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**EDU403 Midterm Short Notes
BY MUHAMMAD
(MAS All Rounder)**

What is **Art**?

There are three components which need to be considered when we try to define art. These three components are as under:

- Something that is expressed
 - The way in which it is
- The function that it performs



expressed Definition of art

Definition of

Communication

What is. Communication?

The discipline of communication focuses on how people use messages to generate meanings ~~within~~ and various contexts, cultures, channels, and media. The discipline promotes the effective

and ethical practice of human communication.

Communication is a diverse discipline which includes Inquiry by social scientists, humanists, and critical and cultural studies scholars. A body of scholarship and theory. All forms of human communication, presented and explained in textbooks, electronic publications, and academic journals, In the journals, researchers report the results of studies that are the basis for an ever-expanding understanding of how we all communicate.

Topic 006

Art as defined Artists

"Every child is an artist. The problem is how to remain an artist once he grows up " Picasso

"The most beautiful experience we can have is the mysterious fundamental emotion which stands at the cradle of art and true science-•• Einstein "I dream my painting and I paint my dreamt

Van Gogh

Significance of Art

Art an educator it a Signi means of developmg emotional and cognitive intelligence. It profoundly influences the whole personality of both individual and society An art work can be seen as source of learning and analyng new ways expetencev

Studies show that there IS a correlation between art and other achtevement. A report by ericans for the Arts states thnl voting people who participate regtltnrly in the arts (three hours a day on three days each week through one full year) ate four limes more likely to be recognzied for aeadenuc achtevement, 10 partscapale tn a antl scaence ot to wtn an award for writing an essav or poem than children who do not partictpate.

THE ELEMENTS or DESIGN

LINE

Line can be considered in two The linear marks made with a pen or brush or the edge created when two shapes meet .stiAl'F.

A shape is self-contained defined arca of geometnc or organic form A positive shape in a painting automatically creates a negative shape.

DIRECTION

Atl tines have direction - Horizontal. Vertical or Oblique Hloruontat suggests calmness. stability and tranquility. Venieal gives a feeling of balance. formality and alertness. Oblique suggests movement and action

SIZE

Size IS Simply the relationship of the area occupied by one to that or another.

TEXTURE

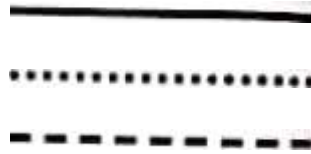
Texture ts the surface quality of a shape rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or Visual .COLOUR

Also catted lluesee notes on color VAI.tJF.

Value ts the lightness or darkness of a color. Value is also called Tone

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Line:



Definition of line

Line is probably the most fundamental of all the elements of art. It is the starting place for most art creation whether one is starting a fine drawing or painting or even sketching ideas for a sculpture. Most design begins with line. So what is line?

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Art Craft and Calligraphy

A math teacher would say that a line consists of one dimension, length. In the real world of creating art though a one-dimensional line would not be practical. A more usable definition might be that a line is the path of a dot, point, etc. over space and that it always has more length than thickness. Lines are not all the same, especially in art.

Types:



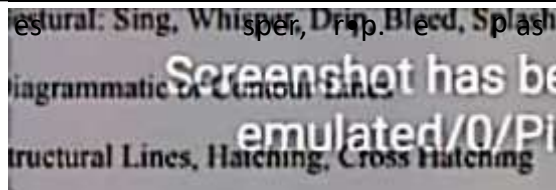
Types of line

Angle:

Vertical, Diagonal, Curved, Zigzag

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Expressive: Hard, Sharp, Straight, Geometric, Organic, Smooth, Soft, flowing, LOOPY, Wavy.



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Shape

What is shape

An enclosed space defined by a line or by contrast to its surroundings. Shapes are two-dimensional flat square, triangle, organic blob, etc. Shapes can be geometric (square, circle, etc.) or organic (banana, amoeba, etc.).

Types of Shapes

There are two general categories that are used to describe shapes: Geometric and Free-Form or Organic Shapes.

Geometric Shapes

- Can be described using mathematical terms. They are very regular or precise.
- They are more often found in man-made things because they are easier to reproduce and make things with.
- Examples of geometric shapes are: squares, rectangles, triangles, circles, oval, ellipses and so on.

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Free-form or Organic Shapes

- Are difficult to describe using definitions.

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- are Irregular or uneven
- are more often found in nature
- Example Include the shape of clouds, puddles, trees, leaves, rocks and so on.



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Form

What is Form

A three-dimensional object: a defined volume of space. Forms could also be categorized as geometric or organic in nature.

Geometric Forms

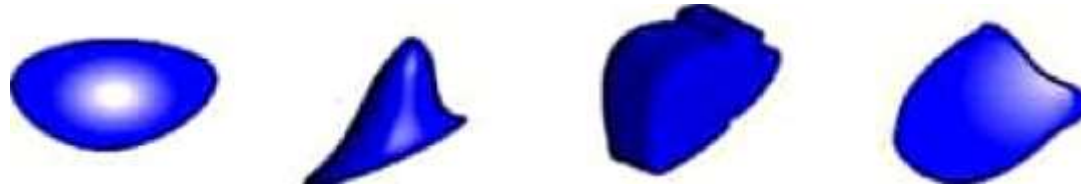
As with geometric shapes, geometric forms are based on mathematical descriptions. Since they are three-dimensional (3D) instead of two-dimensional, they are objects such as cubes, cylinders, cones and spheres. They are one of the types of form that man-made objects are constructed with.

Types of form



Free-form Or Organic Forms

Organic forms are irregular and are the type of forms that most things in nature are. Cloud formations, mountains, trees and bushes are all relatively free-form. Animals and humans tend to be more free-form too, as they are changing forms.



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Elements-Space

Definition of space

Space is the distance or "line" around or between elements of an artwork. The illusion of depth created on a flat surface through the use of linear perspective, overlapping elements, level of detail, and value. Space is often categorized as positive or negative, positive space referring to the subject or physical mass of the art, and negative space referring to the background or around it.



Linear and Curvilinear Perspective.

A system of drawing used to show objects receding in space in the same manner we receive them in three dimensions. The basic idea is that objects appear smaller they recede, and therefore parallel lines will appear to grow closer and meet as they reach the horizon (at their vanishing point). Common types of linear include one point, two points, and three-point perspective, referring to how many or directions each object is shown to recede to. There are also four, five, and six-point perspective systems, which are curvilinear and can be used to create fisheye views.

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Etcmcnls • Vatie nud Texture

Value: What is value

How light or dark an object or element is, independent of its color. Shading uses value to depict light and shadow and show volume.

In general work using a full range of values stand out more and be visually richer and more pleasing. Purposely, as in limited range of values (all darks, grays, or lights) can set the mood of the piece, from tedious to peaceful to ethereal. Work uses only very bright and very

dark values, with no middle tones. This is a very stark and stylized.

The term value is used in the language of Art to refer to the "value" of light. The more light, the higher the value. White is the highest or lightest value. On the other hand black is the lowest or darkest value. Colors have value as well. Yellow for example has a high (light) value, violet has a relatively low value (dark).

So by value Important?

Value is very important drawing and painting because value changes are what creates contrast. Contrast is needed to help us see and understand a two dimensional work of art- For example, if there was no contrast between the words on this page and the background, you would have difficulty reading what is here.

Texture may be used

work of art to: uses of texture

- create visual Interest or focal point in composition
- to create contrast within a design composition
- to help visually balance a design composition

Principles-Balance

The Principles are concepts used to organize or arrange the structural elements of design. Again, the way in which these principles are applied affects the expressive content, or the message of the work.

The principles are:

- Balance
- Proportion
- Rhythm
- Emphasis

■ Unity

Emphasis is created by visually reinforcing something we want the viewer to pay attention to.

The main areas of emphasis are:

- Focal points

■ Dominant Main areas of emphasis

- Sub-dominant
- Subordinate

Harmony What is harmony

Harmonious elements have a logical relationship or progression - some they work together and complement each other. Harmony in painting is the visually satisfying effect of combining similar, related elements eg. adjacent colours on the colour wheel. similar shapes etc.

Unit 1 What is unity

Unity is created by using harmonious similarity and repetition, continuance, proximity and alignment, and closure or design elements to interrelate parts of the work so that the parts RELATE to each other and create a unified whole, that can be greater than the sum of the parts.

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Drawing

Art works are primarily produced for aesthetic Intellectual appreciation- They exist separate from the artist as entities

Definition What is drawing

Drawing is a two-dimensional visual created by the use of line and tone. It is a form of visual art in which a person uses various tools and instruments to mark or another two-dimensional medium. Instruments include graphite pencils, and ink brushes, wax color crayons, charcoal, chalk, pastels, kinds of markers, etc.

Various materials (such as silverpoint and electrotype) draw the

An artist who practices or works in technical drawing may be called a drafter, draftsman, or draughtsman.

Drawing involves small amount of material surface, a material. The most common support is a rough sheet such as plastic, leather, canvas, and may be made on a blackboard or whiteboard or almost anything. It has been a fundamental means of expression throughout human history and most forms of communicating visual ideas. The widespread availability of drawing instruments makes drawing one of the most common artistic activities.

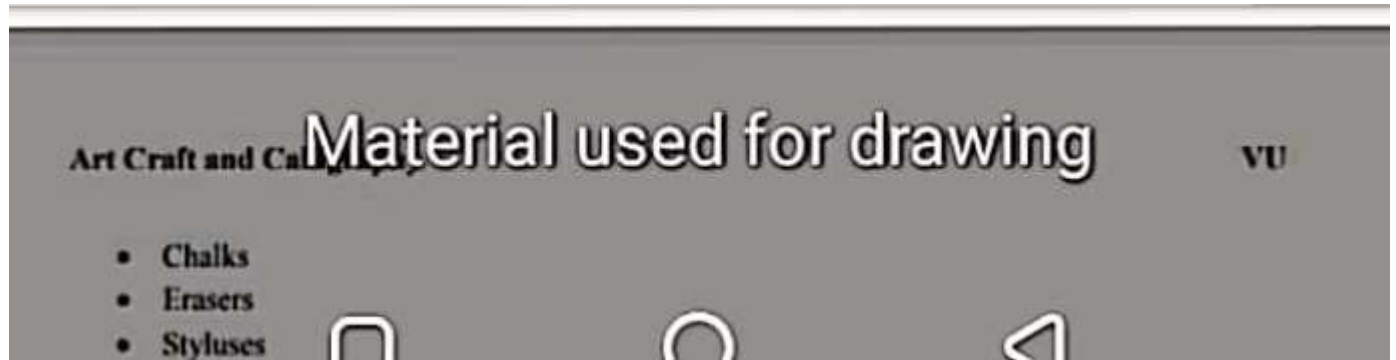


The materials used are:

- lead Pencil
- Pen and ink
- Crayons
- Pastels
- Charcoal

Material used for

drawing



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Key Features in Drawing

1. Quality of Line
2. Edges and Contours
3. Negative Space
4. Relationships and Proportions
5. Lights and Shadows
6. Uniqueness or Individuality

Painting

Painting is a work of art in which a visual created using colors and pigments on a surface. There are styles of painting such as realist, impressionist, abstract. Painting is the practice of applying paint, pigment, color or other medium to a surface (support base). The medium is commonly applied to the surface with a brush, but other implements, such as knives, sponges, and airbrushes, can be used.

In art, the term painting describes the act and the result of the action. The support for paintings includes such surfaces as paper, canvas, wood, glass, lacquer, clay, leaf, copper and concrete. and the painting may incorporate multiple other materials including clay, paper, gold leaf, as well

The term painting also used outside of art as a common trade among craftsmen and builders.

Painting is a mode of creative expression, the forms are numerous.
Drawing, gesture (as in gestural painting), composition, narration
narrative art), or abstraction (as in abstract art), among other aesthetic may
serve to express the expressive and conceptual Intention of the practitioner. Paintings can be
naturalist representational (as a still life or landscape painting), photographic,
abstract, narrative (as in Symbolist art), (as in Expressionism), or political in
structure (as in Futurism)

The materials used are:

- Canvas
- Board
- Paper
- Oil
- Water Color
- Pastels
- Acrylic
- Brushes



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Art Craft Calligraphy

Key Features in
Painting

- Theme
- Composition
- Form
- Applrcauon of Color Tonal Gradation style

Elements and Principles of Design

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Definition or Traditional Sculpture

Traditional sculpture prior to the 20th century had four main defining characteristics. First, it was a three-dimensional form. Any empty spaces involved were essentially secondary to its bulk or mass. Moreover, it was a solid form with no movement. Fourth, traditional sculptors used only two main techniques: carving and modelling. That is, they either carved directly from their chosen material (e.g. stone, wood), or they built up the sculpture from the inside, so to speak, using clay, plaster, wax, etc. The models for traditional sculpting derive from Greek and Roman sculpture of classical antiquity.

printmaking

Definition

Printmaking is the art of transferring an impression from one surface to another. Printmaking is the process of making artworks by printing, normally on paper. Printmaking normally covers only the process of creating prints that have an element of originality, rather than just being a photographic reproduction or a painting except in the case of monotyping, the process is capable of producing multiples of the same image, which is called a print. Each print produced is not considered a "copy" but rather is considered an "original". This is because typically each print varies to an extent due to variables intrinsic to the printmaking process, and also because the imagery of a print is locally not simply a reproduction of another work but rather is often a unique image designed from the start to be expressed in a particular printmaking technique. A print may be known as an impression. Printmaking (other than monotyping) is not chosen only

for its ability to produce multiple impressions, but rather for the unique qualities that each of the printmaking processes lends itself to.



The materials and processes used are:

- Metals. Stones. Chemicals. Wax, Color, Ink, Stencil, fabric
- Woodcut, Engraving, Etching, Mezzotint, Aquatint, Lithography. Screen printing. Monotype, Digital Print

Mural Definition

Mural is painting directly applied on a wall or ceiling but with a consideration of incorporating architectural design.



The materials and processes used are:

Canvas, Plaster, Cement, encaustic (wax), tempera (paint mixed with egg), Watercolor, Digital, oil paint

Architecture

Architecture is frozen music. Architecture IS the art and technique of designing and building, space and ambience to reflect functional, technical, social, environmental and aesthetic

considerations. It requires the creative manipulation and coordination of materials and technology, and of light and shadow

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The main areas of Communication design

are:

- Advertising
- Art direction
- Animation
- Brand management
- Content strategy
- Copywriting
- Creative director
- Graphic designer
- Illustrator
- Industrial designer
- Information architecture
- Information graphics
- Instructional design
- Marketing communications
- Performing arts
- Presentation
- Technical writing

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Communication Design

Definition

Communication design is mixed discipline between design and information-development which is concerned with how media intermissions such as printed, crafted, electronic media or presentations communicate with people. A communication design approach is not only concerned with developing the message aside from the aesthetics media. but also with creating new media channels to ensure the message reaches the target audience.

Historical types of photography:

- Precursor technologies
- Plate photography

- Film photography
- Black-and-white
- Color
- Digital photography
- Synthesis photography

plate or film itself, or a digital magnetic or electronic memory. Following are the techniques in photography:

- Stereoscopic Techniques in
- Full-spectrum, ultraviolet and infrared photography

- Light field photography

The modern revival of calligraphy began in the early 19th century, influenced by the aesthetics

and philosophy of William Morris and the Arts and Crafts movement. Edward Johnston is regarded as being the founder of modern calligraphy. After studying published copies of illuminated manuscripts by the artist William Morris, he was introduced to William Lethaby in 1898, principal of the Central School of Arts and Crafts. Lethaby advised him to study manuscripts in the British Museum.

revival of calligraphy?

The most important performing arts are:

- Music
- Dance
- Theatre

- Film

Dance:

Dance, the movement of the body in a rhythmic way, usually to music and within a given space. for the purpose of expressing an idea or emotion. releasing energy, or simply taking delight in the movement itself-

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Music:

an concerned with combining or instrumental sounds beauty of form or emotional expression, usually according to cultural standards of rhythm, melody



Theater;

Theater an art concerned almost exclusively with live performances in which the action is precisely planned to create a coherent and significant sense or drama



Film or Motion Picture:

Film is series of still photographs on film projected in rapid succession onto screen by means of light. of the optical phenomenon known as persistence of vision. this gives the and

**All these definitions
are important**

Art Criticism and Criticism



Catharsis:

It is the purification or purgation of the emotions (especially Pity and fear) primarily through art. In criticism, catharsis is a metaphor used by Aristotle in the *Poetics* to the effects of true tragedy on the

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In art evaluation Four-Step Process is most important The four steps are:

- Description

- Analysis

- Interpretation

- Judgment

Nine Models of Interpretation

- Historicist the story of the or its origin

- Symbolic the role held by an object in society.

- Cultural the development of characteristics related to particular cultures.

- Environmental the role or the physical environment on objects, the way an object is used.

- Structuralist how an object was physically made.

- Behaviorist the interaction of the object and behavior patterns of society.

- Community the Interaction of the object and common viewpoint/character.

- Economical— ■
- Psychological.
- I-I atonage

Barrett's Principles or Interpretation

- Artworks have •taboutness» and demand interpretation.
- Interpretations are persuas•ve arguments.
- Some Interpretations are better than others.
- Good interpretations of an tell more about the than they tell about the CtlUe. ■ Feelings are guides to interpretations.
- There can be different, competing, and contradictory Interpretations of the same artwork.
- Interpretations are onen based on a worldview-
- Interpretations are not 50 much absolutely nght, but more or less reasonable, convuncrng, enlighten•ng, and Informative.
- interpretations can be judged by coherence. correspondence, and inclusiveness.
- An arF,\$a3rk not necessarily atxjut what the artist wanted it to be about• A critic ought not to be the spokesperson for the artist.
- Interpretations ought to present the work In its best rather than ils light.
- The objects of Interpretation are artworks, not artisl• All art is in part about the world In which it emerged.

- All art in part about other art
- No single interpretation is exhaustive of the range of an artwork.
- The meanings of an artwork may be different from its significance to the viewer.
Interpretation is ultimately a communal endeavor, and the community is ultimately selfcorrective.
- Good interpretations invite us to see for ourselves and to continue on our own.

George Gendimer in Truth and Method (1989) :

Aesthetic Influence in a performance is determined by the following:

Presence: He knows all about how it really was

Splitting: His mind and its own functioning becomes shared activity with performance.

Self-forgetfulness: The condition where spectator carried out by the performance. It is important if we consider puppetry tool to educate children.

Contemporaneity: Which means that a single thing that presents itself to us achieves in its presentation full presentness however remote its origin may be

audience.

Absolute Presence: Willih is a result of Self-forgetfulness and Contemporaneity Cognitive Value: This principle states that works of art **with** a high degree of aesthetic value can contribute importantly to the knowledge of an audience

Interpretability principle: Artworks have cognitive (and aesthetic) value qua representations but can only have this value if audiences can interpret them., Consequently, the interpretability principle follows from the fact that artworks have value qua representations

Subject Matter 'Principle: suggests that art does not need to be necessarily morally 'nght but it should turn attention to important subject matter. "This means that the mere knowledge of important subject matter can put things on track Art should provide •the nght perspective on important subject matter. It demands rationality over and above morality

Originality Principle: holds that art must simplify puzzling issues through original perspective on things, this originality is essential for establishing an aesthetic value of an art work.

New Teaching Method

The main objective is to develop a student in terms of artistic genius and skill.

Following aspects are Vital in this regard:

- Understand the Artist ■ Understand the Product
 - Understand the Viewer
 - Relation between Artist and Product
- Relation between the product and viewer
- Relation between the artist and viewer

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properties"

Goal It Fletgl Specific Kno*S ledge

Objectives: Students Will to

t Demonstrate knowledge of the fundamental or "formal o(art: line. egative space. shadeione. texture. color, cte.

2 Demonstrate basic theotts Of comrxvsttional balance to ichieve unity.. creative ways to *'break the rules" successfully.

3 Understand bxsie techniques of "rtcxess" in a sancty of medla• drassing. patntmg. sculpture. printmaking. computer graphics. Photography. ceramics. etc.

4. Understand t',xqic in art movement across a ttmcitnc or history

5 Apply problem solving strategies as a means to cteale Strong finished art'design projects, dividually or collaboratively

Goal 2: Critical Thinking

Students will be able to

Objccucsv Students Will be able to

All these are very 97 important your have to _____ learn at least 3 points of _____

Art Cran and Calligraphy each heading

It tave an awareness of how cultural frameuorks (rom diverg groups nfluence thecrilena or art critique

2. Stoke a 116t of strengths ind weaknesses for specific art works whileuçang a cornptchcnsts e list of gauges

3, Be Of the laycrdness of visual artworks. including descrtptlon, concept. p»otogy, gender, polities. history, spiritually, cte.

4 Articulate VI""AT0int regarding controversial 'n the artworld

Goal Application of A

Objectives: Students will be able to

t Produce carefully considered att works10 final completion thereby demonstration their "praetiee" of art

2 Invest n experimentation & not always take the Safe route hale engagtn the creative process, promoting growth.

3 Develop their won style and body of work lth the an works exhibited tn a Senior Arl Exhibition.

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1. Work collaboratively with other senior art majors to plan, design, and exhibit, therefore gaining the and competence to curate hang a professional show (including the responsibilities of designing the art exhibition, announcement, marketing, reception etc., etc.)

5. Explain a spectrum of movements important within art history, identifying major contributions and controversies

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Following **Damasio's Model**:

When we now know the limitations determining mental capabilities, which in turn determine artistic qualities. We have 7 principles which are again about developing them as a result of artistic qualities.

(Curiosity)

An insatiably curious approach to life and an unrelenting quest for continuous learning

Independent Thinking

A commitment to test knowledge, experience, persistence, (and) willingness to learn from mistakes

Refine Senses

The continual refinement of the senses, especially sight. The means to clarify experience

Embrace Uncertainty

Willingness to embrace

ambiguity, paradox, and

uncertainty

Holistic and Systemic Thinking

All these definitions are

11011stic Thtnking

important

The development of the balance between science and art, logic and imagination

Mind/Body Care

The cultivtition of grace, ambidexterity, filness, and poise

Systems Thinking A recognition and appreciation for the connectedness orall things and phenomena.

Four Steps of Teaching

In21 st century teaching is A FOUR STEP PROCESS

- 1 Upgrading the source that produces art
2. Changing the source and monitoring the change in work
3. Analyzing the work and assessing the source

4. Constantly Evolving your own knowledge and approach

Types of art in Stone Age:

- Petroglyphs (cupules, rock carvings and engravings);
- Pictographs (pictorial Imagery, or symbols), a category that includes cave painting and drawing
- Prehistoric sculpture (Venus Figunnes. vanous forms of ivory carving. and relief sculptures): and
- Megalithic art(arrangeme nls of stones)

Sources Source of Islamic art

Historically. Islamic art has developed from a wide variety of different sources. It includes elements from Greek and early Christian art which It combines with the creat Middle Eastern

cultures of Egypt, Byzantium, and ancient Persia, along with far eastern cultures of India and China-

NEOCLASSICISM (1765-1850)

Neoclassicism was a reaction against the arrogance of Rococo. This the Age of the Enlightenment and political, social and cultural revolution were in the air. Artists needed a serious art for serious times and once again they looked back to the art of Antiquity as their model. Inspired by the archaeological discoveries at Herculaneum and Pompeii, Neoclassicism had historical accuracy that earlier classical revivals lacked. Historical scenes of heroism and virtue were used as patriotic propaganda or allegories on contemporary circumstances. Jacques Louis David and Jean Auguste Dominique Ingres were the outstanding virtuosos of Neoclassical painting.

Pointillism

In fine art, the term "pointillism" (from the French "point" meaning "dot") describes a technique of Neo-Impressionist painting, in which hundreds of small dots or dashes of pure colour are applied to the canvas, or other ground, in order to create maximum luminosity. That

Characteristics of Fauvism

A late example of Post-impressionist painting, Fauvism was the first real avant-garde art of the 20th century, although it had no agenda, no manifesto, no agreed set of aesthetics: just wide

group of friends. Will had similar ideas about painting. Matisse, the eldest, became the leading figure of the group* not least because of innovative paintings like *Cat on a Hot Tin Roof* (1904). Its decorative composition and emancipated employment of colour made it gain the words of Raoul Dufy) 'a miracle of imagination produced by drawing and colour'*

In fact the painting borrows 153

Cubism

Cubism was invented around 1907 in Paris by Pablo Picasso and Georges Braque.

Cubism was the first abstract style of modern art.

A Cubist painting ignores the traditions of perspective drawing and shows you many views of a subject at one time.

The Cubists introduced collage into painting.

The Cubists were influenced by art from other cultures, particularly African masks.

Reasons for emergence of pop art:

1. Political Frustration and Cultural reaction

2. In 1945 there were 7000-8000 television sets in America. the count became 40 million in 10 years.
3. Television became source of information and advertisement
4. Athletic events were promoted in an unmatched way
5. Action and became popular interests
6. 'The rise in television viewing' also benefited food industry as frozen meals used as television dinners became popular
7. Stereotype TV programs portraying a family fixed roles
8. Cinema Screening and Radio also competed and grew in number
9. Rock N Roll and Beats Movement to Spending on Cars Fashion
11. Rebellion in Youth At least any five

reasons

12 Toys and Food

Core Characteristics of Conceptual Art

1. Movement in the 1960s and 1970s
2. The Idea or concept is the most important feature
3. It is the meaning of the work which serves the purpose of communication and function of

4. The aesthetic judgment of an artwork will rely upon the extent to which a **work** communicates the power of an idea

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5. Text, Imagery, everyday material and found objects can be used to communicate a concept
6. Performance and Installation art can also be used.
7. A revolt against limitations imposed by modern art on medium and form

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