Introduction to Art & Design

What is Art?

• Webster’s Definition:
  1. Human effort to imitate, supplement, alter, or counteract the work of nature.
  2. High quality of conception or execution, as found in works of beauty; aesthetic value.
  3. The conscious production or arrangement of sounds, colors, forms, movements, or other elements in a manner that affects the sense of beauty, specifically the production of the beautiful in a graphic or plastic medium.

What is Art?

• Textbook Definition:
  - The formal expression of a conceived image or imagined conception in terms of a given medium

What is Art?

• Summary:
  - Human effort to create aesthetic value through the use of various mediums

What is Design?

• Webster’s Definition:
  1. The purposeful or inventive arrangement of parts or details
  2. A basic scheme or pattern that affects and controls function or development
  3. A reasoned purpose; an intent
  4. A graphic representation
What is Design?

• Textbook Definition:
  – The underlying plan on which artists base their total work. Synonymous with form, the organization of all the visual elements.

What is Design?

• Summary:
  – The organization of elements to achieve aesthetic value and unity

Art & Design

• Both have a goal of aesthetic value (often beauty)
• Both are created by artists
• They often use the same mediums
• They are often hard to differentiate
• Many artworks would be considered both art and design

Art vs. Design

• What is the goal?
• What is the purpose?
  – To send a message?
  – To attract customers?
  – Therapy? The process?

Personal Goals

• To create art with each design project
• To use the restrictions as a challenge
• To create new, innovative ways of organizing data and elements
• To use new mediums to conquer new design challenges
• To find influence thru every aspect of design and art – from code generated animation to theatrical stage design
BREAK IT DOWN:
3 COMPONENTS

Defining the Components

There are 3 basic components to art & design:
• Subject
• Form
• Content

Defining the Components

Subject
• A starting point, motivation
• An idea or an object
• An expression of the artist

★ What?

Defining the Components

Form
• Shapes, lines, textures, objects
• Organization, arrangement, structure

★ How?

Defining the Components

Content
• The message
• A statement
• The purpose

★ Why?
COMMUNICATING THROUGH ART & DESIGN

• Communication is the primary goal

• Communication theory
  1. Sender
  2. Transmitter
  3. Receiver

COMMUNICATION THEORY

• Sender
  – The source of information
    – Artist, designer, client

• Transmitter
  – The medium
    – Paint in a gallery, ink on paper, video on tv

• Receiver
  – Reconstructs the sender’s message
    – Viewer, target audience
The Design Process

1. Identify the Problem
   • There’s a client, public, or personal need

2. Write a Brief Solution
   • A few sentences to solve the problem
   • Don’t be vague!

Finding a solution….
   • Target Audience
     • Young vs. Old
     • Male vs. Female
     • Global vs. Local
   • Stylistic Appeal
     • Cute, Modern, Daring, Classic, Quiet

3. Investigate
   • Research
   • Don’t approach a problem blind and unprepared
   • Surround yourself with design solutions
   • What else is out there? Any competition?
The Design Process

4. Brainstorm

First...
- Let the ideas flow
- Be willing to explore anything
- Make lists of words
- Do not evaluate, just write them down

The Design Process

Second...
- Sketch out your ideas quickly - thumbnail sketches
- Find multiple solutions for one concept
- Consider a variety of mediums

The Design Process

Third...
- Give yourself time to think
- Incubate

The Design Process

5. Selection
- Compare your ideas
- Get feedback from others
- Choose the best solution

The Design Process

6. Mock Up
- Create a model / mock-up / sketch of the idea
  Concept Sketch:
  - Somewhere between a rough and a finished sketch
  - Enough detail to not need explanation
  - Does not need to be a finished piece of artwork
**Concept Sketch**

- Conveys the idea in terms of
  - Setting (where?)
  - Lighting (time of day?)
  - Mood (emotion?)
  - Subject (focal point)
  - Framing (angle of view, depth of field)

**Concept Sketches**

Disney

**Concept Sketches**

F.L. Wright, Unity Church

**Concept Sketches**

**The Design Process**

7. Evaluate
   - Test the mock-up / concept
   - Analyze the solution
   - Does the solution solve the problem?
   - Is there a better solution?

Revises, revise, revise
The Design Process

8. Complete
   • Finish the design
   • Publish and produce

Example Process

1. Identify the Problem
   • A new deli in town has no identity and needs business
2. Write a Brief
   • Create...
3. Investigate
   • What’s on the menu? What’s the best item?
   • Where are they located?
   • How do they get most of their customers?
   • What kinds of competition do they have?
4. Brainstorm

Example Process

5. Selection
   • Compare and contrast choices
6. Mock-up
7. Evaluate
   • Focus groups, design decisions, audience evaluation, etc.
8. Complete

Review

• Art & Design can be broken down into 3 components: subject, form, content
• The components ask 3 questions: what, how, why?
• The primary goal of design is to communicate the what and why.
• The Design Process involves brainstorming, sketching, researching, editing, and more editing.