

SCAD
FASH

CURRICULUM GUIDE
GRADES 9-12

A FASHIONABLE MIND

PHOTOGRAPHS BY JONATHAN BECKER

JAN. 22, 2016 - APRIL 1, 2016



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SCAD FASH

MUSEUM OF FASHION + FILM

About SCAD FASH

SCAD FASH celebrates fashion as a universal language, garments as important conduits of identity, and film as an immersive and memorable medium. Situated within the SCAD Atlanta campus, the museum focuses on the future of fashion design, connecting conceptual to historical principles of dress — whether ceremonial, celebratory or casual — and welcomes visitors of all ages to engage with dynamic exhibitions, captivating films and educationally enriching events.

Fortified by the university's strong global presence and worldwide connections to renowned contemporary fashion designers, filmmakers and creative professionals, SCAD FASH is an integral part of the SCAD educational experience.

Like the award-winning SCAD Museum of Art, SCAD FASH serves as a teaching museum and creative resource for students of all ages and a wellspring of inspiration for visitors. Through programming that engages the university's broad array of academic disciplines — encompassing more than 40 majors and 70 minors — SCAD FASH offers a diverse, year-round program of exhibitions, films, installations, performances and events

that enliven and inspire SCAD students and the greater community. Every program is designed to engage and appeal to visitors with varied backgrounds and interests, from textiles and jewelry to photography and film.

Within nearly 10,000 square feet of elegant and adaptable exhibition space, SCAD FASH brings a distinct schedule of fashion-focused exhibitions and compelling films to the heart of Midtown Atlanta. In addition to gallery talks, lectures, film screenings and exclusive opportunities for museum members, SCAD FASH is an international stage for student and alumni design showcases, fashion shows and exhibitions.

Throughout the year at each of its locations around the world, SCAD hosts a spectacular lineup of thought-provoking, star-studded events that place art and design education front and center. SCAD FASH continues this rich tradition by affording students and professors across all disciplines the opportunity to celebrate works of wearable art and remarkable filmmaking, and to interact with the renowned and emerging professionals who create them.

Left: Jonathan Becker poses among his exhibition photographs at SCAD FASH.



About the Artist

JONATHAN BECKER

SCAD FASH is delighted to announce “A Fashionable Mind: Photographs by Jonathan Becker.” As a portraitist and documentarian, Becker has traversed the globe in search of his most captivating and diverse subjects, including the upper echelons of fashion, entertainment, style, high society and art, as well as unique subcultures such as the Yanomami tribe of the Amazon jungle. Featuring more than 60 photographs, “A Fashionable Mind” showcases Becker’s significant contributions to contemporary photography.

Becker has collaborated to great acclaim with writers and artists including Vanity Fair’s founding design director Bea Feitler and photographer Slim Aarons. His mentor was the great Hungarian artist Brassai, from whom he had the good fortune to learn much about the geography of the human spirit through portraiture. Brassai encouraged Becker to show the light of the soul, an essence only achieved through intense observation of human character.

The exhibition was originally presented at the SCAD Museum of Art and will include a selection of new photographs for SCAD FASH. “A Fashionable Mind” is Becker’s first museum retrospective in more than 30 years.

Jonathan Becker grew up in New York and lived in Paris in the 1970s. A protégé of iconic photographer Brassai while in France, he began his career as a portraitist at Interview magazine. As New York exhibitions of Becker’s

work garnered critical acclaim and visibility, he expanded his work as a documentarian in the 1980s with Slim Aarons and Frank Zachary at Town & Country magazine. Becker began contributing to Vanity Fair under the tutelage of its founding design director Bea Feitler. His portraits of filmmaker Louis Malle and of Becker’s mentor and friend Brassai featured largely in the pages of the prototype for the magazine’s relaunch in 1982. Becker’s specialty in portraits, photographed by and large on location, soon became a Vanity Fair staple: Robert Mapplethorpe, Jack Kevorkian, Jocelyn Wildenstein and Martha Graham, as well as countless socialites, artists and heads of state. Assignments have dispatched Becker far and wide — from the Amazon rain forest for first-encounter photographs of members of the Yanomami tribe to Buckingham Palace for the first photographs showing the Prince of Wales and Camilla Parker Bowles together.

Becker is also known for his close collaboration with Bob Colacello, Alex Shoumatoff and other Vanity Fair writers on stories about the denizens of worldly watering holes, the Adirondacks and Aspen, Palm Beach and Palm Springs, Capri and others. Over the course of three years’ work for The Rockefeller Foundation, Becker documented its funded projects on five continents. Four books of his work have been published: “Bright Young Things,” “Studios by the Sea, Artists of Long Island’s East End,” “Bright Young Things: London” and “Jonathan Becker: 30 Years at Vanity Fair.”



ABOUT THE CURRICULUM GUIDE

SCAD curriculum guides provide learning opportunities that fulfill the requirements of National Core Arts Standards and are designed for use both within the museum's exhibition spaces and in classrooms. The guides enhance understanding of art and design through investigations that reveal relevant personal, historical and cultural connections while promoting skill sets necessary for today's innovative careers.

Recognizing the guides' high standard of quality, the American Alliance of Museums' 2014 Museum Publications Design Competition awarded first place in

the education category to the SCAD curriculum guide for the exhibition "Divine Comedy: Heaven, Purgatory and Hell Revisited by Contemporary African Artists."

This Jonathan Becker guide explores journalistic photography that illuminates encounters with his subjects. Becker's work provides the basis for educational journeys that encourage students to analyze his images and investigate his methods by planning for and creating their own portrait photography.

Left: **Jonathan Becker**, "Brassaï at home," Èze, France, May 1982

National Core Arts Standards are listed on page 19.

Highlighted vocabulary words and other learning resources are located in the Curriculum Connections on pages 20-21.

“THE PRIMORDIAL VALUE OF A PHOTOGRAPH
IS ITS ABILITY TO FUNCTION AS A DOCUMENT,
EVIDENCE OF A NARRATIVE.”

JONATHAN BECKER





Jonathan Becker, "Andy Warhol and Elaine," Elaine's Kitchen, New York, 1976

1 Explore visual narratives

As a photojournalist, Jonathan Becker seeks to document people and events. He has described “A Fashionable Mind” as “a **compendium** of short, non-fiction stories.” Becker creates this sense of narrative through choices in angle, depth of field, lighting and framing, producing effects that emphasize and support key aspects of a story line.

Reflect on the image below, or choose another one of Becker’s photographs that suggests a story to you. Consider the subjects and their environment, and then follow the prompts on the facing page.



Jonathan Becker, “William F. and Pat Buckley at the New York Public Library,” 19 May 1988

Title and date of work:

Analyze the work based on photographic elements. In the left column, describe how each of the following elements contributes to your interpretation of the photograph. In the right column, choose a contrasting approach for each element and describe how a different choice would affect your interpretation and would inform a new story. For example, if the angle in the original photograph is straight on, then you might choose an angle from above as a contrasting approach.

Angle: *Is the subject of the photograph viewed from above or below, from the side or straight on? How does the angle influence your perspective of the image?*

Depth of Field: *Is the entire image in focus or only one small section? How much distance is there between the closest and farthest objects that are in focus? How does this depth of field create emphasis within the photo?*

original photograph

angle

depth of field

lighting

framing

Summarize the story suggested by the elements.

Lighting: *Is the lighting bright or dim? Is the lighting consistent throughout the photo, or are certain areas brighter or darker than others? How does lighting contribute to the mood of the scene?*

Framing: *What elements are centered and which are closer to the margins? Do objects or other elements in the photo create a boundary around the subject? How does framing affect your sense of the story?*

contrasting elements

angle

depth of field

lighting

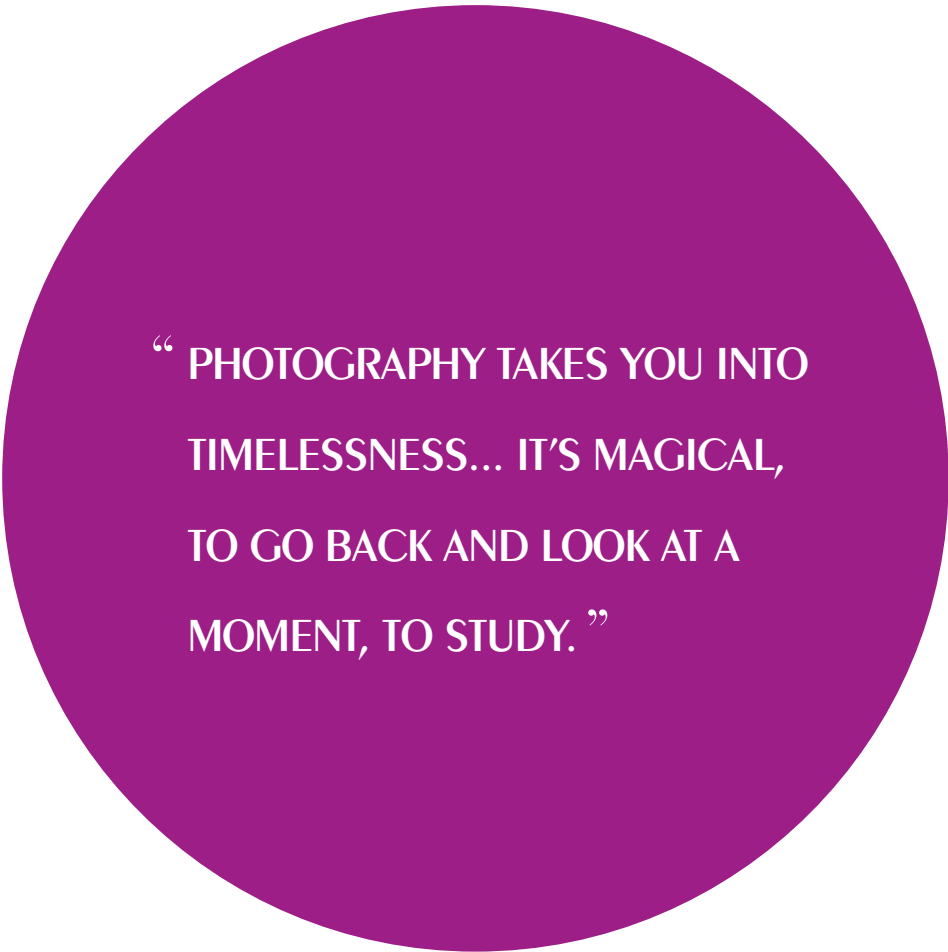
framing

Summarize a new story suggested by the elements.

In the space below, illustrate the new photograph using elements that contrast from the original.



Jonathan Becker, "The Duchess of Alba at home in Seville," March 2010



“ PHOTOGRAPHY TAKES YOU INTO
TIMELESSNESS... IT’S MAGICAL,
TO GO BACK AND LOOK AT A
MOMENT, TO STUDY. ”

JONATHAN BECKER

2 Interpret an environmental portrait

Becker's portrait work is described as environmental portraiture. It differs from studio portraits in that the setting is a part of the subject's usual surroundings. Environmental portraiture provides insights into the life of the subject and, by extension, his or her interests and personality. In the same way that a character in a book is revealed more fully through attentive reading of the text, portraits are appreciated more fully by examining the environment for visual clues about the subject.

Search this portrait of Gloria Vanderbilt for visual evidence of her lifestyle and interests, and consider how her pose and dress suggest personality traits. On the facing page, make notes recording the results of your visual analysis.

*Conduct further research into the **historical and cultural context** to which Vanderbilt belongs and make notes in the space provided. On the same page, write a brief **character analysis** of Vanderbilt that combines your observations and research findings to describe her personal traits and the experiences that shaped her. Once you have formed your character analysis, review the thesis statement on the facing page. Do you agree or disagree with this claim? Create an argument using the research you performed as evidence.*




Jonathan Becker, "Gloria Vanderbilt at home in New York," 19 December 2011

visual evidence

historical and cultural context

character analysis

thesis statement: Gloria Vanderbilt cares deeply about preserving the Vanderbilt family legacy.



**“ MY GOAL IS TO ALWAYS MAKE ONE GOOD
PICTURE, EVEN IF IT’S ONE GOOD PICTURE
A YEAR. IT’S A PICTURE OF A RAPPORT.
THERE’S SOMETHING THERE, A TWINKLE. ”**

JONATHAN BECKER



Jonathan Becker, "Sebastian Becker in St. Peter's Basilica," Vatican, May 1995

3 Create portrait photography

In the quote on the previous page, Jonathan Becker describes one of the **criteria** by which he evaluates his portrait work: visible evidence of a connection between himself and his subject. His portraits fulfill this criterion by capturing authentic unguarded moments of shared understanding with the subjects.

Rapport can be achieved through many avenues, one of which is through gaze, or a look of awareness given by the subject directly to the photographer. Choose one of the two photographs at the bottom of this page. How is rapport communicated through the subject's gaze and other elements in the photograph? How does this connection between the photographer and subject affect your experience of the artwork?



Jonathan Becker, “Jean-Paul Goude and Grace Jones in the ‘Lionel Hamptons,’” Long Island, New York, 10 August 1992



Jonathan Becker, “Carla Bruni Sarkozy at the Élysée Palace,” Paris, 7 January 2009

Rapport can also be achieved through varying levels of awareness. Examine one of the two photographs at the bottom of the page. How are the subject(s) and the photographer still engaged in a relationship with one another?

What qualities define a portrait for you? Is the gaze essential or do other physical gestures, expressions and acknowledgments create the same impact?

Write a definition for a portrait that includes how you would establish rapport.

Then, with the definition and your qualities as guidelines, create an environmental portrait of someone you know. When you take your photograph, remember what it means to establish rapport with your subject.

Post your portrait on Instagram using #SCADFASHBecker2016 for a chance to have your photograph regrammed by SCAD FASH. Be sure to include a title and description of your work.



Jonathan Becker, "John F. Kennedy, Jr. and Carolyn Bessette after the White House Correspondents' Dinner," Washington, D.C., 1 May 1999



Jonathan Becker, "HRH The Prince of Wales at Highgrove, England," 21 June 2010



Jonathan Becker, "Jean-Michel Basquiat at the Brooklyn Academy of Music," 1 October 1985

NATIONAL CORE ARTS STANDARDS

High School

Activity 1

- Responding 7.1** **Anchor:** Perceive and analyze artistic work.
HSI: Hypothesize ways in which art influences perception and understanding of human experiences.
- Responding 7.2** **Anchor:** Perceive and analyze artistic work.
HSI: Analyze how one's understanding of the world is affected by experiencing visual imagery.

Activity 2

- Responding 8.1** **Anchor:** Interpret intent and meaning in artistic work.
HSI: Interpret an artwork or collection of works, supported by relevant and sufficient evidence found in the work and its various contents.
HSII: Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.
HSIII: Analyze differing interpretations of an artwork or collections of works in order to select and defend a plausible critical analysis.

Activity 3

- Creating 3.1** **Anchor:** Refine and complete artistic work.
HSI: Apply relevant criteria from traditional and contemporary cultural contexts to examine, reflect on and plan revisions for works of art and design in progress.
- Responding 9.1** **Anchor:** Apply criteria to evaluate artistic work.
HSI: Establish relevant criteria in order to evaluate a work of art or collection of works.
HSII: Determine the relevance of criteria used by others to evaluate a work of art or collection of works.

CURRICULUM CONNECTIONS

p. 3 About the Artist

Additional
Resources

Jonathan Becker: 30 Years at Vanity Fair, 352 pages, Assouline, December 25, 2012. This 352-page hardcover book documents Jonathan Becker’s three decades with Vanity Fair through 450 photographs. Becker began contributing to Vanity Fair following a successful solo exhibition in 1981. His specialty in portraits, photographed mostly on location, soon became a Vanity Fair staple. Assignments for the magazine dispatched Becker far and wide — from the Amazonian jungle for first-encounter photographs of members of the Yanomami tribe to Buckingham Palace.

Character Studies. This slideshow contains 29 images of Becker’s photographs as they first appeared alongside accompanying articles within the pages of Vanity Fair. vanityfair.com/style/photos/2009/06/jonathan-becker-portfolio200906

Glossary

echelon *n.* Level or rank in an organization, a profession or society
garner *v.* Acquire or earn
tutelage *n.* Instruction or guidance, especially by an experienced teacher or mentor
denizen *n.* Inhabitant or occupant of a particular place

pp. 6-9 1. Explore visual narratives

Glossary

primordial *adj.* Existing in or persisting from the beginning
compendium *n.* A collection, compilation

Quotes

- p. 6 Becker, Jonathan. “Beginnings, Reminiscences and the Zeitgeist: A Conversation with Jonathan Becker.” *A Fashionable Mind: Photographs by Jonathan Becker*. Interview by Laurie Ann Farrell. Savannah: Savannah College of Art and Design, 2016. 148. Print.
- p. 8 Ibid, 159.

pp. 10-13 2. Interpret an environmental portrait

Glossary	historical and cultural context <i>n.</i> Refers to the interrelated conditions and events — political, economic, social and cultural — that shaped the attitudes and beliefs of a certain time period character analysis <i>n.</i> An evaluation of an individual's traits, roles and experiences
Quotes	
p. 11	Becker, Jonathan. "Beginnings, Reminiscences and the Zeitgeist: A Conversation with Jonathan Becker." A Fashionable Mind: Photographs by Jonathan Becker. Interview by Laurie Ann Farrell. Savannah: Savannah College of Art and Design, 2016. 148. Print.

pp. 14-17 3. Create portrait photography

Glossary	rapprochement <i>n.</i> A relationship in which the people or groups concerned understand each other's feelings or ideas criteria <i>n.</i> Guiding principles used to evaluate specific qualities of a work of art
Quotes	
p. 14	AssoulinePub. "Jonathan Becker: 30 Years at Vanity Fair." Online video clip. YouTube. YouTube, 4 Jan. 2013. Web. 28 Jan. 2016. https://www.youtube.com/watch?v=50LL8WW_bbM at 0:32/1:02

RELATED SCAD DEGREE PROGRAMS

Photographers frame, capture and illuminate the modern world. They provide viewers with reinterpretations of familiar vantages and grant access to views rarely seen, from new perspectives on works of art and architecture to the documentation of history, nature, culture and politics.

Through a comprehensive program at SCAD, students learn the full spectrum of photography — from historic and analog processes to the newest digital technologies professionals use today. Students gain fluency with a variety of camera systems, digital workflows, color and black-and-white techniques, and studio and location lighting, developing expertise through tailored study and faculty mentorship.

Coursework is designed to help students realize a unique creative vision, master visual literacy and launch their careers. At the graduate level, students engage in advanced study, research and complete a unified body of work in the form of a final portfolio or thesis toward advanced careers in both professional photography and academia.

SCHOOL OF FINE ARTS

BACHELOR OF ARTS **A S e**

BACHELOR OF FINE ARTS **A H S**

MASTER OF ARTS **H S e**

MASTER OF FINE ARTS **A H S e**

CREATIVE CAREERS

- STUDIO/COMMERCIAL/ILLUSTRATIVE PHOTOGRAPHER
- ART DIRECTOR/ART BUYER
- CORPORATE PHOTOGRAPHER
- DIGITAL TECHNICIAN/PHOTOFINISHER
- DIGITAL VIDEOGRAPHER
- EXHIBITION CURATOR/GALLERY DIRECTOR
- FASHION PHOTOGRAPHER/STYLIST
- FINE ART PHOTOGRAPHER
- HISTORICAL/ARCHITECTURAL PHOTOGRAPHER
- PHOTOJOURNALIST/DOCUMENTARY PHOTOGRAPHER





Jonathan Becker, "Yue Minjun in his studio," Beijing, 14 May 2007

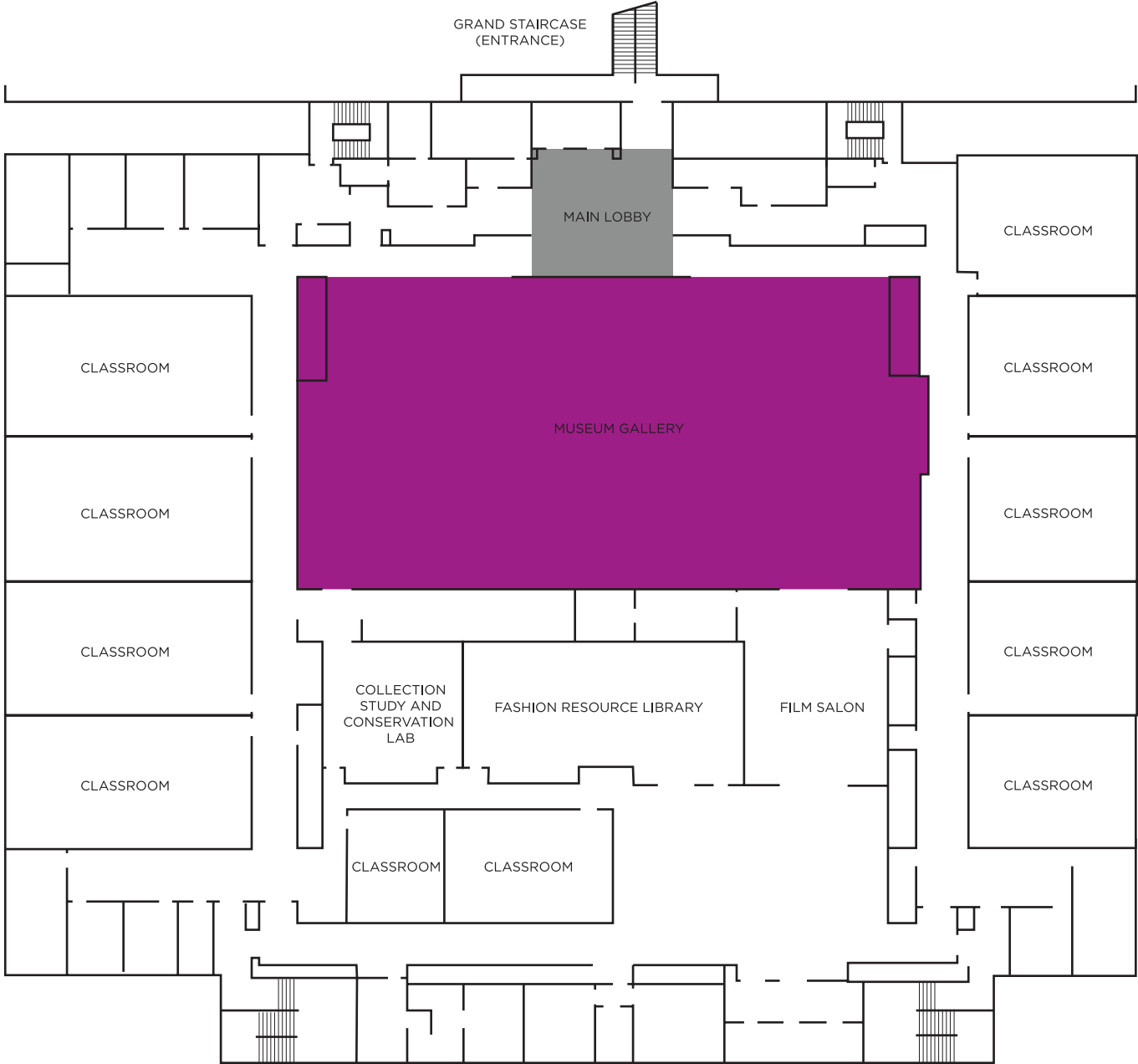


Jonathan Becker, "Venus Williams at home in North Palm Beach with André Leon Talley," 2 November 2007



Jonathan Becker, "Alexandra Kotur and daughter, Roberta Becker, in Savannah," 13 August 2013

MUSEUM MAP



Current and Upcoming Exhibitions

- A** **Be Yourself; Everyone Else Is Already Taken** • Daniel Lismore
Jan. 22, 2016 – April 1, 2016
- S** **Journey Elsewhere: Musings from a Boundless Zoo** • Lavar Munroe
Feb. 4, 2016 – April 24, 2016
- S** **Blood Bound** • Steven and William Ladd
Feb. 16, 2016 – May 1, 2016
- S** **Georgia Dispatch** • Alec Soth
Feb. 16, 2016 – May 3, 2016
- S** **The Moon Is Asleep** • Robin Rhode
Feb. 16, 2016 – May 22, 2016
- S** **Selected Works** • Corinne Wasmuht
Feb. 16, 2016 – June 12, 2016
- S** **Rorschach** • Cornelia Parker
Feb. 16, 2016 – June 12, 2016
- S** **Considered** • Carrie Mae Weems
Feb. 16, 2016 – June 12, 2016
- S** **The Future Was Then** • Daniel Arsham
Feb. 16, 2016 – July 24, 2016
- S** **A Poem in the Form of Flowers** • Roberto Behar and Rosario Marquardt
Feb. 16, 2016 – Sept. 4, 2016

S SCAD Savannah

A SCAD Atlanta

SCAD: The University for Creative Careers

The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelor's and master's degrees at distinctive locations to prepare talented students for professional careers. SCAD offers degrees in more than 40 majors, as well as minors in more than 70 disciplines. With 32,000 alumni worldwide, SCAD demonstrates an exceptional education and unparalleled career preparation.

At locations in Savannah and Atlanta, Georgia; in Hong Kong; in Lacoste, France; and online through SCAD eLearning, the diverse student body consists of more than 12,000 students from across the U.S. and more than 100 countries. The innovative SCAD curriculum is enhanced by advanced, professional-level technology, equipment and learning resources. Curricular collaborations with companies and organizations including Google and the National Council of Architectural Registration Boards (NCARB) affirm the professional currency SCAD champions in its degree programs.

The university, students, faculty and alumni have garnered acclaim from respected organizations and publications worldwide including five consecutive years of No. 1 rankings for the undergraduate interior design program by DesignIntelligence, recognition as one of the 2015 Red Dot Design Rankings' top four universities in the Americas and Europe, and the No. 1 graduate fashion program in the U.S. as determined by The Business of Fashion. For more information, visit scad.edu.

Cover image: **Jonathan Becker,**

"Patricia Herrera at home," New York, 18 July 2001



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