The CBS Eye

Enter the galleries on the 1st floor. Make a left and find the wall with two large black and white circles. Look at the image on the right, and describe what you see.

- This image is the logo or symbol for CBS, which is a company in the United States that makes it possible for people to watch television in their homes. During the 1950s and 1960s CBS was known for their original TV shows and creative designs.

- Does the CBS symbol look like an eye? Why or why not?

- A symbol is an image used to represent something else. Why might a TV company choose this image to represent their company?

- What symbol would you choose to represent yourself? Draw your own symbol in the box to the right. What does this symbol communicate about you?

- In this gallery, look for other images of eyes in the artwork and objects on display.
In the next gallery, find the old fashioned television set. Sit down and watch the clip of the show *Winky Dink and You*.

- What are you asked to do while watching this show?

- When families watched *Winky Dink and You* in the 1950s they could interact with the characters on the show by answering questions or following the directions given by the host. Kids were often asked to draw directly onto the TV using special crayons and a plastic cover for their TV screens called a “magic drawing screen.”

- What were some of your grown up’s favorite TV shows from his or her childhood?

- Look at the television set on which *Winky Dink and You* is playing. What do you notice about the way this TV set looks? How is it similar or different than your TV set at home?

Go to the back right corner of this gallery. Take a moment to watch the cartoon called *The Invisible Mustache of Raoul Dufy*.

- Do you like to collect things? If so, what do you collect and why?

- Look around this gallery and find works of art that interest you. Make your own collection by sketching the artworks you like in the frames below. You can continue to “collect” by sketching the artwork you see as you explore the rest of the exhibition.

*The Invisible Mustache of Raoul Dufy*
Congratulations on completing the family guide for Revolution of the Eye: Modern Art and the Birth of American Television. We hope you enjoyed the exhibition!

Visit TheJewishMuseum.org/Families for more information on Family Programs at the Jewish Museum.

Revolution of the Eye: Modern Art and the Birth of American Television is organized by the Jewish Museum, New York, and the Center for Art, Design, and Visual Culture, University of Maryland, Baltimore County (UMBC).

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AT HOME: ILLUSTRATED STORYBOARD

Choose a character from your favorite work of art, from a photograph, or from TV.

Think of a story about this character. What will happen in the beginning, middle, and end of this story? How might you show this in only three images?

On a large piece of paper, draw three large boxes next to each other. Creators of TV shows often use this technique, called a "storyboard," to organize their ideas for a show.

Create your own "storyboard" by illustrating the beginning, middle, and end for your own story.

Move to the far wall and watch the clips from the Batman TV series.

- Look at the artwork related to Batman on this wall. Pick one work of art that stands out to you and describe what is happening in the image.
- How is it different to see the still image of Batman compared to seeing the moving image? Can you imagine what might happen next?

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