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Inspiration From Paleolithic Art and Music

Social media managers create social media campaigns for companies or people. A social media campaign is a strategy to engage an audience through social media posts. The goal of a campaign might be to raise awareness about a specific topic, like the importance of voting in an election, or it might be to convince consumers to buy a product. For example, Nike™ may create a social media campaign to convince people to buy new shoes! Nike™ might post pictures of shoes on Instagram™ and post a video on YouTube™ about how many athletes like the new shoes.



Today, you will imagine you have been hired by a museum to create a social media campaign for World Art Day. World Art Day is held annually on April 15th. This year, your social media posts will feature art and music from the Paleolithic Period. Follow the steps below to create your campaign.

Step 1: Learn about Paleolithic Art and Music

The Paleolithic Period is a period of time that occurred between 2.6 million years ago and 15,000 BCE. During this time, humans were known as hunter-gatherers. They traveled in small groups from place to place to hunt animals and gather plants and berries for food. Hunter-gatherers lived all over the world, including North and South America, Africa, Europe, and Asia. During the Paleolithic era, hunter-gatherers also painted pictures, made carvings, and created music. Their art and music was influenced by everyday life, religious practices, and special occasions. Look at the images below to learn about Paleolithic art and music. Then, answer the questions.

This is a photograph of a cow that was painted on a cave's inner wall in Indonesia. This type of art is known as a figurative painting because it shows real objects, people, animals, and landscapes. Paleolithic people often created paintings about hunting and eating. Some historians claim that people created paintings before a hunt as a ritual. A ritual is a special ceremony.



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This photograph shows a small carving of a lion. This carving is an example of a type of Paleolithic art known as “portable art.” Portable art refers to art that can be carried from one place to another. Archaeologists believe the carvings were used as amulets. An amulet is a small religious stone or figure that people carried around. They believed the amulet will protect them from harm.

This photograph of painted hands that was found in a cave in Argentina. Hand paintings were created by men, women, and children and were common in Paleolithic cave art. The meaning behind these paintings is not as clear. For example, hand paintings found in one cave area were near a large opening used as a well. Archaeologists think the hand paintings were placed near the well to warn people of a potential danger. Others have suggested that the hand paintings might have been created as part of a religious ritual.



By Mariano - Own work, CC BY-SA 3.0



This cave painting was found in Lascaux, France and shows a bull and horses. Paleolithic artists used different substances to create paint colors. For example, they used minerals, animal blood, and layers of earth to create red and yellow colors. Artists also charred, or burned, bone, to create soot. The soot was used to create the black shading you can see on this painting. Interestingly, some of the colors found in the painting came from substances not found near the cave. Scientists and archaeologists believe that artists must have traded with other hunter-gatherer communities to get those colored pigments.

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This is a replica of a cave painting showing people singing and playing instruments. The second row most likely shows a ceremony. It is thought that groups of people would gather to sing, clap, and create rhythmic sounds by hitting objects against each other to make music. Scientists believe that caves were a perfect location for early humans to practice their singing and music skills because caves had good acoustics.



By José-Manuel Benito Álvarez, CC BY-SA 2.5

This is a photograph of a vulture bone that was made into a flute. It is about 35,000 years old. Flutes were among the first instruments made by Paleolithic people. Flutes were made from different materials, such as bones and hollow sticks.

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Answer the questions below using complete sentences.

1. Why would portable art be important in hunter-gatherer societies?

2. Do you think nature was an important part of hunter-gatherer societies? Why or why not?

3. Describe two ways that hunter-gatherers came up with creative ways to create art and music.

4. The art listed in the passage has been found all over the world. Some pieces have been found east in Indonesia and others in Europe and South America. What can this tell us about hunter-gatherer societies?

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Step 2: Create a Social Media Campaign for World Art Day (April 15)

World Art Day is celebrated annually on April 15th. The day celebrates all forms of art and the freedom to express yourself through art. The day also promotes peace and understanding around the world. Today, you will create four posts for social media that feature Paleolithic art and music for World Art Day. Fill in the sections below to design your posts.

Choose an Audience

The audience refers to the people who you will see your posts. Choose one or more audiences from the list below.

- Students
- Artists
- Historians
- Other (Describe an audience not listed) _____

Choose a Social Media Channel

Different social media channels are better for different types of campaigns. For example, if you want to share pictures and write posts with a lot of information, Facebook™ is a great platform. However, if your campaign is mostly pictures, Instagram™ is a better fit. Choose a social media channel from the list below:

- Facebook™
- Instagram™
- TikTok™
- Other (Choose another social media channel not listed) _____

Brainstorm Ideas

You will design four posts that need to meet the following requirements:

- All posts must include at least two hashtags to help people find your posts. For example, you might include the following hashtags: #worldartday #learnaboutart #paleolithicart
- At least one post must provide historical information on the Paleolithic period.
- At least one post must provide a picture and description of different examples of Paleolithic art and music.
- At least one post must discuss how Paleolithic art and music was important in hunter-gatherer societies.

Create Your Posts

Use the social media templates on the next page to create your posts.

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Social Media Posts:

Post:



Post:



Post:



Post:



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Social Media Posts:

Post:

Post: