

CHAPTER 1: MEANING AND IMPORTANCE OF ARTS

ART APPRECIATION is the ability to interpret or understand man-made arts and enjoy them either through actual and work-experience with art tools and materials or possession of these works of art for one's admiration and satisfaction

NATURE OF ART

ART- it comes from the Italian word *artis*, which means "craftsmanship, skills, mastery of form, inventiveness, and the associations that exist between form and ideas and between materials and techniques"

From Aryan root, Art comes from the word "ar" which means "to join together"

From Greek word, it comes from the word "Artizein" which means "to prepare" and "arkistein" which means to put together

Indigenous arts of the ancestors existed in the form of dance, painting, music, and poetry accompanied by ancient rituals

Cave paintings and drawings are believed to reflect ancient religion, beliefs and visions

Most **sculptures** from the early periods are also associated with religion, with gods and goddesses as most common subject

Artworks are made from durable materials like metals, stone, clay, bone, and glass survived longer than artworks made from wood

DEFINITION OF ARTS

ACCORDING TO SEVERAL AUTHORS

- Art is derived from the Latin word **ars**, meaning "ability or skill"- *J.V. Estolas*
- Art is taken from the Italian word **artis**, which means craftsmanship, skill, mastery of form, inventiveness, and the associations that exist between form and ideas, between materials and technique—*A. Tan.*
- Art is a product of man's need to express himself- *F. Zulueta*
- Art is concerned with the communication of certain ideas and feelings by means of sensuous medium, color, sound, bronze, marble, words, and film. – *C. Sanchez*
- Art is that which brings life in harmony with the beauty of the world – *Plato*
- Art is an attitude of spirit, a state of mind – one which demands for its own satisfaction and fulfilling, a shaping of matter to new and more significant form. - *John Dewey*
- Art is the skillful arrangement or composition of some common but significant qualities of nature such as colors, sounds, lines, movements, words, stones, wood etc., to express human feelings, emotions, or thoughts in a perfect meaningful and enjoyable way. - *Panizo and Rustia*
- According to Albert Einstein, "True art is characterized by an irresistible urge in the creative artist".

- John F. Kennedy said that "Art establishes the basic human truths which must serve as the touchstone of our judgement".
- According to Paolo Picasso, "Art washes away from the soul of dust of everyday life".
- According to Oscar Wilde, "It is through art, and through art only that we can realize our perfection; through art and art only that we can shield ourselves from the sordid perils of actual existence."
- According to Pope John Paul II, "Every genuine art in its own way is a path to the inmost reality of man and of the world. It is therefore a wholly valid approach to the realm of faith, which gives human existence the ultimate meaning".

THE MAKER AND THE VIEWER OF ART

Artist – the maker of art. There are artists who are schooled, and learned the basics of artmaking and then developed their style in making arts. The maker of an art is a human person, he brings with him his ideas, ideals, feelings and emotions, social condition and everything else that concerns the person doing art
The **viewer of artis** the human being who receives the meaning being communicated through an artwork
Some people called the viewer, the "gazer", "onlooker" or "audience"

Viewer takes the role of an art critic who examines the artwork from historical, social, biographical, critical or other points of view.

THE BEAUTIFUL IN ART

- According to Aquinas, beauty is something which pleases us upon being seen.
- Emmanuel Kant attaches attitude of looking at the beautiful that is necessary for the mind to see and contemplate beauty.
- Adler asserts that an artwork has admirable beauty when it possesses an intrinsic excellence or perfection that is appropriate to that kind of thing.
- Adler said "The judgment about the beauty of an object in terms of its admirability for intrinsic excellence or perfection is the judgement of an expert with special knowledge and skills in judging specimens of a certain kind"

FOUR COMMON ESSENTIALS OF ART

1. Art must be man-made
2. Art must be creative not imitative
3. Art must benefit and satisfy man and must make use of art in practical terms
4. Art is expressed through a certain medium or material by which the artist communicates himself to his fellow.

THE SUBJECT OF ART

The subject of art is varied. It is usually anything that is represented in the artwork.

It may be a person, a thing or an event.

Representational or objective arts – artworks that depict something easily recognized by most people.

Non-representational or non-objective arts– These are artworks with have no resemblance to any subject and do not represent anything and they are what they are.

FOUR MAIN FUNCTION OF ART

1. **Aesthetic function** – through art, man becomes conscious of the beauty of nature
2. **Utilitarian function** – through art man is provided with shelter, clothing, food, light, medicine, beautiful surroundings, personal ornaments, entertainment, language, transportation and other necessities and conveniences of life
3. **Cultural function** – through the printed matter, art transmits and preserves skills and knowledge from one generation to another. It makes man aware of his cultural background making him more knowledgeable and achieve an enduring and satisfying life
4. **Social function** – Through civic and graphic arts, man learns to love and help each other. International understanding and cooperation are fostered and nations become more unified, friendly, cooperative helpful and sympathetic

OTHER PURPOSES AND FUNCTIONS OF ART

- Art is a form of enjoyment.
- Art may also be a medium for political and social commentary.
- Art provides a record of life at a given space and time.
- Art does not only convey data but reveals insight and wisdom that give meaning to human existence.
- Art is a powerful tool for communication.

THE SCOPE OF ART

Two general dimensions of art (Manoais):

1. **Fine arts or independent arts** – made primarily for aesthetic enjoyment through the senses, especially visual and auditory
2. **Practical arts or useful or utilitarian arts** – these arts are intended for practical use. It is the development of raw materials for utilitarian purposes

According to Custodiosa Sanchez (2002), arts consists of:

- Visual arts
- Literature
- Drama and theatre
- Music and dance

Visual arts– these arts are classified into graphic arts and plastic arts

Graphic arts– include painting, drawing, photography, graphic process (printing), commercial arts (designing of books, advertisements, signs, posters and other display) and mechanical process in which portrayals of forms and symbols are recorded on a two-dimensional surface

Plastic arts include all fields of visual arts for which materials are organized into three-dimensional forms

Two groups of arts (Josefina Estolas, 1995):

1. **Major arts** – painting, architecture, sculpture, literature, music and dance.
2. **Minor arts** – decorative arts, popular arts, graphic arts, plastic arts and industrial arts.

Estolas grouped the **major arts** into:

- **Visual arts** – graphic arts and plastic arts
- **Performing arts** – theatre, play, dance, music
- **Literary arts** – short story, novel, poetry, drama
- **Popular arts** – films, newspaper, magazine, radio, television

Estolas grouped the **minor arts** into:

- **Gustatory art of the cuisine** – food and beverage preparation
- **Decorative arts or applied arts** – beautification of houses, offices, cars and other structures.

Two major divisions of arts (Panizo and Rustia, 1995):

- 1) According to purpose
 - a) **Practical arts or useful arts** – directed to produce artifacts and utensils for the satisfaction of human needs
 - b) **Liberal arts** – arts directed toward intellectual growth
 - c) **Fine Arts** – focused towards creative activity for the contemplation of the mind and the upliftment of the spirit
 - d) **Major Arts** – are characterized by actual and potential expressiveness.
 - e) **Minor Arts** – concerned with practical uses and purposes
- 2) According to media and forms
 - a) **Plastic arts** - works which exist in physical space and perceived by the sense of sight
 - b) **Kinetic arts** – involves the elements of rhythm
 - c) **Phonetic arts** – utilizes sounds and words as a medium of expression
 - d) **Pure arts** – take only one medium of expression like sound in music and color in painting
 - e) **Mixed arts** – take more than one medium like opera which combines music, poetry and drama

CHAPTER 2: ARTIST'S MEDIUM

Medium is a Latin word that denotes the means by which an artist communicates his idea.

- The architect uses wood, bamboo, bricks, stone, concrete, and various building materials.
- The painter uses pigments on wood or canvas to create reality of nature.
- The sculptor uses steel, marble, bronze, metal and wood.
- A musician uses instruments to produce and communicate a message and a literary writer uses words.

Basis of medium (two classification of arts):

- 1) **Visual arts** are those whose mediums can be seen and which occupy space
 - a) **Dimensional or Two-dimensional arts** – these include painting, drawing, printmaking and photography
 - b) **Three-Dimensional arts**- these include sculpture, architecture, landscape, community planning, industrial designs, and crafts like and furniture
 - c) **Auditory arts** are those whose mediums can be heard and which are expressed in time
 - d) **Combined arts** are those whose mediums can be both seen and heard and which exist in both space and time

TECHNIQUE

- It is the manner in which the artist controls his medium to achieve the desired effect.
- It is the ability which he fulfills the technical requirements of his particular work of art.
- It has something to do with the way he manipulates his medium to express his ideas in the artwork.

THE ARTIST AND HIS MEDIUM

- The artist thinks, feels, and gives shape to his vision in terms of his medium.
- When an artist chooses a particular medium, he believes that his choice can best express the idea he wants to convey.
- The matter of selecting the medium depends entirely on the artist himself.
- He normally selects the materials that can be handled with ease, that would best suit his plan, and adequately bring out the qualities he wants to show.

THE ARTIST AND HIS TECHNIQUE

- Artists differ from one another in technique even if they use the same medium. A musician's technique is his ability to make music sound the way he wants it.
- For instance, a pianist may sound differently from another pianist even as they handle the same instrument and play the same musical composition.

MEDIUMS OF THE VISUAL ARTS

PAINTING – it is the art of creating meaningful effects on a flat surface by the use of pigments. Different mediums are used

- **Watercolor** – its pigments invite brilliance and variety of hues. Simple and clear spontaneity is its principal essence
Gouache – example of watercolor technique (tend to make the color less luminous) done by mixing zinc white with the regular watercolor paints to tone them down, giving appearance of sobriety suitable for dramatic purposes
- **Fresco** – it is a painting method done on a moist plaster surface with colors ground in water or a limewater mixture. Must be done quickly because it is an exacting medium

- **Tempera** – Tempera paints are mineral pigments mixed with egg yolk or egg white and ore. This egg-based emulsion binds the pigments to the surface. Usually done on wooden panel made very smooth with plaster called “gesso” (chalk and gum).
- **Pastel** – It is a stick of dried paste made of pigment ground with chalk and compounded with gum water. It is a very flexible medium whose colors are luminous
- **Encaustic** – It is one of the early mediums used by the Egyptians for painting portraits on mummy cases
- **Oil** – Oil painting one of the most expensive art activities today. It is the heaviest of painting mediums. In oil painting, pigments are mixed with linseed oil and applied to the canvas
- **Acrylic** – it is a medium used popularly by contemporary painters of the transparency and quick-drying characteristics of watercolor and the flexibility of oil combined

MOSAIC – It is the art of putting together small pieces of colored stones or glass called “tesserae” to create an image. Tesserae are most often cut into squares and glued on a surface with plaster or cement. Mosaic art is an important feature of Byzantine churches. A prominent religious artwork in Manila done in mosaic is found in the altar of Sta. Cruz Church. It shows a wounded white lamb, symbolizing Christ, with a stream that flows down directly to the tabernacle.

STAINED GLASS – it is an artwork common in Gothic cathedrals and churches. It is made by combining small pieces of colored glass held together by bands of lead. It is also a kind of patchwork.

TAPESTRY – It is a fabric produced by hand-weaving colored threads upon a warp

DRAWING – It is usually done on paper using pencil, pen and ink, or charcoal. It is the most fundamental of all skills necessary in arts. This has always been considered as a very good training for artists because it makes one concentrate on the use of line

- **Pencil leads** are graded in different degrees of hardness or softness
 - **Ink**, one of the oldest mediums offers great variety of qualities, depending on the tools and techniques in application
 - **Charcoal** is a carbonaceous material obtained by heating wood or other organic substances in the absence of oxygen. **Soft charcoal** produces the darkest value while the **hardest** produces the lightest tone
 - **Bistre** – it is a brown pigment extracted from the soot of wood, and often used in pen and wash drawings
 - **Crayons** – these are pigments bound by wax and compressed into painted sticks used for drawing
- SILVERPOINT** – To produce a silverpoint artwork, the artist uses a silver stylus to produce a thin grayish on

pecially prepared paper (popular during the Renaissance period)

PRINTMAKING – A print is anything printed on a surface that is a direct result from the duplication process

LITHOGRAPHY – It is a surface printing done from an almost smooth surface which has been treated chemically or mechanically so that some surface areas will print and others will not. (Known as planographic process)

SCULPTURE – In choosing a subject for sculpture, the most important thing to consider is the material

- **Stone**– It is hard and brittle substance formed from mineral and earth material
- ❖ **Jade**– it is a fine stone, usually colored green, and used widely in Ancient China. It is highly esteemed as an ornamental stone for carving and fashion jewelry.
- ❖ **Ivory**– It comes from the main parts of tusks of elephants. It is a hard white substance used to make carvings and billiard balls
- **Metals**– it includes any of a class of elementary substances such as gold, silver or copper all of which are crystalline when solid and many of which are characterized by capacity, ductility, conductivity, and peculiar luster when freshly fractured
- **Plaster**– It is composed of lime, sand and water. It is worked on an armature of metal wires and rods in addition to various materials and fibers
- **Clay**– Clay is a natural earthly material that is plastic when wet. It consists essentially of hydrated silicates of aluminum and is used for making bricks and ceramics. Clay is generally fragile so it becomes necessary to cast it in another durable material. Earth ware is referred as terra cotta.
- **Glass**– is a medium that is hard, brittle, non-crystalline, more or less transparent substances produced by fusion, usually consisting of mutually dissolved silica and silicates and contains soda and lime
- **Wood** – It is a medium easier to carve than any other mediums because it can be subjected into a variety of treatment

CHAPTER 3: ELEMENTS OF VISUAL ARTS

The **artist** utilizes the medium and puts together the elements to create a work of art.

The **medium** is the physical means through which he can come up with a work of art and the **elements** are its quantities or properties.

LINE

Line is an important element at the disposal of every artist. It is through lines that artist represents figures and forms in paintings and sculptures. Always have direction and always moving

- **Straight line** is the basic framework of many forms, but it lacks softness and flexibility. Suggests

efficiency, simplicity, and strength. Moves in one direction as to horizontally, vertically and diagonally

- **Horizontal lines** are line of repose and serenity. Express ideas of calmness and quiescence. Found in reclining persons, landscapes, bodies of water and in distant meeting of the earth and sky (horizon)
- **Vertical lines** are lines that denote action. Suggest poise, balance, force, aspiration, exaltation and dynamism
- **Diagonal lines** suggest action, life, and movement. Gives animation to any composition in which they appear
- **Curved lines** suggest grace, subtleness, direction, instability, movement, flexibility, joyousness, and grace
- **Crooked or jagged lines**

COLOR

Color has the most aesthetic appeal. It is a property of light.

Three dimensions of color

1. **HUE** – gives color its name.
 - a. **Primary colors** – red, yellow, blue
 - b. **Secondary colors** – mixed primary colors
 - c. **Warm hues** – red, orange, yellow. Conspicuous, cheerful, stimulating, vivacious, joyous, and exciting. Advancing colors
 - d. **Cool colors** – green, blue-green, blue, and blue-violet. Causes surface covered with them to appear to recede. Suggest distance. Calm, sober, restful, and inconspicuous.
2. **VALUE** – sometimes called **chiaroscuro** which refers to the lightness or darkness of a color. A quality which depends on the amount of light and dark in color. They give the expression of depth and solidity and form to paintings
TINTS are the values above the normal and **SHADES** are the values below the normal
3. **INTENSITY** refers to its brightness or darkness which gives the color strength

COLOR HARMONIES

Related color harmonies – this may either be monochromatic or adjacent. **Monochromatic harmony** are the simplest and easiest to use since these are composed of different colors of the same hue
Contrasted color harmonies – this color contrast with each other strongly therefore they are more difficult to use harmoniously than the related color combinations. Composed of complementary colors which lie directly opposite each other in the color wheel

TEXTURE

Texture is an element that deals more directly with the sense of touch. It has to do with the characteristics of surfaces which can be rough or smooth, fine or coarse,

shiny or dull, plain or irregular. It has to do with the characteristics of surfaces which can be rough or smooth, fine or coarse, shiny or dull, plain or irregular. Found in all visual arts

PERSPECTIVE

Perspective deals with the effect of distance upon the appearance of objects, by means of which the eye judges spatial relationships

Two kinds of perspective:

- 1) **Linear Perspective** – the representation of an appearance of distance by means of converging lines. It involves the direction of lines and the size of objects
- 2) **Aerial Perspective** – the representation of relative distances of objects by gradations of tone and color. Objects become fainter in the distance due to the effect to the atmosphere

SPACE

The exterior of a building is seen as it appears in space, while the interior is seen by one who is inside an enclosure

FORM

FORM applies to the overall design of a work of art. It describes the structure or shape of an object. Form directs the movements of the eyes. Consists of size and volume that signifies weight

- **Regular Forms** are those whose parts are related to one another in a consistent, orderly manner. They are generally stable and symmetrical in about one or more axes
- **Irregular Forms** are those whose parts are dissimilar and unrelated to one another. These are regular forms from which irregular elements have been subtracted or an irregular composition of regular forms. They are generally asymmetrical and dynamic.
- **Centralized Forms** consist of a number of secondary forms clustered to produce a dominant, central, and parent form. These forms share the self-centering properties of the point and circle
- **Linear Forms** arranged sequentially in a row or a series of forms along a line. A linear form can result from a proportional change in a form's dimensions or the arrangement of a series to form along a line
- **Radial Forms** – these are compositions of linear form that extend outward from central form in a radial manner
- **GRID FORMS** – modular forms whose relationships are regulated by 3-dimensional grids.

VOLUME

Volume refers to the amount of space occupied in three dimensions, it therefore refers to solidity or thickness. It can be perceived through contour lines, outlines or shapes of objects, and by surface lights and shadows

CHAPTER 4: PRINCIPLES OF ART DESIGN

Art design – The proper arrangement of the different art elements in order to produce something beautiful. Elements of arts are parts of a whole while perceptions of art design are rules or guides to help one put these elements together.

PRINCIPLES OF ART DESIGN:

- **HARMONY** – the principle which produces an impression of unity through the selection and arrangement of consistent objects or ideas

Five aspects of Harmony:

- 1) **Harmony of lines and shapes** – Lines are made harmonious by either repeating the shape of the lines or by connecting transitional lines to contrasting lines.
 - a) A **transitional line** or merely transition is usually a curved, graceful line which connects two opposing or contrasting lines. The latter are straight lines which intersect each other and form angles. Lines made in this manner are called **contrasting or opposing lines**. Contradiction, is a form of transition, but because it is not harmonious, it may be classified under the lines in contrast. Contradiction is straight line connecting two opposite lines diagonally
- 2) **Harmony of Size.** Harmony of size refers to good proportion
- 3) **Harmony of Color.** Creating harmony of color means using two or more colors in decorating an article or object
- 4) **Harmony of Texture.** The character of texture can be determined by feeling the object with the fingertips or by looking at it.
- 5) **Harmony of idea.** Combining antique and modern furniture in the same room does not show harmony of idea

RHYTHM

In design, **rhythm** is the regular, uniform, or related visual movement made through the repetition of a unit or motif. It is the basis of almost all performing arts because it is the principle which is most quickly felt.

A **unit or motif** is a dominant feature or part repeated in a design or decoration. **Repetition** of a unit creates a feeling of movement or rhythm

- **Formal or uniform rhythm** is the repetition of a motif with variation in its form, size, and arrangement

BALANCE

Balance is a condition or quality which gives a feeling of rest, repose, equilibrium, or stability. In arts, it is the visual weights of lines, forms, values, textures, and colors that we really balance

- **Visual weight** is the quality which gains and holds attention. In other words, it is the power of attraction of each of the elements of art.

FORMAL OR SYMMETRICAL BALANCE

It is the balance **of equal visual weights placed at equal distances from the axis.**

- **Bisymmetrical balance** is the balance of identical or identical objects placed on each side of the central axis and equally distant from the center
- **Symmetrical or obvious balance** is the balance of objects with nearly identical description

INFORMAL OR ASYMMETRICAL BALANCE

Informal or asymmetrical balance is the balance of unequal visual weights, the heavier one being nearer the axis and the lighter one farther.

It is sometimes referred to as **occult balance** or **free balance**. Slant or diagonal balance is a form of informal balance in which the objects are balanced on a diagonal axis.

PROPORTION

Proportion is the art principle which shows pleasing relationship between a whole and its parts and between the parts themselves. It can be achieved through proper arrangement of space divisions.

Proportions are generally expressed in terms of ratios. The standard Greek proportion for two dimensional or flat surfaces is the Greek *oblong* or *rectangle* whose ratio is two is to three (2:3).

The Greek standard for three-dimensional objects or solids is the ratio, 5:7:11, which is especially used in building and in determining the proportion of margins for framed pictures.

Three aspects of proportion:

- 1) Proportion in the grouping of objects
- 2) Proportion in space divisions
- 3) Proportion in scales

EMPHASIS

Emphasis is the principle of art which tends to carry the eyes from the center of interest or dominant part of any composition to the less important or subordinate parts

Methods of Emphasizing Objects

- **By arrangement or groupings of objects** – If objects are grouped together, the one to be emphasized should be located at the center and should be the biggest and brightest in color.
- **By decoration** – Objects which have decorations are given more emphasis than those without them
- **By color contrast** – Contrasting colors such as complementary combinations and the triads are more emphatic than analogous or any other related harmonies. Hues of great intensities are more noticeable than those having lower intensities. The use of contrasting values makes one value more dominant than the other
- **By the use of plain background space** – Simple decorations which are placed against sufficient, plain background will be more emphatic than when the background space is small.
- **By the use of unusual lines, shapes and sizes of color** – Novelty or newness can also draw attention to a specific element of the work. It is difficult to keep the eye away from

very extraordinary figures or subjects, as in a man who has an unusual height

- **By action or movement** – Dynamic illustrations usually attract more attention than passive ones

OTHER ART PRINCIPLES

- **Novelty or Newness** – Novelty provides the best opportunity for developing one's creative ability.
- **Variety or Variation** – Variation in the arrangement or style of furniture makes the space the furniture occupies more interesting and attractive.
- **Utility, Adaptability or Function** – A work of art must not only possess beauty but also utility. The object must be adaptable to the purpose for which it is made. This is especially true to all practical arts.
- **Contrast** – This art principle is synonymous to opposition or contradiction. It has some relationships with balance and emphasis. Two contrasting lines or colors may balance each other