

EDU 403 Notes



**Flourish
learning**

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EDU 403

Important Notes

Complete book

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 expressed**
- **The function that it performs**

Definition of art

Definition of Communication



What is Communication?

A

The discipline of communication focuses on how people use messages to generate meanings within and across 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, about all forms of human communication, is 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.

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Topic 006

Art as defined by 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 - the fundamental emotion which stands at the cradle of true art and true science." Einstein

"I dream my painting and I paint my dream." Van Gogh

Significance of Art

Art is an educator as it is a significant means of developing emotional and cognitive intelligence. It profoundly influences the whole personality of both individual and society. An art work can be seen as a source of learning and analyzing new ways of experience.

Studies show that there is a correlation between art and other achievement. A report by Americans for the Arts states that young people who participate regularly in the arts (three hours a day on three days each week through one full year) are four times more likely to be recognized for academic achievement, to participate in a math and science fair or to win an award for writing an essay or poem than children who do not participate.

THE ELEMENTS OF DESIGN

LINE

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

SHAPE

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

DIRECTION

All lines have direction - Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquility. Vertical 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 shape to that of another.

TEXTURE

Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.

COLOUR

Also called Hue see notes on color

VALUE

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

Line:

Definition of line



Line is probably the most fundamental of all the elements of design. It is the starting place for most artistic 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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A math teacher would say that line consist of only 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 line is the path of a dot, point etc. through space and that is always has more length than thickness. Lines are not all the same, especially in art.

Types:



Types of line

Angle: Horizontal, Vertical, Diagonal, Curved, Zigzag

Expressive: Hard, Sharp, Straight, Geometric, Organic, Smooth, Soft, Flowing, Loopy, Wavy.

Gestural: Sing, Whisper, Drip, Bleed, Splash

Diagrammatic or Contour Lines

Structural Lines, Hatching, Cross Hatching

emulated/0/Pictures/Screenshot

Shape

What is shape

An enclosed space defined by a line or by contrast to its surroundings. Shapes are two-dimensional (flat): circle, 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, pentagons and so on.



Free-form or Organic Shapes

- are difficult to describe using definitions
- are irregular or uneven
- are more often found in nature
- Example include the shape of clouds, puddles, trees, leaves, rocks and so on.



Form

What is Form

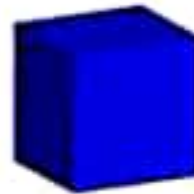
A three-dimensional object; a defined volume of space. Forms could also be categorized as geometric or organic in nature.

Geometric Forms



Types of form

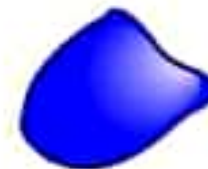
As with geometric shapes, geometric forms are based on mathematical descriptions. Since they are three dimensional (3D) instead of two dimensional, they are objects such as cubes, cylinders, cones and spheres. They are often the type of form that man-made objects are constructed with.



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 even humans tend to be more free- form too, as they are ever changing forms.



Elements- Space

Definition of space

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



Linear and Curvilinear Perspective.

A system of drawing used to show objects receding in space in the same manner we perceive them in three dimensions. The basic idea is that objects appear smaller as 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 perspective include one point, two points, and three-point perspective, referring to how many axis 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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Elements-Value and 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/form.

In general, work using a full range of values will stand out more and be visually richer and more pleasing. Purposely using a limited range of values (all darks, grays, or lights) can set the mood of the piece, from mysterious to peaceful to ethereal. Work that uses only very bright and very dark values, with no or very few middle tones, is very contrasty and can be very bold, 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 relatively high (light) value, while violet has a relatively low value (dark).

So why is value important?

Value is very important to 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 value contrast between the words on this page and the background, you would have difficulty reading what is here.

Texture may be used in a work of art to: **uses of texture**

- create visual interest or a focal point in a 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**
- **Sub-dominant**
- **Subordinate**

Main areas of emphasis

Harmony What is harmony

Harmonious elements have a logical relationship or progression - in some way 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.

Unity What is unity

Unity is created by using harmonious similarity and repetition, continuance, proximity and alignment, and closure of design elements in different 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.

Art works are primarily produced for aesthetic and intellectual appreciation. They exist separate from the artist as independent entities.

Definition **What is drawing**

Drawing is a two-dimensional visual created by the use of line and shading. Drawing is a form of visual art in which a person uses various drawing instruments to mark paper or another two-dimensional medium. Instruments include graphite pencils, pen and ink, inked brushes, wax color pencils, crayons, charcoal, chalk, pastels, various kinds of erasers, markers, styluses, various metals (such as silverpoint), and electronic drawing.

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

A drawing instrument releases small amount of material onto a surface, leaving a visible mark. The most common support for drawing is paper, although other materials, such as cardboard, plastic, leather, canvas, and board, may be used. Temporary drawings may be made on a blackboard or whiteboard or indeed almost anything. The medium has been a popular and fundamental means of artistic expression throughout human history. It is one of the simplest and most efficient means of communicating visual ideas. The wide availability of drawing instruments makes drawing one of the most common artistic activities.



The materials used are:

- Paper
- Lead Pencil
- Pen and Ink
- Crayons
- Pastels
- Charcoal

Material used for drawing

Art Craft and Calligraphy Material used for drawing

- Chalks
- Erasers
- Styluses

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 is created using colors and pigments on a surface.

There are various styles of painting such as realist, impressionist and 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 base with a brush, but other implements, such as knives, sponges, and airbrushes, can be used.

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

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

Painting is a mode of creative expression, and the forms are numerous. Drawing, gesture (as in gestural painting), composition, narration (as in narrative art), or abstraction (as in abstract art), among other aesthetic modes, may serve to manifest the expressive and conceptual intention of the practitioner. Paintings can be naturalistic and representational (as in a still life or landscape painting), photographic, abstract, narrative, symbolic (as in Symbolist art), emotive (as in Expressionism), or political in nature (as in Artivism).

The materials used are:

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



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Key Features in Painting

- Theme
- Composition
- Form
- Application of Color
- Tonal Gradation
- Style
- Elements and Principles of Design



Definition of Traditional Sculpture

Traditional sculpture prior to the 20th century had four main defining characteristics. First, it was the only three dimensional art form. Second, it was representational. Third, it was viewed as an art of solid form. Any empty spaces involved were essentially secondary to its bulk or mass. Moreover, as a solid form it had no movement. Fourth, traditional sculptors used only two main techniques: carving or modelling. That is, they either carved directly from their chosen material (eg. stone, wood), or they built up the sculpture from the inside, so to speak, using clay, plaster, wax and the like. 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 of a painting. Except in the case of monotyping, the process is capable of producing multiples of a same piece, 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 typically 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, Drypoint, Lithography, Screen printing, Monotype, Monoprint, 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 colors (wax), tempera (paint mixed with egg), Wallscapes
Digital, water colors, 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.

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

Communication Design

Definition

Communication design is a 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 in 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
- Full-spectrum, ultraviolet and infrared
- Light field photography

Techniques in photography

The modern revival of calligraphy began at the end of the 19th century, influenced by the aesthetics and philosophy of William Morris and the Arts and Crafts movement. Edward Johnston is regarded as being the father of modern calligraphy. After studying published copies of manuscripts by architect William Harrison Cowlshaw, he was introduced to William Lethaby in 1898, principal of the Central School of Arts and Crafts, who advised him to study manuscripts at the British Museum.

**Influence of modern
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.

Music:

Music, art concerned with combining vocal or instrumental sounds for 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 of drama

**Film or Motion Picture:**

Film is series of still photographs on film, projected in rapid succession onto a screen by means of light. Because of the optical phenomenon known as persistence of vision, this gives the illusion of actual, smooth, and continuous movement.

All these definitions are
important

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**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 describe the effects of true tragedy on the spectator.

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

- **Description**
- **Analysis**
- **Interpretation**
- **Judgment**

Nine Models of Interpretation

- **Historical** – the story of the object or its origin
- **Symbolic** – the role held by an object in society.
- **Cultural** – the development of characteristics related to particular cultures.
- **Environmental** – the role of the physical environment on objects.
- **Functionalist** – 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**-
- **11-Patronage**

Barrett's Principles of Interpretation

- **Artworks have "aboutness" and demand interpretation.**
- **Interpretations are persuasive arguments.**
- **Some interpretations are better than others.**
- **Good interpretations of art tell more about the artwork than they tell about the critic.**
- **Feelings are guides to interpretations.**
- **There can be different, competing, and contradictory interpretations of the same artwork.**
- **Interpretations are often based on a worldview.**
- **Interpretations are not so much absolutely right, but more or less reasonable, convincing, enlightening, and informative.**
- **Interpretations can be judged by coherence, correspondence, and inclusiveness.**
- **An artwork is not necessarily about 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 its weakest light.**
- **The objects of interpretation are artworks, not artists.**
- **All art is in part about the world in which it emerged.**
- **All art is in part about other art.**
- **No single interpretation is exhaustive of the meaning 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 self-corrective.
- **Good interpretations invite us to see for ourselves and to continue on our own.**

George Gadamer in Truth and Method (1989) :

Aesthetic Influence in a performance is determined by followings:

Presence: He knows all about how it really was

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

Self-forgetfulness: The condition where a spectator is carried out by the performance. It is important if we consider puppetry as a 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

Absolute Presence: Which is a result of Self-forgetfulness and Contemporaneity

audience.

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 'right' but it should turn attention towards important subject matter. This means that the mere knowledge of important subject matter can put things on track. Art should provide the right perspective on important subject matter. He 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**
-

Goal 1: Field Specific Knowledge

Objectives: Students will be able to

1. Demonstrate knowledge of the fundamental or "formal properties" of art: line, positive/negative space, shade/tonne, texture, color, etc.
2. Demonstrate basic theories of compositional balance to achieve unity...and creative ways to "break the rules" successfully.
3. Understand basic techniques of "process" in a variety of media: drawing, painting, sculpture, printmaking, computer graphics, photography, ceramics, etc.
4. Understand basic premises in art movement across a timeline of history
5. Apply problem solving strategies as a means to create strong finished art/design projects, individually or collaboratively

Goal 2: Critical Thinking

Objectives: Students will be able to

All these are very important you have to learn at least 3 points of each heading

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1. Have an awareness of how cultural frameworks from diverse groups influence the criteria of art critique
2. Make a list of strengths and weaknesses for specific art works while using a comprehensive list of gauges
3. Be conscious of the layerdness of visual artworks, including description, concept, psychology, gender, politics, history, spiritually, etc.
4. Articulate a viewpoint regarding controversial areas in the art world.

Goal 3: Application of Art

Objectives: Students will be able to

1. Produce carefully considered art works to final completion there by demonstration their "practice" of art.
2. Invest in experimentation & not always take the safe route while engaging in the creative process, promoting growth.
3. Develop their won style and body of work with the best art works exhibited in a Senior Art Exhibition.
4. Work collaboratively with other senior art majors to plan, design, and install the Senior Art Exhibit, therefore gaining the skills and experience to curate & hang a professional show (including the responsibilities of designing the art exhibit announcement, mailing, reception planning, etc., etc.)
5. Explain a spectrum of art movements important within art history, identifying major contributions and controversies.

Following Damasio's Model:

What we have now is mental functions determining mental capabilities, which in turn determine artistic qualities. We have 7 principles which are again about developing mental capabilities and as a result artistic qualities.

Curiosity

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

Independent Thinking

A commitment to test knowledge through experience, persistence, and a willingness to learn from mistakes

Refine Senses

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

Embrace Uncertainty

A willingness to embrace ambiguity, paradox, and uncertainty

Holistic and Systemic Thinking

All these definitions are
important

Holistic Thinking

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

Mind/Body Care

The cultivation of grace, ambidexterity, fitness, and poise

Systems Thinking

A recognition and appreciation for the connectedness of all things and phenomena.

Four Steps of Teaching

In 21st 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 Figurines, various forms of ivory carving, and relief sculptures); and**
- **Megalithic art(arrangements 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 great Middle Eastern cultures of Egypt, Byzantium, and ancient Persia, along with far eastern cultures of India and China.

NEOCLASSICISM (C.1765-1850)

Neoclassicism was a reaction against the arrogance of Rococo. This was 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 a 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 word "point" meaning "dot") describes a technique of Neo-Impressionism 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 a wide group of friends with similar ideas about painting. Matisse, the eldest, became the leading figure of the group, not least because of his innovative painting *Luxe, Calme et Volupté* (1904). Its decorative composition and emancipated employment of colour made it (in the words of Raoul Dufy) "a miracle of imagination produced by drawing and colour." In fact the painting borrows

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 the emergence of pop art:

1. Political Frustration and Cultural reaction
2. In 1946, 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. Comedy, Action and Games 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 in fixed roles
8. Cinemascope Screening and Radio also competed and grew in number
9. Rock N Roll and Beats Movement
10. Spending on Cars and Fashion
11. Rebellion in Youth
12. Toys and Food

At least any five reasons

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 art
4. The aesthetic judgment of an art work 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