

Europeana Learning Scenario

Title

Meme-ing the Great Masters of European Painting

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Summary

Creating and sharing memes is an important part of the current youth’s culture and habits, especially across the social media platforms nowadays. A meme is an idea, behavior or style that spreads from person to person within a culture—often with the aim of conveying a phenomenon, theme, or meaning represented by the meme, according to the Wikipedia. A meme acts as a unit for carrying cultural ideas, symbols, or practices, that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. This scenario aims to use the expressive power of memes, for the students to reflect and get in touch with classical European paintings. The current youth culture seems to be rather detached from the classical eras and seem to ignore the huge cultural capital that is part of the very basis of our European identity. Using the power of technology and the social media, students will have the chance to attribute new meaning and ideas to the classical paintings, transferring them to a whole new context and graciously placing them on the top cultural mainstream of the modern society.

Table of summary

Subject	Arts History of art ICT Language Social Media
Topic	Arts and Social media
Age of students	11-13
Preparation time	1 hour
Teaching time	5x45 minutes
Online teaching	wikipedia google translate powerpoint template Edmodo



materia l	
Offline teaching material	-
Europeana resources used	<p>List here links ALL of the Europeana resources used for this learning scenario.</p> <p>The Rembrandt page: https://www.europeana.eu/portal/en/search?f%5BTYPE%5D%5B%5D=IMAGE&q=Johannes+Vermeer&view=grid&f%5BREUSABILITY%5D%5B%5D=open</p> <p>The Vermeer page: https://www.europeana.eu/portal/en/search?q=Rembrandt+van+Rijn&view=grid&f%5BREUSABILITY%5D%5B%5D=open</p>

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Integration into the curriculum

Detail in a few sentences how the topic of the learning scenario will fit into your national curriculum.

This is an interdisciplinary activity between ICT, Art, History of Art and Language written expression. As far as the ICT curriculum is concerned, the 5th grade curriculum includes searching and processing images from the web, organizing presentations and using the social media for peer communication and collaboration, which are all included in this activity.

The Art curriculum of the 5th grade contains the first history of art references and includes movements like realism and everyday life scenes in painting of the 17th, 18th and 19th centuries.

Finally, the written expression of the Greek Language curriculum of the 5th Graders includes comics creation, giving titles and descriptions of images.

Aim of the lesson

Describe in 1-2 sentences what you would like to achieve with your students by the end of the lesson.

- Learn to observe a piece of art and summarize its meaning in a short text or dialogue
- Getting familiar with some of the masterpieces of the European art painting
- Be able to download, insert and handle images for their presentations
- Being able to search in big collections like Europeana using the right search keys and criteria
- Being able to combine various on-line resources such as, the Europeana web site, Google translate and the presentation software.
- Being able to communicate and collaborate through the social media, upload their memes, look and comment on their peers' posts.
- Use effectively the web to present their work in public

Trends

List the relevant trends that the lesson incorporates: <http://www.allourideas.org/trendiez/results>

- collaborative learning
- project-based learning
- student centered learning
- personal learning environment
- visual search & learning images
- social media learning

21st century skills

Add here how the learning scenario corresponds to 21st century skills. To find out more: <http://www.p21.org/our-work/p21-framework>.

- Learning and Innovation Skills: Creativity , Critical Thinking, Communication, Collaboration. creativity
- innovation (create original ideas for their own purposes, collaborate and communicate with peers)
- Information, media and technology skills (learn to use technology for expressing themselves and the social media to communicate with the broader public, not just pathetically consuming content, acquiring social awareness.
- Life and Career skills: responsible decision-making (work in a group and divide the roles)

Activities

Describe here in detail all the activities during the lesson and the time they require. Remember, that your learning scenario needs to use Europeana resources.

Name of activity	Procedure	Time
Lesson 1:	Getting info and choosing the images	1 teaching hour
Explaining what Europeana is	Brief introduction to the Europeana website. Explain about the collections, the reusable content and the credit attributes. Explain how to search in the collections and how to download images. Getting to know the creative commons license.	
Exploring the Europeana website	Explain the various ways to access the Europeana content, Visit the Art Collection and the Time periods page from the Explore menu item. Show the different possibilities to reach the Europeana content https://www.europeana.eu/portal/en/collections/art https://www.europeana.eu/portal/en/explore/periods.html	
Focus on the two great masters of the European painting	The scenario will focus on Johannes Vermeer and Rembrandt van Rijn, two of the greatest masters of classical European paintings of the 17 th century, who, although they represent the baroque movement, have painted a lot of portraits of common people and scenes of the everyday living instead of mythical and religious themes.	
Search information about the painters	They can search the Wikipedia to find info about the painters in their own language. https://en.wikipedia.org/wiki/Rembrandt https://en.wikipedia.org/wiki/Johannes_Vermeer	
Locate the painters on the Europeana website	Work in groups of 2 or 3 to locate the paintings of Rembrandt and Vermeer in the Europeana collections in two different search sessions. Use the “Grid” option to display many paintings on the same page. Visit the various pages that appear as the result of their search. <i>The Rembrandt page:</i> https://www.europeana.eu/portal/en/search?q=Rembrandt%20van%20Rijn&view=grid <i>The Vermeer page:</i> https://www.europeana.eu/portal/en/search?q=Johannes%20Vermeer&f%5BTYPE%5D%5B%5D=IMAGE&view=grid	
Choosing the images	Choose two paintings that appeal to them the most. Get to know these paintings by either using the info in the Europeana web site or search the Wikipedia. Use google translate to understand content not found in their own language. Download the paintings on their computer.	
Lesson 2:	Creating the memes	1 teaching hour
Creating the presentation	Open the presentation software. Insert the paintings on separate pages of their presentation software.	
Observing of the paintings and producing new meaning	This is in fact the most creative part of the activity. Students observe the paintings in their group, discuss with each other and try to find either a title, or expression or small dialogue, that summarizes its meaning for them possibly in an ironic or fun way. They write it down on the painting page, using suitable	

	tools. They may even format the painting to put it in a frame or change its schema. Finally they save their presentation, as well as the pages as separate images.	
Lesson 3:	Sharing and commenting	1 teaching hour
Entering Edmodo	The teacher gives the student to code the password that they need to enter the Europeana class created especially in Edmodo for this learning activity	
Explain the use of Edmodo. Sharing memes	The teacher explains how the student groups can create their own posts by uploading the images that they have created in the previous lesson. Students can create a separate post for each image. https://www.edmodo.com/public/europeana/group_id/29574642 https://edmo.do/j/htfyge	
Comment and like	The students look at each other's meme creations, like and comment on them. Teacher explains rules about non-offensive comments and good netiquette i.e. rules on commenting on the internet.	
Lesson 4	Reflection and Evaluation	2 teaching hours
Poll creation	Teacher creates a poll to find out the most successful meme as voted by the students	
Brainstorming	Discussing in the classrooms the experience that they had, if they liked the activity or not, if they want to repeat it or not with another painting era or movement. Talk about painters they know, and their paintings would like to turn into memes.	
Creating a class exhibition (optional)	Printing the paintings and organizing an exhibition in class or at school	
Quiz evaluation	Answering multiple choice quiz questions created by the teacher about the painters, the paintings, art movements, etc. to evaluate the cognitive part of the activity.	

Assessment

Describe here the assessment method of the lesson, if any. For example, if you plan on assessing your students with a quiz, include here questions and answer options with color-coding the correct answers.

***** AFTER IMPLEMENTATION *****

The teacher will implement a poll to find out if this activity was helpful, interesting and engaging for the students. He or she also creates with Edmodo a quiz asking questions like: what was the name of the painter that you chose, name one of his paintings, which century or which art movement this painting belongs to. The quiz aims at evaluating the cognitive elements acquired by the students during the

implementation of the scenario. Edmodo provides all the necessary tools for implementing assignments, quizzes and polls, so it's a perfect match for the evaluation procedure of the scenario.

Student feedback

Add here the method with which your students will be able to give you feedback and discuss the lesson.

The students initially got rather surprised when they first saw the Europeana web site. The view of the classical paintings was also rather strange to them. Because of the age of the students, two specific Great Masters of the 17th century were chosen, Vermeer and Rembrandt. If the students were older, they could have left to choose their own painters from all the Europeana collections between the 17th and the 19th centuries using the Explore-->Time Periods menu of the Europeana web site (<https://www.europeana.eu/portal/el/explore/periods.html>).

After getting familiar with the web site, however, the students found the activity of looking and choosing the paintings quite amusing. Also creating the memes was a quite inspiring process for them and they did it with pleasure and joy. But the most fun part of the activity was looking and commenting at each other's work on the social media platform. That really put them in flow and made them appreciate and re-evaluate what they had been doing before.

Teacher's remarks

*Add here your comments and evaluation **AFTER** the implementation of this lesson. You can always use a rubric for self-assessment.*

I think that the aim of the activity which was to familiarize students with the work of the Great European masters was fully accomplished. Students not only got in contact with the classical paintings of the 17th century, but managed to observe them carefully, reflect on them and attribute a whole new meaning to these paintings that appeals to them a lot. The sharing and commenting process, also added extra value to the paintings putting them in the heart of today's youth culture and making them act as the mediator between the past and the present.

About the Europeana DSI-4 project

[Europeana](#) is Europe's digital platform for cultural heritage, providing free online access to over 53 million digitised items drawn from Europe's museums, archives, libraries and galleries. The Europeana DSI-4 project continues the work of the previous three Europeana Digital Service Infrastructures (DSIs). It is the fourth iteration with a proven record of accomplishment in creating access, interoperability, visibility and use of European cultural heritage in the five target markets outlined: European Citizens, Education, Research, Creative Industries and Cultural Heritage Institutions.

[European Schoolnet](#) (EUN) is the network of 34 European Ministries of Education, based in Brussels. As a not-for-profit organisation, EUN aims to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers, researchers, and industry partners. European Schoolnet's task in the Europeana DSI-4 project is to continue and expand the Europeana Education Community.