SCAFFOLD UP!
YOUTH TOWER
• Scaffold Up! is not intended to feel like more school or busy work for our participants. The hope with this model is that those who are willing to learn from it will gain in invaluable skillset for life. Some of our specific incentives for following through with pins include:

• valuable leadership and art mastery skills that will help you in your personal and professional development
• priority placement in other Groundswell programs (notes: This means more art making and greater opportunities to have a direct impact in various communities and the world of public art).
• higher stipend (more money!!!)
• paid internship opportunities at $10/hour (fun alternative job opportunities. And a good opportunity for resume and skill building)
• paid art apprenticeships at $10/hour (a unique opportunity to work directly with a mentoring artist within a small group. A great way to build confidence in your art skills!)
• college access and guidance (The search for colleges and scholarships can be incredibly daunting on your own. Utilize Groundswell as a resource to you in your academic endeavors!)
The Journey Of Earning A Pin!

- Groundswell program artists and staff are ready to assist all youth in their journey up the Scaffold Up! Ladder. In order to complete a pin and learn a new skill set, one must go through the process of declaration, demonstration, recognition, and reflection. After a participant achieves platform 1 in its entirety you will be able to choose your own path in either—art mastery or leadership skills—depending on personal preference.
## PIN BREAKDOWN

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PLATFORM 1
(MANDATORY)

History of Public Art
Communication
Visual Literacy
Accountability
• **Platform I Pins**

• **History of Public Art:**

The History of Public Art Pin will allow you to understand and appreciate public art in a completely new and different way.

The History of Public Art Pin demonstrates knowledge in diverse and artistic and social movements, styles, and techniques in public art. This pin explores the social and political impact of public art.

In creating a mural, you too are contributing to the canon of public art. You will gain an understanding on how your work with Groundswell impacts your immediate community, as well as the larger art community. Through this pin you will gain the tools in understanding how public art is defined, and in turn, YOU will be able to define the world of public art on your own terms.
Communication Pin

Public speaking is a valuable skill, and is considered one of top fears that people experience. The Communication Pin will help you become comfortable with speaking publicly.

The Communication Pin demonstrates the ability to describe the mural topic, speak publicly on behalf of Groundswell, and it will also develop good listening skills.

There will be many scenarios---such as group decision making sessions, workshops, and dedications--where you will be prompted to talk openly, and even publically about the work you are taking part in. Speaking in public can be nerve-racking, however, we hope that youth will gain the confidence to tackle these opportunities. Earning this pin will help you develop greater interview skills as you begin to think about your personal career path. Additionally, this pin can lead to the possibility of you linking up with our community partners to help navigate you in the direction you wish to lead.
• **Visual Literacy**

• Symbols are all around you. Being able to identify and interpret symbols will help you navigate through life.

• The Visual Literacy Pin demonstrates knowledge in creating and identifying symbols in works of art.

• Think about how your message comes to life through imagery. Learn how to intertwine symbols and meaning to your art. How can you convey something to your audience without explicitly saying it in written words? (Note to Artists: incorporate points on how this affects their own mural.)
• **Accountability**

• Accountability is considered a valuable attribute in any responsible adult.

• The Accountability Pin demonstrates the ability to work well with peers and demonstrate responsibility to your group. Woody Allen once said, “showing up is eighty percent of life.” Think and learn what it truly means to be accountable for yourself and to others. Mural making is a collaborative process with many hands involved—each one of those hands plays an important role in mural’s overall outcome.

• You will also complete a College Matching workshop that explores the types of colleges that exist. What are the differences between 2-and-4 year schools? What about commuter vs. residential? These are some of the examples of college terminology that we’ll explore. Additionally, you’ll be given a sample student profile with their academic standing, interests, needs vs. wants, etc. You’ll be asked to match individual student profiles to colleges that seem like the best fit.
Ideas from Game Jams!!
Sign Builder
(Visual Literacy)

• **Story of the game:**
• The world is full of visual symbols, pictograms, and hieroglyphs.
• Manuals, instruction documents, packaging materials, brochures, and info boards all use visual communication that would be impossible without these images.
• Create 5 signs that relate to the topic/theme of your mural project.
• Series, overlays, and changes in scale are all formal approaches you can experiment with regardless of the content you choose.
**Space:** Where does the game take place?
- Participants would use a shape and color to create a sign as a template for the symbol game.
**Space:** Where does the game take place?

- Participants would use a shape and color to create a sign as a template for the symbol game.
Mechanics: What are the actions you do in the game (e.g: collecting, blasting enemies, etc.)

- Participants will collage, overlay, scale images from the image bank and “drag and drop” to create a symbol that relates to the topic/theme of their mural project.
**Components:** Characters, Enemies/Obstacles, other things
- “photoshop” tools
- Scale Tool
- Shape Selector
- Color Palette
- Comprehensive Image Bank of Signs and Symbols
**Rules:** Time limit? Lives limit? Energy limit?

-Symbol must relate to topic/theme of project.

Theme example: Liveable Streets
Goals: How do you win the game?

- Participants earn the Visual Literacy Pin by successfully creating 5 signs that relate to their mural topic/theme.
Mural Theme Map
(Visual Literacy)

• **Story of the game:**
• Participants have four basic symbol elements:
  • **Compassion**
  • **Critical Thinking**
  • **Collaboration**
  • **Creativity**
• Combine the 4 C’s to yield a symbol for a mural theme.
• Symbol unlocks map of Groundswell mural with similar mural themes
Inspiration
**Space:** Where does the game take place?

- dark background with symbols for the 4 C’s
**Mechanics:** What are the actions you do in the game (e.g: collecting, blasting enemies, etc.)

- Participants will “drag and drop” 4 C’s into each other. Different combinations will yield symbols that relate to different mural themes.

- Click mural theme icons on Groundswell map of murals to find similar projects.
**Components:** Characters, Enemies/Obstacles, other things

- 4 C’s symbols

**Mural Themes Key:**

- Anti-Gun Violence = Arts and Culture ?
- Community
- Diversity
- Dreams and Aspirations
- Health and Wellness
- Heritage and History
- History of Afterschool
- Human Rights
- Immigration
- Justice and Equality
- Male Identity
- Nature and Environmental Conservation
- Reproductive Justice
- Science and Technology
- Urban Environment
- Women’s Empowerment
- Youth Development
Mechanics Cont’d: Click on icon to unlock similar themes on map of Groundswell murals
Mechanics Cont’d: Clicking icons of mural themes on map links back to project pages. Resource for symbols
**Rules:** Time limit? Lives limit? Energy limit?

- Symbol must relate to topic/theme of project.

**Goals:** How do you win the game?

- Participants earn the Visual Literacy Pin by successfully unlocking 5 murals that relate to their mural topic/theme. Use as resource (e.g., Community)
History of Public Art Jeopardy
(History of Public Art)

• **Story of the game:**
  • Play individually or in groups.
  • Pick a category and a point value.
  • Click on the chosen box for the question.
  • To see if a participant or group is correct, click again for the answer.
  • Click the Back to Board button on the slide to return to the main board.
  • If the participant or team is correct, they are awarded the point value of the question. (Click the Score button located on the main board, to add the point value to the appropriate team score.)
  • The dollar values disappear after each question.
  • Continue until all questions have been answered. Participants/Teams must answered 70% of the questions correctly to be awarded the History of Public Art Pin.
What is a mural?
**Space:** Where does the game take place?

"Jeopardy" Board Game

<table>
<thead>
<tr>
<th>Mural as Record-keeping</th>
<th>Mural as Communication</th>
<th>Mural as Revolutionary Thinking</th>
<th>Mural as Tools for Inspiration</th>
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**Mechanics:** What are the actions you do in the game (e.g. collecting, blasting enemies, etc.)

- Participants will attend the History of Public Art presentation. (game app powerpoint)

- Values will be based of History of Public Art Quiz

**Components:** Characters, Enemies/Obstacles, other things

- Multiple choice questions
- Daily Doubles

History of Public Art Images
- History of Public Art Script.
History of Public Art Quiz
**Rules:** Time limit? Lives limit? Energy limit?

- Participants will have 30 seconds to answer each question. Must answer 70% questions correct (equivalent to score of ? Or allowed 3 wrong guesses)

- **Quiz Example**

  • Los Tres Grandes (The Three great ones) are credited by some as the forefathers of modern socially conscious murals. Who were Los Tres Grandes?
    a.) Leonardo Da Vinci, Michelangelo, and Raphael
    b.) Diego Rivera, David Alfaro Siqueiros, and Jose Clemente Orozco
    c.) Vincent Van Gogh, Georges Seurat, and Henri de Toulouse-Lautrec
    d.) Edgar Degas, Claude Monet, and Paul Cezanne

  • When did the Community Mural Movement emerge?
    a.) Civil Rights Era (1960’s)
    b.) The early 2000’s
    c.) World War I
    d.) 1942
**Goals:** How do you win the game?

- Participants earn the History of Public Art Pin by successfully answering 70% of the questions correctly.
Two’s A Crowd!
(History of Public Art)

- **Story of the game:**
  - Click on a card in a table of cards to reveal mural image and find the matching pair.
  - Once matching pair is found, participants will have a chance to learn more about image.
  - Participants will memorize image, and matching information, in order to move on to the next round
**Space:** Where does the game take place?

- Game Board with matching pair of murals (table variable)

  **Round 2:** Mural as a means of communication
**Mechanics:** What are the actions you do in the game (e.g.: collecting, blasting enemies, etc.)

- Participants will click boxes to reveal cards
- Finding the matching pair of cards will unveil information about mural image.

Murs as a means of communication—so even those who cannot read can understand the mural’s imagery. During Italian Renaissance popular mural themes were religion and history. Fresco painting was a popular method. The *fresco painting style (wet on wet method)* requires applying pure powdered pigments, mixed only in water, onto a wet, freshly laid lime-plaster wall. The colors are absorbed into the plaster surface and become a part of the wall. Because this method requires wet walls, only a certain amount of a wall can be painted at a time. The artists cannot work on a section once the plaster dries—NOTE: There is also a wet on dry method.

Fresco painting is environment sensitive. Areas with damper climates are not conducive to this method that’s why countries with hot and dry climates have more fresco style murals—like Italy and Mexico.

The Italian Renaissance fresco period saw the introduction of *perspective* into paintings. Perspective is the technique used to represent a three-dimensional world (what we see) on a two-dimensional surface (a piece of paper or canvas) in a way that looks realistic and accurate, as we see it in nature.

**Funders:** The majority of these murals were commissioned by wealthy individuals, royalty and churches.

Artists featured on slides: (for the youth, the Teenage Ninja Turtles names came from Italian Renaissance artists, Donatello was an Italian sculptor who lived during the early Renaissance in the late 1300s to mid 1400s!)

Michelangelo, Sistine Chapel, (1500-1550)
Components: Characters, Enemies/Obstacles, other things

- History of Public Art Images
- History of Public Art Script.
History of Public Art Quiz


- Participants will have to discover murals that match up to the era of that round.

- Rounds will be broken up by:

1. mural as a means of record keeping (ancient wall paintings)
2. mural as a means of communication (frescoes, Italian Renaissance)
3. mural as revolutionary thinking (Mexican muralism, WPA)
4. mural as collective collaboration (Chicago, SPARC, Groundswell)
5. mural as individual expression (Swoon, Keith Haring, Phlegm)
6. mural as agitators (Vandalized, whitewashed)

After participants have discovered all era-related murals for each round, participants must successfully answer questions related to that round.

Goals: How do you win the game?

- Participants earn the History of Public Art Pin by successfully answering 70% of the questions correctly.
Spot the difference!

(History of Public Art)

• **Story of the game:**
  Participants will be given 2 nearly identical images of murals.
  Participants will have to spot the differences in symbols
  Once successfully identified, participants will unveil additional information about the mural.

• **Space:** Where does the game take place?
  - Game Board with
  - matching pair of murals
**Mechanics:** What are the actions you do in the game (e.g: collecting, blasting enemies, etc.)

- Participants will click on the differences in one of the mural images
- Once you’ve selected all of the differences, the game will unveil information about that specific mural

This mural (1986) on handball court at 128th Street and 2nd Avenue was inspired by the crack epidemic and its effect on New York City. It was created as a warning and was initially executed independently, without City permission. The mural was immediately put under the protection and jurisdiction of the City Department of Parks and still exists.
Components: Characters, Enemies/Obstacles, other things
- History of Public Art Images
- History of Public Art Script.
History of Public Art Quiz


- Participants will have 60 seconds for each image. With every wrong click, the timer speeds up
- After showing all mural images related to each round (5?), participant will have to answer 70% of the questions correctly in order to advance to next round.

1. mural as a means of record keeping (ancient wall paintings)
2. mural as a means of communication (frescoes, Italian Renaissance)
3. mural as revolutionary thinking (Mexican muralism, WPA)
4. mural as collective collaboration (Chicago, SPARC, Groundswell)
5. mural as individual expression (Swoon, Keith Haring, Phlegm)
6. mural as agitators (Vandalized, whitewashed)

Goals: How do you win the game?

- Participants earn the History of Public Art Pin by successfully answering 70% of the questions correctly.
A Peer Was Here!
(Accountability)

• **Story of the game:**
• Participants will “check-in” at project location using game app (similar to foursquare)
• Also serve as attendance record
• Can post things related to project theme on tumblr/blog
• Searchable project theme
• 85% attendance earns the Accountability Pin
• Can earn “special titles” such as Golden Brush, MVP, King/Queen of Project, StoryTeller, Photo Journalist, etc.
**Space:** Where does the game take place?
- online media platform
**Mechanics:** What are the actions you do in the game (e.g: collecting, blasting enemies, etc.)

- check-in to project location
- can post to project page regarding project theme
- cost images, text, progress, etc.
- can check projects that are nearby
- other members can search posts based on project themes

**Components:** Characters, Enemies/Obstacles, other things
- project location (GPS-based?)
- project page/tumblr/instagram thing

**Rules:** Time limit? Lives limit? Energy limit?

- can only check in once per session
- can only “check-in/log-in” at project site to confirm attendance

**Goals:** How do you win the game?

- Minimum of 85% attendance rate
- Can earn extra/special “titles” for additional opp (YMC, Art App, etc.)
Daily Challenge
(Accountability)

• **Story of the game:**
• Participants will document process through an online photo journal
Who’s Who?
(Communication)

• **Story of the game:**

  Participants will be given a template of key stakeholders within a mural project.

  They must correctly identify each stake holder, their role, and identify key elements in the concept pitch to successfully earn the communication pin.