

“*There always is something more to do... No one should stand still.*”



Eastman Kodak Company Headquarters, photographed with a 1888 No. 1 Kodak camera.

George Eastman is best known as the man who brought photography to millions of people around the world. The founder of the Eastman Kodak Company, Eastman revolutionized photography by simplifying cameras and film. But his impact went further than inventor and businessman. He was also a philanthropist and wanted to make his community the best in which to work, live, and raise a family.

GUIDED QUESTIONS

Themes: local history, identity, civics, community

Your Local History

Find names attached to your local parks, hospitals, etc. Who is a person in your community who has impacted your town or city? How do you think this changes the lives of people in your city?

Making a Difference

George Eastman wanted to create. Think about the place you live. If you could make one thing better for the people who live there, what would it be? Can you list any activity that could help make your change happen.

Snapshots

Eastman's Kodak and Brownie cameras made almost anyone a photographer and made it so we can use cameras all the time. You can see how important it is to have pictures by using photography to make record of things and looking at photographs in your life.

- Buy a single use camera and take pictures of your day or week.
- Go through a family photo album and pick your favorite. Ask someone in your family about the picture (When or where it was taken, who was the photographer, etc.)

CROSS-CURRICULAR EXTENSIONS

Being George Eastman

Visit <http://www.eastmanhouse.org/legacy/>. Click on **Driving Tour**.

Over his lifetime, George Eastman made changes in his community in public parks, the arts, health care, and places that worked with kids!

- Look at the different places on the map. Prepare an oral presentation as George Eastman, and talk about three places you are the proudest of and why.



George Eastman House and terrace garden, 2004.

George Eastman's diverse and generous contributions, from establishing the area's largest employer, Eastman Kodak Co., to supporting hundreds of charities and founding numerous organizations. The reality is that although Mr. Eastman had a big heart, he also had a keen business sense. And he knew that in order to attract educated scientists and business leaders to Kodak, he needed to help create a vibrant community. And that's just what he did, with Rochester receiving the bulk of the \$100 million in charitable funds he donated during his lifetime (close to \$2 billion in today's dollars). Eastman set a stage in Rochester for a solid health care system and established parks, elevated education, and surrounded residents with music and art. Organizations that Eastman either founded or funded including the United Way, American Red Cross, University of Rochester, Memorial Art Gallery, Rochester Philharmonic Orchestra, and the Rochester Dental Dispensary

Resources for Guided Questions:

http://www.eastmanhouse.org/inc/collections/eastman_legacy.asp

GUIDED QUESTIONS

Impact in Fields

No inventor or business exists in a vacuum. Consider a historical and contemporary viewpoint:

- What impact did Kodak have on photography during Eastman's life? What inventions have been made in the field of imaging since his death in 1932?
- What innovative business practices did Eastman create for his employees? Compare one or two to similar business practices today
- Compare Eastman to a contemporary inventor or entrepreneur. How does the impact Kodak cameras and products compare to the impact of another modern-day tool?

Impact on Everyday Life

Eastman's Kodak and Brownie Cameras introduced photography into our everyday standard of living and gave us a means to record everyday life. Imagine what our lives would be like without photography.

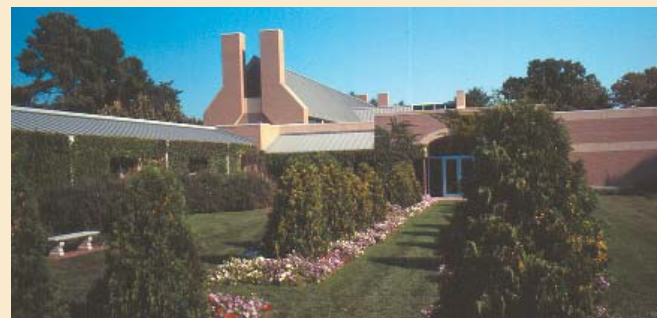
- Document the different ways you come in contact with photographic images (physical and electronic) over one day in your life, including family pictures in your house, billboards and ads in magazines, newspapers, in your school textbooks, or over the internet.
- Create your own personal history by creating a visual timeline using images from a family photo album. Write down all the things people could know about you based on these photographs.
- Examine a cultural record of a time period (i.e. the 40s) together as a class. Visit your school library for yearbook photos of the past or use photographic images found at www.eastmanhouse.org. Note how photographs can document changes through the years to create a 'picture' of an era. How would you assemble one to represent today?

Impact on Community

- Compare Eastman to a modern day philanthropist in your community. Explain the impact of the gift directly on residents who directly benefit and the secondary economic on the impact in your town or city

National and New York State Standards

EIA English 1, 2, 3, 4, 5, 6, 7, 8, 11, 13; Fine Arts 4; SS—Civics 5; SS—Economics 4, 10, 13, 14; SS—History: Era 6; Science 6; Technology 3, 4, 5, 6.



Eastman Museum and library garden, 2004.

“*With sufficient curiosity, persistence, and determination—anything is possible.*”

George Eastman had a simple idea: he wanted to make a camera simple enough for almost anyone to use. The Kodak—predecessor of mass produced hand-held cameras—forever revolutionized photography. *Consider This:* What were some of the characteristics that guided his life and helped him reach his goals? **Resources:** *Click! A Story About George Eastman* by Barbara Mitchell http://www.eastmanhouse.org/inc/collections/eastman_legacy.asp

GUIDED QUESTIONS

Text/Self Connections

- Create a character analysis of George Eastman, starting from when he was a child. Explain reasons why you think he was the way he was.
 - SAMPLE* Mr. Eastman cared very deeply for his mother; he filled the house with flowers because she loved them.
 - Mr. Eastman was a hard worker; he often stayed up nights working
- Create a Venn Diagram comparing Mr. Eastman to yourself. How are you the same? How are you different?
- George Eastman really wanted to play an instrument, but did not have the talent. What did he do instead? What does this tell us about what we can do?
- George Eastman took up picture taking as a hobby and made a career of it. How could you turn your hobbies into an invention?
- George Eastman had a dream of creating an easy-to-use camera and made that dream come true. What kind of things did he do to help make this happen? What are your dreams? What can you do to begin to make those dreams come true?
- What pictures do you have in your house? Which ones are important to you? Why?
- Bring a photo into class that tells a story (use as a writing prompt).

Text to World Connections

- What were the organizations that Mr. Eastman donated money to? Why do you think he chose them?
- Mr. Eastman was friends with many historical figures. Who were they? What was their connection to him? What do you know about these people?
- How do cameras during Eastman's time differ from cameras now?

Inferencing Questions

- Sometimes Mr. Eastman did not take credit for the money he donated. Why do you think this is?
- What drove Mr. Eastman to work so hard?

CROSS-CURRICULAR EXTENSIONS

- Develop a timeline of the different stages cameras have gone through.
- Research what cameras were like before Mr. Eastman's time and find out more about how they worked.
- Bring a photo into class that tells a story (use as a writing prompt).
- Create a timeline of important events from 1854-1932 (George Eastman's life years). What other historical events happened during his life?
- Compare inventions we have today to what was available in the early 1900s. How have things changed?

National and New York State Standards

National * developed by the *New Standard Committee, a division of the National Center on Education and Economy.*

Reading

- Children relate a story to their own experiences.
- Children explain the motives of a character.
- Children analyze the causes, motivation, sequences and results of events
- Children use reasoning and information from within and outside the text to examine arguments

New York State Standards:

Standard 1: Students will read write speak and listen for information and understanding.
Standard 2: Students will read write speak and listen for literary response and expression.
Standard 3: Students will read, write speak and listen for critical analysis and evaluation.



Unidentified Photographer, 1914. Early two-color Kodachrome of George Eastman

George Eastman Archive and Study Center

The George Eastman collection consists of his restored home and related artifacts, including: business and personal correspondence; personal photographs; early motion pictures; films and videos; and patents.
(585) 271-3361 ext. 242
GESC@geh.org
http://eastmanhouse.org/inc/collections/ge-archive_study.asp

George Eastman Discovery Kit

A service of the George Eastman House education department. Materials include images with a 'slide script' and a Teacher's Manual with classroom activities.
(585) 271-3361 ext. 234
<http://eastmanhouse.org/inc/education/kits.asp>

Websites

http://eastmanhouse.org/inc/collections/eastman_legacy.asp
Includes biography and an overview of the collection, house and gardens. Click on 'George Eastman: Life, Legacy, and Estate' for an historic timeline, virtual tours, an education packet, and a Rochester driving tour.
<http://www.pbs.org/wgbh/amex/eastman/index.html>
The story of George Eastman and how he transformed photography. Developed for PBS The Wizard of Photography presentation. Part of the American Experience series.
<http://www.kodak.com/US/en/corp/kodakHistory/>
History of the Kodak company including sections 'George Eastman- the Man' and 'Milestones' from his era.
<http://www.kodak.com/US/en/corp/features/brownieCam/index.shtml>
Find out more about the famous Brownie Camera.
http://www.pbs.org/wgbh/theymadeamerica/whomade/eastman_lo.html
Information on George Eastman as one of the nation's innovators. Part of the PBS They Made America series.

Books for Young People

Click! A Story About George Eastman by Barbara Mitchell. Carolrhoda Books, Inc., MN ©1986 ISBN 0-87614-472-5
George Eastman by Susan Bivin Aller. History Maker Bios Series. Lerner Publications, Co., MN ©2004 ISBN 0-8225-0200-3
George Eastman by Burnham Holmes. Pioneers in Change Series. Silver Burdett Press, Inc., NJ ©1992 ISBN 0-382-24176-2
George Eastman, Bringing Photography to the People by Lynda Pflueger. Historical American Biographies Series. Enslow Publishers, Inc., NJ, USA/Aldershot Hants, UK. ©2002 ISBN 0-7660-1617-X
George Eastman, The Kodak Camera Man by Carin T. Ford. Famous Inventors Series. Enslow Publishers, Inc., NJ, USA/Aldershot Hants, UK. ©2004 ISBN 0-7660-1617-X

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Front cover: *Portrait of George Eastman taken during a trip to Paris, 1890.*

DISCOVERING THE GEORGE EASTMAN IN ME



*Student Activities
for the Classroom*



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