



MORRIS CENTER

FOR LOWCOUNTRY HERITAGE

Grade Levels:

Kindergarten-Twelfth

Duration:

5-10 minutes to introduce the activity

10-20 minutes for activity

10 minutes to share out at the end

Materials:

- 12x12 in cardstock or paper
- Crayons/markers
- Scissors
- Glue
- Magazine pages

SC State Standards:

Visual Arts and Design

VA.CR.NM.1.1

Beach Tunes Lesson

Overview

In this study, students will use the principles and elements of art and design to create a beach music album cover for the local band, Melody Makers.

This activity can be done anytime. It connects to the *Melody Makers* exhibition on view at the Morris Center.

Learning Objectives

- Students will acquire knowledge of principles of design.
- Students will learn about local musicians of South Carolina.
- Students will practice principles and elements of arts to create a finished album cover design.



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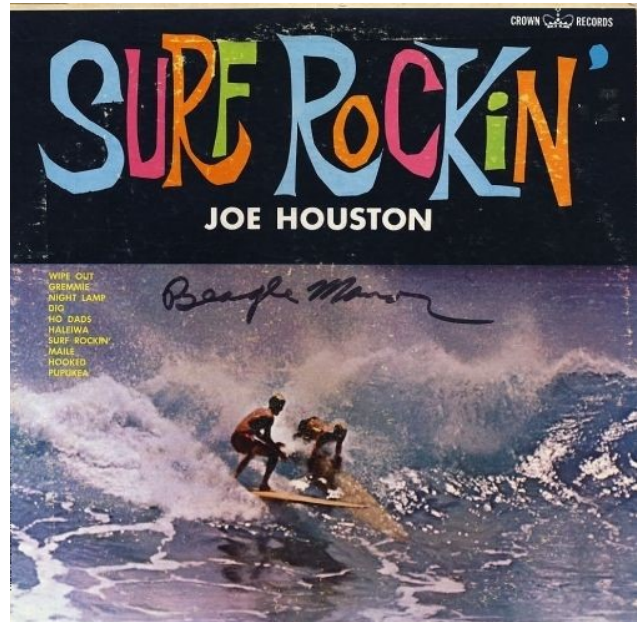
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Activity

- Introduce the activity to the students. *Today, you will have the opportunity to become a graphic designer. These professionals use principle and elements of art and design to create solutions for their clients. For this assignment, our client is the local band the Melody Makers. They have been performing since the 1960s. Their style of music can be classified as beach music. In the 1960s, beach music was recorded on vinyl records. You will design a potential record cover for the band.*
- Listen and discuss the music of the Melody Makers.
 - Clips of the Melody Makers: <http://melodymakerssc.com/music-samples/>
 - *What images come to mind when you hear this music?*
 - *Does this music sound like "beach" music?*
 - *What images would represent "beach" music to you?*
- Have students explore other beach music album covers. [See some examples below]
- *Now, you will have a chance to brainstorm and sketch ideas for your album cover . Keep in mind the music style and the elements that represent the sound.*
- *You will use your pencils, colored pencils, and markers to finalize your design on 12x12 cardstock. You can also use magazine scraps to add collage element to the finished design.* [Depending on the grade level you may want to give students some specific guidelines.]
- Students can share their cover with the class.



Surfin' Safari by The Beach Boys, 1962



Surf Rockin' by Joe Houston, 1963



Melody Makers, 1967