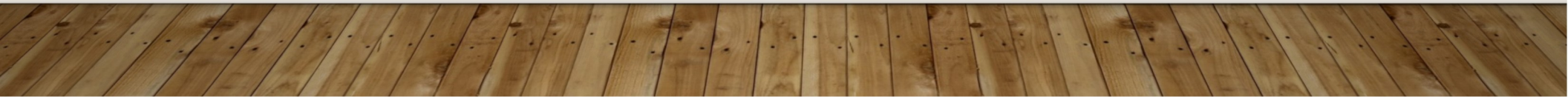


# LAUNCHING THE IMAGINATION THROUGH CONTEMPORARY ART

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TUESDAYS, 7:00 P.M. – 8:30 P.M.

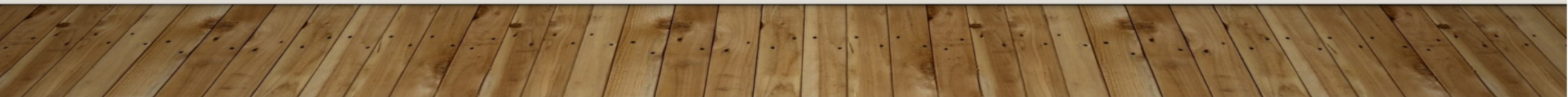
INSTRUCTOR: LISA COSTELLO



# THIS WEEK

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1. Shape and Mass, Implied Shapes
2. Light, Implied Light
3. Texture - Actual & Visual Texture
4. Pattern



# LAST WEEK

Overview of the primary seven Visual Elements & Principles of Design

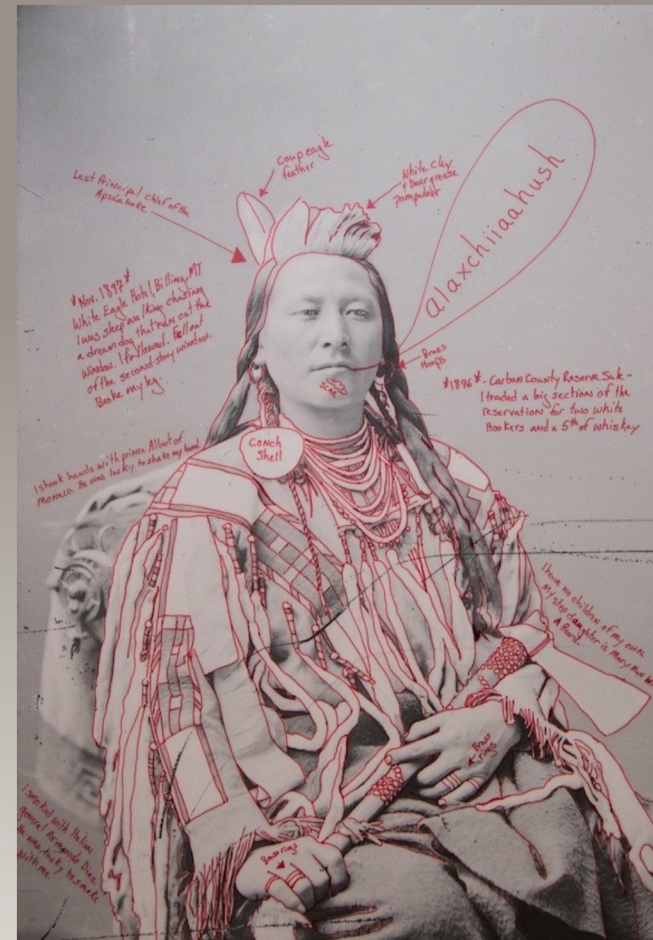
Line - Contour and Outline, Direction and Movement,  
Implied Lines

Wendy Red Star, *Alaxchiiiahush/Many War Achievements / Plenty Coups*, 2014

Artist-manipulated digitally reproduced photograph by C.M. (Charles Milton) Bell, National Anthropological Archives, Smithsonian Institution

24 x 16.45 inches with additional 1" border

Artist Website: <https://www.wendyredstar.com/1880-crow-peace-delegation>



# THE VISUAL ELEMENTS & PRINCIPLES OF DESIGN

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Line

Unity & Variety

Scale

Shape & Mass

Balance

Hierarchical Scale

Light

Symmetrical Balance

Proportion

Texture & Pattern

Asymmetrical Balance

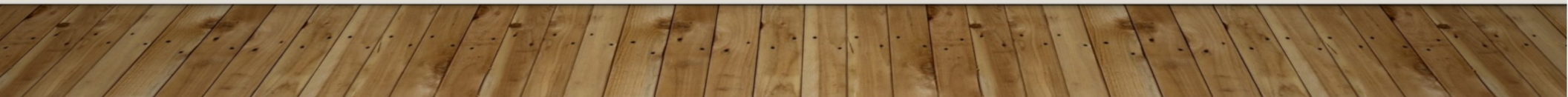
Color

Emphasis & Subordination

Rhythm

Space

Time and Motion



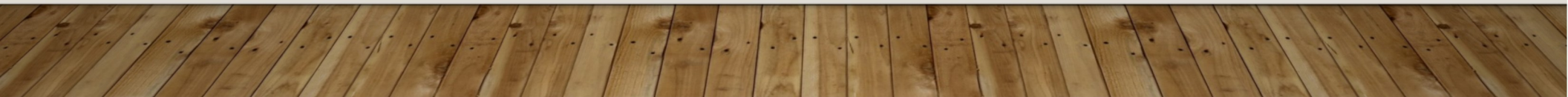
# IMPULSE FOR ART

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What do artists do?

Creating & Creativity

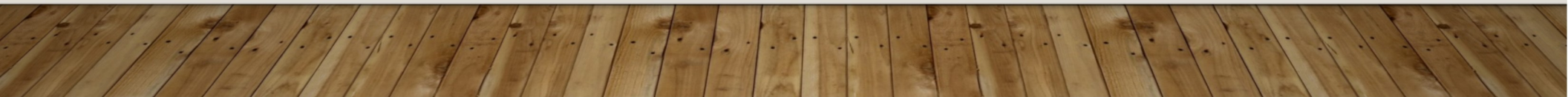
Looking and Responding



# IMPULSE FOR ART – WHAT DO ARTISTS DO?

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1. Brings community together
2. Creates extraordinary versions of ordinary objects
3. Record and commemorate
4. Give tangible form to the unknown
5. Give tangible form to feelings and ideas
6. Refresh our vision and help us see the world in new ways



# CREATING AND CREATIVITY

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While the exact nature of creativity remains elusive, there is a general agreement that creative people tend to possess certain traits, including:

Sensitivity

Productivity

Flexibility

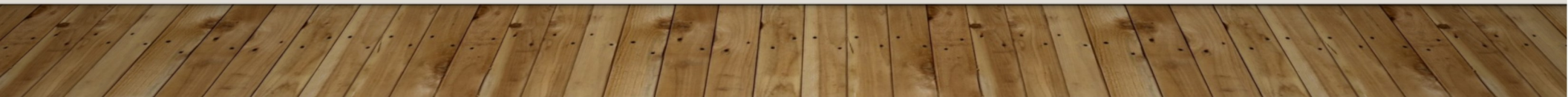
Fluency

Originality

Analytic Skills

Playfulness

Organizational Skills



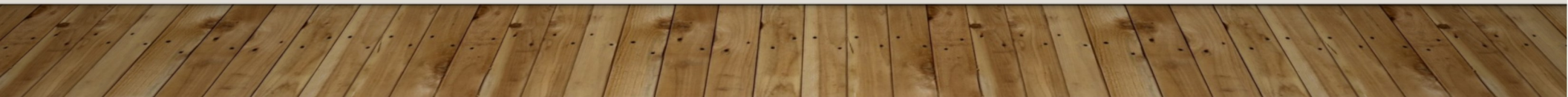
# LOOKING AND RESPONDING

Science tells us that seeing is a mode of perception, which is the recognition and interpretation of sensory data – in other words, how information comes into our eyes (ears, nose, taste buds, fingertips) and what we make of it. In visual perception, our eyes take in information in the form of light patterns; the brain processes these patterns to give them meaning. The role of the eyes in vision is purely mechanical. Barring some physical, it functions the same way for everyone. The mind's role in making sense of the information, however, is highly subjective and belongs to the realm of psychology. Simply put, given the same situation, we do not all notice the same things, nor do we interpret things in the same way.

One reason for differences in perception is the immense amount of detail available for our attention at any given moment. We practice what is called selective perception, focusing on the visual information we need for the task at hand and relegating everything else to the background. Other things that can play into it is our mood, prior experience, - the culture we grew up in, relationships we have had, places we have seen, knowledge we have accumulated.

Nature of perception explains why a work of art may mean different things to different people and how it is that we may return to a favorite work again and again, noticing new aspects of it each time. It explains why the more we know, the richer the encounter with art will be. We bring a new experience to it each time.

The nature of perception suggests that the most important key to looking at art is to become aware of the process of looking itself. To notice details and visual relationships, explore associations and feelings they inspire, and to try to put what we see into words.







## DIRECTIONAL LINE

Conjoined  
Roxy Paine (American, born 1966)  
2007  
Stainless steel  
40 × 45 × 28 ft.  
Collection of the Modern Art Museum  
of Fort Worth