

# *What is Art?*

An introduction to the concept of art

# WE WILL ANSWER THE FOLLOWING QUESTIONS

- What is art?
- How does art influence society?
- Why is art important?
- What are the elements of art
- What are different types of art?

# What is art?

Art can be framed as a human propensity for "goal directed play," with the intent of "making objects special," and supporting a culture's ceremonies.

There are probably as many opinions on art as there are art critics.

Inviting creative professionals in online social network communities to share their opinions provided some qualified insights.

Art was seen as:

- "The expression of the thoughts of the artist are successful when it engages both the maker and the viewer and creates dialogs of wonder. It is subjective and stimulating end seeks to enlighten and entertain."
- "Art adapts to and reflects the values of the time, by

# How does art influence society?

- It is believed that art influence people's ideas, thoughts, and maybe even there action. Art has a big influence on peoples life. It inspires people in many ways. Art can influence peoples moods too.
- Art, whether it's consumed in a theater, museum, gallery or store, often influences people to become artists and create art themselves. Art can serve as inspiration to awaken the imagination, talent and skill hiding in someone. It can unlock your fears and insecurities about creating and push you toward picking up a paintbrush or a camera. Art can ignite the passion to create something of beauty and importance, to be included in the community of artists who've inspired you and contribute to that which you find inspiring.

# Why is art important?

- The arts are a powerful vehicle for communication, a way to express visions that are beyond the capacity of words and a medium for cultural enlightenment. Knowledge of the arts is an indispensable foundation for enlightened citizenship in our increasingly complicated world.
- The responses of artists to the events of 9/11 are just one reminder of the essential role that the arts play in exploring the emotional dimensions of experience, in shaping the way people talk about critical issues and in formulating visions of the future, both for artists and their audiences.

# Elements Of Art

*Unlocking and Discovering the  
Key Building Blocks of Art*



- \*Line
- \*Value
- \*Shape
- \*Form
- \*Color
- \*Texture
- \*Space

Henri Matisse. *Interior with Egyptian Curtain* 1948. Oil Painting



# Line

When you, as a child, first picked up a crayon, a line might have been the first mark you made. You use lines to write numbers, symbols, and the letter of the alphabet. You use lines to draw pictures. Lines are everywhere. In drawing, **line** is an element of art that is the path of a moving point through space.



What type of lines do you see around you?



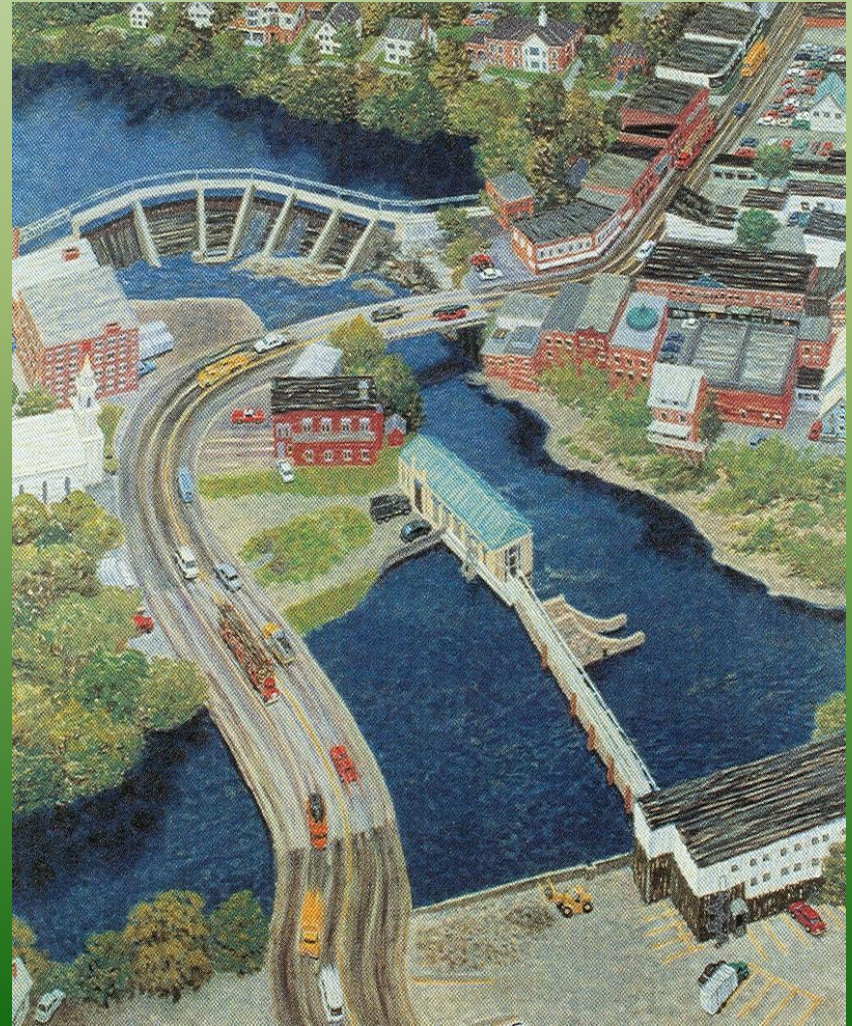


**Artists use line to lead your eyes around a work of art.** This is because the artist wants to lead you through their composition. Line creates movement, and leads your eye into, around, and out of visual images as in this painting by Yvonne Jacquette. Oil, 1988

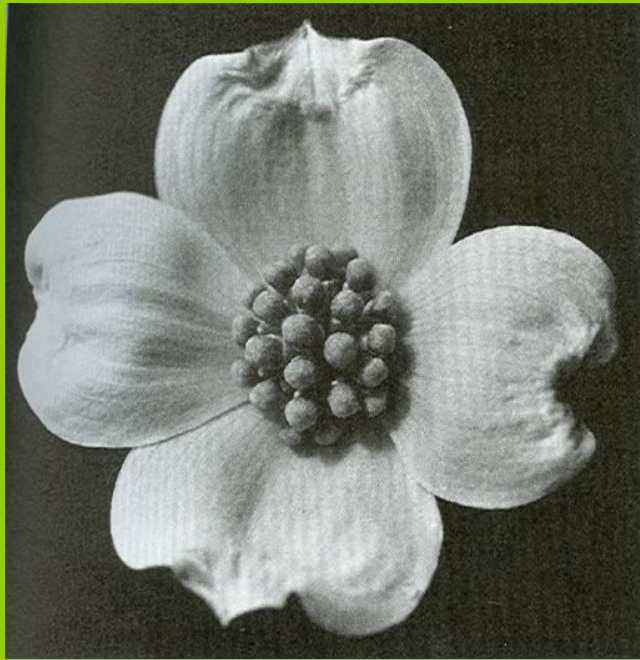
Notice how the artist uses the line of the highway to pull your eyes into the artwork.

Line has width as well as length, but usually the width of the line is smaller than the length.

Artists create lines in many different ways. A line can be drawn on a paper with pencil or scratched in clay with a stick.



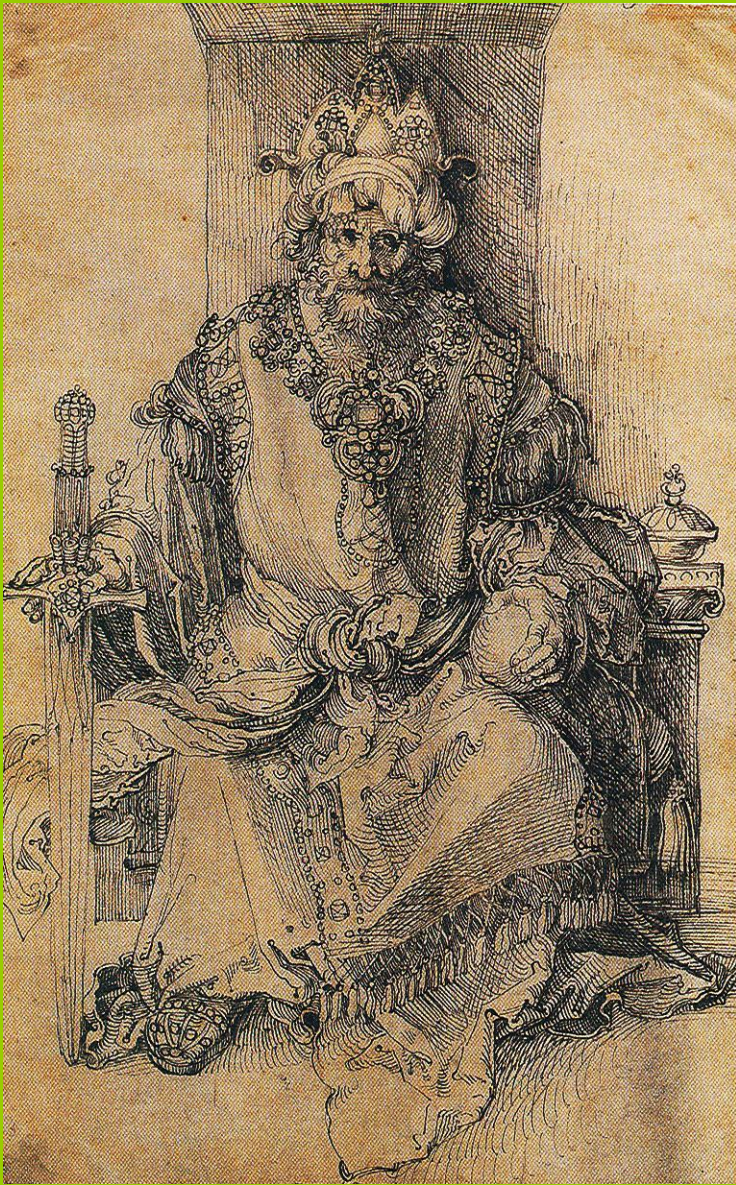




Some lines that we think we see in nature really do not exist. For instance, when you look at the edges of shapes, you think of lines. In the photo of the dogwood blossom, notice that there are no black lines around the flower, only black against white. However in a sketch of the same blossom, lines are used to define the shape of the flower.

# Value

Value is the element of art that describes the darkness or lightness of an object. Value depends on how much light a surface reflects. A surface has a dark value if it reflects little light. It has a light value if it reflects a lot of light. Every time you make a mark with a pencil, you are creating a line with a certain value. The harder you press, the darker the value. A series of closely placed lines can create areas of dark value. (Also known as crosshatching)



Albrecht Durer. *An Original Ruler Seated On a Throne*. 1445. Pen and Ink





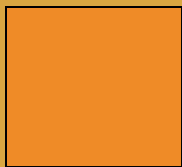
Value Bar. Various shades from white to black

# Shapes and Form

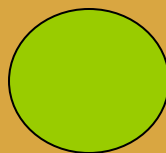
All objects are either shapes or forms, whether they are rocks, puddles, flowers, shirts, houses, whatever. The words shapes and forms are used interchangeably in everyday language, but in art, they mean very different things.

A shape is a two dimensional area that is defined in some way. In other words, it may have an outline or a boundary around it. If you draw the outline of a square on a sheet of paper, you have created a shape. All shapes can be classified as geometric or free form shapes.

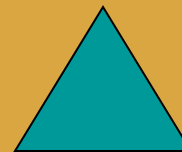
There are three basic geometric shapes that can be defined with precise mathematical formulas.



square



circle



triangle





**COLOR**

Wassily Kandinsky *Tension in Red* 1926 oil

# Color

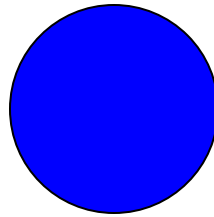
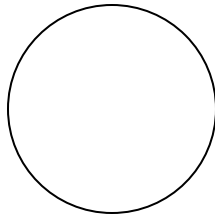
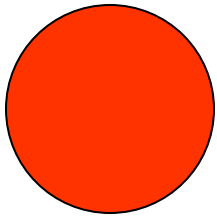
Color is the most expressive element of art. It shares a powerful connection with emotion. Color can be a strong clue to an artist's symbolism, or meaning behind an artwork. Color can represent many different feelings or ideas. Black can stand for mystery or evil, white can mean purity or innocence. Red stands for love, passion, hunger, or violence, green is meditative, calming, while blue is the symbol for power, or royalty.

A prison system in North Carolina decided they would attempt to reduce violent behavior within the prison by painting the prison with the color pink. After consulting a color specialist, it was decided that since pink is a feminine color, and females have less incidents of violence, pink would be a good color for their facilities. After a few months the rate of violence steadily increased. Prison officials were left scratching their heads...what went wrong? Another color specialist was consulted, and it was quickly discovered that pink is a variation of red, which is the color of passion, and now the prison is a nice off white.

**Color** is the element of art that is derived from reflective light. You see color because light waves are reflected from objects to your eyes.

# Hue

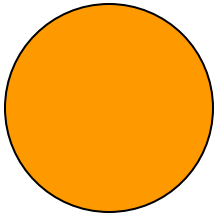
Hue is the name of a color in its true form. Red, blue, and yellow are called primary colors. You cannot make primary hues by mixing other hues together, however, by mixing black, white, or a combination of primary colors, you can make any other color in the spectrum.



**Primary colors**

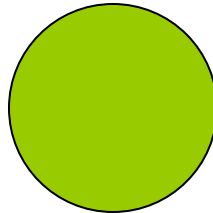
**Secondary colors** are made by mixing two primary colors.

orange



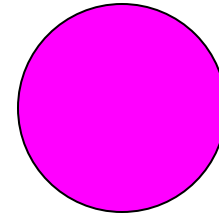
Red and yellow

Green



Yellow and Blue

Violet

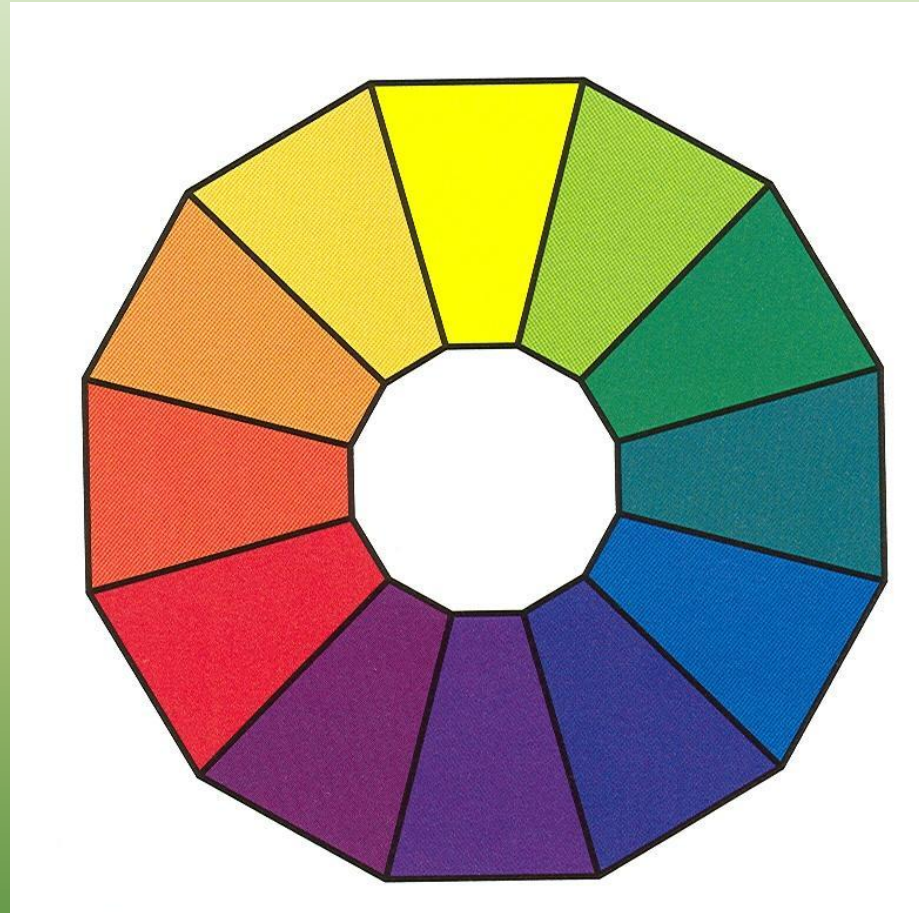


Red and blue

# Color Wheel

A color wheel is the spectrum bent into a circle. It is a useful tool for organizing colors.

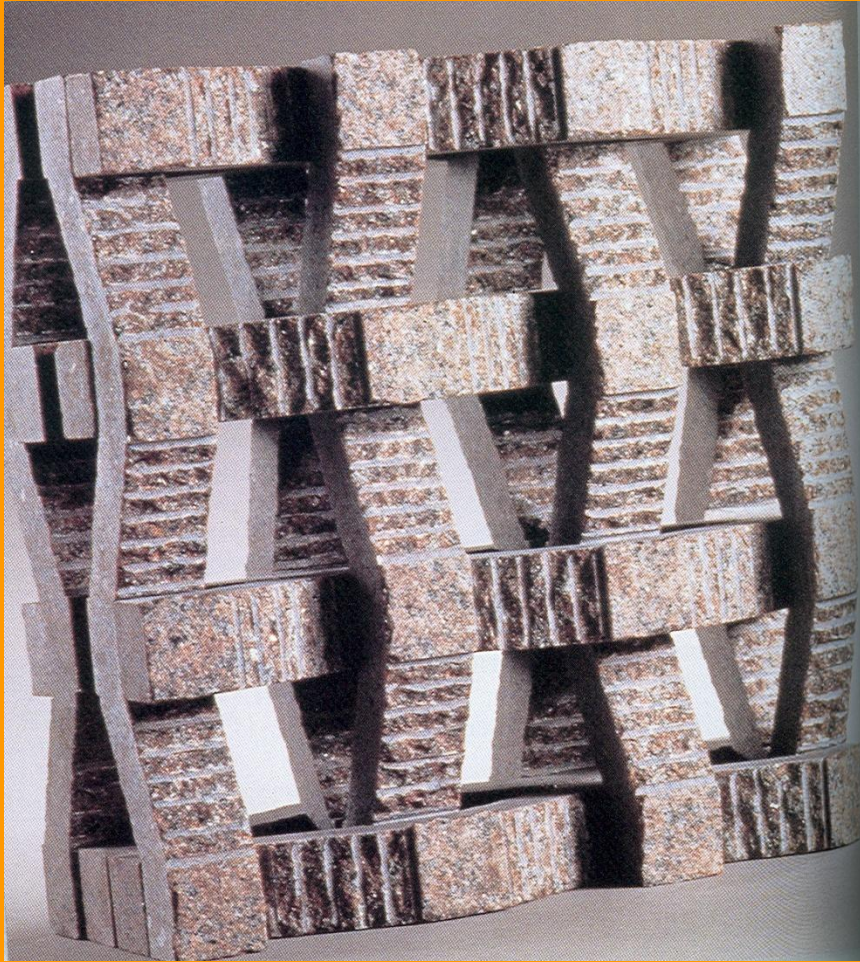
There are yet another group of six colors called intermediate, or tertiary colors. These are made by mixing a primary color with a secondary colors



These colors include yellow green, yellow orange, red orange, blue green, blue violet, red violet. Always list the primary color first when referring to a tertiary color.



# Texture



Everything you touch has its own special feel, or texture. As an element of art, texture may be real, or implied or suggested, like in a photograph, or in a painting.

Texture is the element of art that refers to how things feel, or look as if they might feel, if touched. You perceive texture with two of your senses; touch and vision. Infants learn about their environment by touching objects and by putting them in their mouths. Toddlers are attracted to all objects that are within their reach. When you look at surfaces, you are able to guess their texture because you have learned how textures feel.





Janet Fish *Oranges* 1973 Pastel on Sandpaper

Janet Fish used pastels to create visual textures in this work. In some areas she has combined different kinds of visual textures, such as shiny-rough, and shiny smooth, and matte smooth.

# Space

Space refers to both outer space and inner space. Rockets move through outer space to explore other planets. People move through the inner space of rooms and buildings. Space can be flat and two dimensional, such as the space of a window. Space can also be three dimensional, such as the space filled with water in a swimming pool.

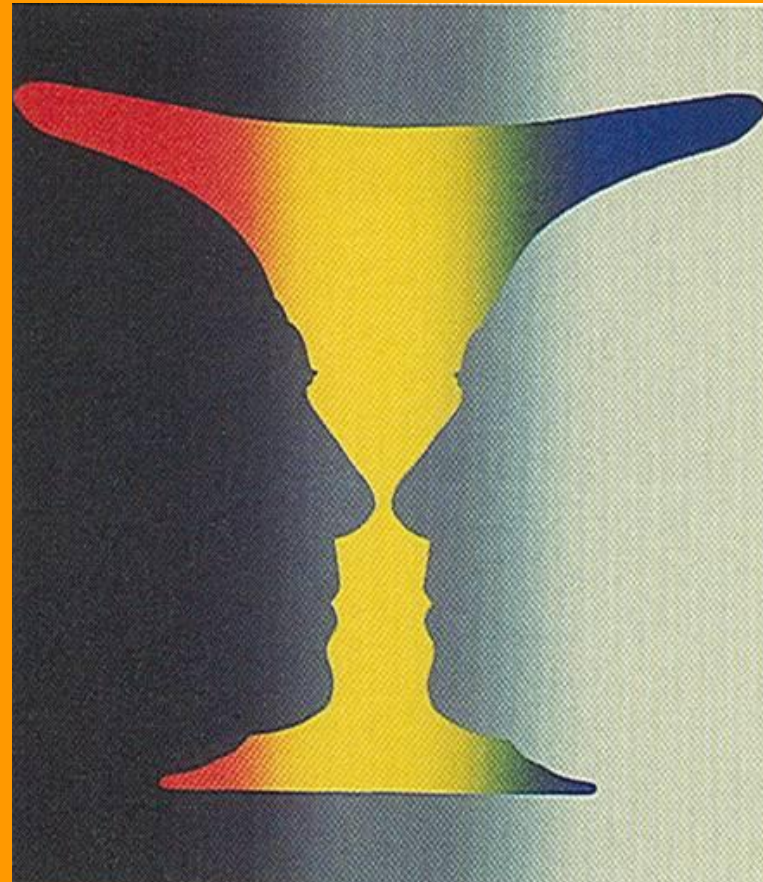
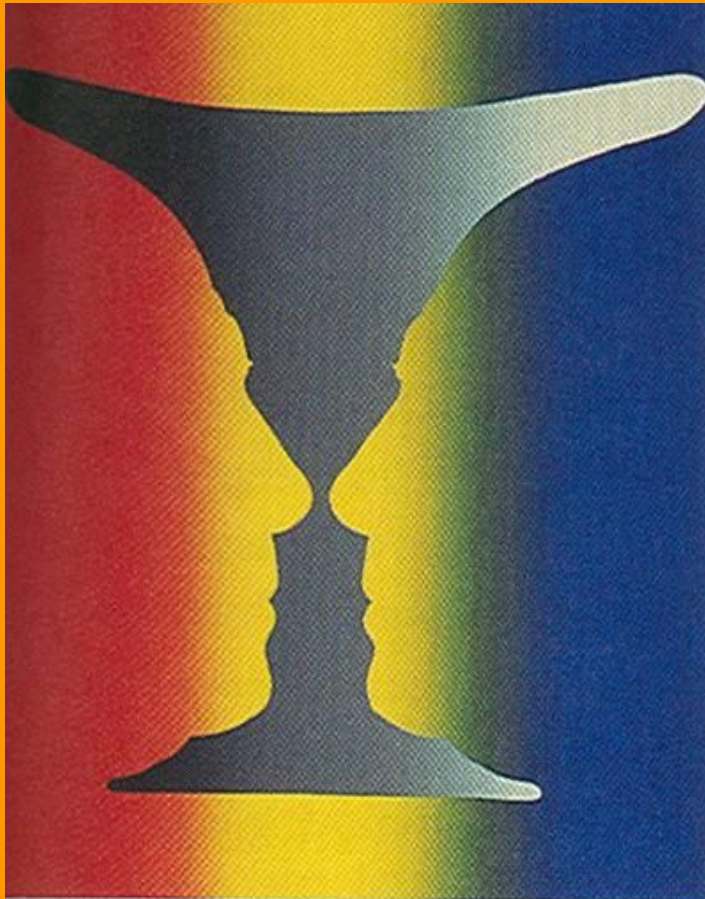
Shapes and forms exist in space. Space is the element of art that refers to the emptiness or area between, around, above, below, or within objects. All objects take up space. You for example, are a living breathing form moving through space.

Shapes and forms are defined by the space around and within them. They depend on space for their existence. This is why it is important to understand the relationship of space to shapes and form.

# Positive and Negative Space

In both two and three dimensional art, the shapes or forms are called the positive space or the figure. The empty space between the forms are called negative space or ground. In the next slide, Jasper Johns uses a play on positive negative space. Are the faces or the vase the positive or negative?





Jasper Johns *Cups 4 Picasso* 1972 Lithograph.

Do you see a vase or do you see profiles of Pablo Picasso. Jasper Johns has deliberately organized this work as a visual puzzle to confuse the viewer. One minute the faces are very clear and seem to be the figure, while the space between the profiles is the ground. The next moment the vase becomes figure and the space around the vase becomes the ground.

# Types of Art

And Media Used

# 2-Dimensional Art

- 2-Dimensional art is any art that has length and width, but no depth.

Paintings, Drawings, Etchings,  
Scratchboard, Photography, Graphic Design  
work (ads, etc.)

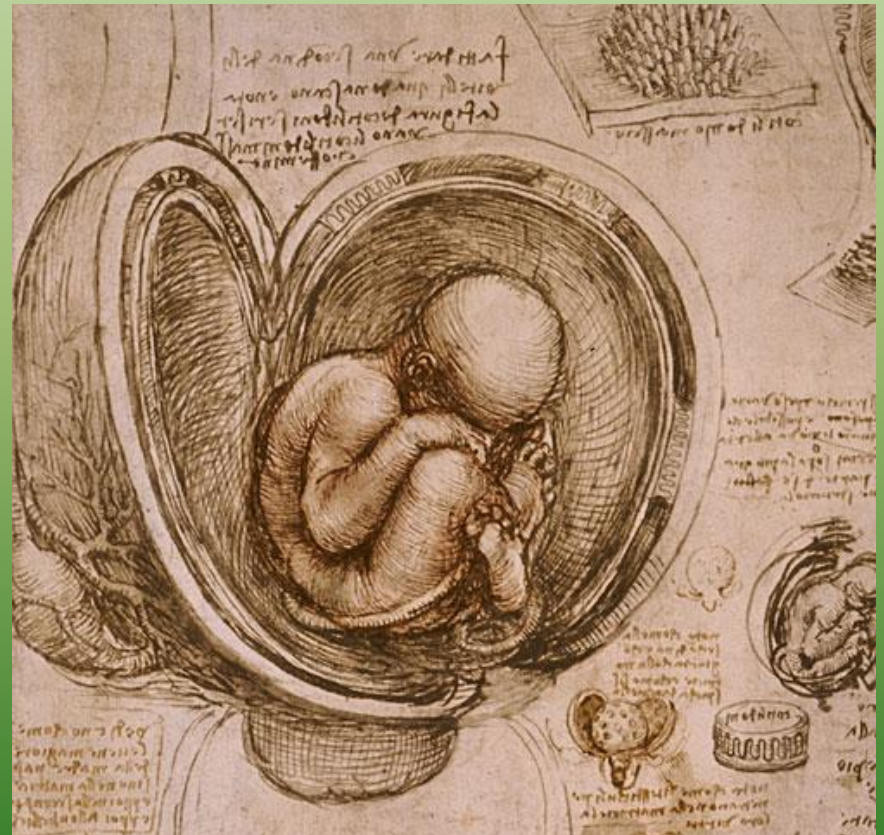
# Drawing

- Intimate form of art in that it is frequently the artist's private note-taking process.
- Sketching, doodling, Intricate drawing
- Leonardo da Vinci created hundreds of sketches of paintings, sculptures, inventions, stories, mathematics, science, and more



# Dry Media

- Pencil
  - Graphite Pencil
    - Cheap, readily available, easily erased
  - All art begins with an idea and a sketch



# Dry Media

- Metalpoint
  - Not used a lot anymore (not forgiving in mistakes)
  - Process: thin wire of metal (usually silver) in a holding device scratches lines onto a drawing surface specially coated with paint.
  - Much like scratchboard.
  - Use thin, delicate lines with hatching and cross-hatching

# Dry Media

- Charcoal
  - Very dark, sometimes harsh value and line
  - Made by burning sticks of wood.
  - Smears easily to produce subtle values.





# Dry Media

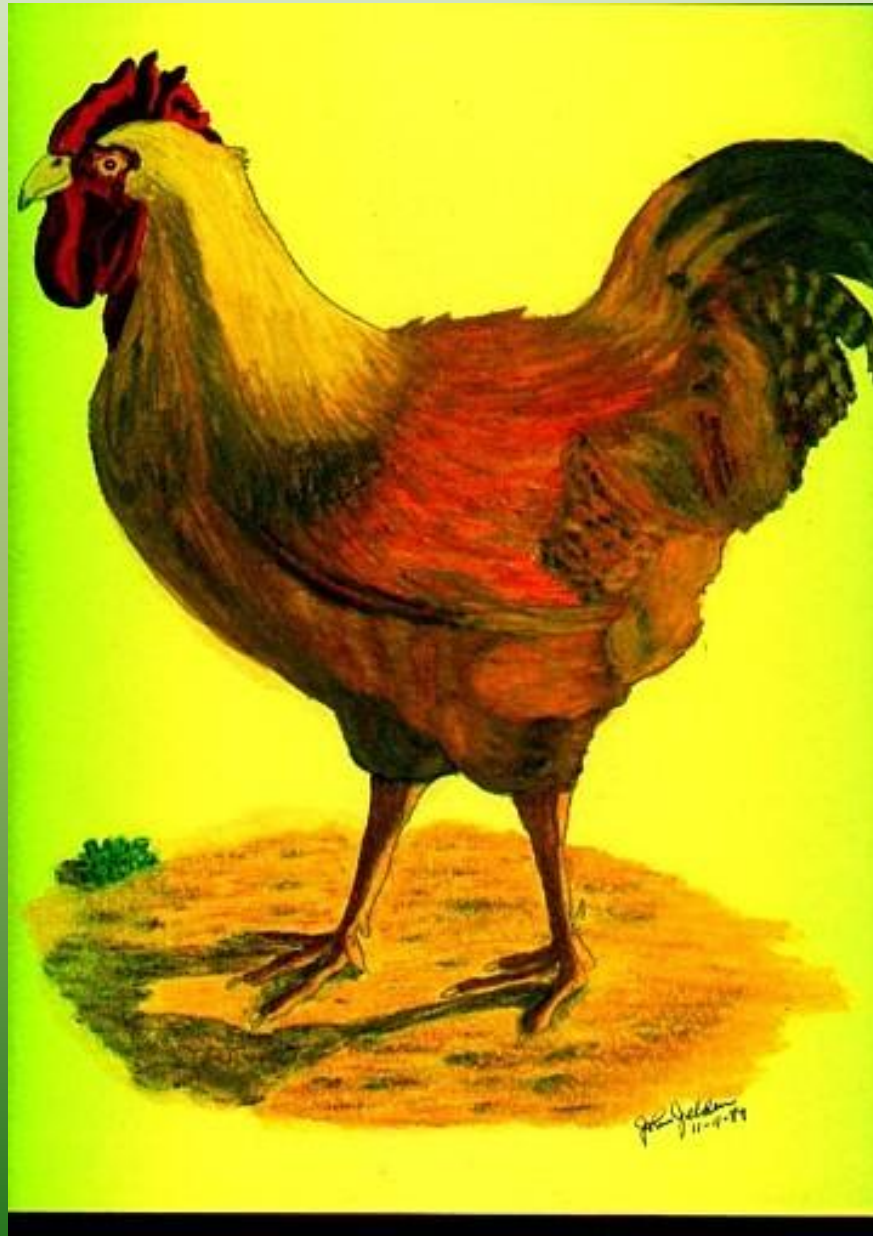
- Chalk Pastels
  - Pigment and nonfat binders
  - Blend better and can be overlaid to produce shaded effects
  - Very messy and often require a sealant when finished (fixative or varnish).



# Dry Media

- Oil Pastels and Crayons
  - Pigment and fatty or greasy binders
  - Adhere better to the drawing paper
  - Much more difficult to blend
  - Wider variety of colors
  - Crayons can be wax crayons (kids use) or crayon used to draw on lithography stone, or conté crayon (a little greasier than chalk coming in red, black, and brown colors).





# Liquid Media

- Pen and Ink
  - Can have variety of line width depending on tip of pen.
  - Also used for writing
    - Asian calligraphy artists
  - Favored by and readily available to Rembrandt
    - Made thousands of pen and ink sketches

# Liquid Media

- Brush and Ink
  - Often used in the East for writing purposes
  - Broader, more intense lines than pen and ink





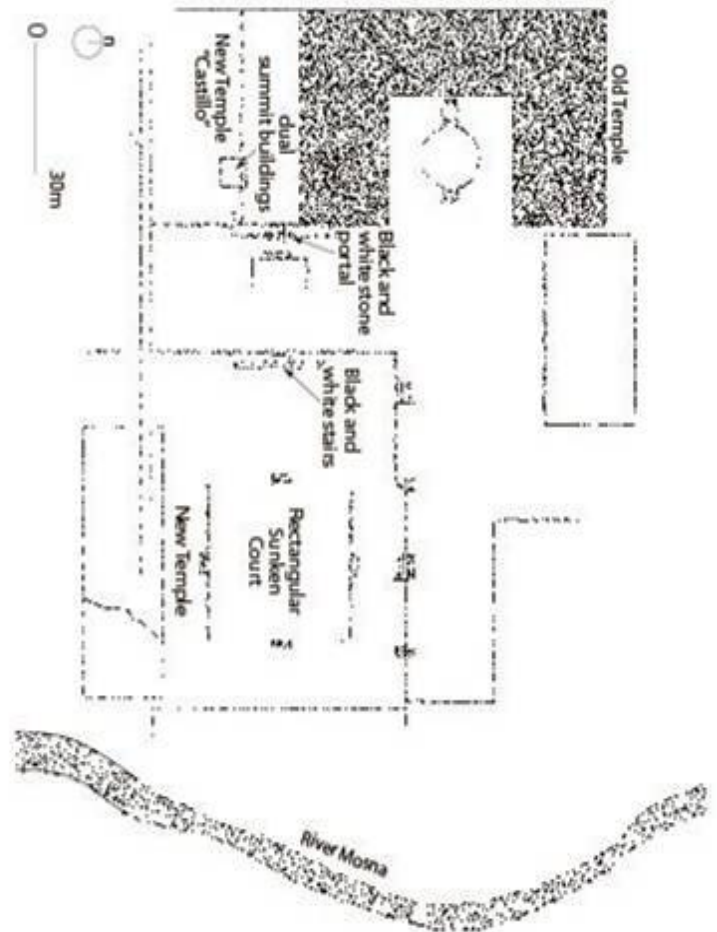
# Digital Drawing

- Computer based drawing
  - Faster, easier drawing (can be erased and reworked easier)
  - Less realistic often times
  - More colors, brush and pen sizes, and drawing “canvas” available.
  - Can be saved forever
  - Paint program, Adobe Illustrator

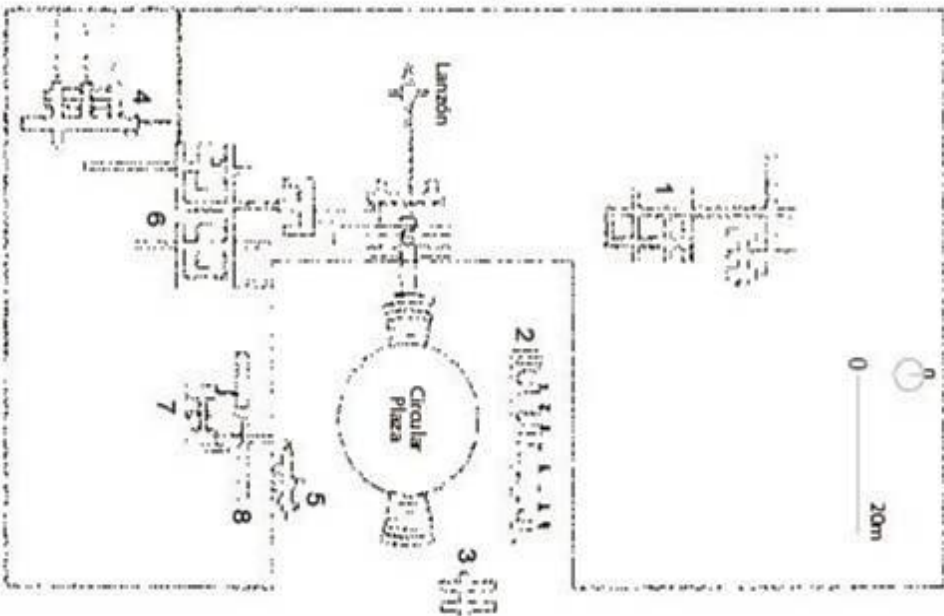
# Architecture & Engineering

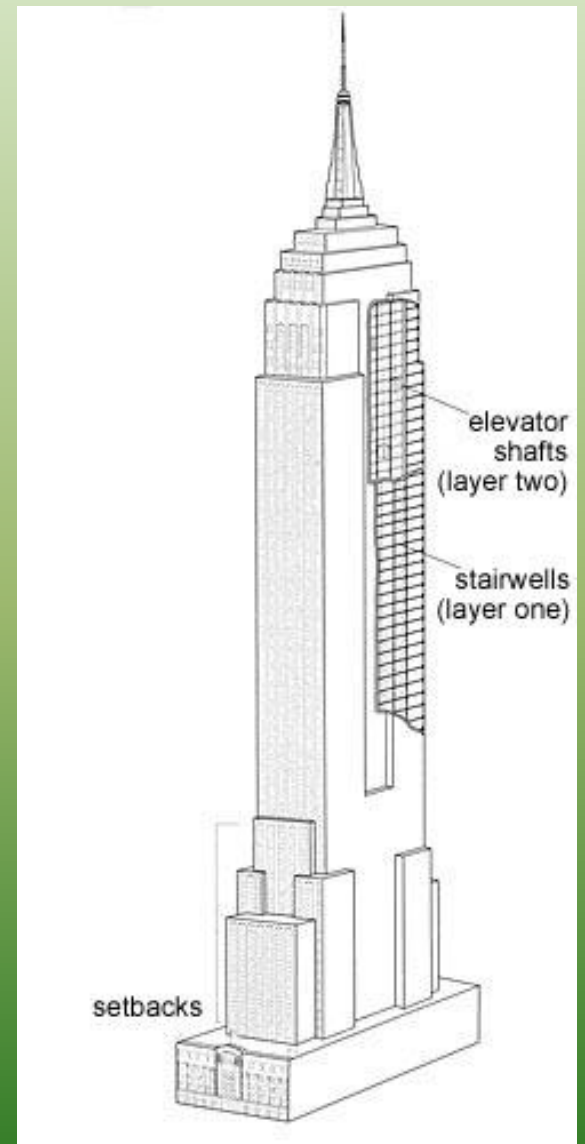
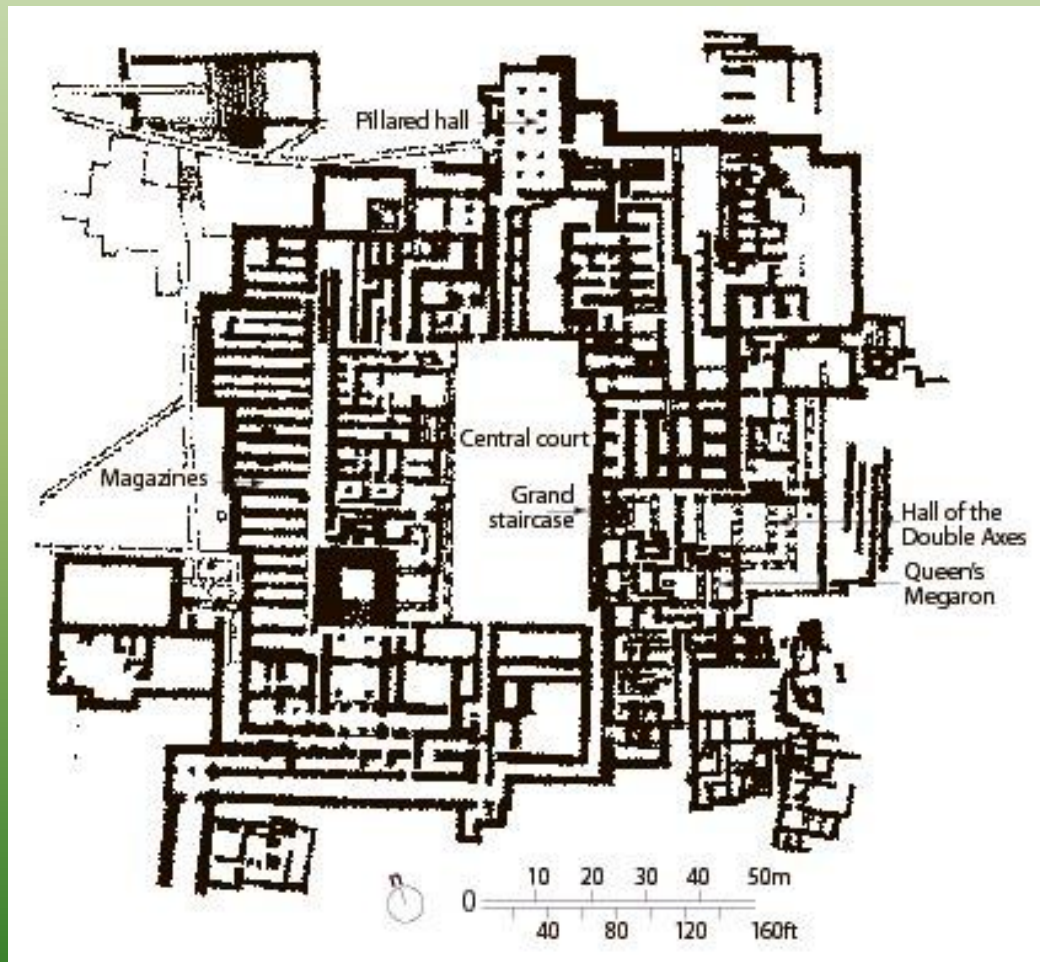
- Uses programs to create building and structure plans
- Several different programs available
  - AutoCad (85% engineering firms use), Cad Pipe (draws ductwork in 3-D), Pro-E (3-D drawing for assembly of industrial and manufacturing—easy to modify), MicroStation (often used by government—works with AutoCad program well)

# Architectural Drawings

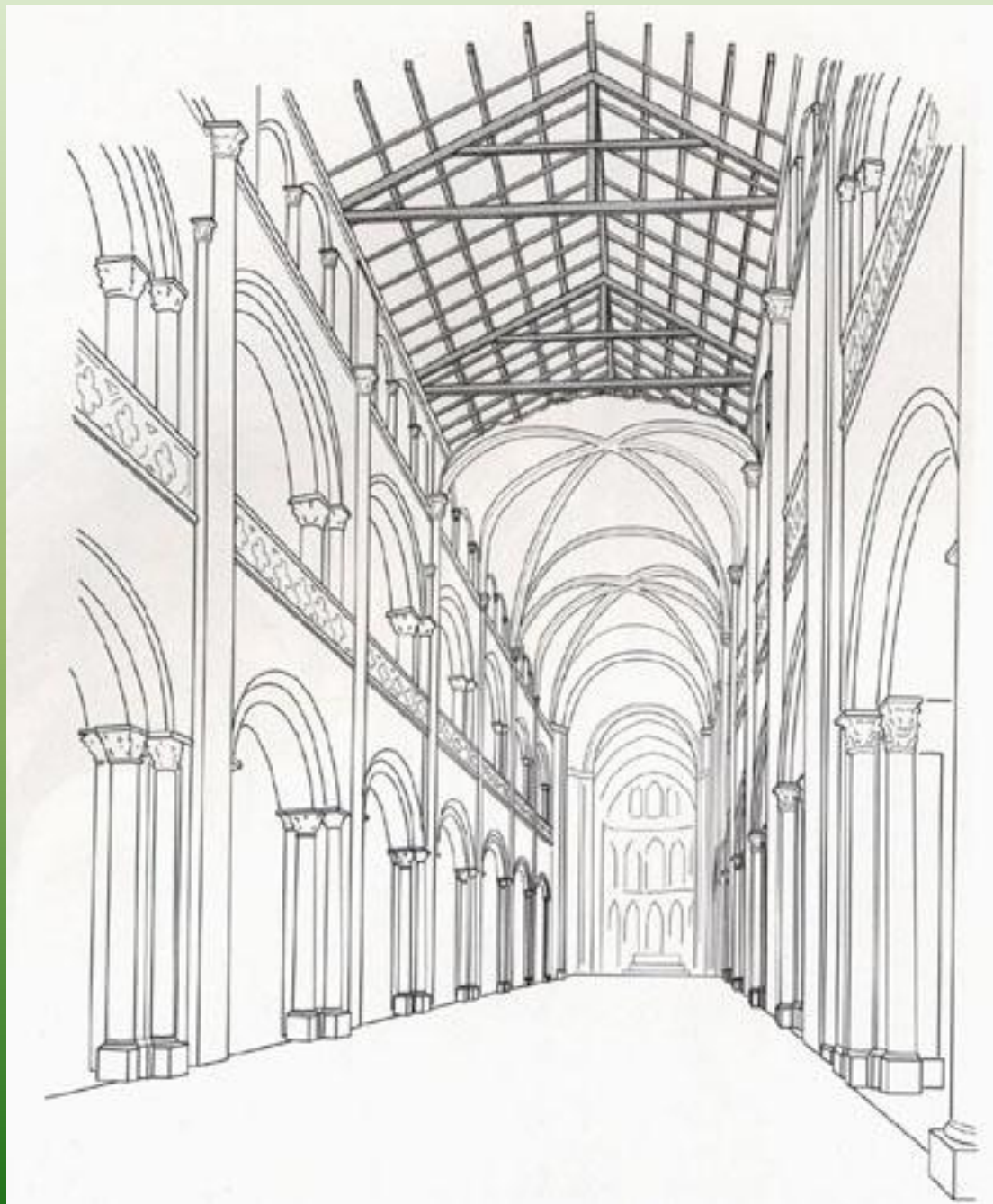


- 1 Gallery of the Madman
- 2 Gallery of the Offerings
- 3 Field Camp Gallery
- 4 Gallery of the Bats
- 5 Gallery of the Snails
- 6 Gallery of the Labyrinths
- 7 Alecenus Gallery
- 8 Gallery of the Staircases









# Painting

- Most commonly associated with “art”
  - Uses full spectrum of colors
  - Framed to make them more exciting and give them an impression of being “precious”
  - Used in prehistoric days with cave paintings
  - Watercolor, tempera, acrylic, oil, gouache, impasto, fresco

# Materials

- Made of pigment like drawing tools
- **Pigment** is mixed with a **vehicle** (a liquid that holds the particles of pigment together without dissolving them)
- **Vehicle** works as a binder to keep pigment on paper or canvas.
- **Support** – the canvas, paper, wood panel, wall, or other surface that is painted on

# Encaustic

- Pigment mixed with wax and resin
- Must be heated to paint on easily.
- Paint hardens when cools.
- Used mainly by Roman and Greek artists.



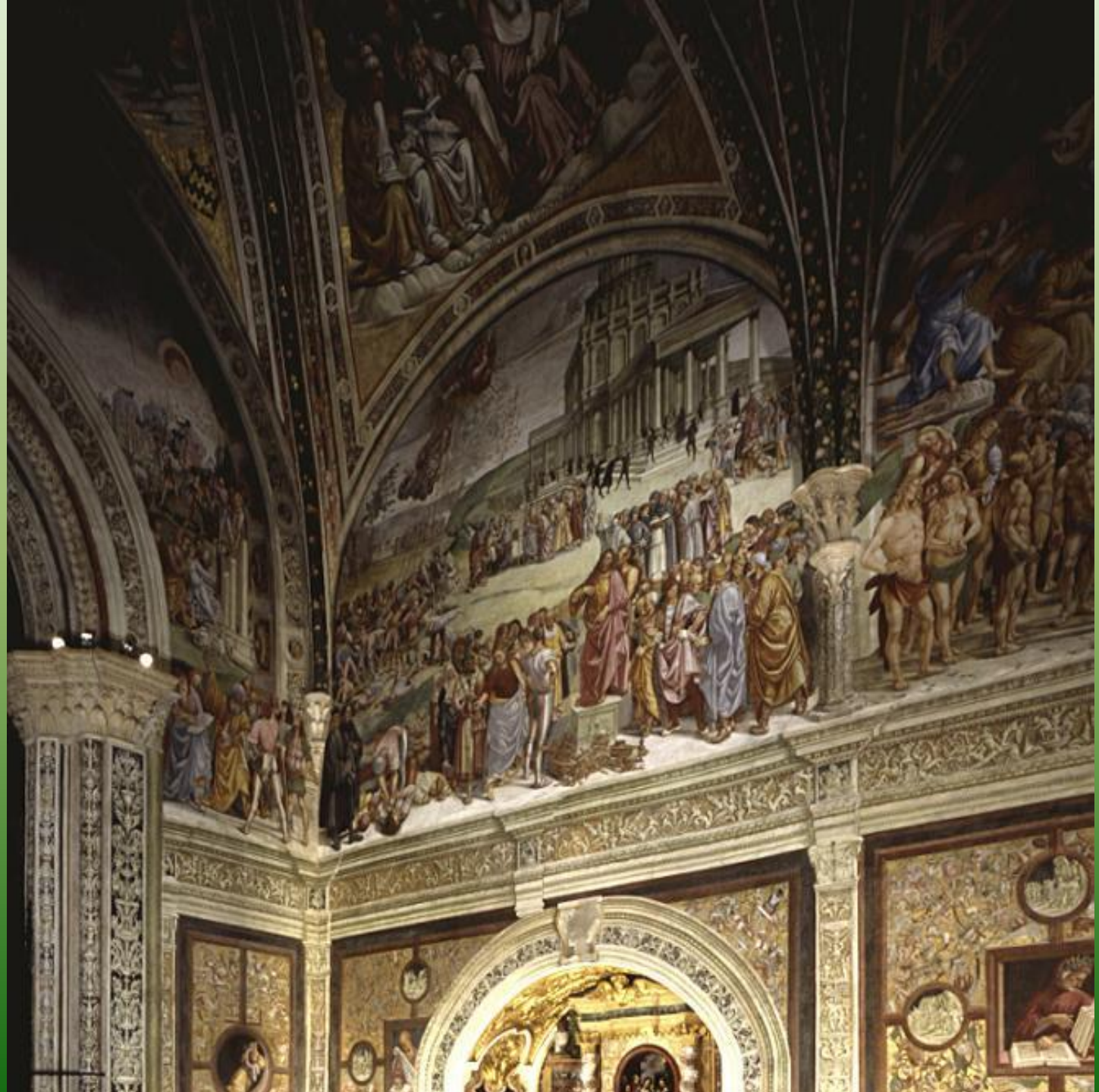


# Fresco

- Pigments mixed with water and applied to a plaster support (usually wet also)
- Wall-painting technique often used for large scale murals
- Works are guided by a full sized dot drawing called a **cartoon**.
- When ready to paint, the artist simply connects the dots.







# Tempera

- Made with water and pigment
- Bright colors that last longer than oil paint
- Can be mixed with egg yolk to make it thicker and not crack.
- Tempera is often used to paint on wood panels with a base of gesso
- **Gesso** – Base paint mixed with glue that helps paint stay on a support





# Oil Paint

- Pigment mixed with oil—usually linseed.
- First used on wooden panels and then graduated to flexible canvas.
- Used on large, bold projects
- Dries VERY slowly
  - Colors can be blended subtly and areas can be reworked easily
  - Sometimes takes weeks or months to dry
  - Paint can become “muddy” from mixing colors and paint too much

# Oil Paint

- **Alla Prima** – Spontaneous painting approach (Italian for “all on the go”)



# Oil Paint

- **Impasto** – Thick, layered paint
  - Creates an interesting texture

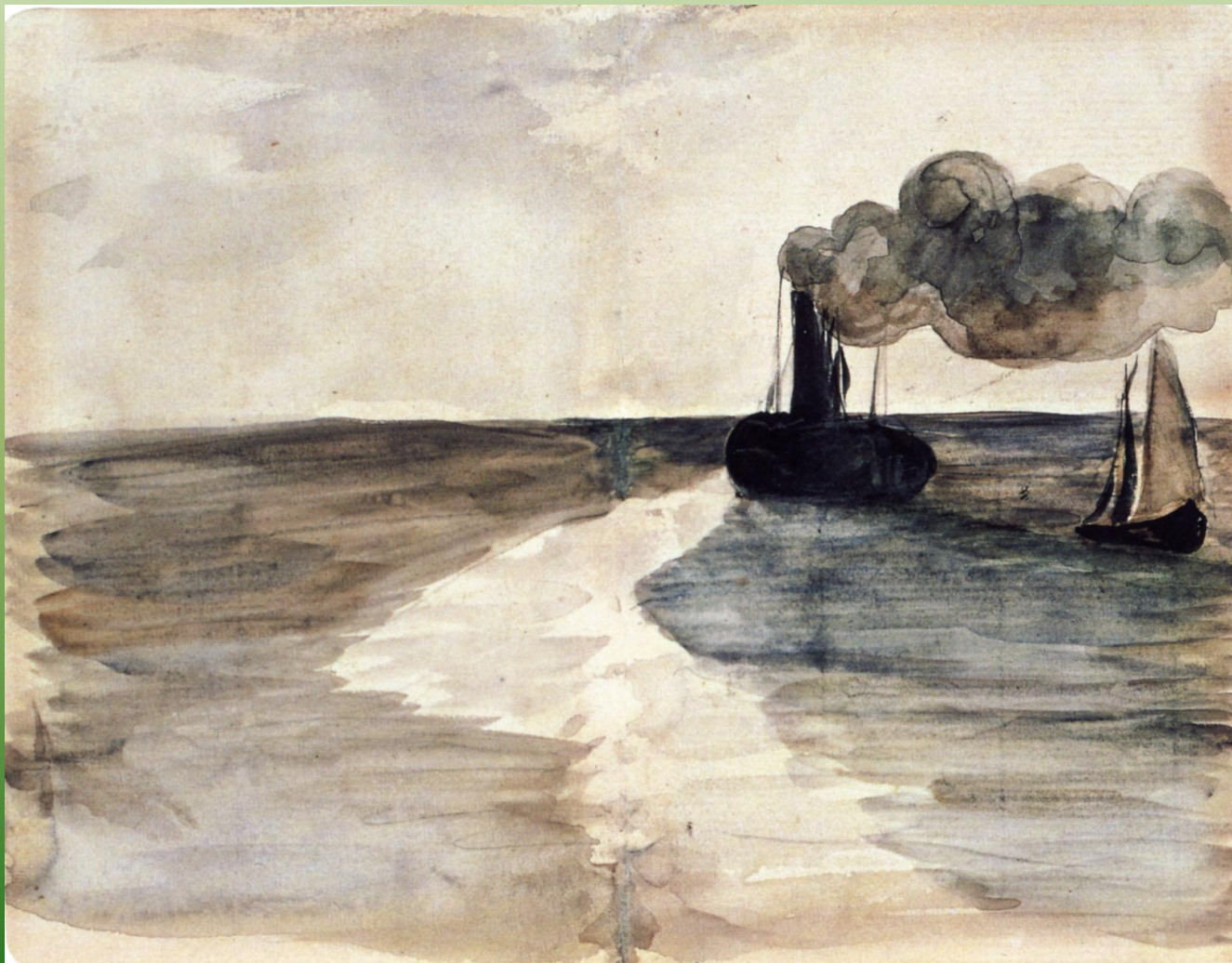




# Watercolor

- Pigment with water and gum arabic
- Mostly used on paper
- Mainly used for small, intimate works
- Transparency is the desired characteristic
- White of the paper serves as the white color – white paint not really needed.
- **Wash** – translucent, watered down paint spread across the support.

# Watercolor



# Watercolor



# Gouache

- Watercolor with white inert pigment added
- **Inert pigment** – pigment that becomes colorless in paint.
  - Allows colors to be completely opaque and will hide anything they are painted over.
  - Similar to poster paint
- Dries very quickly and uniformly



# Gouache



# Acrylic

- Synthetic artist color, also called polymer
- Made of acrylic resin, polymerized through emulsions in water
- Can mimic the effects of oil, watercolor, tempera, and gouache paints.
- Dry quickly and permanently
  - Usually keep brush in water while painting so they do not dry out.

# Acrylic





# Acrylic





# Collage

- French word that means “pasting” or “gluing”
- Attaching actual objects to the surface of a support
  - Objects can be paper, cloth, or anything
  - Drawing or painting can be incorporated, also

# Collage



Pablo Picasso

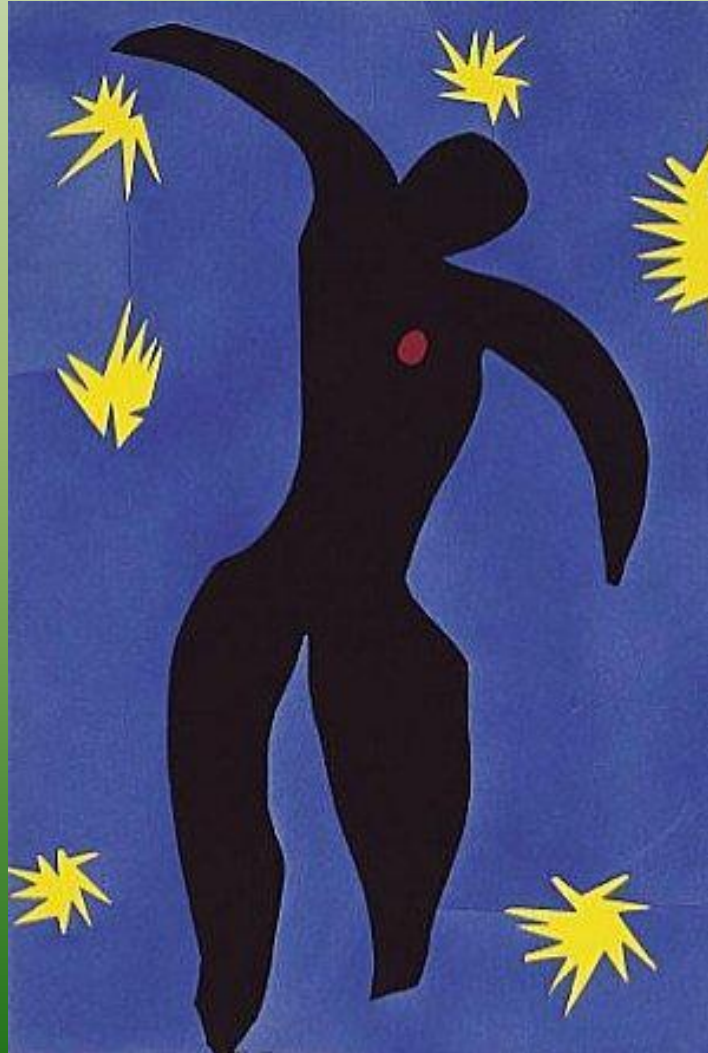
Paper, Gouache, and  
Charcoal

# Collage

- Henri Matisse – Famous painter who was diagnosed with cancer at age 78
  - Couldn't paint anymore, so made collages



# Matisse Collage





# QUESTIONS



*The Peasant Dance*, Pieter Bruegel the Elder

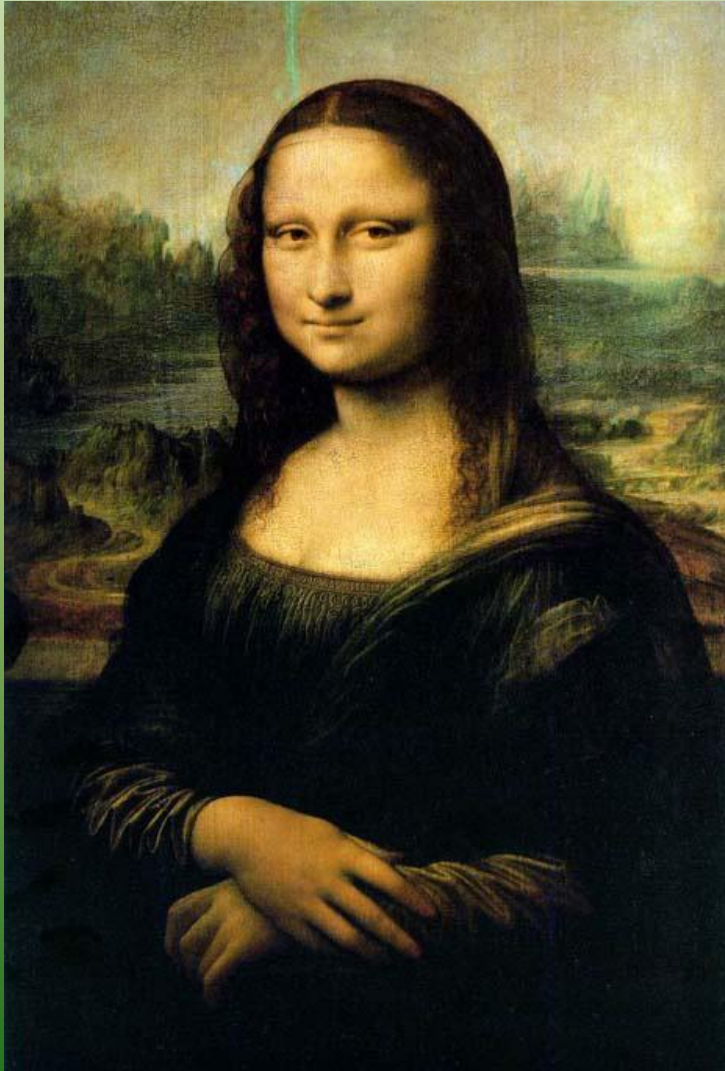
What are some of the elements seen here?



What are some of the elements seen here?



# Image #1



- Is this art? Why or why not? What elements does it have or not have?



# Image #3



- Is this art? Why or why not? What elements does it have or not have?

# Image #4



- Is this art? Why or why not? What elements does it have or not have?



# Image #6



- Is this art? Why or why not? What elements does it have or not have?