

Mark Rivard – Visual Artist, Arts Educator

Objectives: Mark Rivard harnessed his passions to create unique entrepreneurial opportunities that enabled him the ability to pursue personal career ambitions in both visual arts and arts education. Through utilizing his experiences and expertise, Rivard was able to pursue his goals in creating Rivard Art Education. In this activity, reflect on your own personal passions, ambitions, and dreams to explore ways of making them a reality.

Standards:

5.6.3.3. – Write narratives and other creative texts to develop real or imagined experiences or events using effective techniques, descriptive details, and clear event sequences

5.8.4.4. – Report on a topic or text or present an opinion, sequencing ideas logically and using appropriate facts and descriptive details to support main ideas or themes

5.8.5.5. – Include multimedia components and visual displays in presentations when appropriate to enhance the development of main ideas of themes.

5.8.7.7. – Distinguish among, understand, and use different types of print, digital, and multimodal media

Tools/Resources:

Pen and paper, video clip, iPad with camera app.



Video Clip: <http://www.tpt.org/mn-original/profile/mark-rivard/episode/mark-rivard/>

Activity

- 1) Watch the segment and discuss:
 - a. How did Mark Rivard’s passions for drawing connect to him to the opportunity with Sharpie?
 - b. Why was that opportunity meaningful?
 - c. How did Mark Rivard utilize the Sharpie experience to eventually create Rivard Art Education?
- 2) Brainstorm:
 - a. What are some passions that you have?

- b. Why are these passions meaningful to you?
 - c. Mark Rivard credits elements of his experiences to the value of having meaningful relationships with mentors – people with much life experience.
 - i. What is the significance with having a mentor?
 - ii. Why would having a mentor be important to achieving your passions/goals?
- 3) Digital Presentation:
- a. Write out the brainstorming points you made in the previous section to use as a script.
 - b. Record a “video diary” entry to yourself in the future based upon the brainstorm questions – start the video with the phrase, “Dear (your name), hello from the past.”
 - i. Or, create a Facebook Live video explaining your brainstorming points.