

Barbara Kruger

School Name _____

Student Name _____

Teacher Name _____

Date ___/___/20___

Per. ___

Fill in the blanks with the following words and terms:

Captions

consumerism

interrogation

communication

designer and editor

Parsons

Barbara Kruger is most known for her collage style that consists of black-and-white photographs, overlaid with declarative _____, stated in white-on-red text. She placed a direct and concise caption across the surface of a found photograph.

The phrases in her works often include pronouns such as "you", "your", "I", "we", and "they", addressing cultural constructions of power, identity, consumerism and sexuality. The main elements of her most well-known work are black-and-white photos with bold text.

She began her prominent graphic style in the era of "Reaganomics," when

_____ was on the rise - she captioned one work, "I shop therefore I am." This is an apt slogan for the mall shopping generation.

Her other works include sculpture, graphic design, architecture, as well as video and audio installations.



Barbara Kruger was born in Newark, New Jersey in 1945. Her mother was a legal secretary and her father a chemical technician. An only child, Kruger enjoyed what was by all

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accounts a typical middle-class upbringing. She enrolled in a number of art classes at Syracuse University. After one year at Syracuse, Kruger moved to New York City to take more advanced art and design classes at the _____ School of Design. While enrolled at Parsons, her instructors included the American photographer Diane Arbus and graphic designer Marvin Israel. Israel in particular had a dramatic influence on Kruger, encouraging her to prepare a professional portfolio when she was becoming disenchanted with art school. Upon leaving Parsons, Kruger found work as a _____ with a number of publications based in New York, including House and Garden, Aperture, and then Mademoiselle, becoming lead designer within a year of being hired and at the age of twenty-two.



During the late 1970s, while living and teaching in Berkeley, California, Kruger's unique juxtapositions of image and text, allowing each one to inform the other however concretely or abstractly, would become the foundation of her mature, conceptualist body of work.

The economy of Kruger's use of image and text facilitates a direct _____ with the viewer. Within a short declarative statement, she synthesizes a critique about society, the economy, politics, gender, and culture.



Associated with postmodern [Feminist art](#) as well as [Conceptual art](#), Kruger combines tactics like appropriation with her characteristic wit and direct commentary in order to communicate with the viewer and encourage the _____ of contemporary circumstances.