



to frame a painting
to reframe a question
to reframe the issue



to frame an innocent person
to expand your frame of reference
to get new frames for your glasses
to anoint a door frame with oil



Frames can finish paintings.
Frames can protect family photos.
Frames can direct our attention.
Frames can form our expectations.
Frames can bias our perceptions.
Frames can call attention to something that is overlooked.
Consider what else a frame can do. Can it correspond to values?

Make something that meets these criteria:

1. Your effort, intervention, and energy should be applied more to the frame than to the contents of the frame.
2. The work should frame or reframe the way that your audience experiences or thinks about something that you value.

A “frame” can be anything from a meaning-filled and purposefully placed picture frame to a speech bubble to a sculptural pair of glasses, to a thought-provoking kaleidoscope, to a boxy set of shelves or a package.

You can still emphasize what is perceivable through the frame, but spend your time on the frame. You do not need to make the contents of the frame.

Focus on what the work prompts someone to think about and feel.