

Integrated Design Curriculum  
Parsons The New School for Design  
IDC Lab 1: Media  
***Project 1: Sliding with MJ***

“The day will come when everyone will be famous for 15 minutes”  
- Andy Warhol

With our image-saturated society resorting to “reality” TV, the online capability of propelling personal images around the globe, and the means of video production increasingly accessible to everyone, we all have a shot at fame, but to be famous for what- and for how long? What is the allure of living famously?

This project considers the implications of celebrity and fame in mass media culture. Working with images surrounding the pop icon Michael Jackson, what are the ways we can both utilize and criticize the media that generated Michael’s image?

For the final project, you will be working at that intersection where an image moves from being still, to time-based. Considering the historical framework for the invention of the moving image and the examples I will screen in class, you will produce a Slideshow (maximum 3 minutes, and be made up of your own original images which you create/ appropriate)

A one-page artist statement developed from the readings, and your slide show will be due at the final critique. This project should convey what you believe lies at the core of the images.

Essential to this project is:

1. What is at the core of each image?
2. How do the images play upon each other through editing?
3. What role does time play in the final slide show?
4. How did the power of image help and hinder Michael Jackson?
5. What are the visual associations that the public has with Michael Jackson?
6. To what extent was Michael Jackson’s fame connected to his image versus his talent?