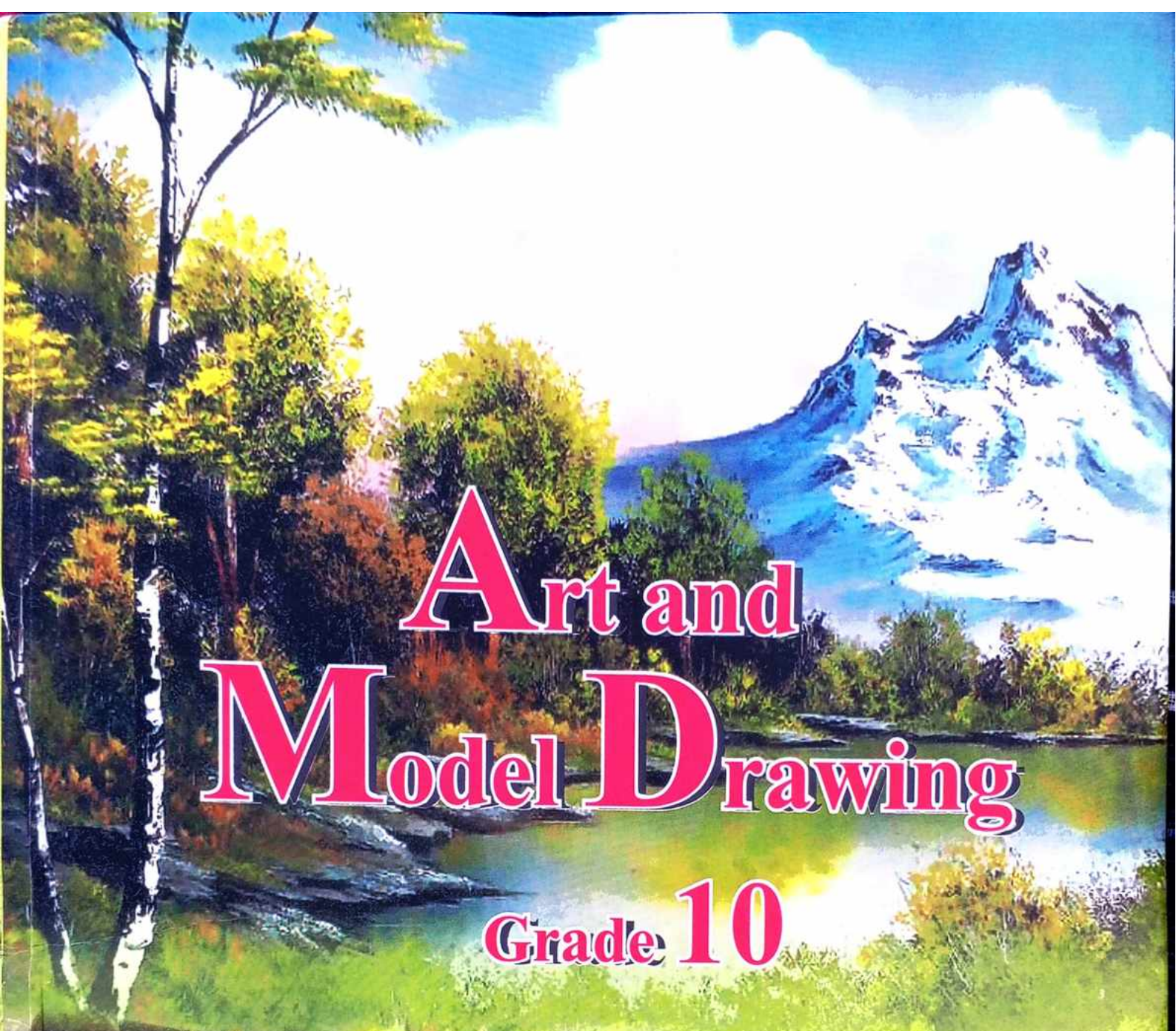




Art and Model Drawing

Grade 10



Khyber Pakhtunkhwa Textbook Board Peshawar

Approved by:

Directorate of Curriculum and Teacher Education, Abbottabad,
according to the National Curriculum 2007.

NOC No. 327-29

Dated: 15-04-2013

Author: Faisal Sultan Kohzad
MFA

Supervision: Syed Bashir Hussain Shah
Director DCTE Abbottabad.

Reviewed by:

Zulfiqar Ali, Lecturer GPG C#1 Abbotabad

Liaqat Ali, Senior drawing master GHS Jhangra Havellian
Abbottabad

Mrs Ishrat Zakir, Subject specialist DCTE Abbotabad

Editor: Muhammad Ilyas
Subject Specialist
Khyber Pakhtunkhwa Textbook Board, Peshawar.

Printed under the Supervision of:

Asghar Ali, Chairman

Khyber Pakhtunkhwa Textbook Board Peshawar.

Muhammad Muttahir, Member E & P,

Khyber Pakhtunkhwa Textbook Board Peshawar.

Academic Year 2017-18

Website: www.kptbb.gov.pk

Email : membertbb@yahoo.com

Phone: 091-9217889

Art and Model Drawing

Class 10th



خیبر پختونخوا ٹیکسٹ بک بورڈ پشاور

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Website: www.kptbb.gov.pk

Email : membertbb@yahoo.com

Phone: 091-9217889

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
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CHAPTER

1

Fundamentals of Drawing, Painting and Design



At the end of this chapter the students will be able to:

- choose and utilize different art materials and tools.
- differentiate between dry and wet medium.
- use appropriate texture / colour of paper for dry and wet medium.
- use and store different art materials and tools with care and responsibility.

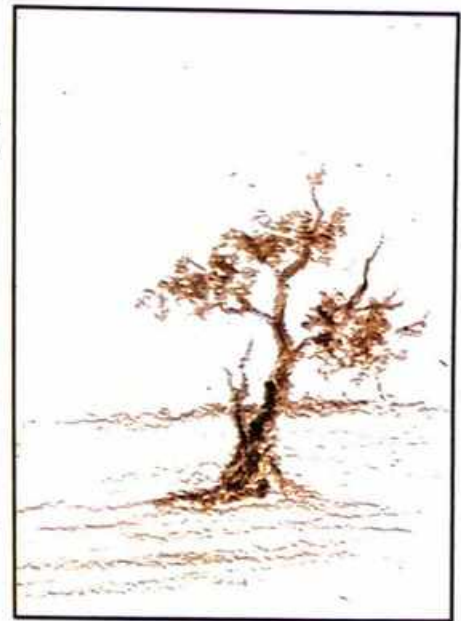
Required Art Material

- | | |
|-----------------------|-------------------|
| 1. Sketchbook | 2. Types of Paper |
| 3. Pencils | 4. Sharpener |
| 5. Sand Paper | 6. Eraser |
| 7. Paper Cutter | 8. Drawing Board |
| 9. Tacks/Board clips | 10. Charcoal |
| 11. Fixative | 12. Pastels |
| 13. Pastel Paper | 14. Crayons |
| 15. Pen and Ink | 16. Watercolours |
| 17. Watercolour Paper | 18. Postercolours |
| 19. Palette | 20. Brushes |
| 21. Water Containers | |



1- Sketch Book

A sketchbook for an artist is like a music instrument for a musician. Using a sketchbook is the best way to help your skills grow as an artist. Take your sketchbook with you everywhere and just draw anything and everything. You can record your ideas in it, make thumbnail sketches and make preliminary sketches before the final composition. Frequent and quick practice in sketchbook can also help you develop your own personal style. The following sketches are from some artists' sketchbooks.





2. Types of Paper

Artists work with many different kinds of paper. Paper comes in a range of colours. It is available from very soft like tissue paper to hard card board. A variety from shiny plane to very roughly textured paper is available. You have to choose paper according to your assignment and the medium you use.



3. Pencil

You have already learnt about different kinds of graphite pencils. Apart from that, there are coloured pencils, watercolour pencils, pastel pencils, charcoal pencils etc. You will gradually learn more about them in the coming lessons.



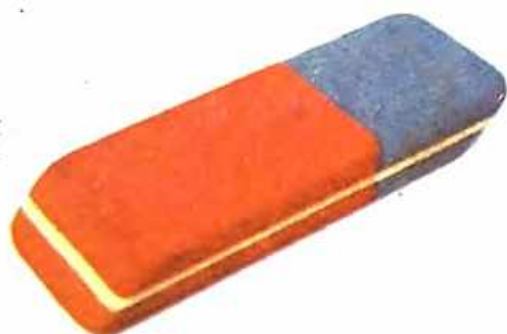
4. Sharpener

Sharpener is a very common tool to sharp a pencil. Before the invention of sharpener in 1847, knife was used to sharpen a pencil. Pencil sharpeners made this task much easier and gave a more uniform result.



5. Eraser

Eraser or rubber is used to remove the unwanted marks by pencil, pastel or charcoal. Use a good quality soft eraser. But use it as rarely as possible.



6. Paper Cutter

It is a kind of blade used for cutting paper or sometimes sharpening a pencil. You can replace its blade if it turns blunt. Be very careful in using a cutter to avoid injury.



7. Drawing board

It is a light and hollow wooden board that comes in different sizes. You put your paper on it while drawing or painting.



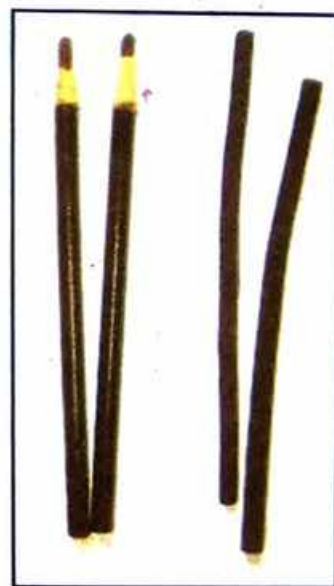
8. Tacks and Board Clips

Tacks or thumb pins and board clips are used to fix the sheet to your board so that it doesn't move while you work on it.

9. Charcoal

It was first used more than 30,000 years ago to make some of the earliest cave paintings. Charcoal is a very interesting drawing medium today. It comes in three forms; sticks, pencils and as compressed sticks.

You can also use common coal from burnt wood. A white chalk or pastel is also often used with charcoal for lights and highlights.



Charcoal drawings have to be fixed with a spray called fixative, as they are very powdery and can easily get smudged.

10. Fixative

Drawings done with pencil and particularly charcoal and pastels can easily get smudged. Therefore, in order to prevent them, we spray fixative on them. Fixative is a thin varnish like liquid. As fixative may be expensive for students, a good alternative is the transparent spray available in all paint and hardware stores..



11. Pastels

Pastel is an art medium in stick form, consisting of pure powdered pigment and a binder. Pastel pencils are also available. A pastel work needs to be fixed with a layer of fixative.

12. Crayons

Crayons are of two kinds; wax crayons and oil crayons, also called oil pastels. Children love these bright coloured sticks. You might have used them in early childhood.



13. Pen and Ink

Pen and ink is a drawing technique involving the use of black and other coloured inks with either a dip pen or a reservoir pen. Besides, you can use a reed pen or any pointed instrument dipped in ink. Being a water-based medium, it can be used with watercolour as well. As a pen and ink drawing can not be erased, show great care in handling. A felt tip pen, known as pointer, is now easily available in the market and is best for a start.



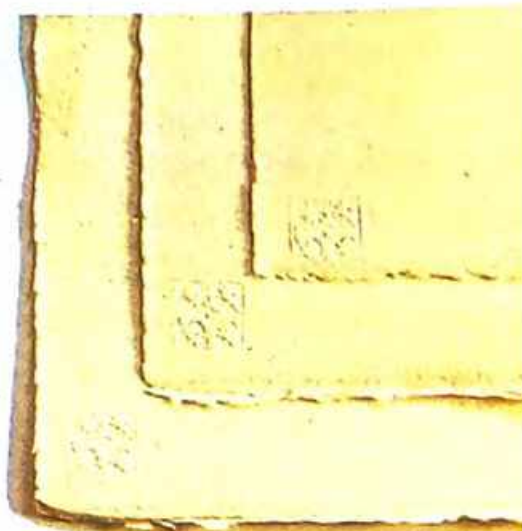
14. Watercolour

Although watercolour painting is extremely old, dating back perhaps to the cave paintings, but its proper use as an art medium began in 16th century AD.

Watercolour is a very interesting painting medium. Its transparency gives it a unique and matchless quality. However, when mixed with white colour, watercolour loses its transparency and is known as *gouache* technique. It is used for bold, bright and decorative paintings.

15. Watercolour Paper

Common paper does not make a good support (surface) for watercolours. Watercolour paper is a paper specially manufactured for this medium. It is specially treated to make it less absorbent. A watercolour paper is usually costly. A good alternative is the textured *scholar sheet*.



16. Watercolour Palette

It is a plastic tray with many compartments where the artist mixes his paints. It must be white to show the actual hue of a colour. You can also use any white non-absorbent flat surface, a plate for example. A glass slab is also used if you put a white sheet beneath it

17. Water Containers

You need two water containers for watercolour painting. It could be any deep containers like a small glass, cup, bowl, etc. In one of them you will clean your brushes and take clean water to mix with paints from the other. Remember, use only clean water, for mixing colours.



18. Watercolour Brushes

Watercolour brushes are traditionally made of the red sable (an animal) hair. But as the sable brushes are usually very expensive, some companies make low cost synthetic watercolour brushes. The unique quality of a watercolour brush is its ability to hold more water.

Watercolour brushes come in different sizes and shapes.



Watercolor brush care tips

- Do not let the paint dry in your brushes.
- Keep your brushes clean and dry when not in use.
- Store upright in jars.
- Use your watercolour brushes only for watercolour painting.

19. Postercolour

Postercolours are also water based paints like water colours. The difference is that they are opaque while watercolours are transparent. They can be used in thin form as watercolours. But commonly they are used in a thick form to evenly cover a given area. They come in sets of small bottles.



20. Postercolour brushes

Postercolour brushes are almost the same as watercolour brushes but a little harder to handle the thick pasty postercolour paints.



Some Tips for Using Art Material

- All the students should have their own material
- Make sure the material you are using is non-toxic
- Don't leave brushes in water. This will shorten their life.
- Don't forget to tightly cap all your paint tubes and bottles after use.
- Pick out only the material you need
- Use less expensive paper for rough sketching.
- Squeeze little paint out of watercolour tubes
- Don't forget putting everything orderly back into a box/bag.

21. Storing Art Material

You need a box for storing your art material. Readymade boxes for this purpose are available in good art stores. But you can use any kind of proper size box, a shoe box for example. You may also keep some material, like charcoal sticks, pencils, rubber and sharpener etc in separate smaller boxes within the large box. This way they will not mix up. Store sharp material separately.



Medium: Dry and Wet

The medium we use for drawing/painting is of two types; dry and wet. As the name shows, dry medium include pencil, crayons, pastels, charcoal etc. while wet medium are watercolour, postercolour, oil colour, pen and ink etc.

Get Ready With Your Sketchbook

Remember that sketch book is basically used for rough sketches, so don't go for drawing all the details. Basically what you will be doing is practicing your eye-hand co-ordination and sketching skills. Remember that practice is more important than the final outcome.

Tips for working in a sketchbook

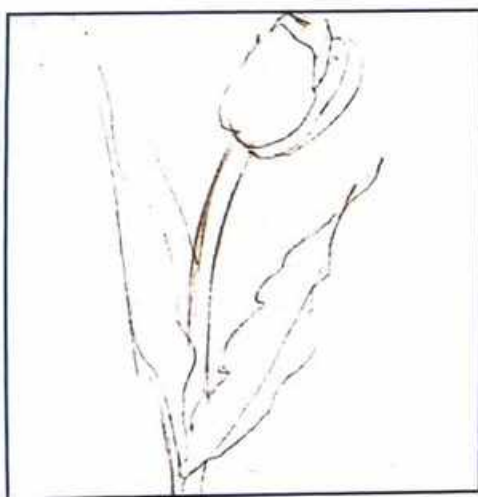
- Keep your sketchbook and a pencil/pen almost all the time and everywhere with yourself.
- Let the sketchbook be small enough to be easily carried around.
- Draw everything that comes in the way. Don't limit yourself to specific subjects.
- Sketch as fast as you can.
- You can sketch many objects on the same page and can even overlap.
- Record relevant art vocabulary in your sketchbook.

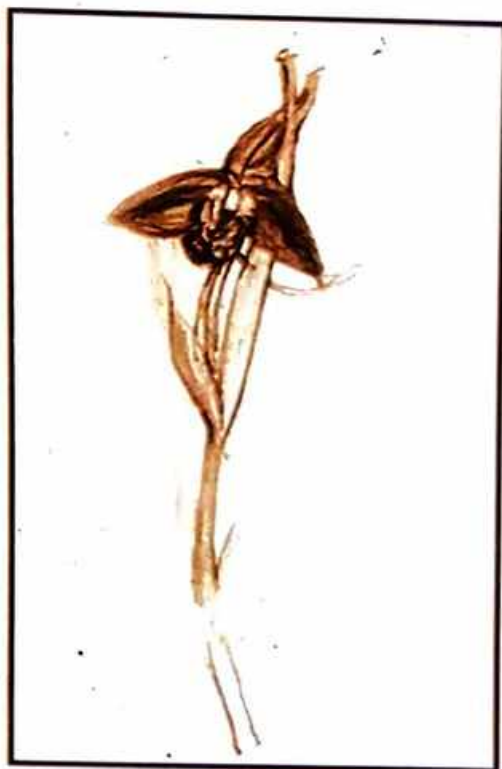
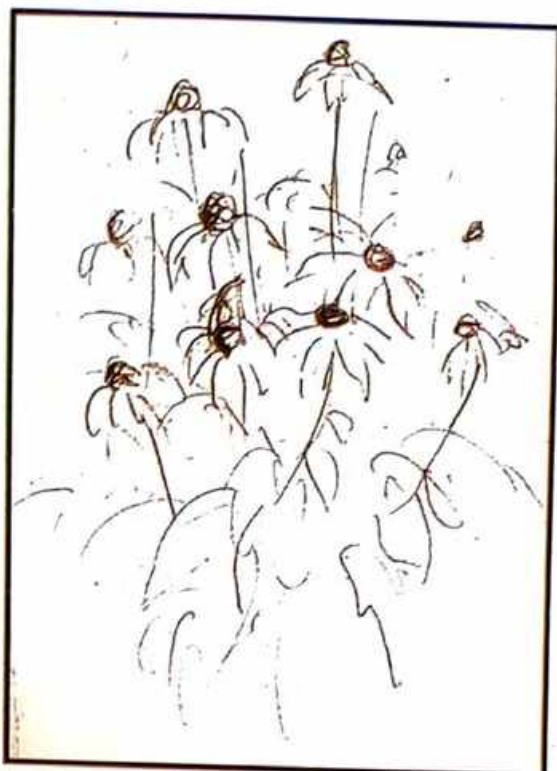
Studying a Plant

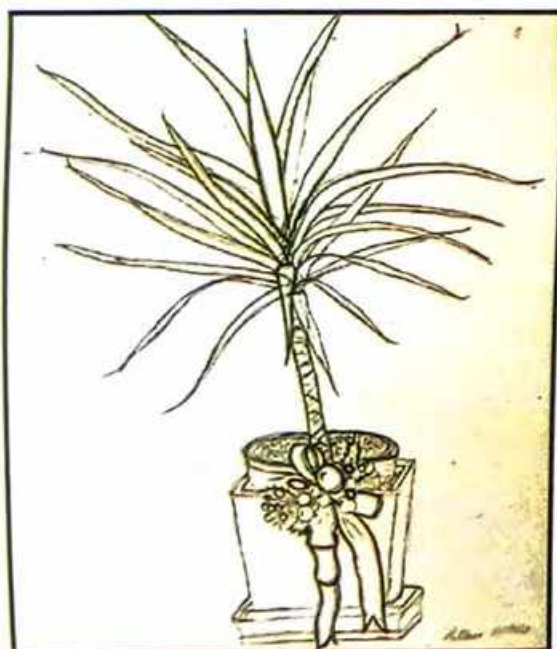
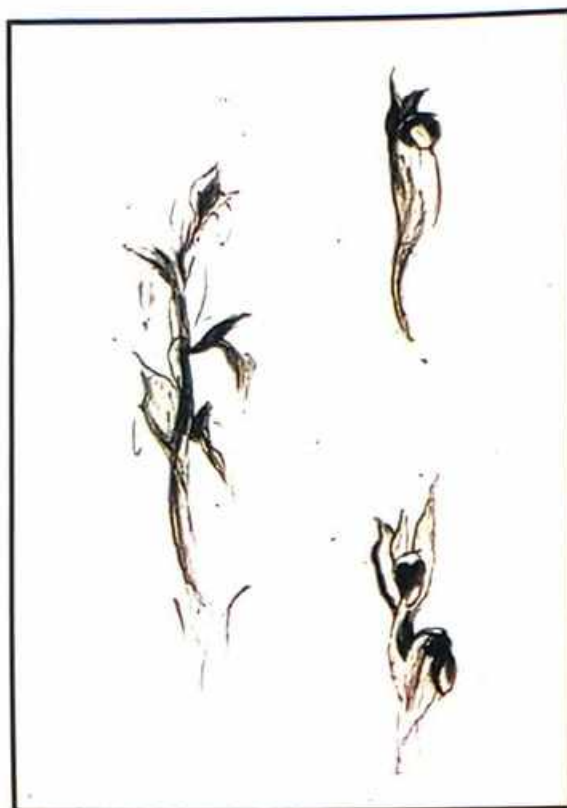
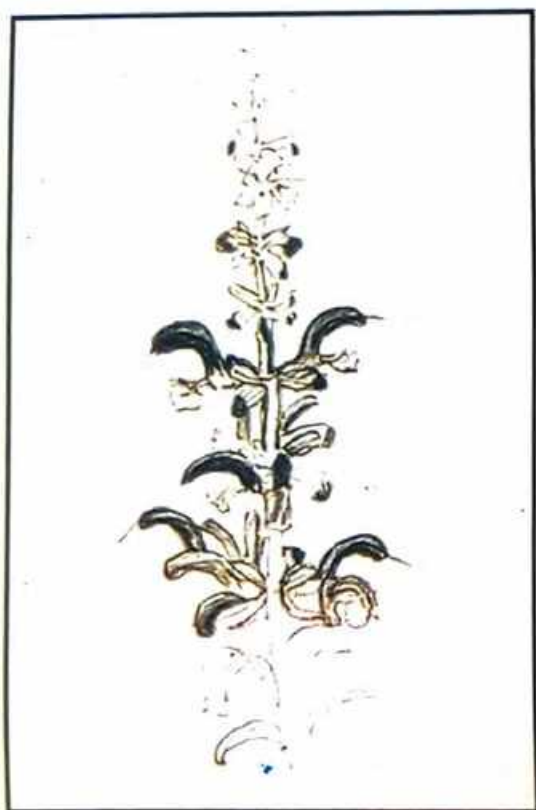


Activity

Take your sketchbook and a pencil or pen. Go out and find some plants for study. Select a simple plant or a small part of a plant. Sit close to it. Observe it deeply i.e the shape of its leaves, the angles of stems the negative spaces (see page 34) etc. Now open your sketchbook and start sketching carefully. Consider the following examples.



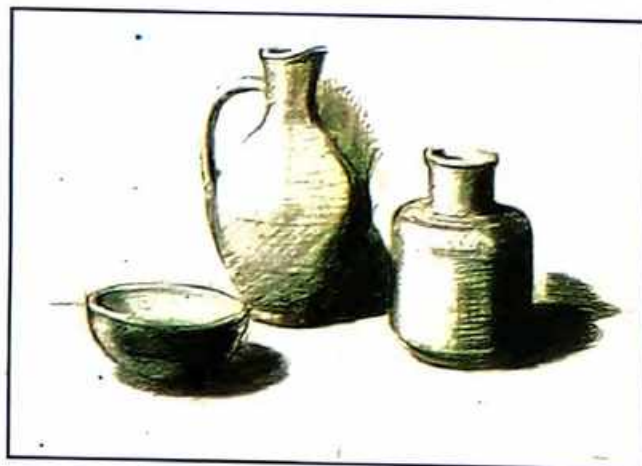






Activity

Now study some still life compositions in your sketchbook. Arrange simple still life. Consider the lighting and arrangement of the objects in particular. Observe the given examples. Remember, you don't have to draw from them. It is just to give you an idea of what you are supposed to do. Also note the difference in the styles of sketching in the examples. You should also experiment with various ways of sketching and shading in your drawings.



A very simple arrangement, even with a single object, can make a wonderful still life. But it must be wisely composed. So keep simple. Consider the following. This drawing is done with charcoal and a white pastel.



Remind once again that you should keep your drawings very loose and sketchy. Do not bother about too much detail and a very, so called, realistic and neat look. You may also record art vocabulary according to the assignment in your sketchbook.

Pastels

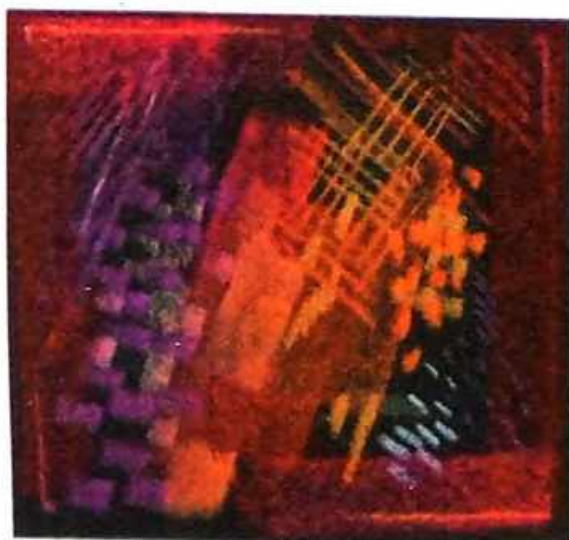
Pastels can be used in a variety of ways, outlined here. Each of these pastel techniques can be used on their own, or combined, to produce a pastel painting.

Here is an exercise for all beginners to try.



Activity

On a small piece of pastel paper, make all possible marks with different colour pastel sticks. Remember, you do not have to draw anything. Just enjoy making various marks. But do concentrate on the composition and colour scheme so that the end product is a pleasant piece of art (but no problem if it is not).



Oil Pastels Still Life Study



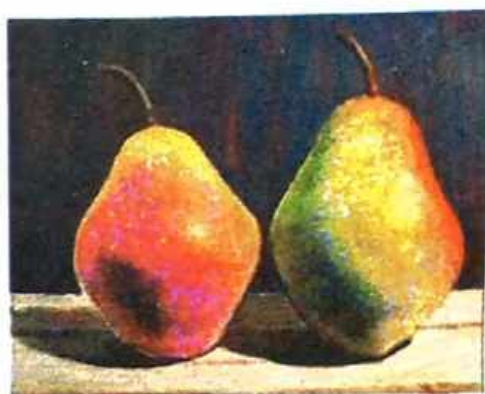
Step 1 A loose sketch with some Base colours



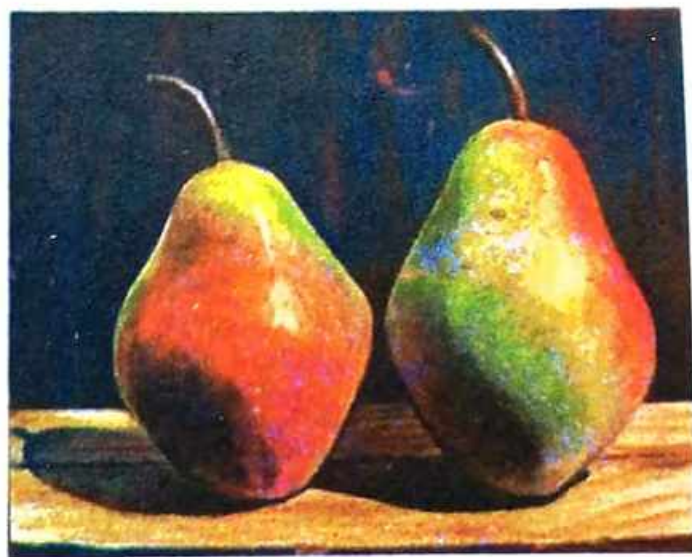
Step 2 Add more colour, a layer to the Background and slight shadows.



Step 3 Apply and blend stronger colours, Darken the cast shadows and Work out the wood details.



Step 4 Work out the background. Add Dark blues and browns.



Step 5 Give final touches; refine highlights Reflected lights and value contrasts.



GLOSSARY

Assignment	A task given to someone.
Background	the area behind the main objects in a drawing or painting
Blunt	Not sharp
Cave Paintings	The earliest paintings (.....Bc) discovered on the walls of caves.
Colour Scheme	the combination of colours an artist uses in his work
Fixative	A thin varnish liquid
Loose Sketch	A quick & rough sketch
Medium	The material used to make an art piece e.g charcoal, pencil or water colours for drawing & paintings & clay, plasticine or wood for sculpture.
Musician	One who has the knowledge & skills of music.
Negative space	The area between & around objects or parts of objects.
Observe	watching carefully
Opaque	Not able to be seen through, not transparent
Palette	A tray for colour mixing
Reflected Light	The light that reflects from surrounding & falls on the objects we draw/paint
Sable	A small animal from the hair of which artistic brushes are made
Still life	Drawing, painting or photograph of non-living things(e.g. books, pots, flowers, fruits etc.) arranged in a proper way
Textured	Having texture. Rough.
Thumbnail	Small preliminary sketches an artist does to decide the best composition & colour scheme for his final work.
Transparent	Allowing light to pass through so that objects behind can distinctly be seen
Value contrast	difference in value/ tone.



EXERCISE

QA. Fill in the blanks

- i) _____ Spray is necessary on charcoal and pastel drawings.
- ii) A unique characteristic of water colour is _____.
- iii) We can use _____ sheet instead of water colour paper.
- iv) Sketch book is Basically used for Drawing _____ Sketches.
- v) For water colour painting you need _____ water containers.

QB. Write short Answer

- i) Why sketch book is necessary?
- ii) Why fixative spray is necessary on charcoal and pastel Drawings?
- iii) What do you know about water colour palette.
- iv) What is the difference between water colour and poster colour.
- v) Write a note on wet and dry medium.

Creative Thinking!

- i) What colours (other than mentioned in the book) you can get form your surroundings. (Example :- green colour from plant leaves)
- ii) Can we use all mediums i.e pencil, water colour pastel, charcoal etc in a painting. Explain your Answer.

Elements of Art, Principles of Design, Forms of Artistic expression



At the end of this chapter the students will be able to:

- Focus on the organization and use of elements of art in a variety of context in art work.
- Show proficiency in applying principles of design.
- Apply acquired knowledge of drawing skills and observational skills to produce quality artwork.
- Understand that portrait is a drawing /painting that shows the physical likeness and character of a real person.
- Observe and draw different features of human face e.g skull, eyes, nose, mouth, ear correctly.
- Understand that 3D Art / sculpture exists in space, where as 2D art / painting suggests space.
- Know and identify the three types of relief i.e intaglio, Low relief and High relief.
- understand the following processes in 3D art work.
 - (i) additive (modeling)
 - (ii) subtractive (carving)
 - (iii) constructional (assembling)
- Use acquired knowledge of graphic design in designing posters and illustrations, manually or computer generated.

Elements of Art

You have studied the elements of art in the previous books. Here we'll study them in more depth. Let's begin with line.

Line

Line is the first and oldest element of art. A line refers to a continuous mark made on a surface by a moving point. Lines can be long or short, straight or curved. They can also be horizontal, vertical, or diagonal. They can also be solid, dashed, thick, thin, or of variable thickness. Young artists are recommended to do lots of line practice the more the better.



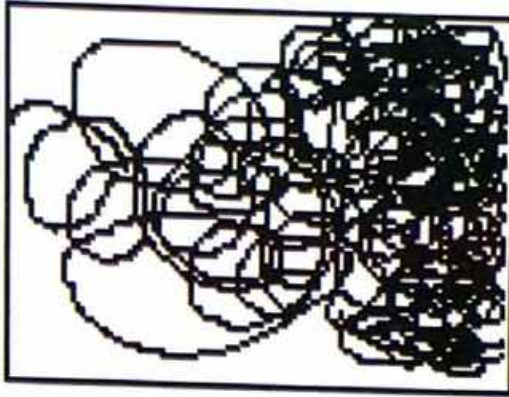
Activity

Practice all kinds of lines and with everything possible.

Line Designs

Line is the basic element of all designs. Consider the following line designs.

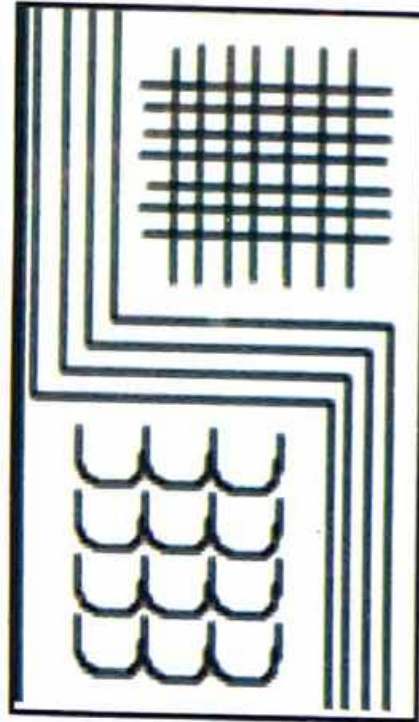
Gesture line



Variety



Parallel lines



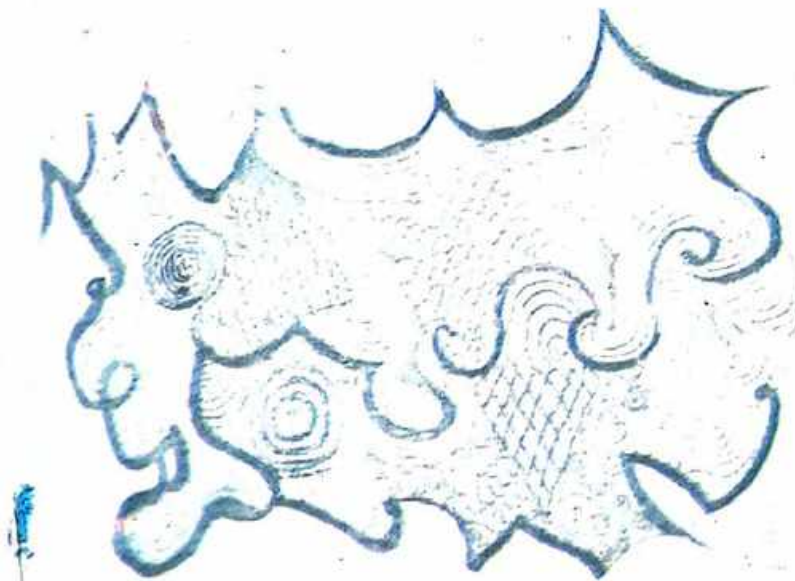
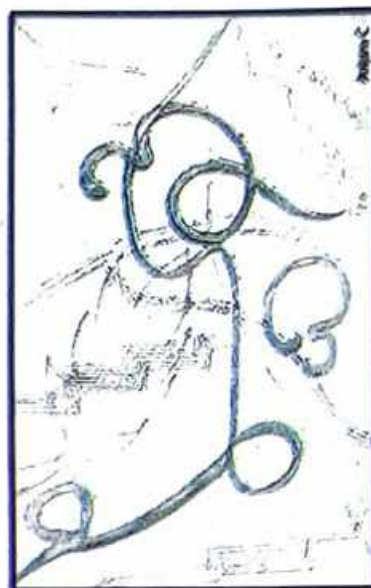
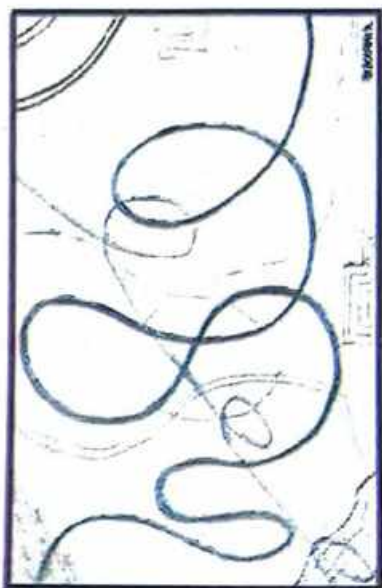
Open line designs





Activity

Draw five 2x3 inches rectangles on a page of your sketchbook. Create a series of compositions with open, parallel, straight, curved, broken, dark, light, thick and thin lines forms in each. Study the following examples but don't copy from them.



Can you identify the types of line in the upper compositions?

Note that the alphabets are also a variety of lines.



Kinds of line

You already have a good study of line in the previous classes. Here you are introduced to few more kinds of line.

Expressive Lines

A kind of line that seems to spring directly from the artist's emotions or feelings: loose, gestural, and energetic. Look at the painting on the right for example.



Abstract Art



Activity

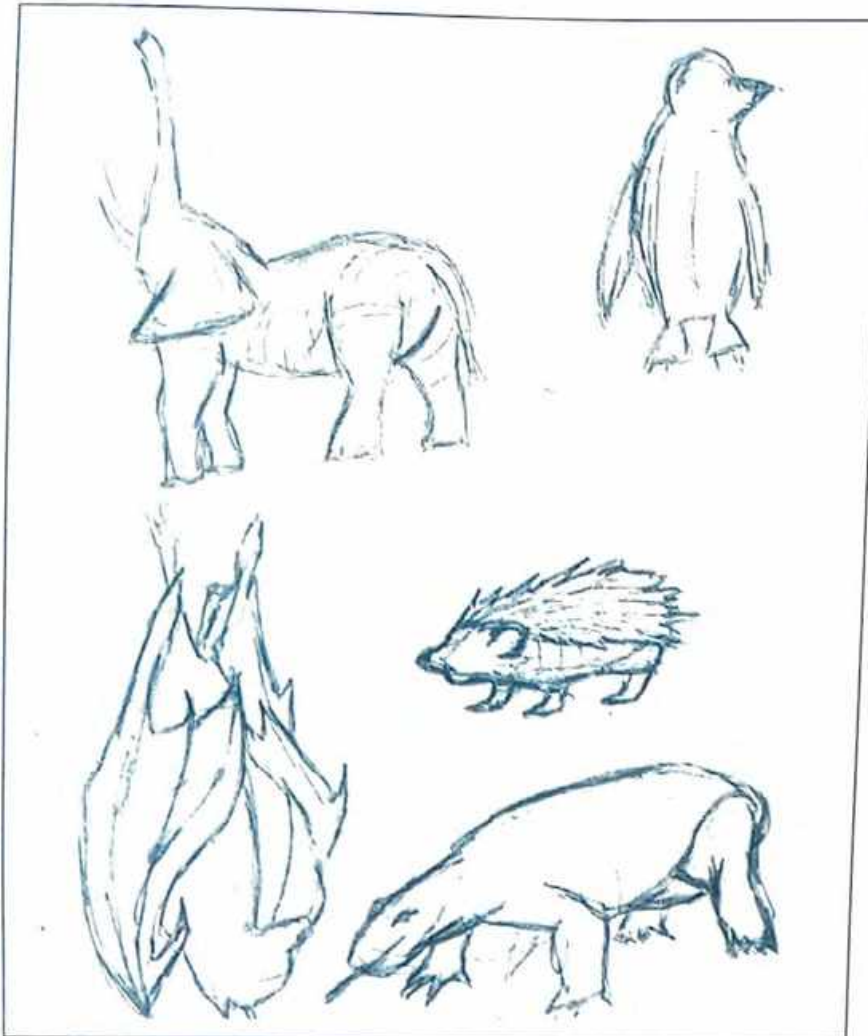
Practice drawing lines as an expression to music being played. Vary the moods of music.

Gestural Lines

These are the fast lines used in the scribbling type drawing which helps you capture a subject's unique quality or its "gesture" and not the details. Study deeply the examples below.



Gestural Lines



Implied Line

An implied line is a line that is created by placing elements within the composition in a linear pattern. The line does not actually exist. Study the example on the right. Note that the letter "S" is not actually written. Instead the other lines are arranged in such a way that the letter "S", which does not exist at all, is visible.



Shape and Form

Shape is an enclosed area distinguished from its surroundings and often defined by a contour line. It has height and width and is usually considered two-dimensional.

Form is the organization of visual elements in three dimensions. In addition to height and width form has actual or the illusion of volume or depth.

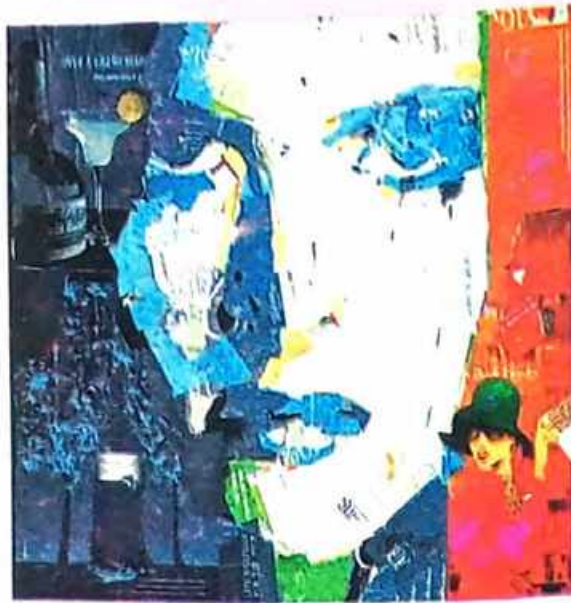
Mosaic

Mosaic is the art of creating images or decorative patterns with small pieces of coloured glass, stone or other materials.



Collage

Collage is an art form in which images are created by pasting small bits of newspaper clippings, cloth or coloured papers, portions of other artworks or photographs etc.



Activity

Make a simple collage work.

- (1) Make a design of two colours (Black and white) by cutting and pasting small pieces of newspaper.
- (2) Make basic shapes (big and small) in collage.

Colour

In the previous classes you have studied the very basics of colour. Do you know the following terms?

Tertiary colours
Value/ton

monochromatic
intensity

complementary
hue

Refer to the previous classes' books in case of any confusion or discuss with your teacher or friends.

You have also used colour in drawings and paintings. Now let's study more about colours.

Open Palette

When an artist uses almost all the colours in a painting, we say that the artist is using an open palette

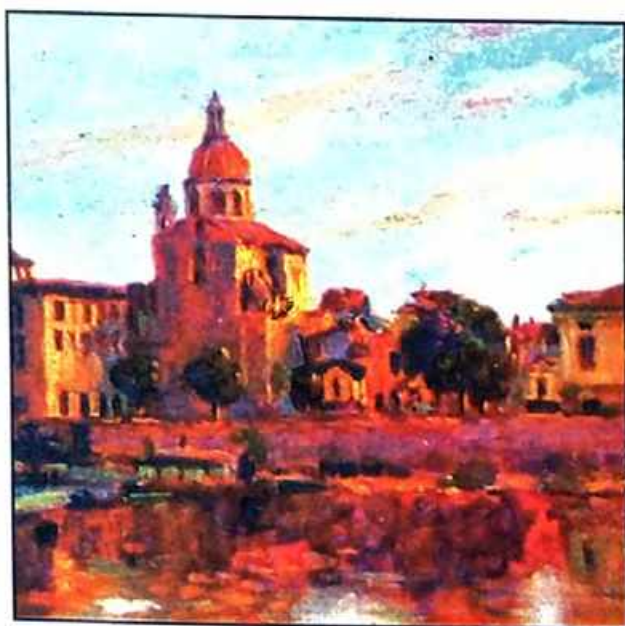


Limited Palette

On the other hand, when an artist deliberately restricts the number of colours in a painting, the artist is said to be using a limited palette.



Can you tell which one of the following paintings is done with a limited palette?



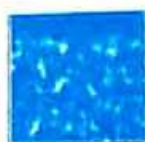
Colour and Emotions

Colours convey emotions. Although some colours have universal emotional effects, in most cases their meanings differ from culture to culture. For example in China death is associated to green while in the west, it is symbolized with black.

According to psychology, seeing the colour red can increase blood pressure and heart beat, while seeing the blue colour has the opposite effect.



Red: danger, excitement, fire, passion, blood, fight. In our culture red symbolizes celebration and also anger. In India it represents purity.



Blue: Quietness, serenity, truth, dignity, consistency power. In Iran blue is the colour of heaven and spirituality. In west it represents depression and sadness.



Purple: Wealth, royalty, sophistication, intelligence.



Black: Sophistication, elegance, power, rebellion. In our culture it represents bad luck, mourning, evil and ignorance.



White: Piece, purity, cleanliness, luminosity, virtue



Yellow: Warmth, the sun for many cultures, brightness, joy if little saturated. In eastern cultures it is a symbol of death, weakness and fright.



Green: Nature, freshness, vegetation, health,



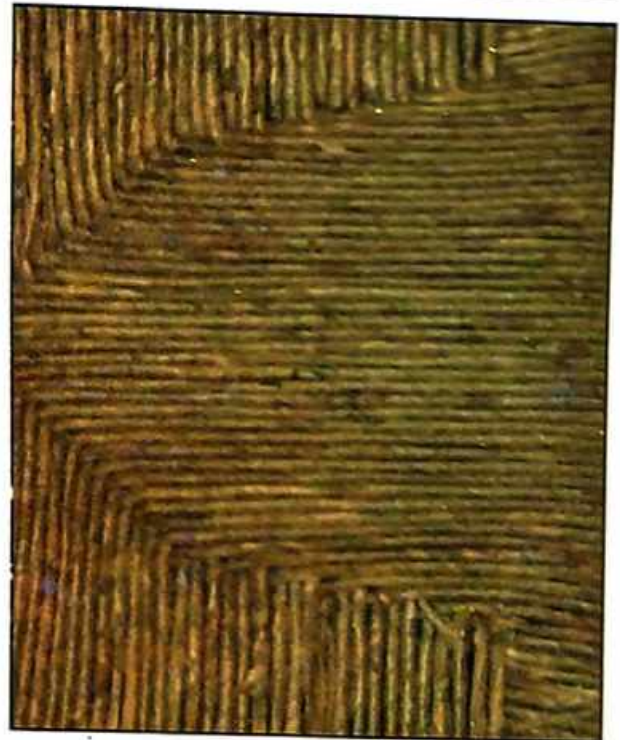
Pink: Love, babies (specially female), delicacy,



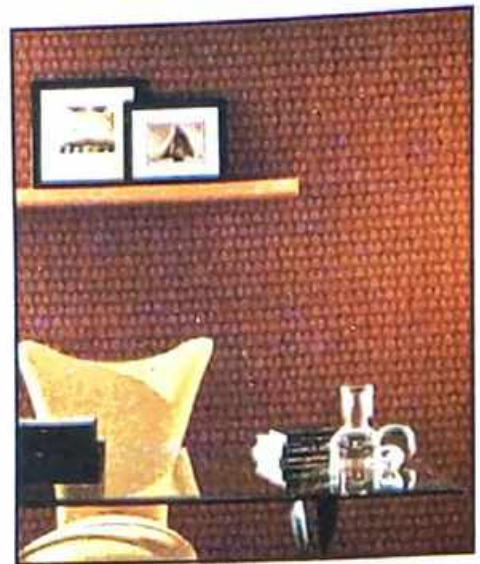
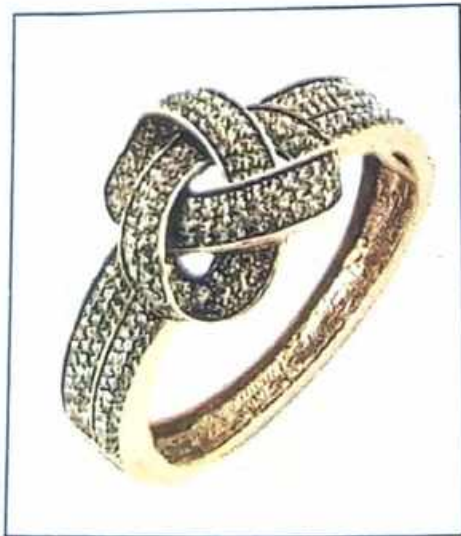
Gold: Wealth, strength,

Texture

As you have learned in the previous classes, texture is the quality of a surface which we feel through touch. Consider the following images for example.



Now study the following pictures to see how a texture is used in many different things.





Value

Value, or tone, refers to the use of light and dark shades in an artwork. It is a very important element especially in drawing and painting. Value can be used to create the illusion of space. Following is a scale showing nine values of grey between white and black.



Activity

Make the above value bar in your sketchbook. Use a 2B pencil.

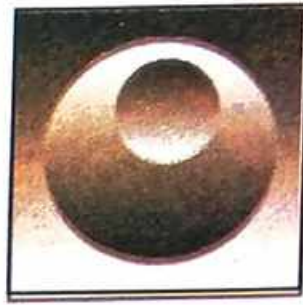
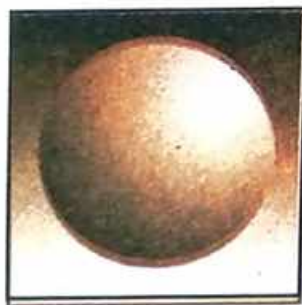
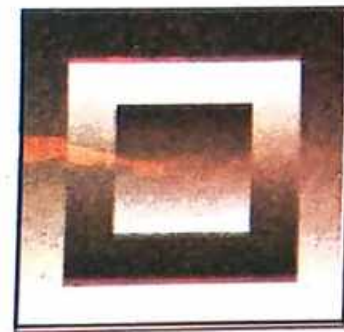
Value/tone exercises

you need practice to have a good control over your pencil. The following exercises will help you in creating required values in pencil.



Activity

Practice the following shading exercises in your sketchbook. Use a 2B or darker pencil.



Space

Space refers to the distances or areas around, between or within components of an art piece. There are two types of space: positive and negative space.

Positive and Negative Space

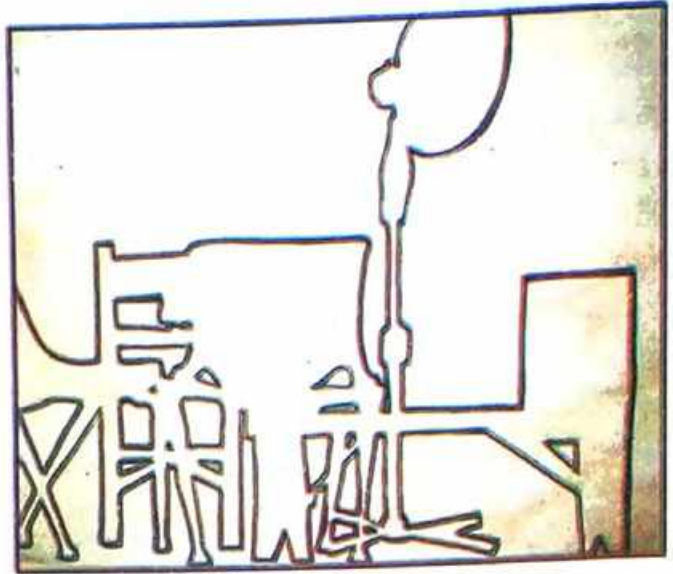
Positive space refers to the space of a shape representing the subject matter. Negative space refers to the space around and between the subject matter.



Positive Space



Negative Space



Activity

Colour the negative spaces of the last in the above images with one colour.

The space in drawing/painting is 2D. But it can be 3D as in sculpture or architecture. Consider the following figures.



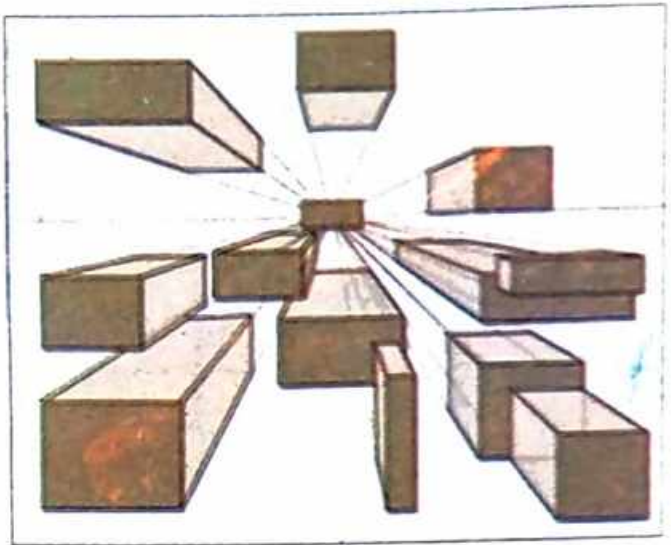
Perspective

Perspective is the technique used to represent three-dimensional objects on a two-dimensional surface in a way that looks realistic, accurate and natural. Perspective is used to create an illusion of space and depth on a flat surface.

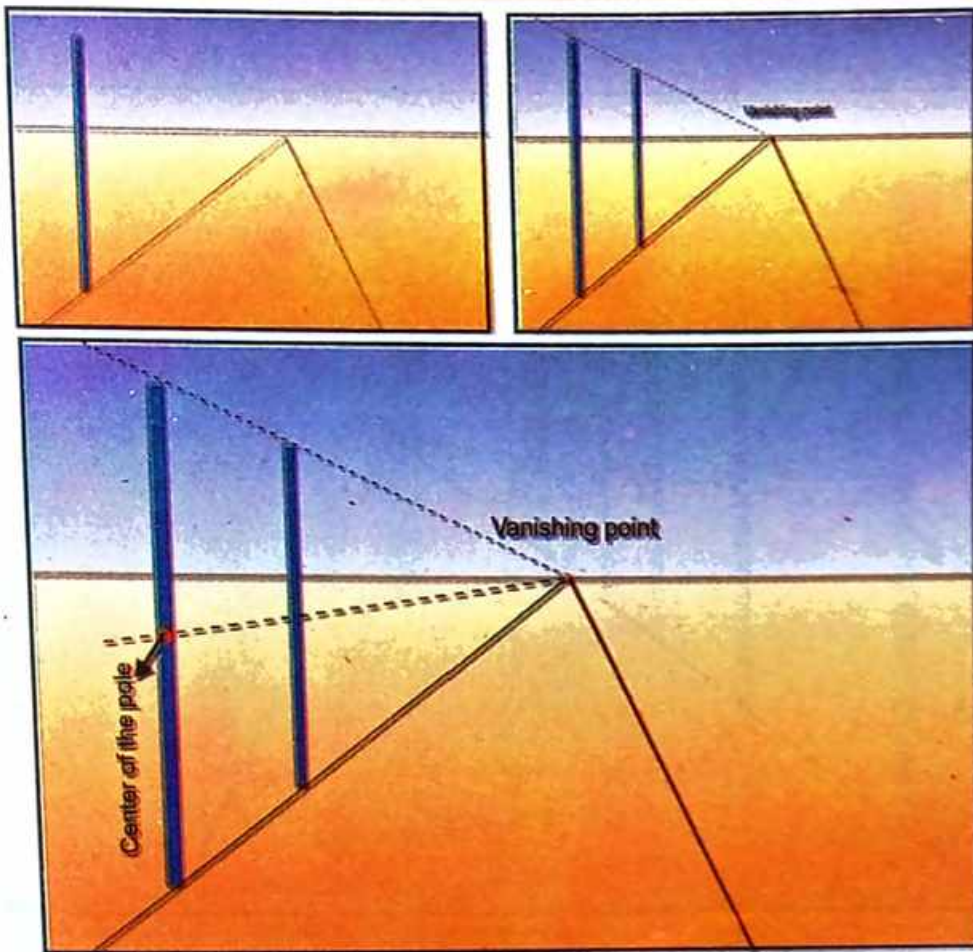
Do you understand the following terms you've learned in the previous classes?

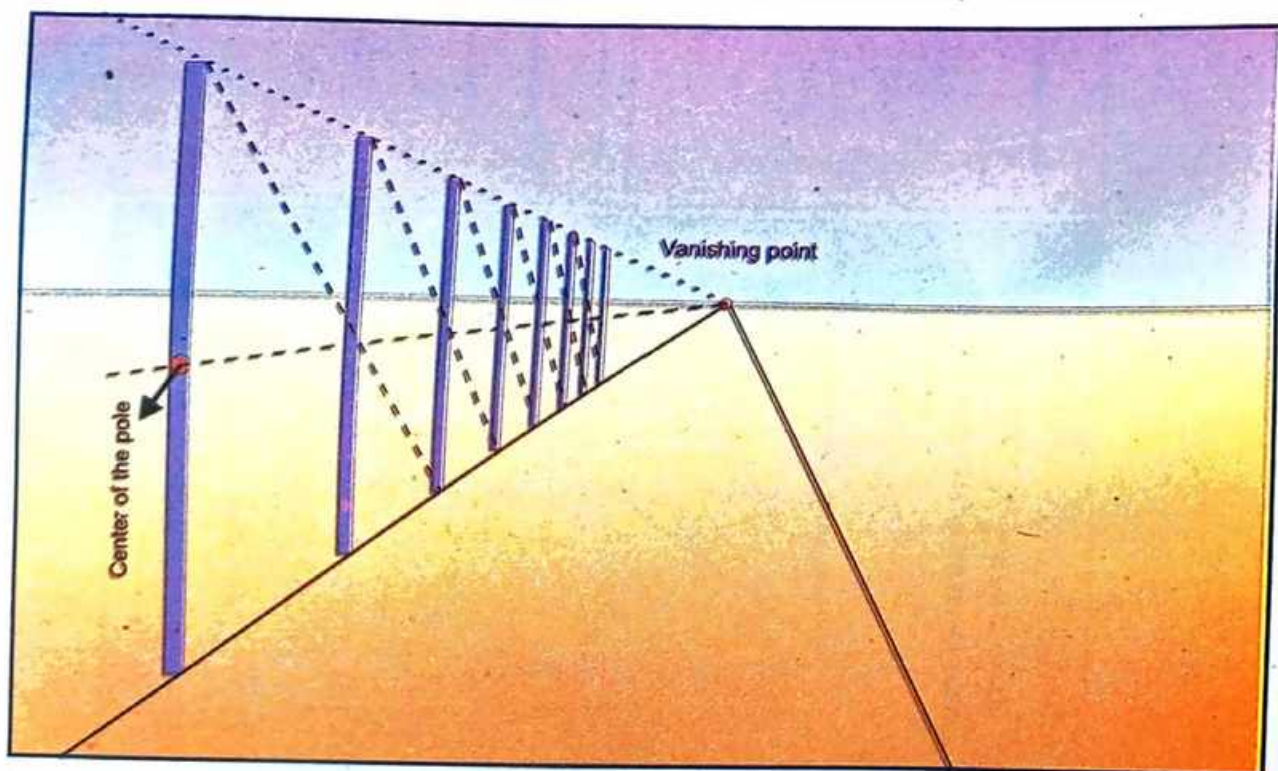
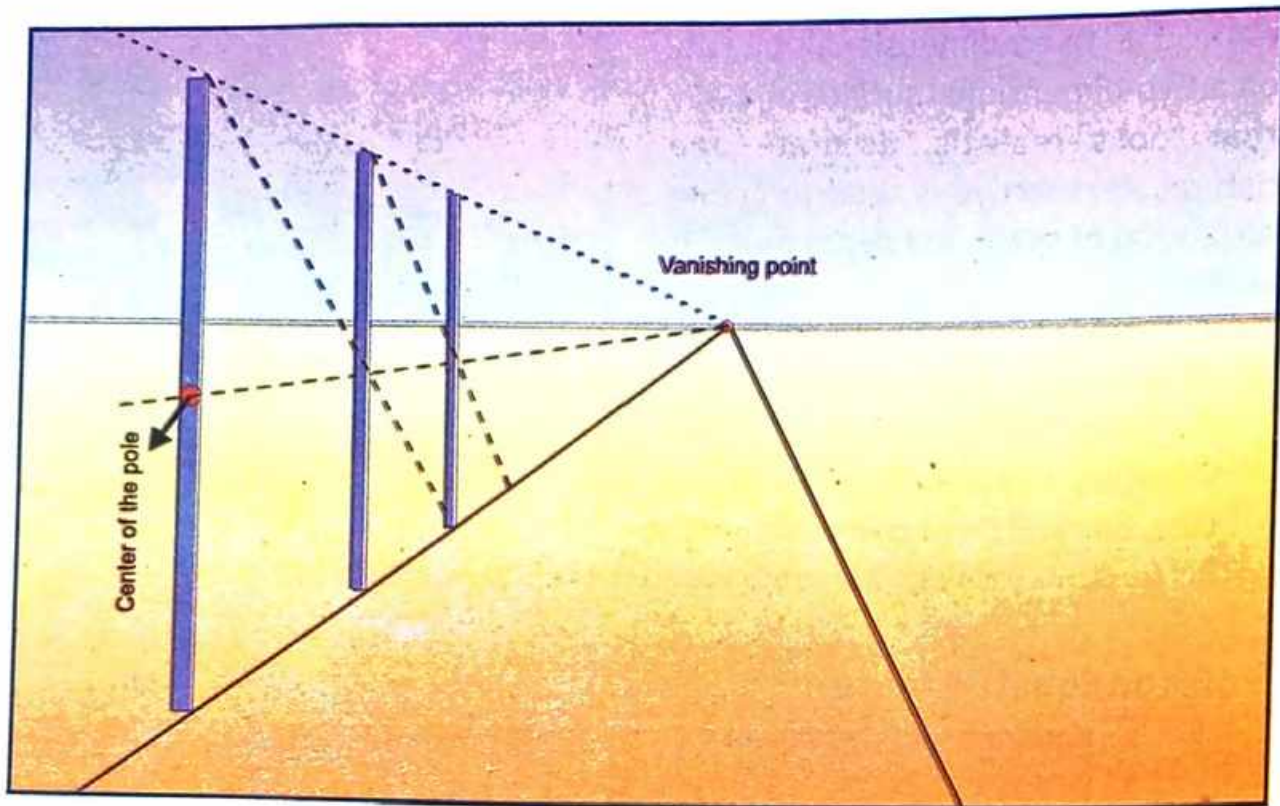
- Eye Level
- Vanishing Point
- One, two and three point perspective

In this class, we will learn some advanced concepts of perspective



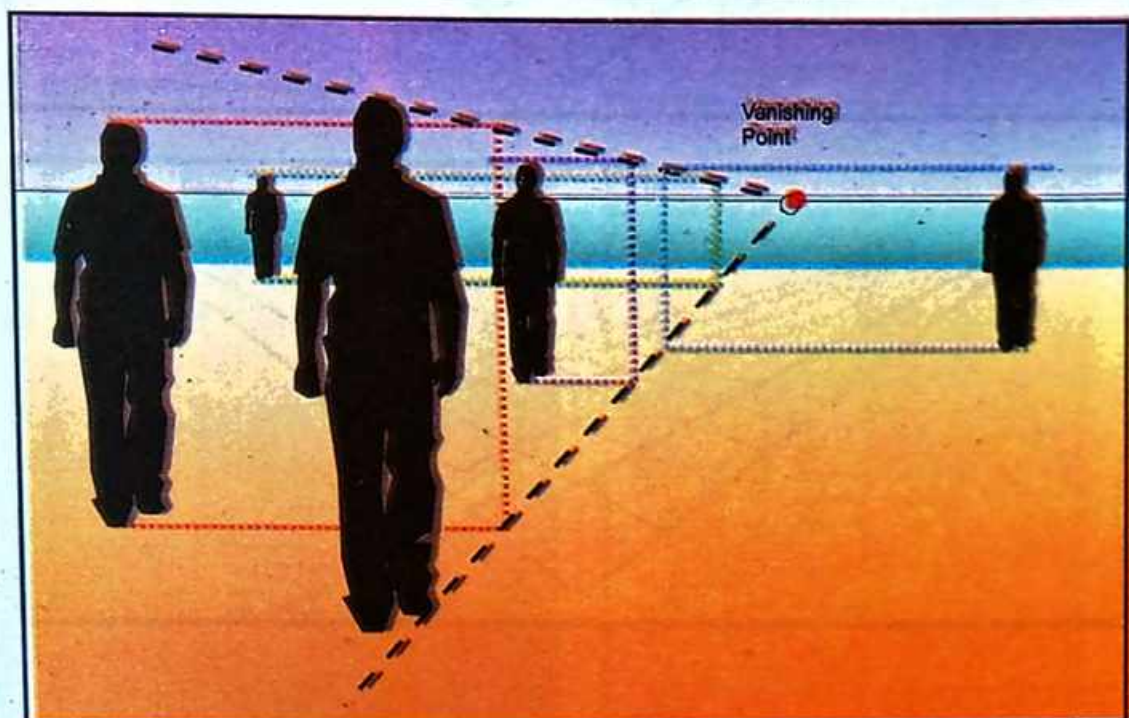
Poles on Equal Distance



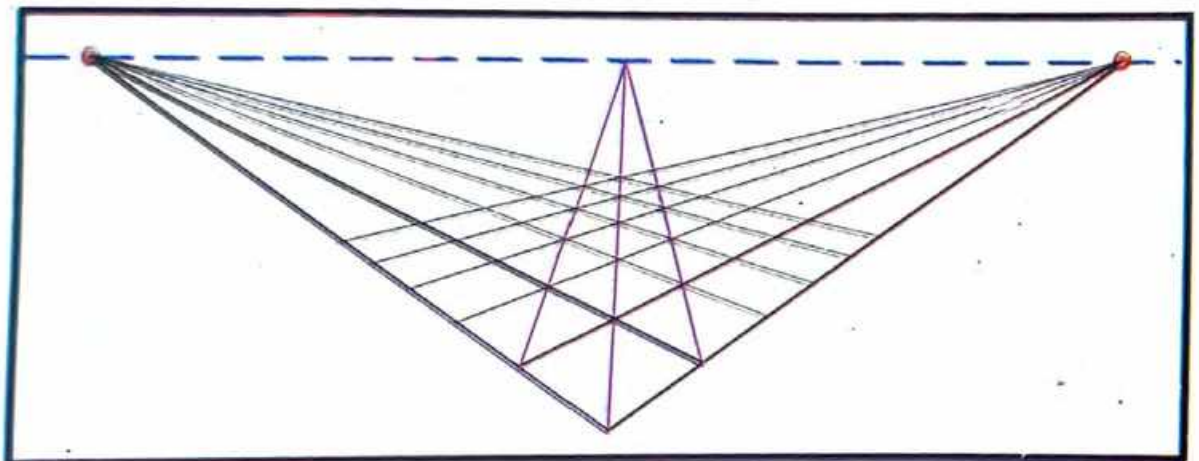
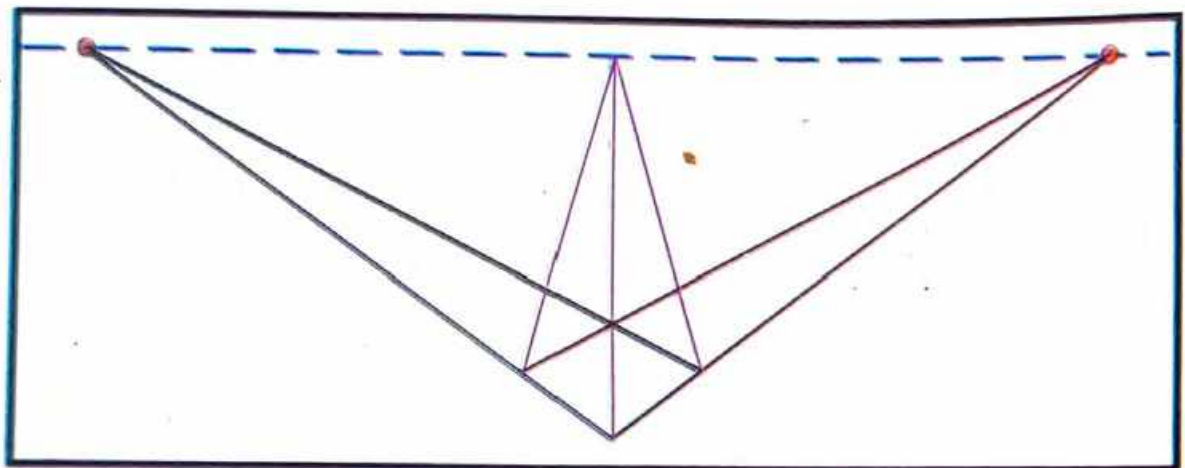
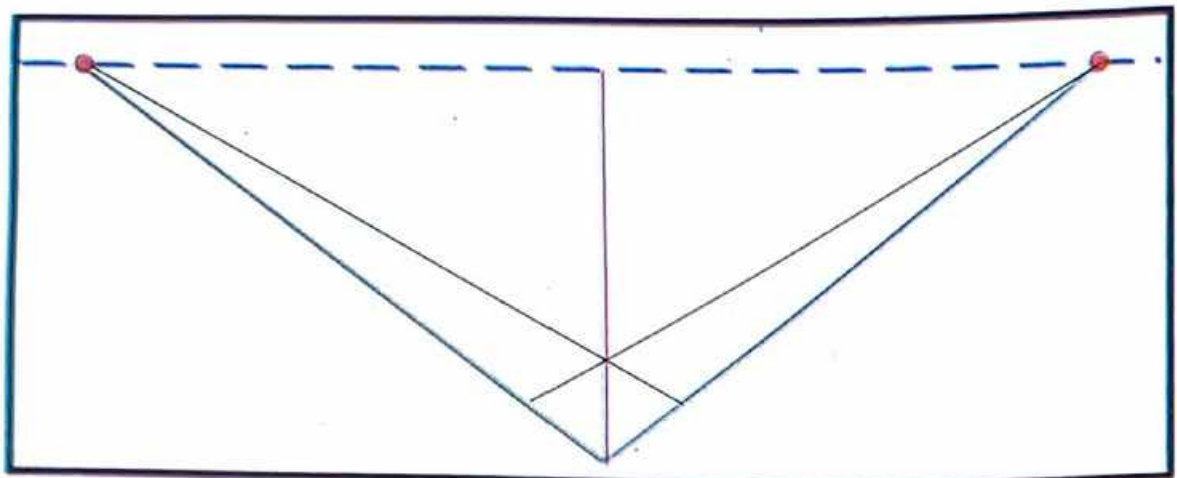


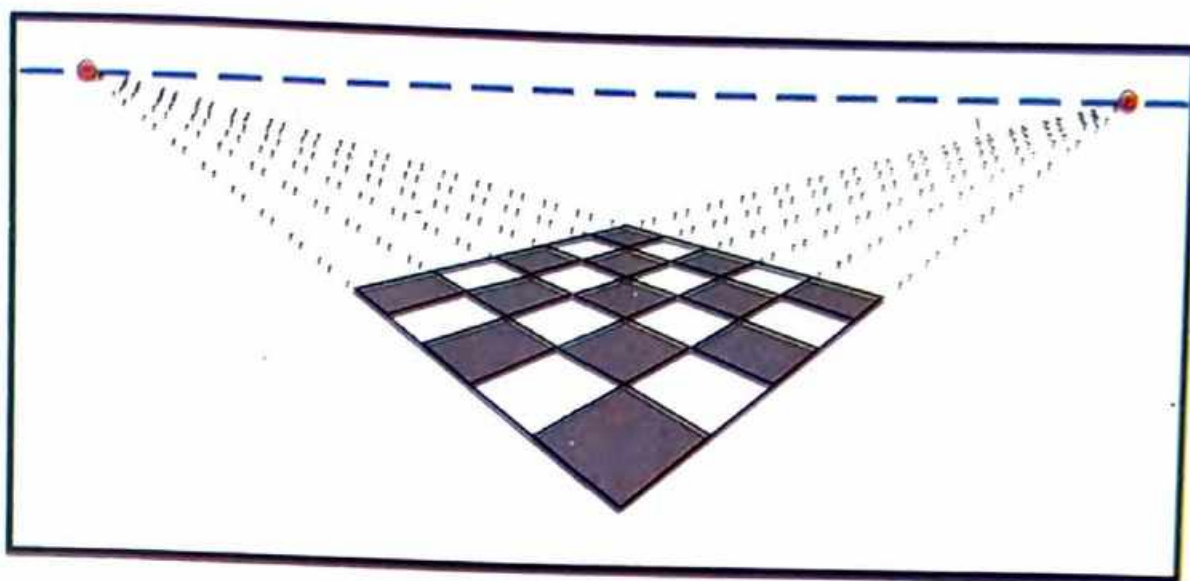
Heights of Random Background Objects

The following diagram will show you how to determine the sizes of people randomly positioned on the beach



Chess Floor Tiles

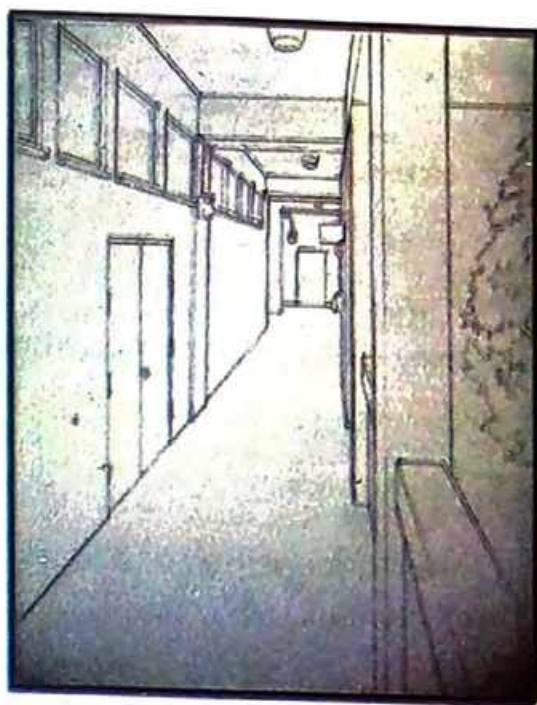




Activity

Practice all the above given perspective concepts in your sketchbook. Draw them freehand.

Study the following perspective drawings and paintings





Activity

Find out and mark the vanishing points in the above drawings and paintings

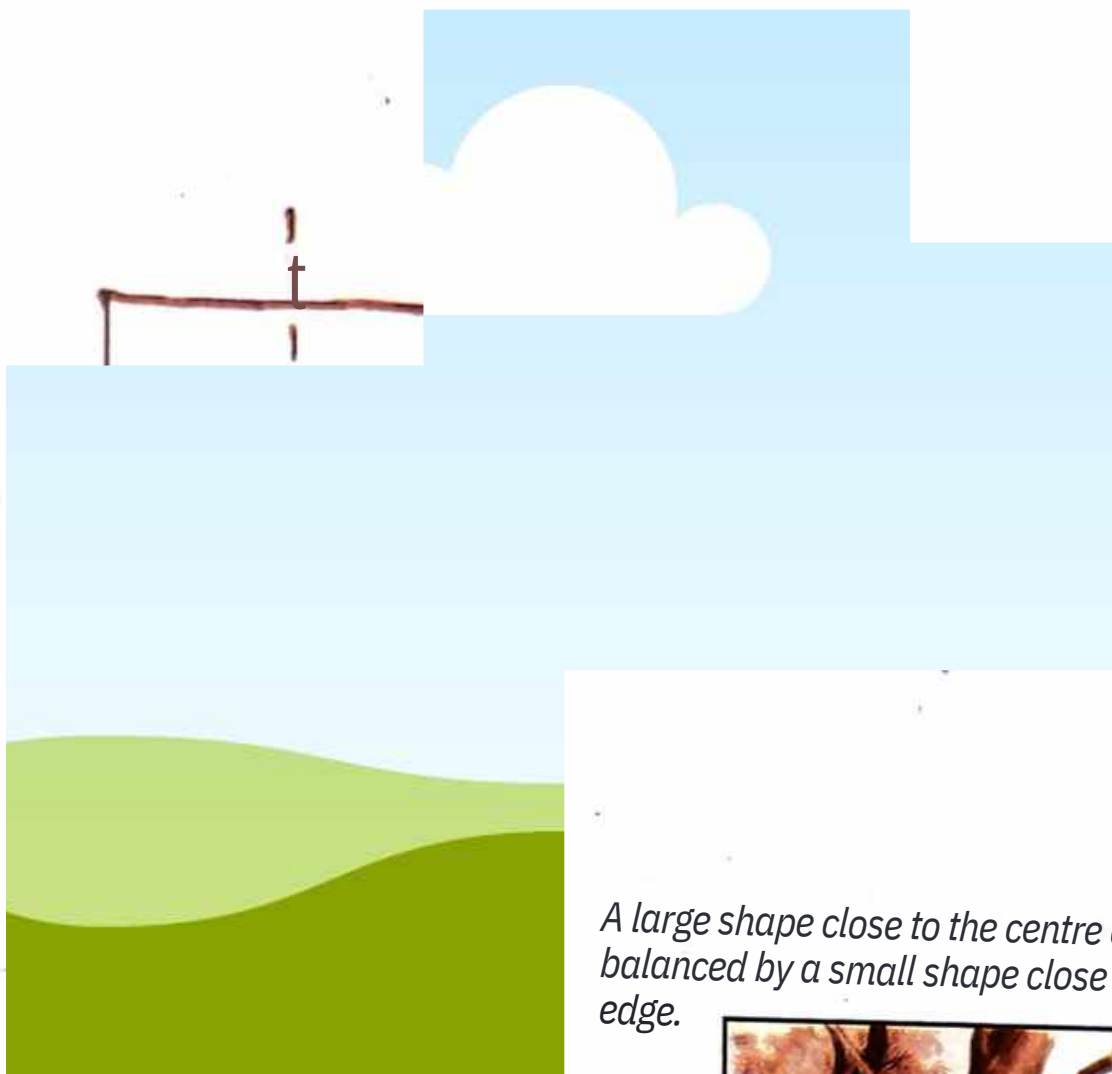
THE PRINCIPLES OF DESIGN/COMPOSITION

We consider the following principles while making a design or composition.

BALANCE

Balance is arranging elements of art in such a way that one half of a work doesn't overpower, or seem heavier than the other half.

Balance in design is similar to balance in physics.



A large shape close to the centre can be balanced by a small shape close to the edge.

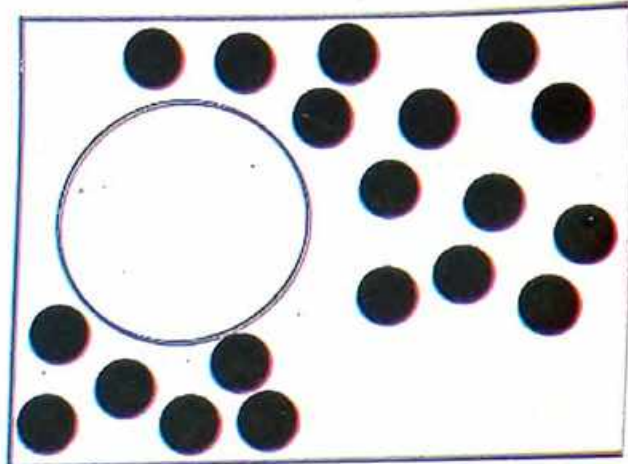
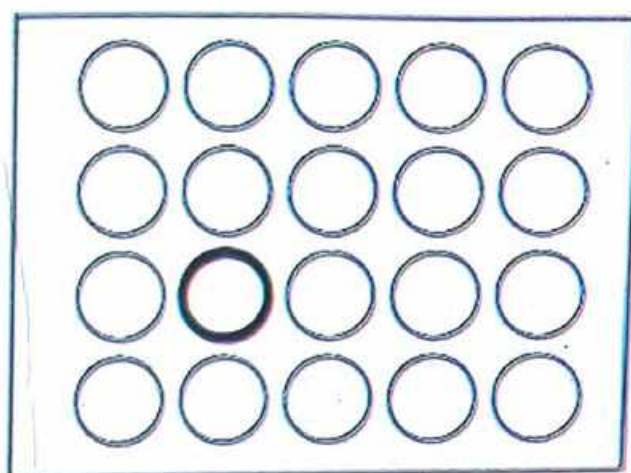
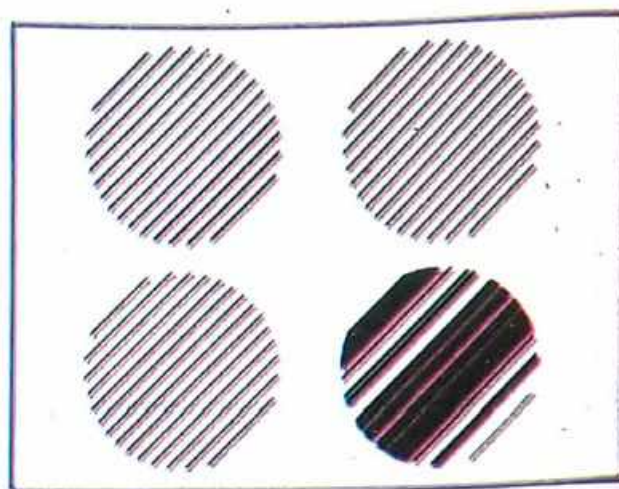
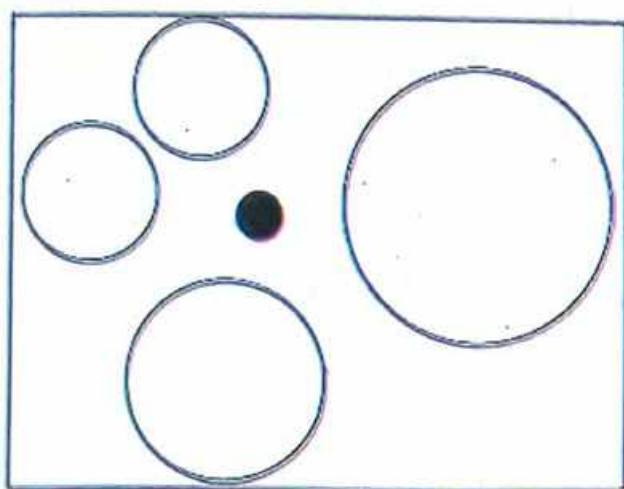
A large light-toned shape will be balanced by a small dark-toned shape (the darker the shape the heavier it appears to be)



EMPHASIS

Emphasis is the creation of visual importance through the use of selective stress. By emphasis an artist can make one element or area of an art piece to be more prominent. This area is usually called the 'focal point'.

Contrast, isolation, location and unusualness can be used to create emphasis. Study the following diagrams for example.



Emphasis gives a painting interest, counteracting confusion and monotony. Dominance can be applied to one or more of the elements to give emphasis.



Activity

Find the focal points in the following paintings and discuss how they are created.



HARMONY

Harmony means sameness, it is achieved in an art work by using similar elements throughout the work



Movement

Movement is the path our eyes follow when we look at a work of art. The purpose of movement is to create unity in the artwork with eye travel.

It also refers to the gesture movement of the artist or subject matter. Consider the following works for instance





REPETITION OR RHYTHM

Repetition or rhythm is showing stability with art elements. You already know about the importance of repetition in art.

But without variation repetition can become monotonous.





The five squares above are all the same. They can be taken in and understood with a single glance.

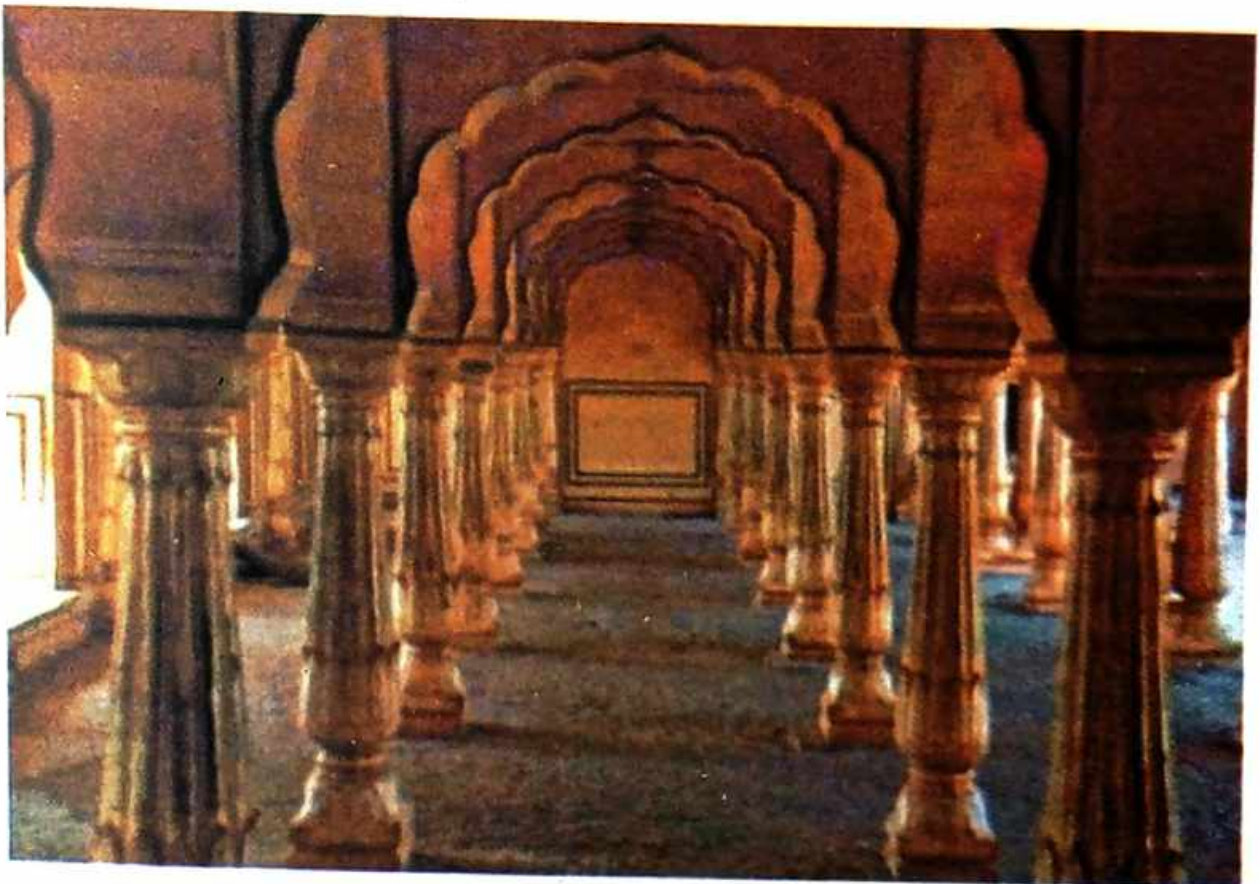


When variation is introduced, the five squares, although similar, are much more interesting to look at. They can no longer be absorbed properly with a single glance. The individual character of each square demands special attention.

If you wish to create interest, any repeating element should include a degree of variation.

Repetition is also frequently used by textile designers and architects. Consider the following.



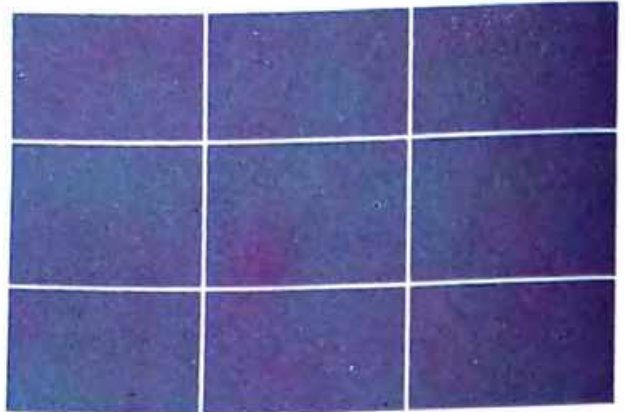


COMPOSITION

Composition refers to special arrangement of Art elements.

Golden section or Rule of thirds

Golden section or "rule of thirds" is one of the most basic concepts of composition. Draw lines through your drawing/painting area dividing it into thirds both horizontally and vertically. This gives four points of intersection on the horizontal and vertical lines. An object placed at an intersecting "point of interest" will be perceived as much more prominent.



Composition Format

Composition format refers to whether you positioned your paper or canvas horizontally or vertically. The vertically positioned paper/canvas is called a *portrait format* while the horizontal one is called a *landscape format*.



Activity

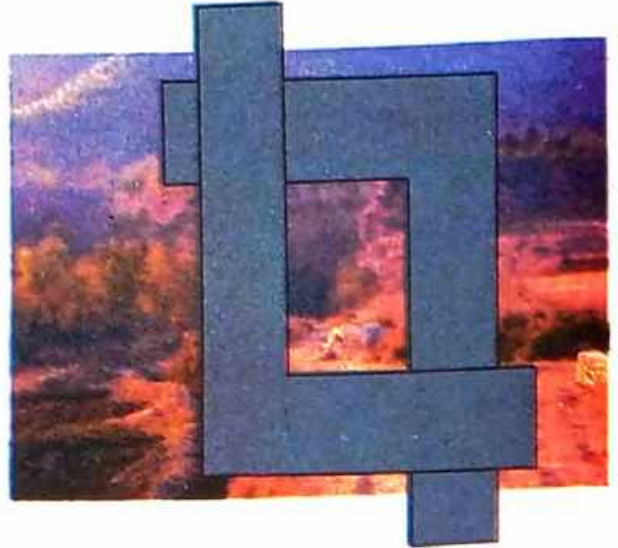
Rearrange the objects in the following drawings to create new interesting compositions.



View Finder

Viewfinder is an instrument which artists use in order to select a good composition.

If you have ever sketched or painted outdoors, a landscape specially, you would have faced the problem of selecting a specific composition from the scene that's all around you. A small viewfinder can help this great problem out.



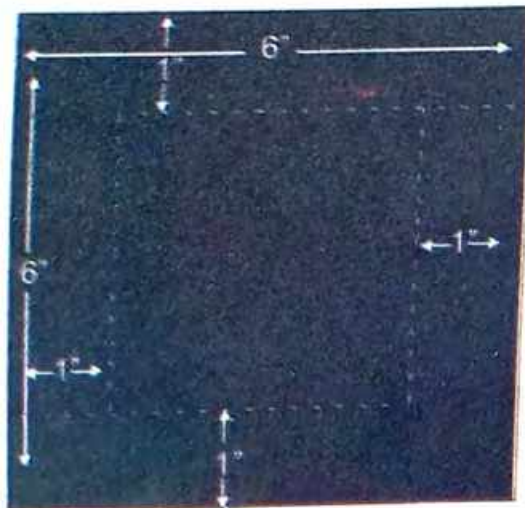
Making a Viewfinder

You will need:

- Lightweight cardboard 6 x 6 inch square
- Ruler - Pencil - Scissors, Two paperclips

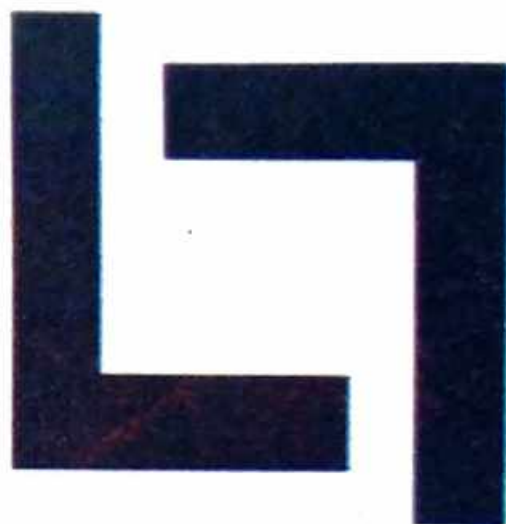
Step 1:

With your pencil and ruler, draw two L-shapes along the edges of your cardboard. See the figure below.



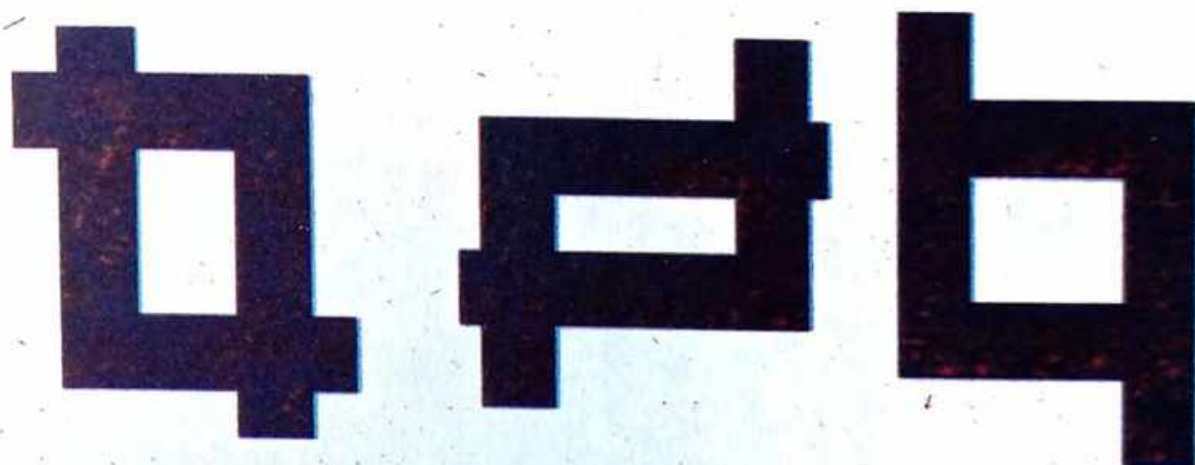
Step 2:

Cut the L-shapes out. Now you have two halves of a frame. You will not need the small square that's left over.



Step 3:

Now you can make many different frames by changing position of the two L's.

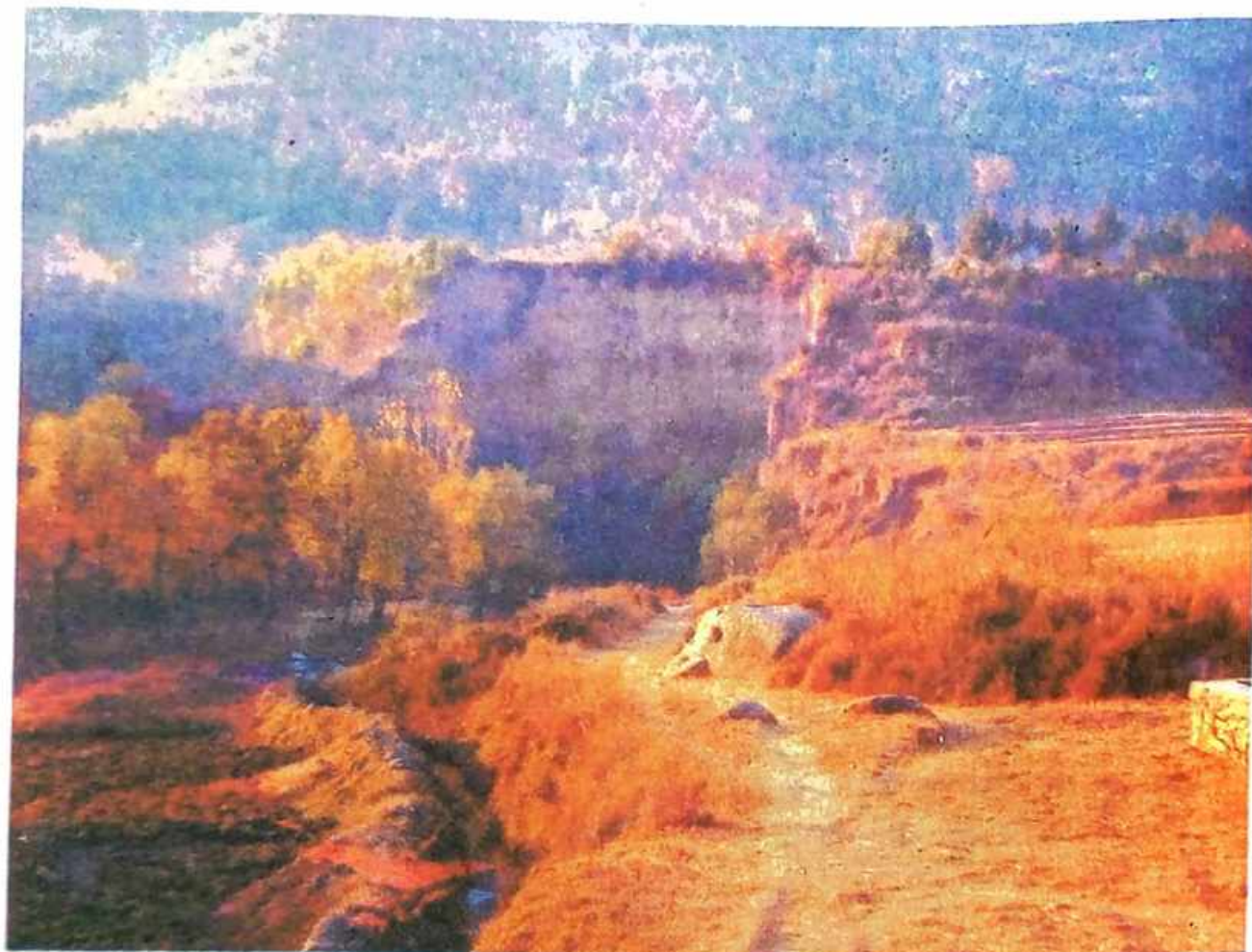


Use your paper clips to join the L's together in a format you like for your drawing or painting.

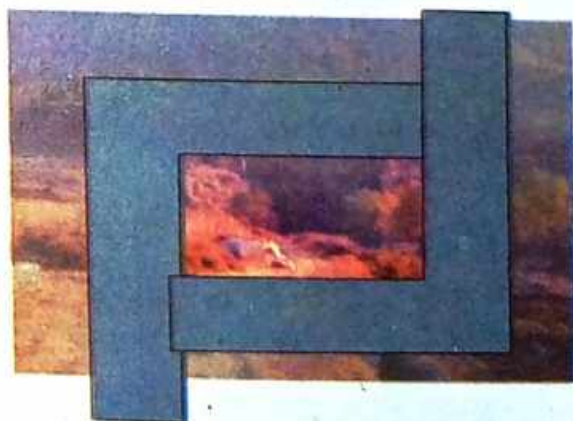
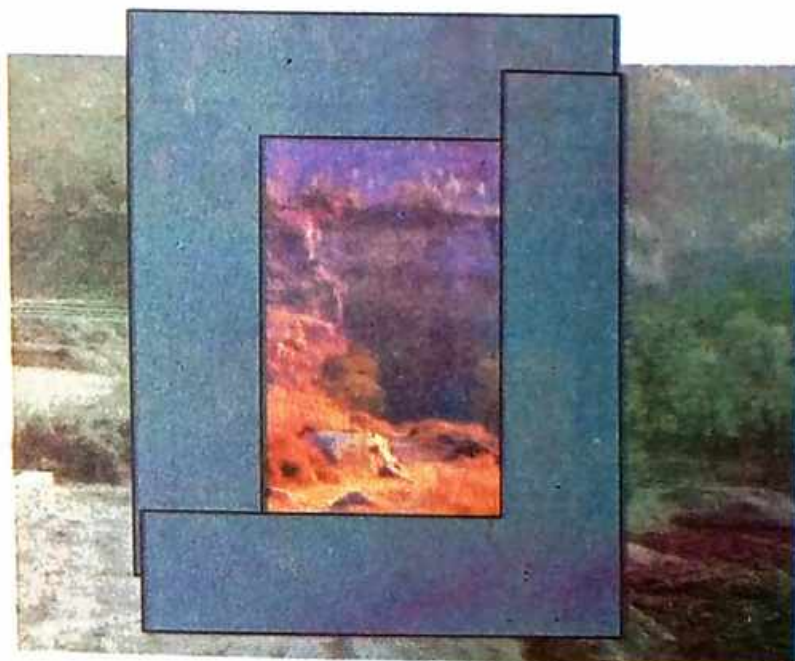
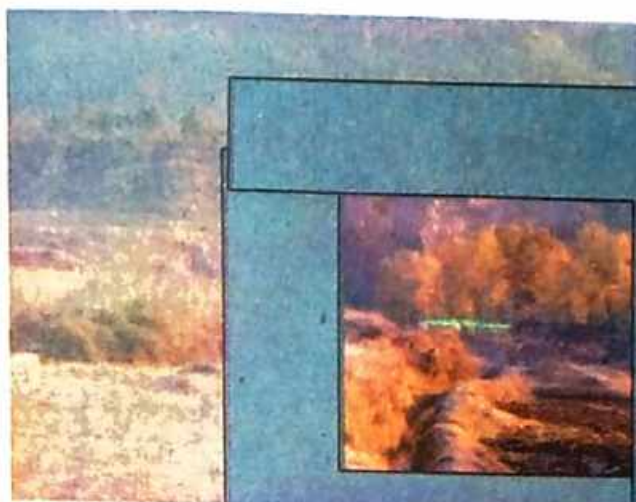


How to use a viewfinder?

A viewfinder is a wonderful device to select a good view or composition for your drawing or painting. First, let's use it on a photograph



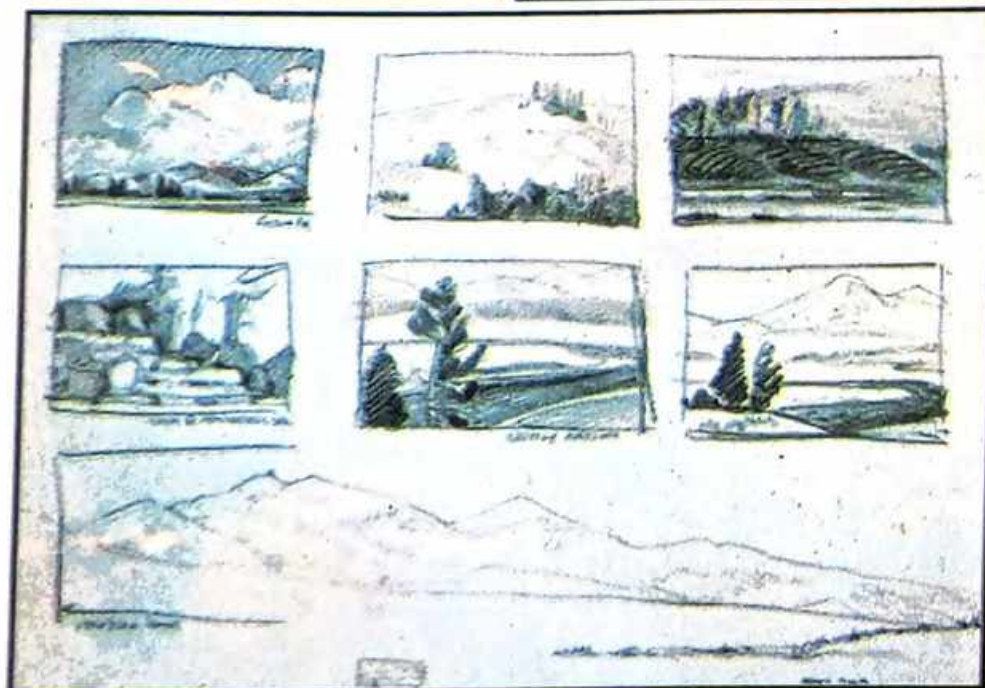
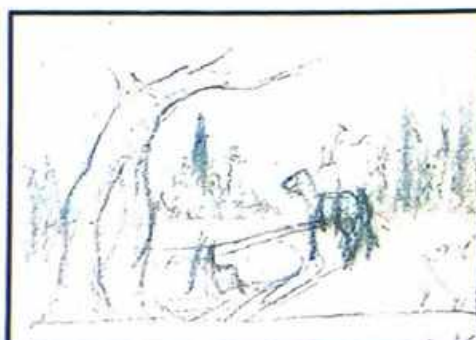
One way is to take a paper sheet or canvas, sketch the picture on it and paint. But let's see how a view finder can give us many different and perhaps better compositions from the same picture. Consider the following.



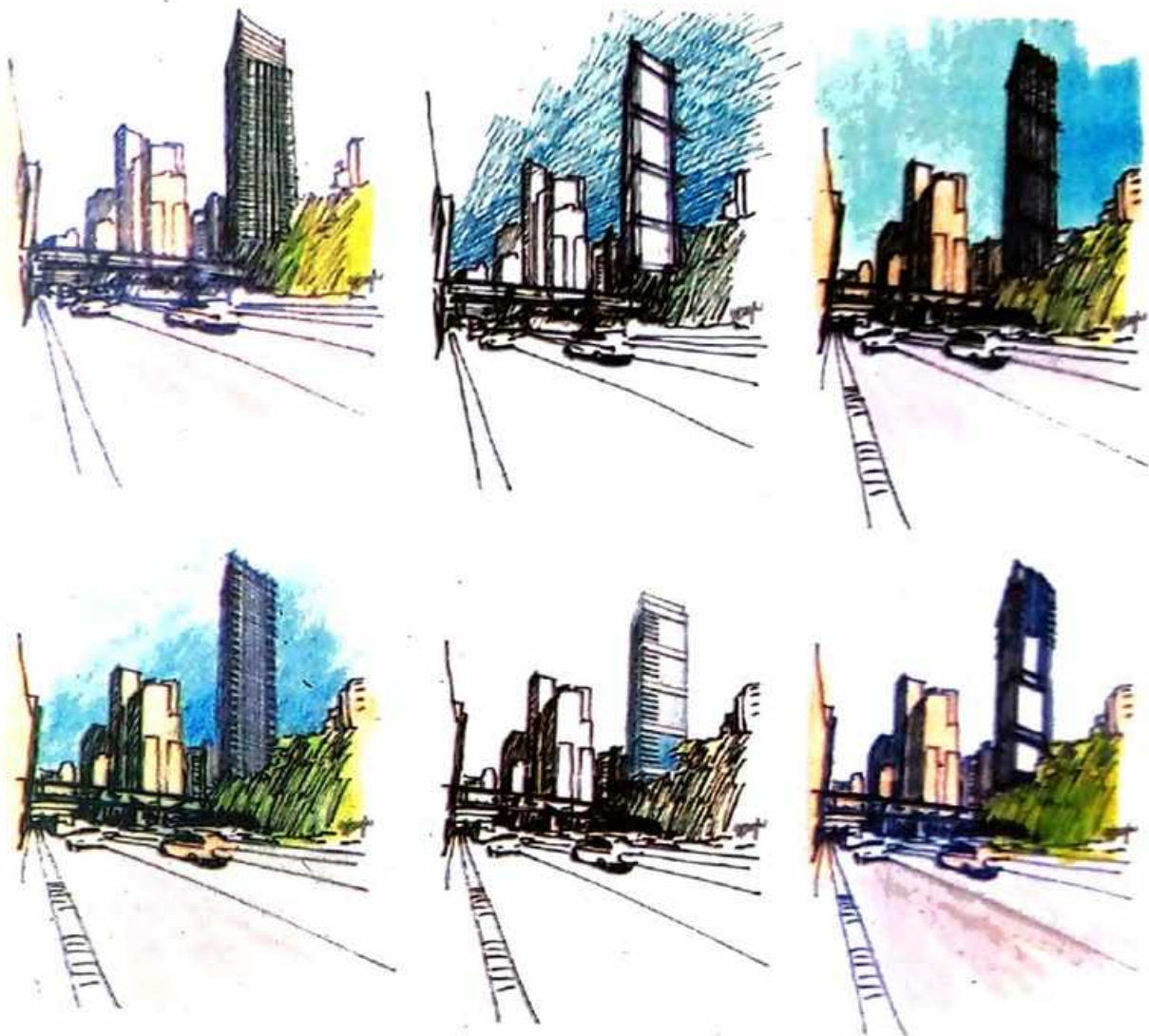
THUMBNAIL SKETCHES

Thumbnails are small-scale drawings that let you play around with composition without investing a huge amount of time and effort into a single artwork.

Thumbnail drawings should be only a few inches large, but make sure they are the same scale (length-width proportion) as your finished work. Make many small *to-scale* boxes. Try as many different arrangements/compositions as you can think of. Study the following thumbnail sketches for example.



You can try different composition or colour scheming in your thumbnail sketches to make a better choice for your final work.



Visual Arts

Drawing

By now you have developed a base for drawing in the previous classes. You are now ready for advanced lessons. So let's begin.

VALUE DRAWING

Value drawing, also called "mass drawing," refers to the drawing that stresses values or shades instead of lines.



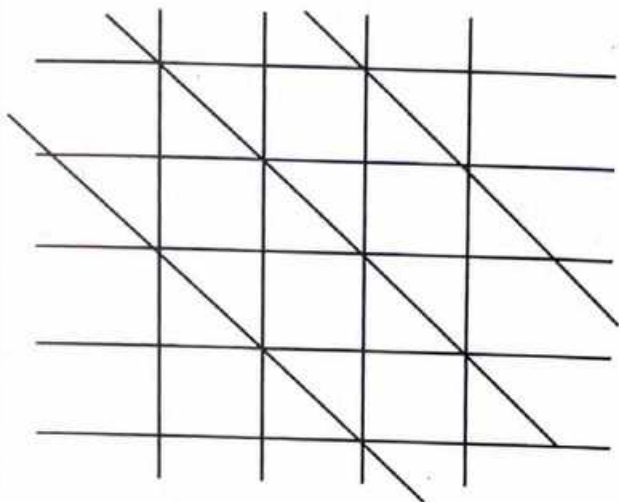
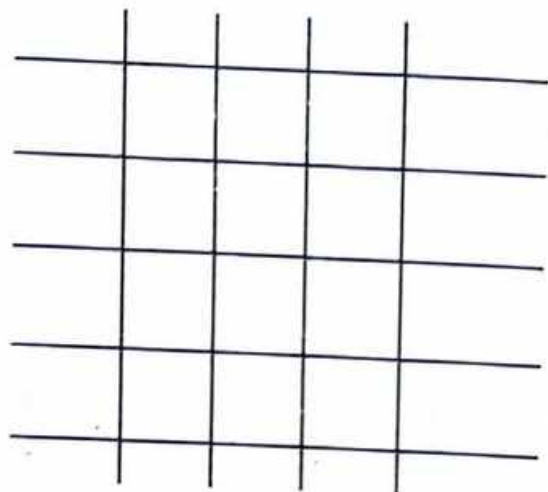
Activity

Drawing—Three Dimensional Pyramids

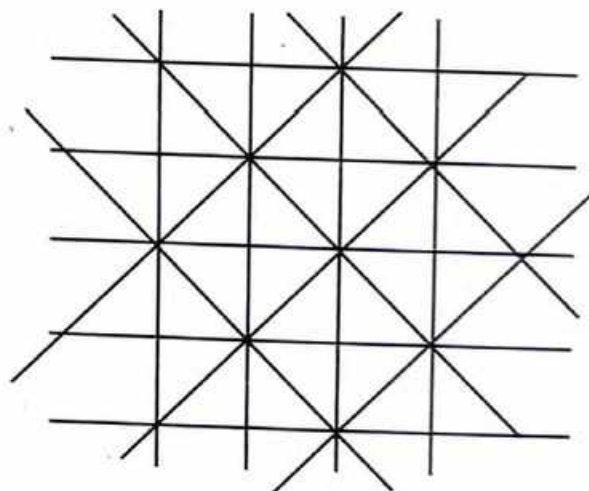
You'll need a 2B pencil, a sharpener, and eraser

Draw a few horizontal lines an equal distance apart.

Draw a few vertical lines



Diagonal Lines Left

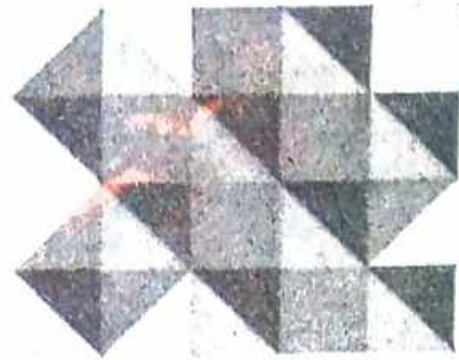


Diagonal Lines Right



Add Shading

Shade all the triangles as shown in the diagram.



Few more exercises for value drawing

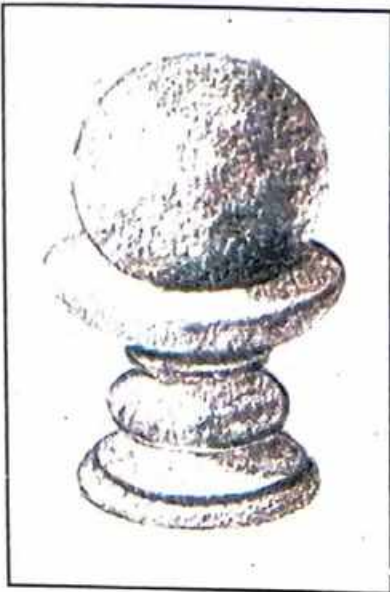
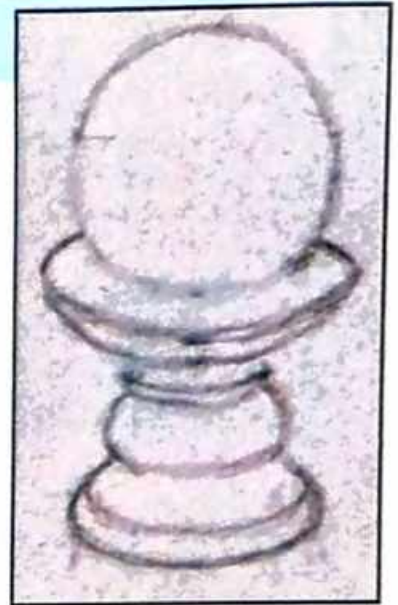
A value drawing often begins as a line drawing on, preferably, toned paper. Charcoal and white chalk/pastel is best though you can also use only a soft (4B, 6B) pencil, too.

Below is an example of a value drawing on toned paper. Note how the shades and shadows are emphasised to show the mass and volume of the objects. Highlights are added with a white chalk/pastel.



Drawing Still Life

Use your previous knowledge to loosely sketch the object. Pay special attention to proportions and symmetry of the object.



Concentrate to see the shades; darkest, lightest, and middle tones. Be careful about the cast shadows within the object.

Now refine!

Establish more value contrast. Add prominent highlights with an eraser. Don't forget the cast shadow.



Still Life Drawing (Using a viewfinder)



It is extremely important to make good lighting for yourself when you are drawing indoors.

1. Use a viewfinder to set up your composition

Use a viewfinder. Move it around until you have found the best composition. Then draw the same rectangle on your paper.

When you look through the viewfinder, everything within the frame is what you will draw, and you can ignore the rest.



2. Start drawing objects that intersect the borders

Always begin drawings along the edges first. This will fix your drawing in place and keep you from running out of space later on.

It is also a good idea to mark all the sides in half both on the viewfinder and the sheet. This makes your judgment a lot easy & accurate.

For instance we start with a curved line on the left side of the rectangle. Looked through the viewfinder and take note of the spot where the outline of the orange crosses the edge of the border.



3. Check line angles with your pencil.

Use your pencil to judge the diagonals. This is a great way to get all your angles correct



4. Work around each edge and then move inward.

Next, work from edges to centre until all the lines connect.

At this point in the drawing you should only be putting down the main outlines—no details or shading!

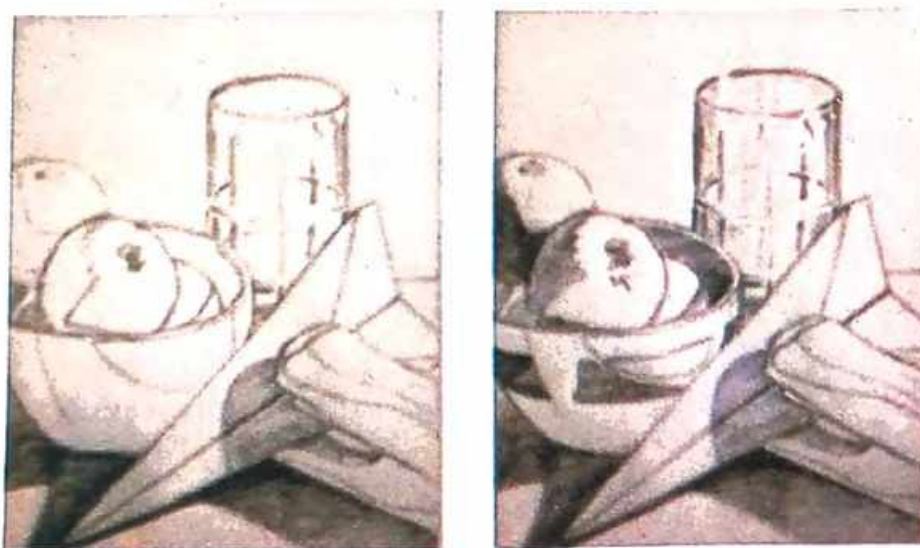
5. Add details; spend more time watching your subject

A very common beginner's mistake is looking at the paper most of the time. Actually, almost 2/3 of the time you should be looking at your subject. The more you observe, the better you draw. With time and practice you will develop a habit for this.



6. Shade from darkest to lightest

Once the line drawing is done, start filling in the darkest shadows first. Don't ignore the areas of reflected light on the shadow sides of objects and leave those areas lighter. It will make your drawing much more three-dimensional. After your dark shadows are done, begin to work on the lighter tones all the way up to white.

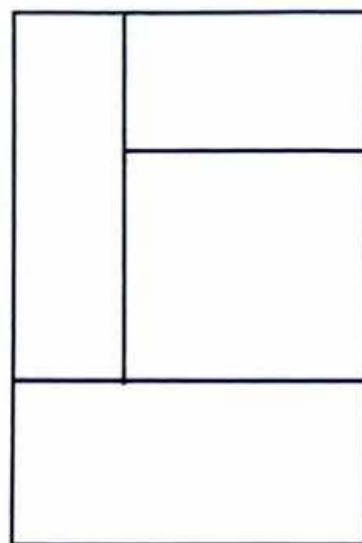


The finished piece

Watercolour Painting

Let's begin with a very fruitful exercise.

Divide a page from your sketchbook in four almost equal parts i.e. make four rectangles of different format rather than dividing the page simply in half vertically and horizontally. Look at the figure but don't copy from it. Divide the page your own way.



Now, load your large size watercolour brush with clean water and start making a random shape in one of the rectangles. Make sure that it is continuous and touches at least one edge of the rectangle. Let it almost cover the rectangle leaving some areas untouched. Keep changing pressure on the brush making different thickness of strokes and depositing different amount of water from area to area.

Next, drop different saturated paint into the wet areas and let them interflow in each other. Don't mix them with your brush. However, you can tilt the page at different angles to control the mixing to some extent.



Although you will be painting random shapes but don't let it be completely arbitrary. Instead, try to use the principles of composition you have learned so that you end with a pleasing, harmonious and balanced abstract painting.

This exercise is meant to develop your brush control and enhance your imagination and creativity.

Landscape with Autumn Trees

Step 1: Start without sketching. Loosely lay down layers for the sky, water and ground in the front.



The irregular strokes at the sky top suggest clouds.

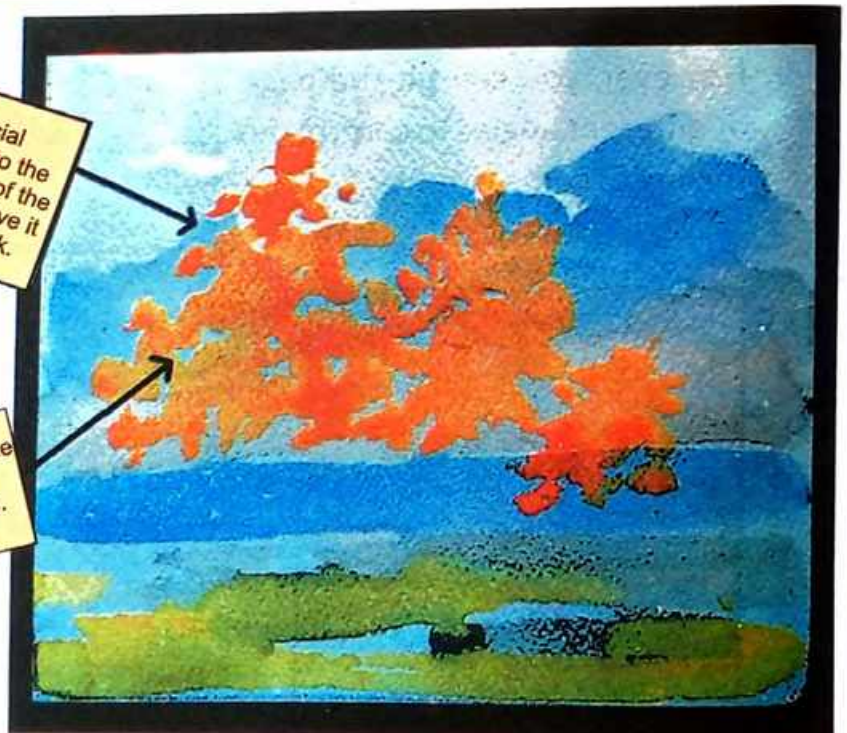
Notice the brownish gray colour in the horizon, giving illusion of depth to the sky.

Step 2:

Use thick cadmium yellow to paint irregular foliage. Add a little cadmium red here and there.

Pay special attention to the silhouette of the foliage to give it a natural look.

Consider the wholes in the foliage.



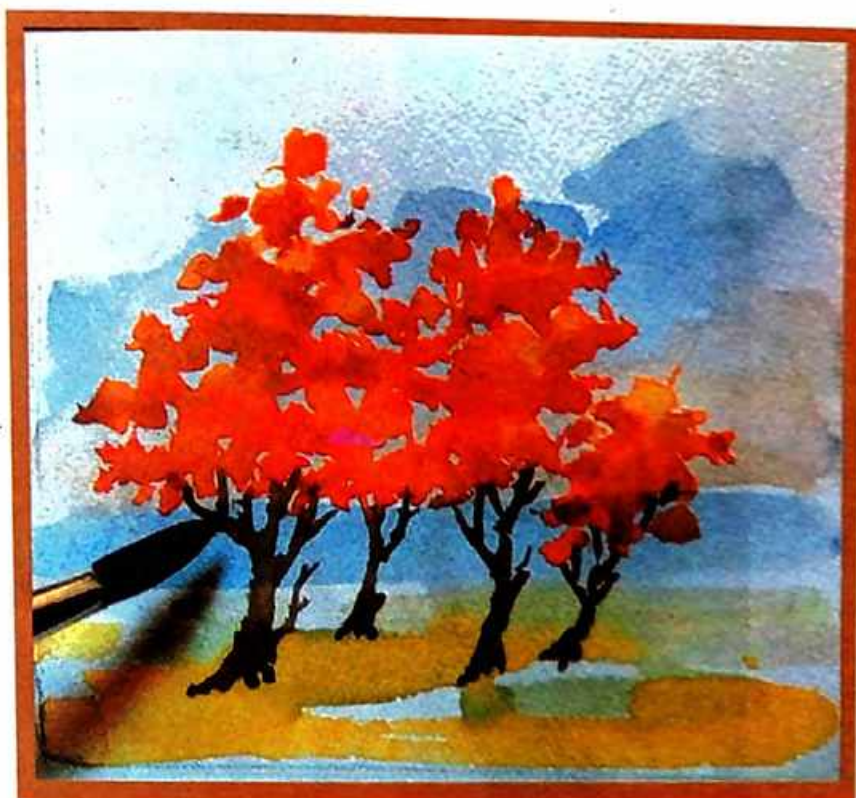
Step 3: Add some more dark strokes of cadmium red for shaded areas in the foliage.



Step 4:

Paint branches and trunks with burnt umber and yellow ocher (start with branches).

Concentrat on the natural shapes of the branches.



Step 5: Add body shadows to the trunks and branches with a mixture of red and blue. Using a smaller brush and the same dark mix, draw some branches within the foliage.



Step 6: In the final step, add some cast shadows on the ground beneath the trees. Your painting is complete now.



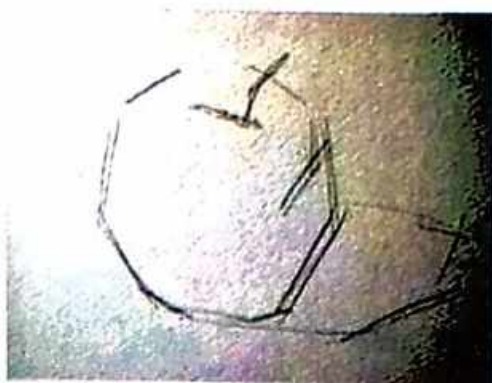
PAINTING A YELLOW APPLE IN THREE STEPS

Put an apple in proper lighting, near a window. Here a soft light comes from left.



Rough Sketch

Sketch the apple and its shadow with straight lines to keep it simple.



First Layer of Colour

Apply a layer of cadmium yellow, leaving the highlights untouched. Then, before it dries, add a little burnt umber to the dark side of the apple. Let this dry before going on.



Second Layer of Colour



Make a cool gray colour mixing the three primaries and paint the cast shadow. Use your brush sideways with its tip on the front side of the shadow so that the front is darker and it fades gently to a lighter value as it goes away from you. Next, apply a layer of yellowish green to the light area of the apple. Make sure the two new colours don't mix. Let dry.

Reflected light and darkest points

Add darker tones of burnt umber to the dark side leaving the light reflection from the surface under and around the apple. Then use the tip of the brush to paint in the apple stem and its shadow area.



PORTRAIT

A drawing, painting or photograph of a person, specially showing the face is called a portrait.

Portrait is perhaps the most interesting subject to draw and paint.



**Drawing a Portrait :-
Head shape**

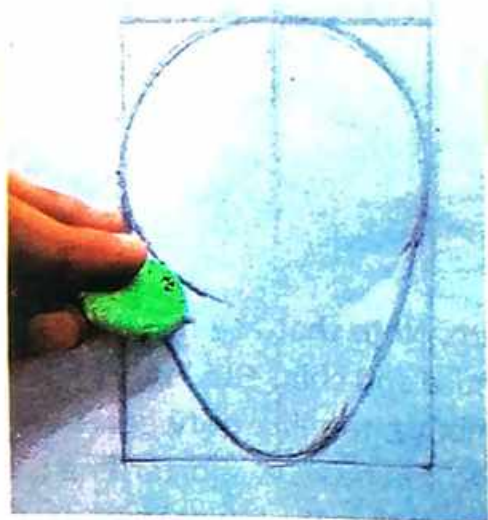
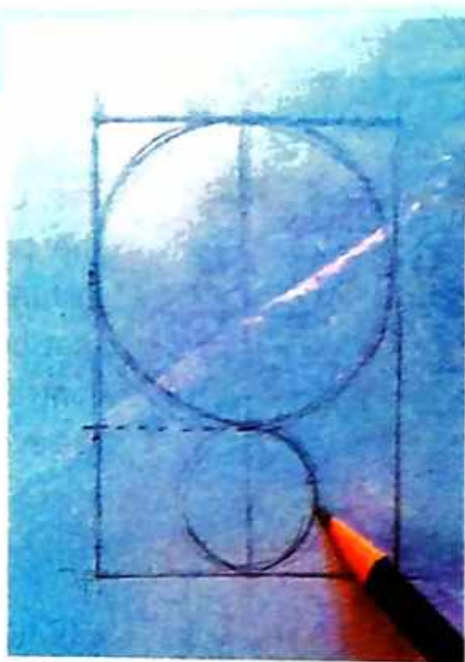
Step-1

It is very important to draw the shape of the head correctly. Remember the human head is one and a half times as long as its width. So let's draw a rectangle of the said proportion. See figure to the left.



Step-2

Draw a vertical line at the centre of the rectangle. Now draw two circles according to the diagram. Note that the upper circle is twice as big as the lower one.



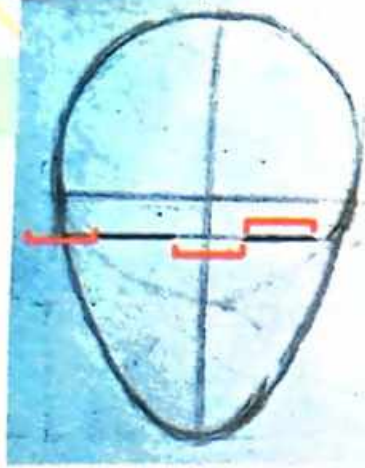
Step-3

Now connect the two circles as in the diagram so that it makes an egg shape. Make sure the egg is symmetric, that is same at both sides. Then erase the extra lines of the circles.

Step-4

Now erase the rectangle also and draw a horizontal line right at the centre. To your surprise, this is where we shall draw eyes. It is a common misperception that the eyes are about one third at the upper side of the head, but no, They are at the centre.





Step-5

Add two straight lines for eyes on the central horizontal line. Consider the size of the eyes; the space between the two eyes equals the length of an eye and the distance at sides is half the length of an eye. Also note that both the eyes are at the same distance from the centre. Another horizontal line is added a little above the eyes for eyebrows.

Step-6

The nose is halfway the eyebrows and the chin. The length of the nose equals that of an eye. Do not draw a vertical line for the nose.



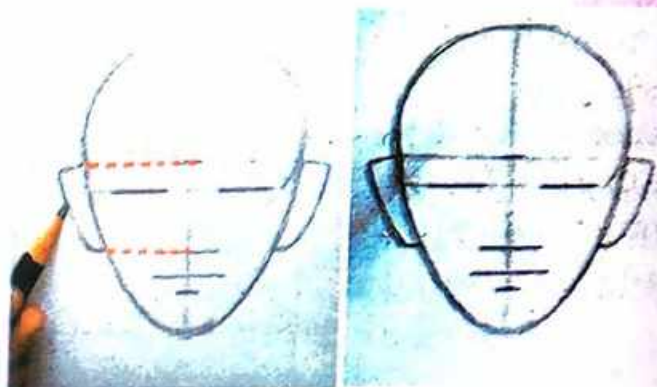
Step-7

And here comes the mouth. Note that the mouth is a little above the centre of nose and chin. The longer line is the central line of the mouth; the line between two lips. It is slightly longer than the nose. A shorter line is added below to depict the bottom of the lower lip.

Step-8

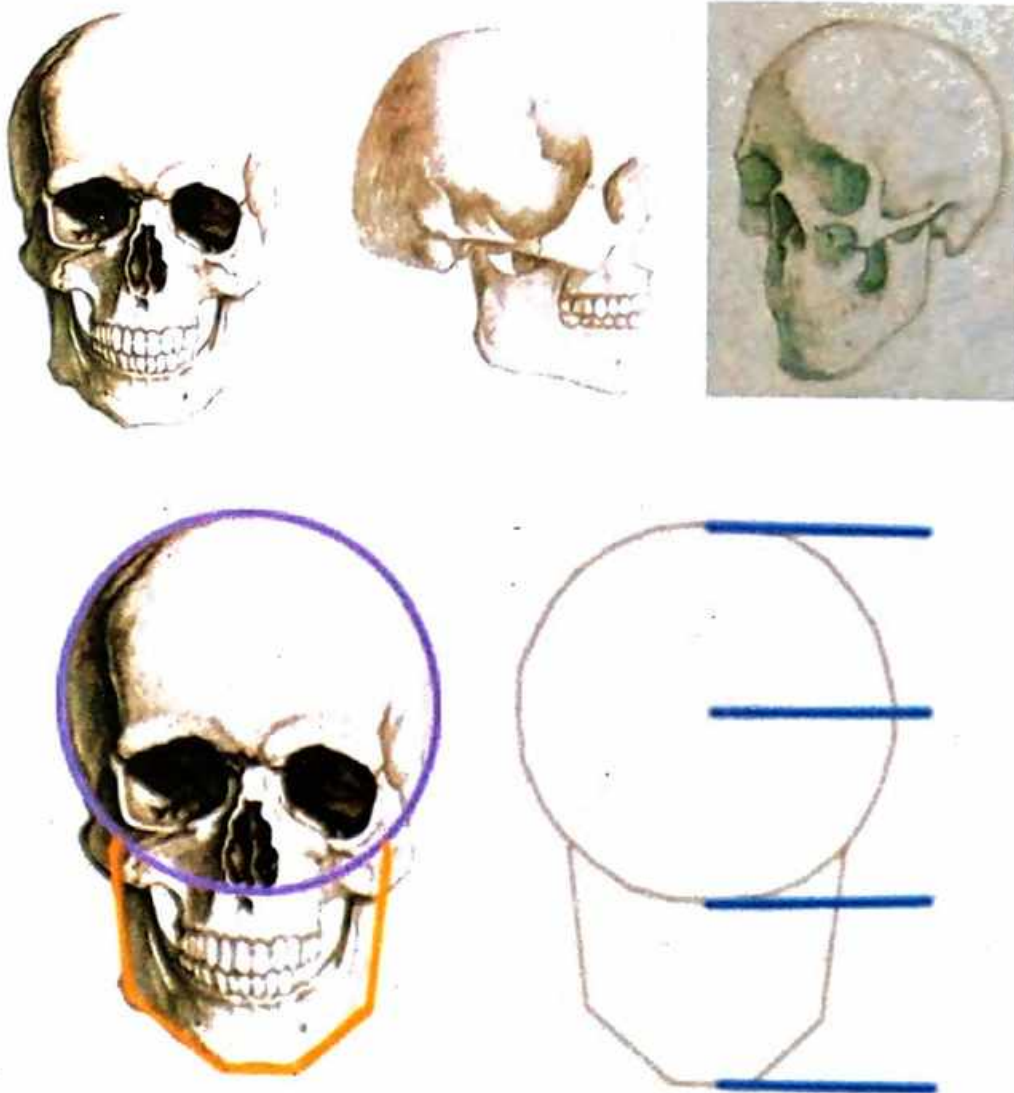
In the end, let's add ears. They are from eyebrows to nose when the model is looking straight ahead.

All the facial features e.g. eyes, nose and mouth are shown with a simple straight line. Remember, they show only the positions and sizes of the features. Later we shall learn how to draw eyes, nose and mouth separately.

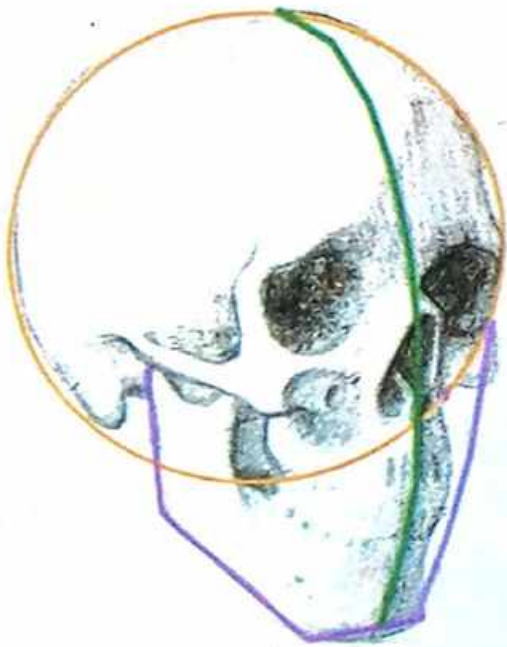
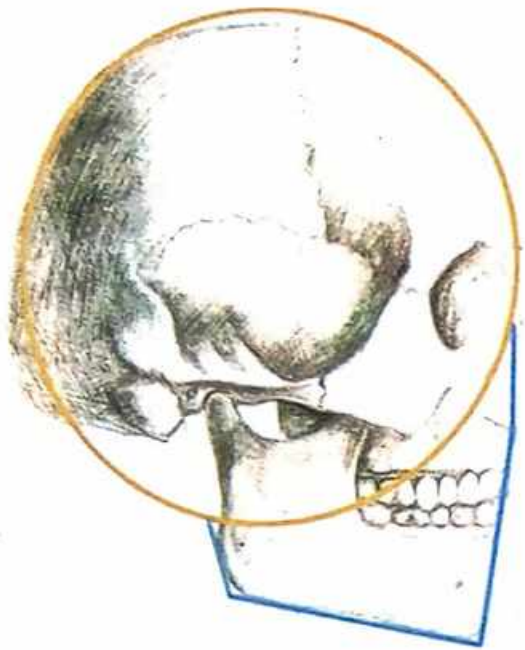


The Skull

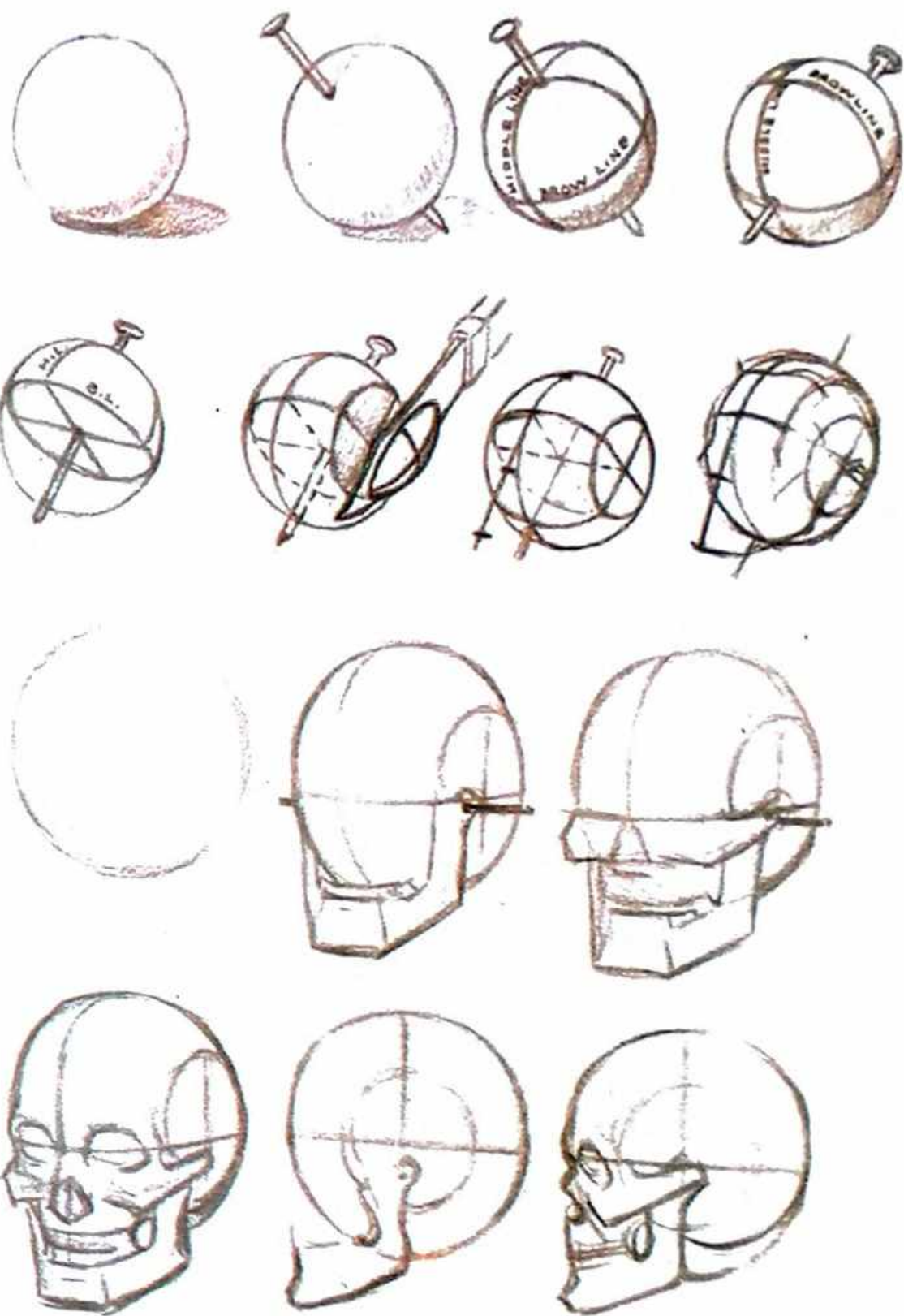
In order to understand and draw portrait well, one must study and understand the bony structure of the head called skull



It is much easier to draw the basic simple shape of the skull first. Later on add details. Note that the blue lines divide the skull in three equal parts.

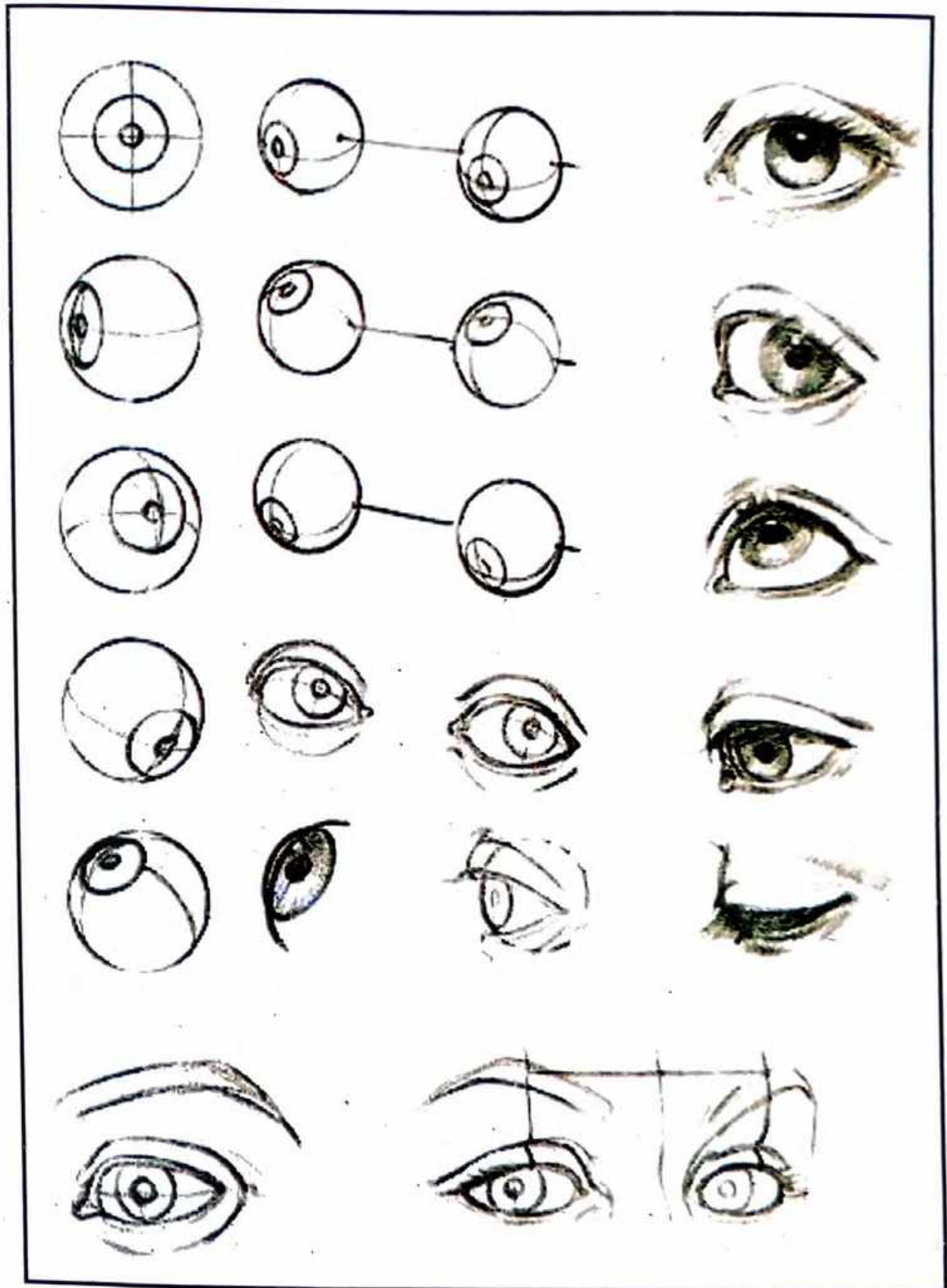


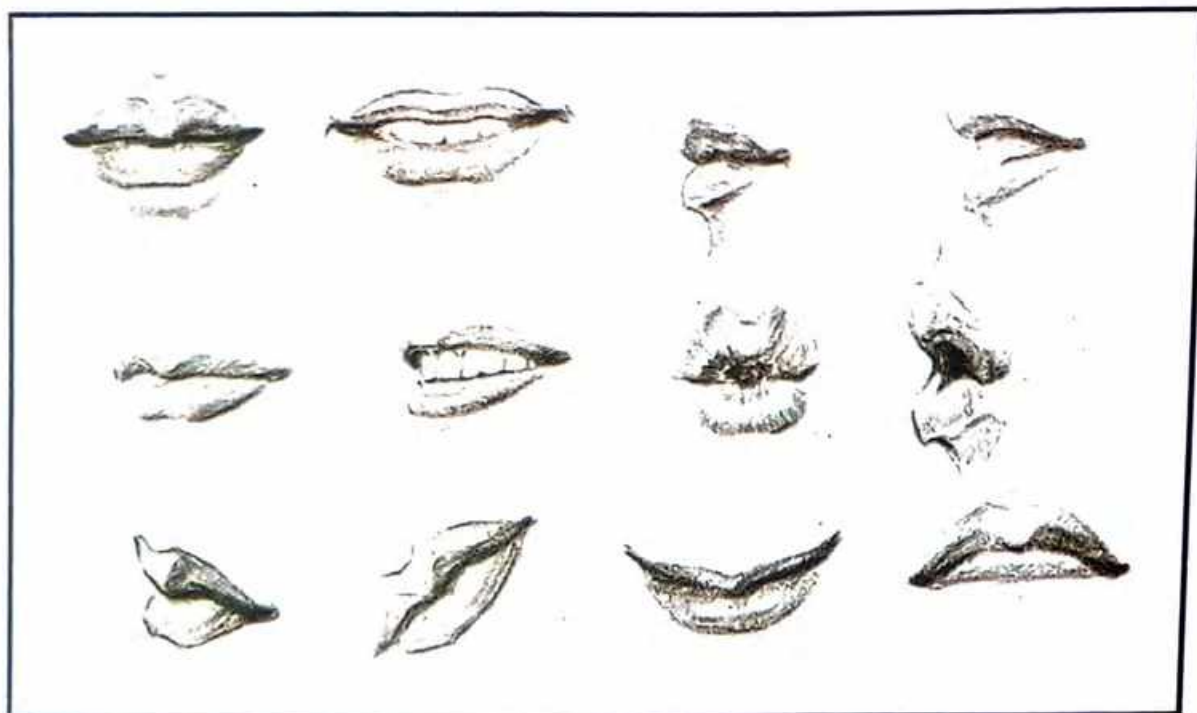
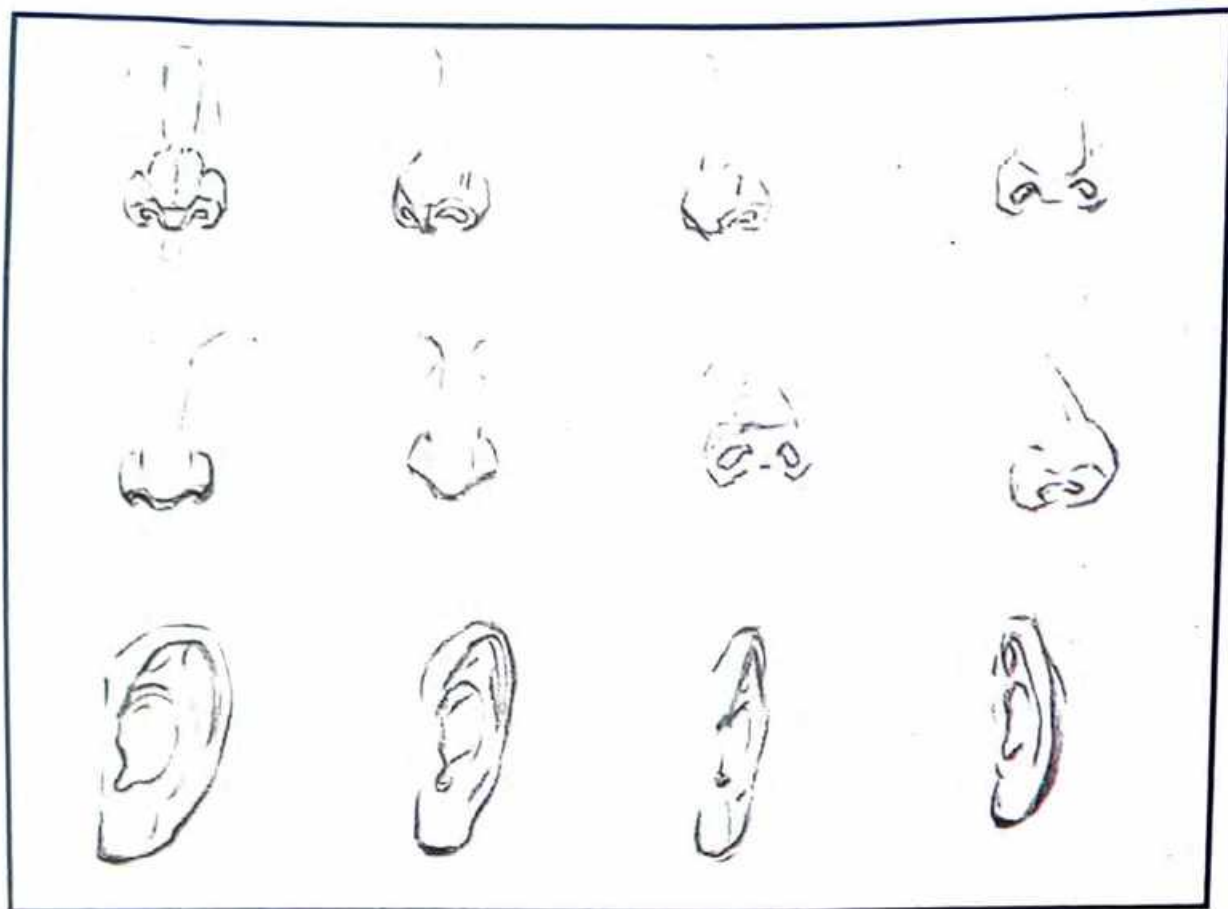
Study the following examples and practice it in your sketchbook



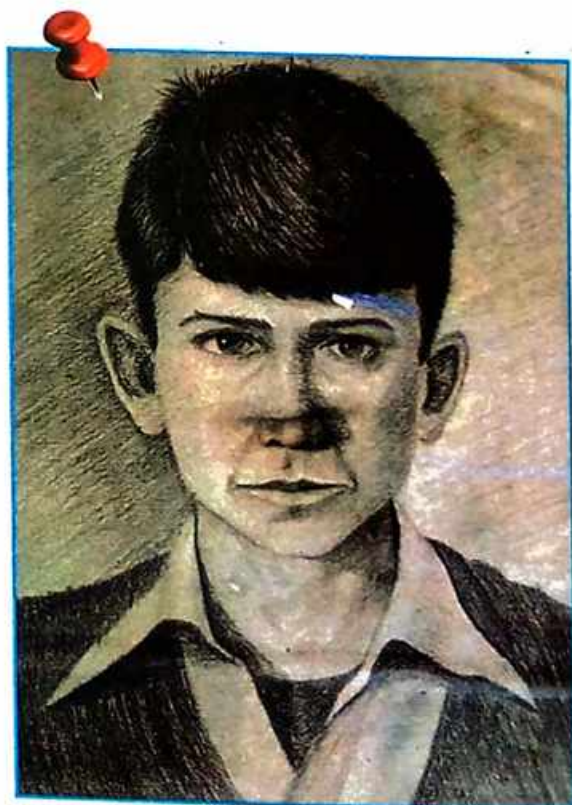


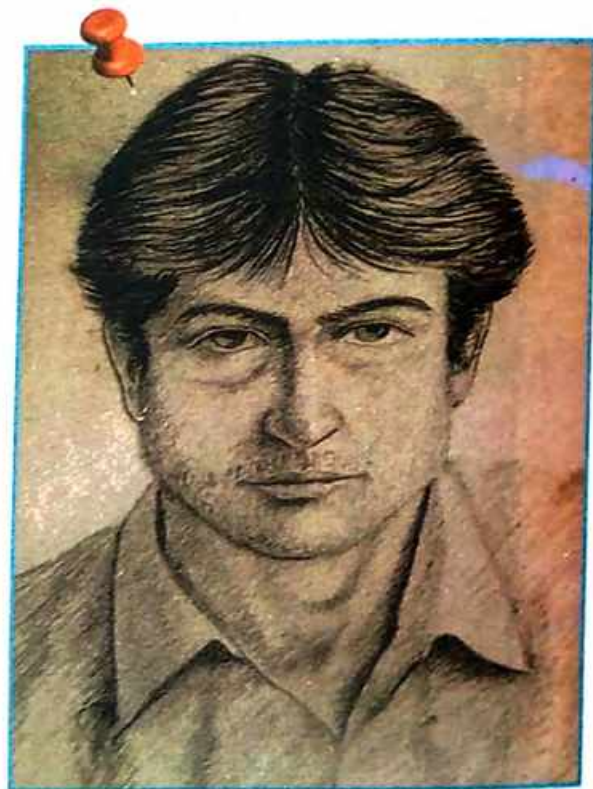
Next, we shall learn to draw the facial features i.e. eyes, nose, mouth and ears. Carefully study and practice the following

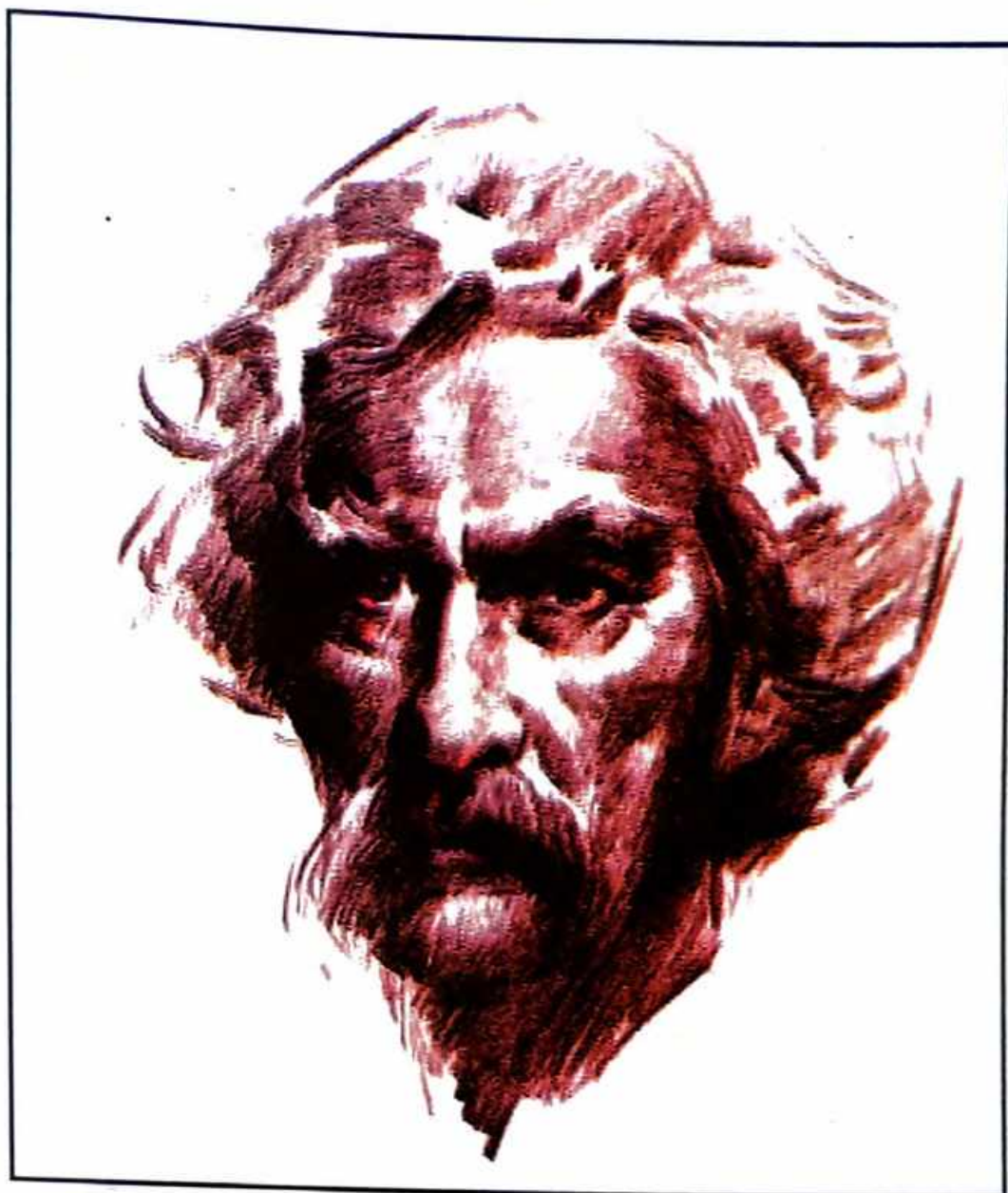




Now carefully observe the following complete portraits.







Activity

Study and copy all the portraits in your sketchbook.

SCULPTURE

Sculpture is a three-dimensional artwork created by shaping or combining hard materials -typically stone such as marble - or metal, glass, or wood. Softer (plastic) materials can also be used, such as clay, textiles, plastics, polymers, wax etc.

Sculpture is another form of art and, just like drawing or painting, can communicate reality, ideas and emotions.



A drawing or painting is in fact 2D but we create a 3D illusion in it. On the other hand, a sculpture is actually 3D. It exists in space and can be seen from all around. Look at the image on the left for example. Had it been a drawing, there was no chance you could see its second ear. But as a clay sculpture, you can go around it and see its other side as well. You can also touch and feel its form with your hands, something you can't do with a painting.

Sculpture in The Round

Sculpture "in the round" also known as "free-standing sculpture" is the one that is surrounded on all sides, except the base, by space. It is meant to be viewed from any angle.



Sculpture in Relief

Relief is a sculptural technique. The term relief is from the Latin verb *levo*, to raise. To create a sculpture in relief is thus to give the impression that the sculpted material has been raised above the background plane. The sculptor (the one who makes sculptures) actually chisels away the negative space thus leaving the positive shapes raised.



High Relief

High and Low Relief

There are different degrees of relief depending on the degree of projection of the sculpted form from the field.

High relief is where more than 50% of the depth is shown.

On the other hand, in low relief, the image is slightly raised from the base. Consider figure for example.



Low Relief

Intaglio

Intaglio is the opposite of relief. It is also called counter relief. In intaglio, the image, the positive shape, is carved into flat background unlike relief where the negative area is carved in, resulting in an image that is projected out of the surface.

Following are the three basic processes to make a sculpture.



Additive or Modelling

It is the process of material being steadily and patiently added upon to create the final sculpture.

Subtractive or Carving

Carving is one of the oldest sculptural techniques. It is a subtractive process; starting with a solid block, the sculptor removes material using chisels and other tools to 'reveal' the image. Traditional carving materials include stone, especially marble, and fine grained woods.



Constructional Sculpture or Assemblage

An assemblage is a sculpture constructed from found objects.



Activity

Find out examples of sculpture around you in daily life. make a list of them.

Sculpting with oil based clays

Oil-based clays are made from various combinations of oil, wax, and clay minerals. One of them is plasticine. It is commonly available in art stores and good bookstores. Because the oil do not evaporate as does water, oil-based clays remain soft even when left for long periods in dry environments. Oil-based clay is not soluble in water. It can be re-used and so is a very popular sculpting material for young artists. It is available in a number of colours and is non-toxic.

Make your own modeling clay

Modeling clay can be expensive and may not be available where you live. Fortunately you can make it yourself and all the required material is present in your kitchen.

You will need:

- 3 cups of superfine flour
- 1/4 cups of salt
- 1 cup of water
- 1 tablespoon of oil
- liquid food coloring (optional)

Mix superfine flour with salt. Add water, food coloring, and oil slowly. If mixture is too stiff add more water. If it is too sticky, add more superfine flour.

Applied Arts

Commercial Art/Graphic Design

Commercial art refers to art created for commercial purposes, specially advertising. It includes designing books, advertisements, sign boards, posters, and other displays to promote sale or acceptance of products, services, or ideas.

Poster

Poster is a large, usually printed, picture, notice or advertisement displayed in a public place.

For over two hundred years, posters have been displayed in public places all over the world. They have been designed to attract the attention of passers-by, making them aware of a political viewpoint, inviting them to attend specific events, or encouraging them to purchase a particular product or service.



Making a good poster

Making a great poster can be fun and is certainly a challenge!

Qualities of Good Poster

Readable

A good poster must be easy-to-read. It means:

- The fonts used must be clearly readable
- They must not be too small
- They must be in good contrast to the background

Well organized

A poster has all the elements of a painting i.e. line, shape, form, colour, value and texture. Organizing these design elements will result in a good and attractive poster. So remember the previously learnt design principles and use them according to your need in a poster.

To the point

Posters are not read as a book. Studies show that you have only 11 to 15 seconds to grab and retain your audience's attention so make it prominent and brief. Those who are really interested in it will seek you out anyway and chat with you at length so you can afford to leave out all the details later.

Some General Tips

- Know your audience so that you can communicate to them most effectively
- Make a good number of thumbnail sketches
- Keep the text large enough to be seen and read from at least six feet
- Let the most important things dominate
- Keep simple, bold and brief
- Make it shockingly attractive



Activity

Make a 12X18 inches poster on a topic given by the teacher

Illustration

An illustration is a drawing, painting or photograph that is created to make clear and explain some text such as a story, poem or newspaper article. You would have seen this specially in the children story books



Activity

Write a short story by yourself and make at least two illustrations for it.



GLOSSARY

Horizontal	At 0° or 180° angle
Vertical	At 90° angle
Diagonal	At angles between horizontal & Vertical
Expressive Line	A line that shows emotions and feelings
Implied Line	the line that doesn't really exist but is seen due to the arrangement of art elements.
Mosaic	the art of creating images with pieces of coloured paper
Tertiary colours	the colours obtained by mixing one primary & one secondary colour in various proportions.
Monochromatic	of shades of one colour
Complementary colour	Pairs of colours that are opposite to one another on the colour wheel
Value	Lightness or darkness of a colour Intensity. Purity of a colour.
Hue	Name of a colour
Texture	The roughness of a surface.
Positive Space	The space occupied by an object.
Negative Space	The empty space around & between an object or objects
Perspective	A technique to represent 3D objects on 2D surface realistically.
View Finder	An instrument artists use for selecting compositions.
Thumbnail Sketches	Small rough sketches that help you find better compositions & colour schemes.

Visual arts

Value drawing

Foliage

Portrait

Skull

Sculpture in the round

Sculpture in relief

Intaglio

Constructional Sculpture

Applied Arts

Illustration

Pertaining to sight

The drawing that stresses values instead of lines

Branch of leaves in a tree

A drawing, painting or photograph of a person, specially showing the face

The boney structure of the head

A sculpture that can be seen from all sides

A sculpture in which the image is raised a little up from a flat base.

As opposite of relief, in intaglio the image is carved in to the flat-surface

Sculpture constructed with found objects

Practical art

A drawing or painting that aims at explaining same text as in story books.

EXERCISE

Q.A. Fill in the Blanks

- i). ----- is the first and oldest element of art.
- ii). ----- line doesn't actually exist.
- iii). The surface quality of an object is called-----in artwork.
- iv). ----- is another name for "value".
- v). Positive ----- is where shapes/forms exist.
- vi). Sculpture is ----- dimensional.
- vii). Face drawing is called -----.
- viii). ----- is the opposite of relief.

Q.B. Briefly answer the following questions.

- i) What is the difference between mosaic and collage?
- ii). What is perspective?
- iii). What is a focal point?
- iv). What is a view finder? What is it used for?
- v). What is a portrait?
- vi). Describe the qualities of a good poster?

Q.3. Give detailed Answers to the following questions!

- i) Explain line and its types!
- ii). What is composition? Explain principles of composition!
- iii) Define sculpture. Discuss its types!
- iv) What is a poster? Explain its purposes.

Creative Thinking!

- i) Is it compulsory that vanishing point will always be made on eye level. Explain your Answer.
- ii) Observe a view in a view finder and then think about that why a view looks doubled in a view finder.

CHAPTER

3

Art Appreciation



At the end of this chapter the students will be able to:

- Apply the four steps of art appreciation.
- Locate sites of historical importance in one's own surroundings.
- Gain an insight into the historical and contemporary artworks of the sub-continent, focusing on sculpture, pottery, ceramics metal and wood work.
- Know about the master sculpturists. and ceramicist of Pakistan.
- Communicate about artwork (own and other) verbally or in writing using art vocabulary describing the work and its intention, moods and feelings.



Four steps of Art Criticism

Edmund Feldman, Professor of Art at the University of Georgia, developed an easy four-step method for evaluating a work of art.

1. **DESCRIPTION:**

What can be seen in the artwork?

2. **ANALYSIS:**

What relationships exist in what is seen?

3. **INTERPRETATION:**

What is the content or meaning, based on steps 1 and 2?

4. **JUDGEMENT:**

What is your evaluation of the work, based on steps 1, 2 and 3?

Critical study of a painting

This painting is by Salman Farooqi, a Karachi based Pakistani artist. In order to criticise any type of art, you simply carry out the four steps;

- Description
- Analysis
- Interpretation and
- Judgment



Description

Just as it says, first you describe the facts, including the name of the work, artist, size, medium, etc. Next, what does the art look like, what is it made of, what objects do you see in it? What textures, shapes, or colours are there? Remember, all of these are straight facts, with no opinions added yet.

If you want to be really systematic, look for and describe each of the "elements" of art: line, shape, form, colour, texture and value.

The first step goes something like this:

The painting given on page 92 is a landscape (obvious but necessary) but I don't see any land in it because the artist has painted the portion of buildings that is above land. In this painting I see some buildings on both sides and a big sun in the centre. There are some trees here and there. It is day time. I see some electricity poles and electric wires too. Birds are sitting on the wires. The sky is clear. The colours are bright and in contrast, blue and orange. There are strong black outlines. The landscape is painted semi-realistically. I can't see any humans, animals or vehicles etc. Cast shadows can be seen only on the lower half of the front buildings which suggest other buildings that are not included in the painting, yet we know they are there.

Analysis

Next, tell how everything you mentioned in the description is related to each other, i.e. how the above facts are organized, compliment one another, or create harmony or distress.

This painting evokes a cheerful feeling as I view it. It seems to be the result of the fresh and vibrant colours the artist has used. A strong colour contrast is applied, i.e. the yellow and orange sun and buildings against the blue sky, and then the blue door and windows in the building. The artist has used the complementary colours very cleverly as it is a hard task in painting. Apart from colour contrast, the artist has used good tonal/value contrast in the dark green trees against the light yellow sun. Another very interesting thing about the painting is that the artist has interpreted everything in rectangles which is his personal style. Even the sun is given an angular

form with straight lines that goes well with the rectangles. His style is inspired from cubism, an early 20th century art movement. Because in this style you have to simplify complicated shapes into simple squares, rectangles and cubes, we find no minute details in the objects.

By looking carefully at the sides of the buildings we find that the artist has not paid much attention to perspective.

Interpretation

How does the painting make you feel? What does it make you think of? What do you think the artist is trying to communicate to you as a viewer? But just because this step is more open-ended than the previous two, and there aren't really any "right or wrong" answers, therefore it's the most important and fun step.

It creates a joyful feeling in me. The colours are bright and alive. The lines, depicting the electric wires, are contrast to the regular geometric shapes and create a feeling of movement among the static rectangles. They also guide the eye of the viewer around the painting.

It shows how different an artist' vision can be, how he can create his own world the way he wants or how he mixes his inner and the outer worlds. It also inspires me to see the world around me in a different way.

Judgment

In general, I think this is an interesting artwork masterly handled. It is well-composed and harmonized. I enjoy the bright colours. The composition is strong. I appreciate the technical skill it took to create such a painting

HISTORICAL ARTWORKS IN THE SUBCONTINENT

Arts and entertainment in subcontinent have a rich and ancient history. Right from ancient times there has been a mixture of local and foreign influences that have shaped the course of the arts of subcontinent, and as a result, the rest of Asia.

Arts refer to painting, architecture, literature, music, dance, languages and cinema.



Indus Seals

The Indus Valley Civilization flourished between about 2500-1900 BC in an area which is now a days western Pakistan and north-eastern India. Our Mohenjo-Daro and Harappa ruins in Sindh and Punjab are the remains of this civilization.



The term Indus Seals refers to series of symbols, similar to language characters, associated with the Indus Valley Civilization. About 2,000 pieces of Indus Seals have been discovered at Indus sites, mostly on square or rectangular seals.



Priest King

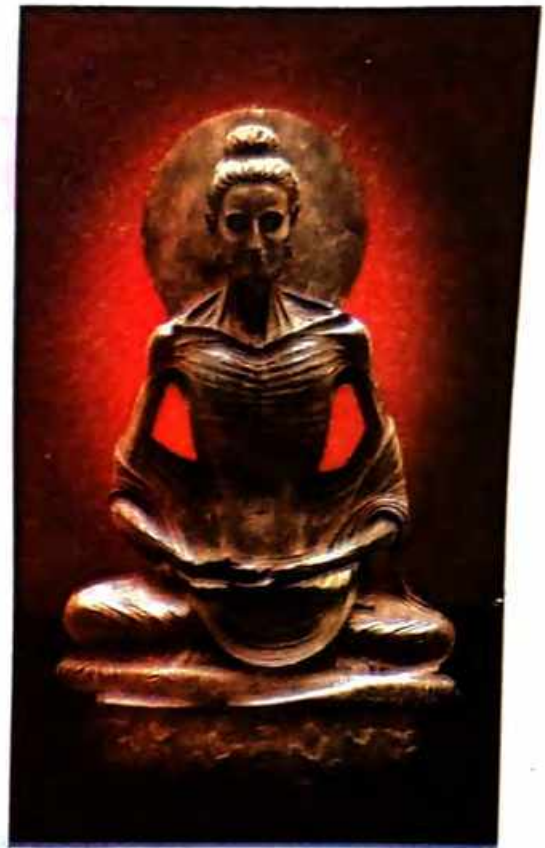
In 1927 a seated male figure was found in a building with unusually ornamental brickwork and a wall-niche. Though there is no evidence that priests or monarchs ruled the city, archeologists named this dignified figure as "Priest King"

Dimensions: 11 cm width, 17.5 cm height, National Museum, Karachi

Fasting Buddha

This statue is carved out of stone.

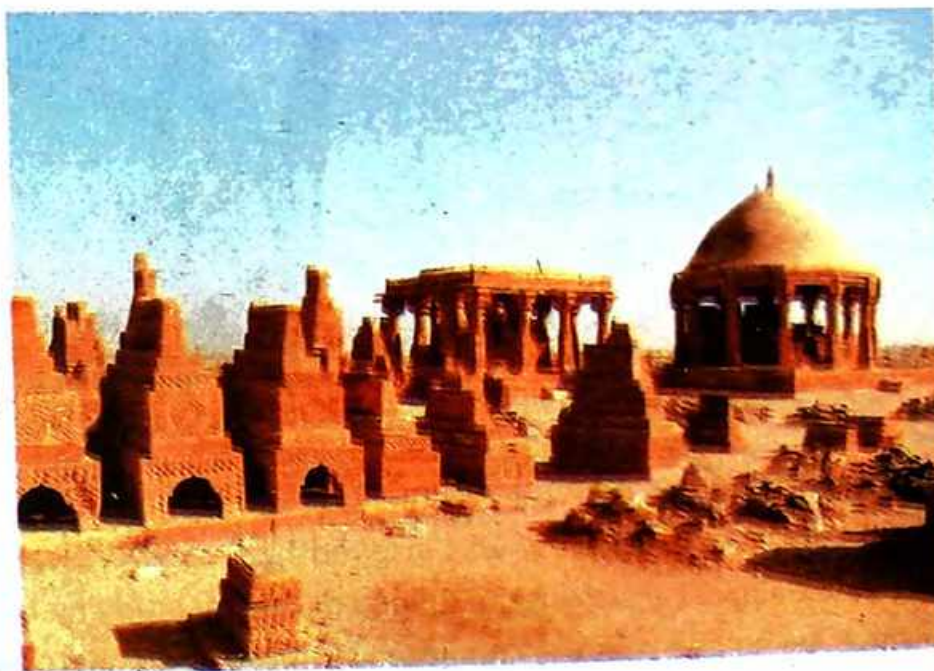
The young prince Siddharatha left his palace in search of enlightenment and practised for six years such severe religious practices and intense meditation that his beautiful body withered away to skin and bones. Ultimately he attained enlightenment at the age of thirty five and became known as the "Buddha" - "The enlightened one".



Chaukhandi Graves

The Chaukhandi Graves are situated 29 km east of Karachi. The Chaukhandi tombs are famous for the complicated and delicate stone carving.

It is generally considered to be the family graveyard of the Jokhio tribe. These tombs are mainly built during the Mughal rule between 15th & 18th centuries.



MAKLI HILL

Makli hill is one of the largest graveyards in the world, with the diameter of approximately 8 km. It lies approximately 98 kilometers east of Karachi and is the burial place, of some 12,5000 local ruler's, Sufi saints and others. Makli is located on the outskirts of Thatta, Sindh. It was inscribed on the World Heritage List in 1981. It is often believed that the graveyard grew around the shrine of Muhammad Hussain Abro in 14th Century.



Master Sculptors of Pakistan

Shahid Sajjad

Shahid Sajjad is Pakistan's most famous sculptor he was born in 1936, at Muzaffarnagar (British India).

Shahid sajjad is a self-taught sculptor who began his career in advertising in 1955. Shahid travelled through South-East Asia, the Middle East and Europe on a motorcycle between 1960 and 1963. In Paris he was inspired by woodwork carved by the French artist Paul Gauguin. He also visited China and Japan, studying the lost Wax Bronze casting technique under Japanese sculptor Akio Kato whom he acknowledges as his only master.



His first one-man show was held at the Karachi Arts Council in 1964. Shahid held a solo exhibition of wood and bronze sculptures at the Karachi Arts Council in 1974 and won the first prize in sculpture at the National Exhibition in Islamabad in 1977. He was awarded national prize for sculpture in 1982. Shahid's sculpture 'Woman in Agony' remains on permanent display at the Seoul Olympic Sculpture Park, Seoul, South Korea.



Rabia Zuberi

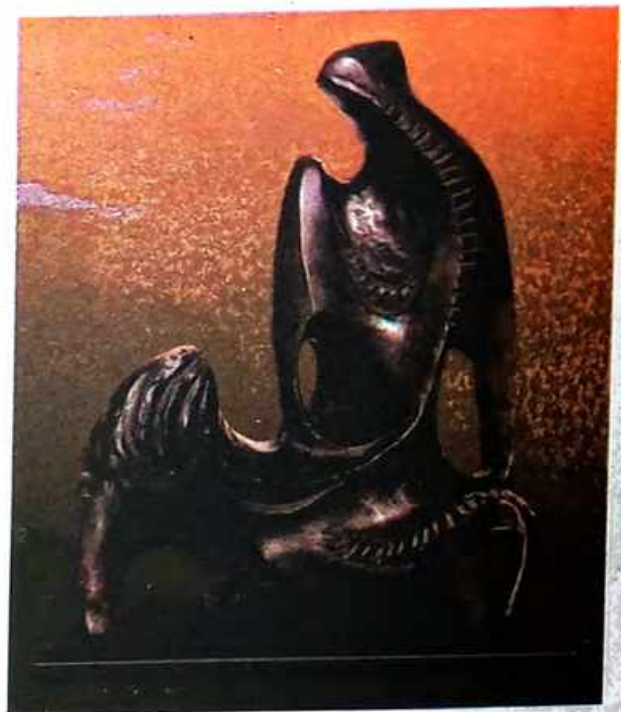
Rabia Zuberi is Pakistan's leading woman sculptor and the recipient of numerous national awards. She has dedicated her life to art and art education in Pakistan.

In India Rabia was awarded top honor for sculpture from National Youth Art Exhibition, held in Calcutta and New Delhi in 1961.



In Pakistan Rabia Zuberi's work has been nationally acknowledged by awards in 1986, '87 and '88, and in 1996 when she was awarded top honours from the 7th National Art Exhibition. In 2003, she was awarded the Lifetime Achievement Award by Pakistan National Council of Arts.

One of her monumental sculpture 'Plea for Universal Peace, is in the collection of the National Art Gallery, Islamabad.



Pottery/Ceramics

Pottery or ceramics is the art of making wares such as vases, pots, bowls etc from non-metallic material like clay or porcelain and hardened by heat.



Ceramics and glazed pottery are among the oldest art forms in Pakistan, dating back to the Indus Valley Civilization 25,00 B.C.



**Pottery from Indus valley civilization
(3,300-1,300 BC)**

The Indus valley civilization flourished around the Indus River in Pakistan and India.



Pottery from Mehrgarh; (Balochistan)



Jade Bowl-Mughal period, 18th century white jade, red and green enamels, gold and diamonds

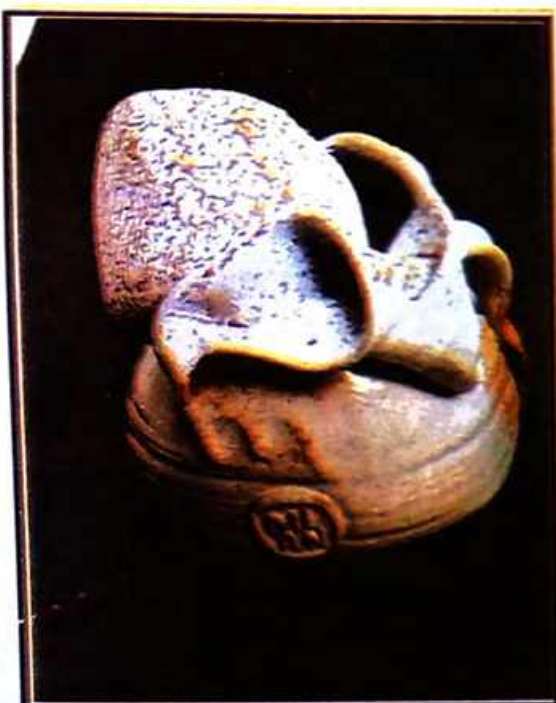
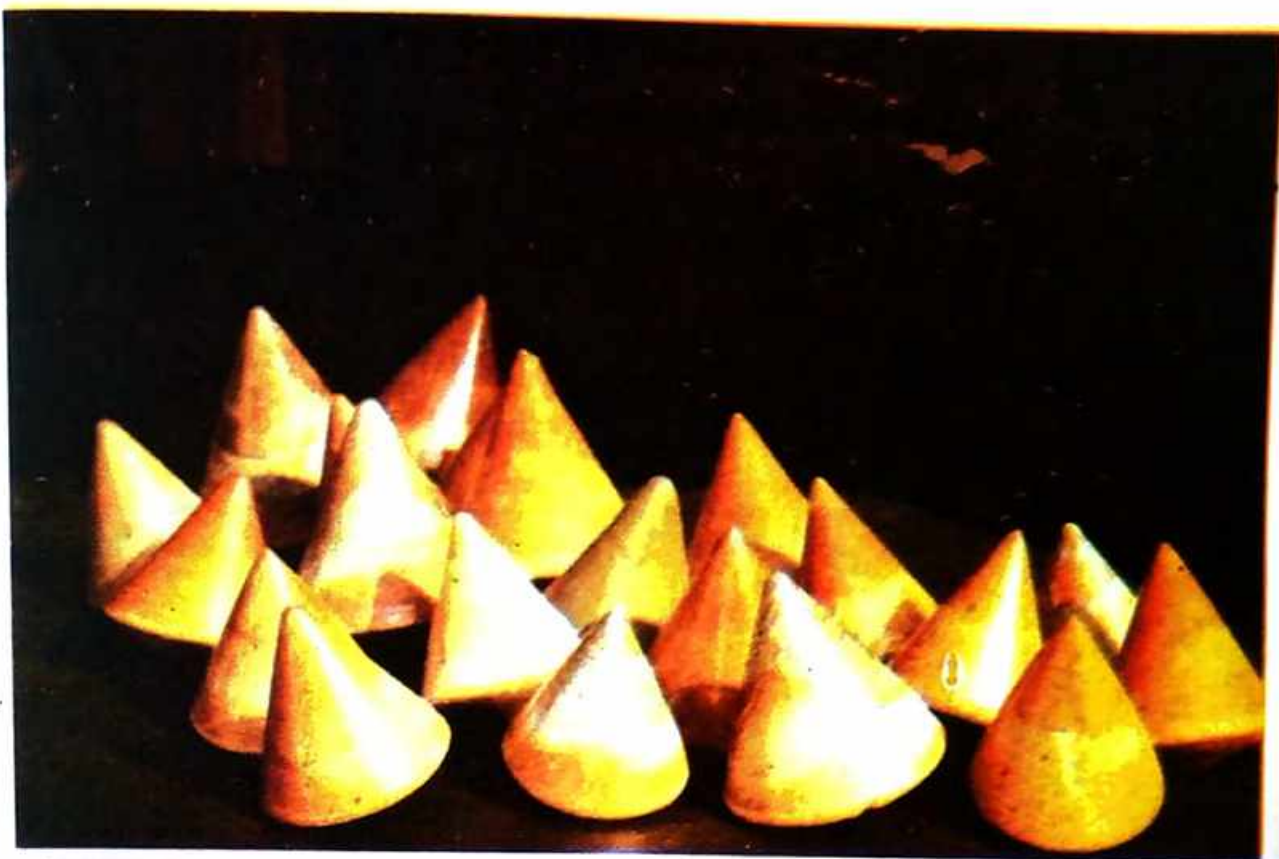
Master Ceramists of Pakistan

Mian Salahuddin (1938-2006)

Mian Salahuddin is said to be the first ceramic artist in Pakistan. He says his inspiration to become a ceramist came from where he was born, a locality of potters in the town of Qasoor, Panjab.

He got his early education from government school in Qasoor in 1958. Later he joined National College of Arts (NCA) Lahore. There he studied under the Japanese ceramist, Koichi Takita Sensei. He started teaching in NCA in 1963. He was awarded the Full bright scholarship in 1965. He got retirement from NCA in 1998 as head of the department.

Following are few of his works.



Sheherzad Alam

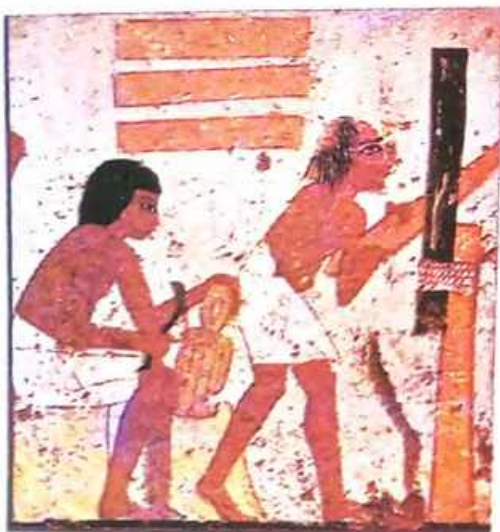
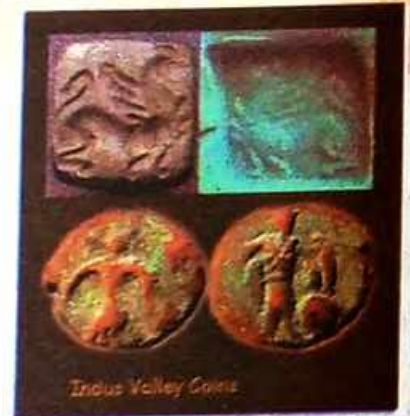
Sheherzad Alam, an internationally renowned Pakistani female ceramist, was born in 1948 in Lahore. She got her Bachelor degree in Fine Arts (BFA) with a distinction in ceramics from National College of Arts (NCA), Lahore. Here she remained// student of the first Pakistani ceramist Mian Salahuddin.

Her work is displayed throughout the world. Some of her famous work is given below.



Metal work

Metal work refers to making something out of metal. We use it for making artworks out of metal.



Ancient Egyptian Woodworking

Woodwork

Woodworking is the process of making or carving something out of wood. Along with stone and mud, wood was one of the first materials used by early humans. There are two kinds of woodwork; Functional and Decorative.

Functional woodworking

The woodworking that has some practical function or use is called functional woodworking like furniture or architectural components e.g. windows, doors, cupboards etc.



Decorative Woodwork

The woodworking that has no practical use and is done purely for aesthetic purposes is said to be decorative. There are two main techniques in decorative woodworking; carving and inlay. Study the pictures for example





GLOSSARY

Archaeology	The study of history and pre-history with the help of things the ancient people made, used and left behind
Civilization	The stage of human social development & organization which is considered most advanced
Criticism	Analyzing and describing the good and weak points of something
Cubism	An early 20th century art movement stressing basic geometric shape
Landscape	A drawing, painting or photograph of a piece of land with its commonly natural, components e.g. water, trees, rocks, mountains etc.
Monarch	A king
Niche	A recess in a wall, specially one that contains a statue/sculpture
Priest	A person who has the authority to perform ceremonies and rituals in a religion
Sculptor	One who makes sculptures
Semi realistic	Not completely realistic
Systematic	According to a proper system



EXERCISE

Q.A. Fill in the Blanks

- i. Mohenjo-Daro and Harappa ruins are the remains of civiliation.
- ii. About pieces of Indus Seals have been discovered.
- iii. The buddha's real name was.....
- iv. The word "Buddha" means.....
- v. The chaukandi grave yard is situated in
- vi. "Plea for universal peace" is a sculpture by.....
- vii. is the art of making wares.
- viii. is said to be the first ceramist of Pak.

Q.B. Answer the following questions.

- Q (i) Describe the four steps of evaluating an artwork.
- Q (ii) What is the difference between functional wood work and decorative woodwork.
- Q (iii) Write notes on!
- i. Shahid sajjad
 - ii. Rabia Zuberi
 - iii. Makli Hills

Life Skills Through Art Education



At the end of this chapter the students will be able to:

- know that presentation of an artwork influences viewers opinion.
- understand and illustrate the importance of good presentation.
- Comprehend that an artwork's appearance can be enhanced by careful placement.
- Comprehend how arts can serve towards a variety of careers.

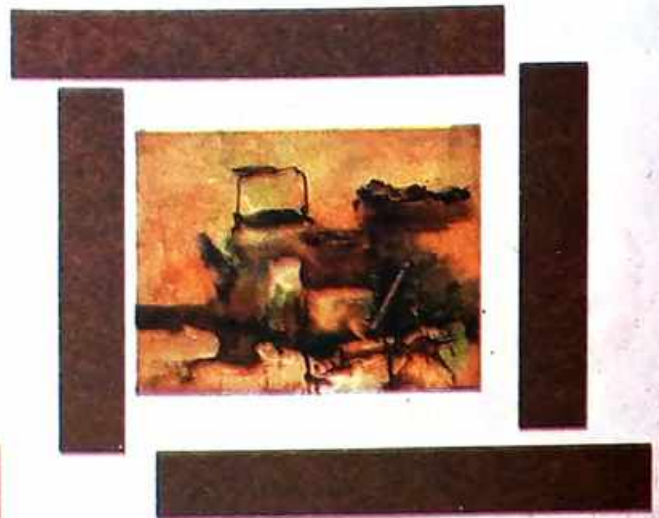


Presentation of Art Work

Setting up an art exhibition can be a creative and rewarding attempt. However, it does have its challenges and you'll need good planning for it.

Strip and Window Mounting

In strip mounting, we cut four separate straight and neat strips of a suitable colour hard sheet and fix them around a drawing/painting.



In Window Mounting a window, a little smaller than the size of the artwork, is cut out of the hard sheet. The artwork is then fixed from behind.

We all know that proper presentation of things influence viewers opinion and perception.

Guidelines for Artwork Presentation

- Hang your artwork at an appropriate height; that is at eye level so that the viewer doesn't have to move his head up for looking at the painting.
- Choose a well-lit area for art display
- Organize area for proper and maximum utility of space.
- Arrange works for an overall good look.

- Display three dimensional works (sculptures or ceramics) on a flat surface.
- Allow space for viewing 3D objects from all angles.
- Place wire holders approximately one third the way down from the top of the frame.
- Attach a wire that is strong enough to support the weight of the painting.
- All works on paper should be matted/mounted and then framed. When choosing a mat/border, galleries prefer the colour to be white, off-white or cream.
- The mat border width should be proportional to the size of the work, but is seldom narrower than two inches. Wider borders normally look good. A mat may be slightly wider at the bottom. (A nice border is 3 inches on top + sides, 4 inches. at bottom.)
- The colour of the mat should go with the colour of the art work. If the picture contains subdued tones, do not overpower the artwork by using a mat that is too bright. Otherwise the focal point will be on the mat, as opposed to your picture.
- Mats with texture are nice and can add uniqueness to the picture.
- Make sure your framed paintings/drawings hang perfectly straight on the wall.
- Never hang original paintings in direct sunlight or near heating vents or under fluorescent lighting. All these can damage the colours of an artwork over time.

Careers in Visual Arts

There is a variety of exciting and challenging careers in Visual Arts. Following are just few of them.



Graphic Designing

Graphic designers have a strong knowledge and experience of elements and principles of art. They use them to design advertisements, **packages, brochures, posters, letterheads** etc. for businesses and corporations.

You can find a graphic designer in television and movie studios, advertising agencies, magazine publishing houses etc.

One branch of this field is computer graphic design. Many designing softwares are available with different designing possibilities. A computer graphic designer must have good command over the softwares. Yet he must also have a strong foundation in the fundamentals of graphic design in order to use computer effectively.

Industrial Designing

Industrial designers design functional products for public and private use. Shoes, watches, toys, mobile sets, refrigerators, computers, TV sets, motor bikes, cars etc are only to name few of the thousands of things designed by industrial designers.

Advertising Art

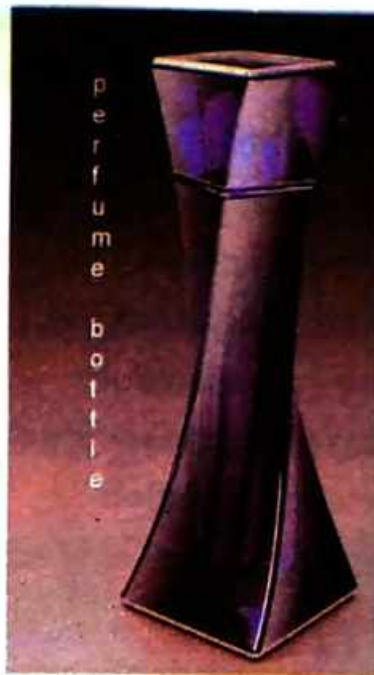
The job of an advertising artist is to create visuals and videos to persuade the public to purchase a product. Advertising artists design TV commercials, magazine advertisements, and billboards.



Package Design

The package designers design and create containers for products. The designer uses three dimensional design skills to make attractive a container that will fit the form and parts of a product.

The exterior of the package must also show the name of the product in a way that will catch the eye of the buyer.



Interior Designing

An interior designer plans the interior of homes, hotels, offices, schools, industries etc. The designer considers the floor and wall, furniture arrangement, lighting etc. He must also pay attention to the colours, shapes and sizes of the objects.

The interior designer also assists the client in selecting fabrics, floor coverings, kitchen and bathroom, appliances, antique and artworks.





GLOSSARY

Advertise	inform / notify
Aesthetic	to feel and appreciate the beauty
Appliance	instrument / device
Bill board	a flat board of advertising
Detract	to take away the value
Exterior	External / suitable for use
Fluorescent	The emitted radiation
Persuade	to win over to a belief of action by argument
Proportional	corresponding in size / degree / intensity
Strip	to take the covering or clothing from
Utility	usefulness / something useful / for use



EXERCISE

Q.A. Fill in the Blanks

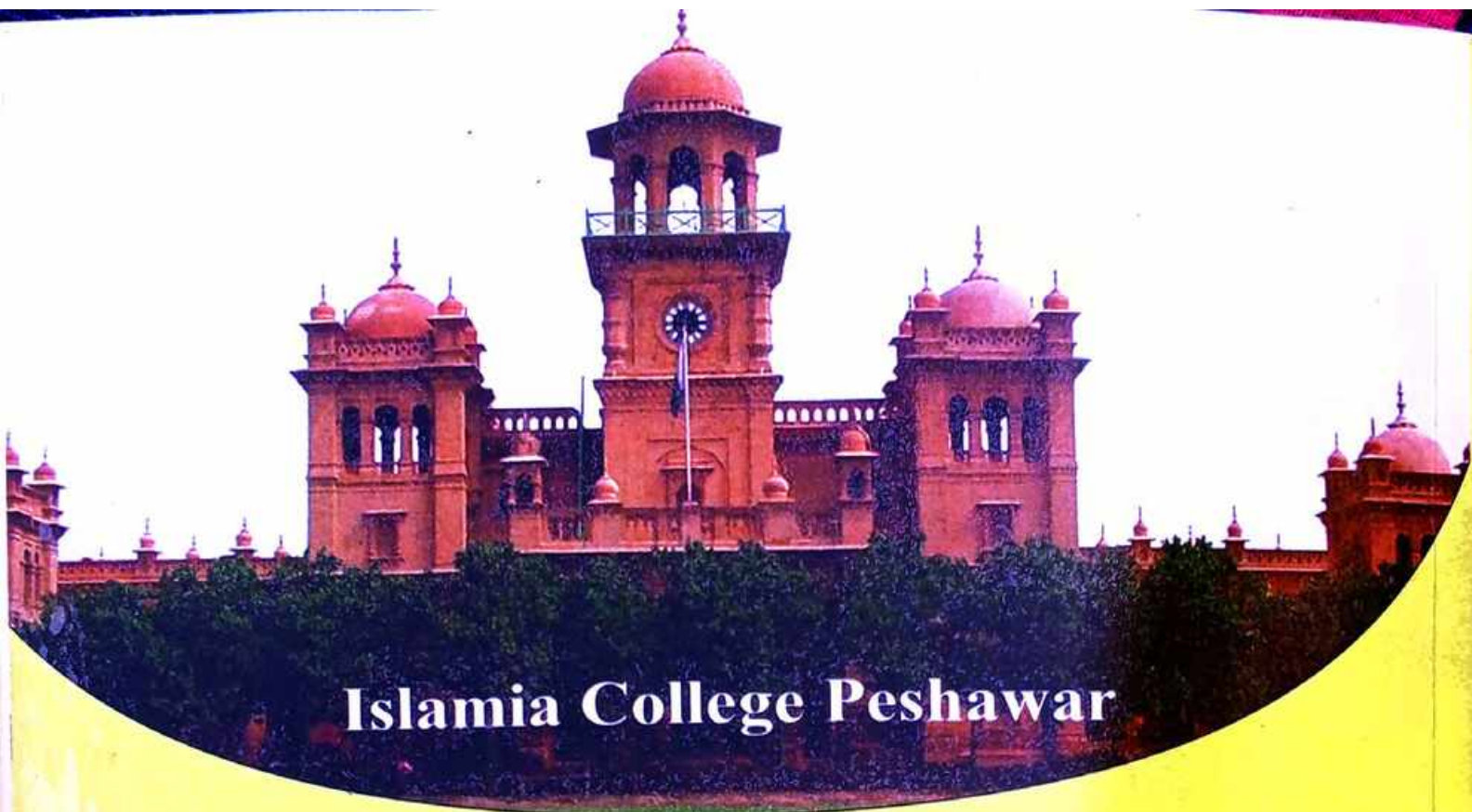
1. 3D art work is displayed on a surface.
2. All works on paper should be before framing.
3. The mat/border may be slightly at the bottom.
4. Direct sunlight can the colours of a painting.
5. Industrial designers design objects.
6. The package designers design for products.

Q.B. Answer the following questions.

- Q.1 What is the difference between strip and window mounting?
- Q.2 State five points to be kept in mind while displaying?
- Q.3 What is the job of an interior designer?
- Q.4 Would you like to become a professional artist? Why? Or why not?
- Q.5 What is graphic designing?
- Q.6 What is advertising ?
- Q.7 Write guideline for presentation of Art work!

About the Author

Faisal Sultan Kohzad was born in Thana Malakand Agency in 1977. He got his MFA degree from Department of Fine Arts University of Peshawar in 2003. Since then he has been working as an artist and art teacher.



Islamia College Peshawar

قومی ترانہ

پاک سرزمین شاد باد کشورِ حسین شاد باد
 تونشانِ عزمِ عالی شان ارضِ پاکستان
 مرکزِ یقین شاد باد
 پاک سرزمین کا نظام قوتِ اخوتِ عوام
 قوم، ملک، سلطنت پائندہ، تابندہ باد
 شاد باد منزلِ مُراد
 پرچمِ ستارہ و ہلال رہبرِ ترقی و کمال
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