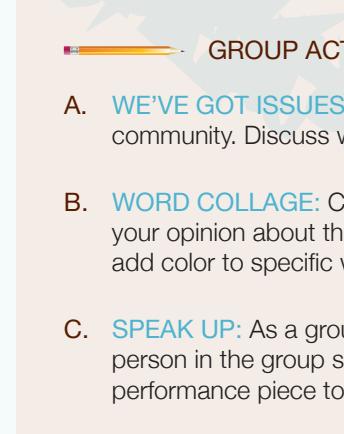
### 3. What is the artist saying with this poster?

\_\_\_\_\_  
\_\_\_\_\_

### 4. How did the artist use words, color and images to convey the message?

\_\_\_\_\_  
\_\_\_\_\_

**ACTIVITY: What's the issue? What's the message?**  
Carefully observe the poster below and answer the following questions with your partner.



**"Su Salud (Your Health)"**  
José Meléndez Contreras, 1967  
Puerto Rico Division of Community Education Poster Collection, Archives Center, National Museum of American History, Smithsonian Institution

- What issue do you think is being presented in this poster? (An issue is an important topic or problem for debate or discussion).  
\_\_\_\_\_  
\_\_\_\_\_
- What do you think the artist is trying to say about this issue? What specifically makes you think so? (refer to very specific aspects of the poster such as certain words or images, etc.).  
\_\_\_\_\_  
\_\_\_\_\_

## List of Possible Issues

**Health:**

- Nutrition and obesity (i.e.: healthier school lunch)
- Physical activity: exercise more in and out of school (i.e. join a sports team)
- Drugs, alcohol and smoking (anti-drug/alcohol/smoking campaign)

**Community Service:**

- Building homes for the poor (i.e.: Habitat for Humanity)
- Improving education (Teach for America, Vista Literacy Corp, Americorps, Peace Corps)
- Planting trees, building community parks and gardens (Americorps, Peace Corps)

**Top Issues**  
Art for Social Change

Issue #1: \_\_\_\_\_  
Issue #2: \_\_\_\_\_  
Issue #3: \_\_\_\_\_

**Brainstorm List**  
Art for Social Change

\_\_\_\_\_

**GROUP ACTIVITY: What's important to you?**

- WE'VE GOT ISSUES!** As a group brainstorm make a list of important issues currently affecting your school or community. Discuss which of the issues are the most important and narrow the list down to the three.
- WORD COLLAGE:** Choose one of the issues above and create a word collage (or image collage) expressing your opinion about the issue. Use magazines and newspapers to find the words and markers to highlight and add color to specific words you want to stand out.
- SPEAK UP:** As a group present your word collage to the rest of the class as a small performance piece. (Each person in the group says a word from the word collage. It is up to you how loud and dramatic you want your performance piece to be. You can turn your word collage into a song, rap, poem, etc).
- POSTER TIME:** Create a powerful poster promoting your chosen topic. Thing to consider: Think of possible images that would help convey your message with few words. Brainstorm ideas to come up with words for your poster. Finally, choose colors wisely as they can help you set the tone of your message.



**Useful Vocabulary**

**Issue:** An issue is an important topic or problem for debate or discussion.

**Opinion:** A belief or point of view about a specific thing or topic not necessarily based on fact or knowledge.

**Fact:** A piece of information having objective truth.

**Objective:** Not influenced by personal feelings or opinions.

Please visit the DIVDECO exhibition website at [latino.si.edu/divdeco/index.html](http://latino.si.edu/divdeco/index.html) for additional resources.

**El Arte Para Lograr Cambios Sociales**

**EXPLORACIÓN DE TEMAS SOCIALES MEDIANTE CARTELES**  
**DE LA DIVISIÓN DE EDUCACIÓN DE LA COMUNIDAD DE PUERTO RICO DE 1949 A 1989**

**Smithsonian Latino Center**

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