

**Creative Visual Exercise** due in IS on Friday, Nov. 23, by noon.

**Create a “culture jam”** (disrupt or subvert meaning--often referred to as ‘protest art’) of an existing cultural image that has an established meaning. Digitally alter an image from corporate or political advertising, news, a street sign, product packaging, or some other item. You may also take and alter a photo of a poster, product package, storefront display, etc. that you encounter here in Brno. (I know you can find examples online, but create your own—it can be rough, don’t worry about that.)

Provide the disrupted image and provide a short description, answering the following questions:

- Why did you choose this image to “jam”?
- What meaning does your new image convey in comparison to the original?
- What did you do to give it new meaning? Use our course vocabulary.

EXAMPLES of culture-jammed images:

