

Where's My Aura?

Due: 11:59 p.m. EST, Sunday of Unit 3.

Total Points: 65

Overview: In this assignment, you will explore Walter Benjamin's concepts of aura, authenticity, and reproduction as well as John Berger's "Ways of Seeing," as they relate to modern art work. You will visit an art museum or gallery and summarize your experience through a reflective essay. You will then compare your "live" experience with that of viewing the same art work through reproduction (a picture on your phone).

Instructions:

- Visit an art museum or gallery of your choice. While there, select one piece of art to focus on. It can be any form of art (sculpture, painting, photograph, etc.)
- Take in the art piece for at least 10-15 minutes. Allow yourself to think and feel freely. Experience the aura and possible authenticity of the piece.
 - Make notes about how the art piece makes you feel, what it makes you think of, or what emotions it evokes. Explain the aura of the piece in words and make notes about what makes the piece and experience feel authentic.
 - Take a picture of the art piece on your phone and save it to your camera roll. You will have to provide this image as part of your assignment.
- At home, view the picture of the art piece on your phone. As you did with the piece while at the museum, take in the art piece for at least 10-15 minutes. Again, allow yourself to think and feel freely. Experience the aura and possible authenticity of the piece.
 - Make notes about how the art piece makes you feel, what it makes you think of, or what emotions it evokes. Explain the aura of the piece in words and make notes about what makes the piece and experience feel authentic.
- In a reflective essay, write about both of your experiences. Respond to the questions below for the "live" experience as well as the "reproduced" experience.
 - Describe the art piece in terms of its artistic elements. What materials are used, what colors are present, what does the piece look like, how much space does it take up? (*This set of questions relates specifically to the "live experience")
 - Explain how the art piece made you feel, what it made you think of, or what emotions it evoked. Describe the aura of art piece and its authenticity as conceptualized by Walter Benjamin and John Berger.

- Describe your overall experience while taking in the art piece “live” at the museum or gallery. How did the live setting contribute to your process of experiencing the art piece?
- Following your analysis of the “live experience,” answer the same questions regarding your experience of taking in the art piece in your home through the photograph on your phone.
 - More specifically, write about how your experience may have changed and most importantly how the art piece’s aura and authenticity have changed due to its reproduction.
- Summarize your trip to the art museum or gallery by describing your overall experience with this assignment.
 - What were your initial thoughts about this assignment and how did they possibly change once your trip was complete?

Requirements:

- Read the assignment instructions and rubric carefully before beginning.
- Use full sentences and appropriate academic language in all work.
- Follow standard APA guidelines (proper margins, double-spaced, 12-point Times New Roman, and cover page your full name, course, and date).
- Use APA citation format and include a reference/work cited page when necessary.
- Your essay should be approximately 2-3 pages in length.
- You are required to submit the photograph of the art piece you selected.

Be sure to read the criteria, by which your paper will be evaluated, before you write, and again after you write.

Evaluation Rubric for *Where's My Aura?* Assignment

CRITERIA	Needs Work	Satisfactory	Proficient
	0-10 points	11-13 points	14-15 points
Description of Art Piece	Does not provide a photograph of the art piece and/or is missing significant detail in the description of visual elements.	Student provides a photograph of the art piece and describes its visual elements. May be missing minor details.	Student provides a detailed description of selected art piece and provides a photograph.
Live Experience Analysis	Analysis of live experience is missing significant detail and/or student lacks complete understanding of the concepts of aura and authenticity.	Student analyzes the live experience of the art piece but may be missing details, clarity or lack complete understanding of the concepts of aura and authenticity.	Student clearly analyzes the live experience of the art piece and illustrates knowledge of the concepts of aura and authenticity.
Reproduction Experience Analysis	Analysis of reproduced experience is missing significant detail and/or student lacks complete understanding of the concepts of aura and authenticity.	Student analyzes the reproduction experience of the art piece but may be missing details, clarity or lack complete understanding of the concepts of aura and authenticity.	Student clearly analyzes the reproduction experience of the art piece and illustrates knowledge of the concepts of aura and authenticity. Student explains the difference in experience in a detailed and clear manner.
Summary of Experience	Student does not reflect on the overall experience in any meaningful way. Significant details are missing.	Student reflects on the overall experience but may be missing minor detail.	Student reflects on the overall experience in a thoughtful way that indicates critical thinking skills.
	0-3 points	4 points	5 points
Clear and Professional	Errors impede professional presentation;	Few errors that do not impede	Writing and format is clear, professional, APA

**Writing and
Format**

guidelines not
followed.

professional
presentation.

compliant, and error
free.