iCAT
Design & Media College



# EVOLUTION of Art, DESIGN and culture




PRITHIV



LABEL
ADVERTISING
STYLE
ART
COLOR
ARCHITECTUR
ENGINEERING
SKETCH
INTERNET
ARTISTIC
CREATIVE
DRAW
IDEA
PRINTING
TEXT
PERSPECTIV
MODERN
WALLPAPER
TYPOGAPHY
ART
PROJECT
CREATIVE
TREND
TEMPLATE
GRAPHIC
DESIGNER
CONCEPT
BRAND
SUCCESS
COMMERCIAL
IDEA
MARKETING
MEDIA
IDENTITY
BUSINESS
FORM
MODELING
BANNER

# WHAT IS ART

The expression or application of human creative Skill and Imagination

Typically In a visual form



Anything made by humans using their creativity can be called art

A skill at doing specific things typically aquired through practice and repetition. is concidered an art form

Engineers and Architects are also artists as they creat stuff based on their Imagination

Art is concidered living Since it portays emotion and is constantly evolving

Sculptors

Paintings

typo

Drama Pictures

Drawings

Illustrations

Movies

Dance

Music

Litrature

Buildings

Are all works of Art

# WHATS IT FOR?

Complimenting education and training

Creating codes and illusions

Associating one thing with Another

Giving a form of therapy

Flattering Patrons

Educating the Illitrate

Documenting things

Passing time

Indulging in fantasy and Creating them

Enlivening a doll existance

Highlighting an experience.

Providing Testimony

Illustrating Ideas and Narratives

Attracting Potential Customers and For Brand Identity

Redifining Reality

Entertainment

Communication

Exhibiting Skill



# ART



## Sorrow

Art doesn't just increase our capacity for joy.
It also validates our sorrows.



## Re-balancing

we gain balance through art by taking a moment to observe, judge and appriciate things we normally don't see and respond to them




## Appreciation.

Art helps us to revisit the value of ordinary things like the pretty colors in a splash of morning light



## Growth

Art forces you to react and empathize with situations that you are not used to.



## Memory

Artist not only preserve a visual reminder of a memory, they record the emotions associated with the memory



# WHY

# IT'S

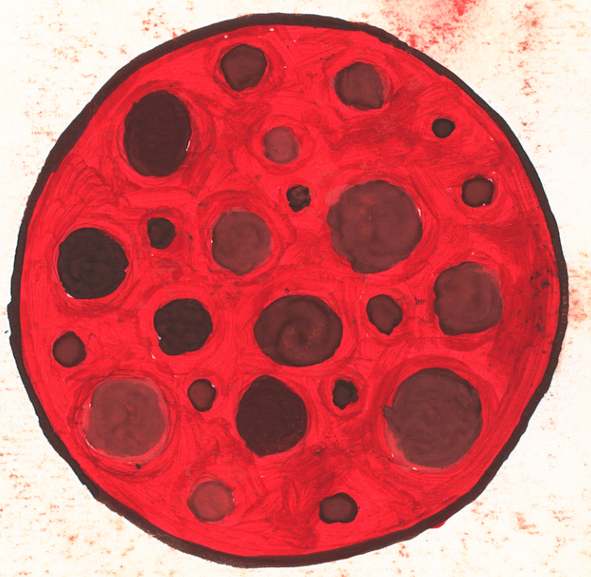


Great Art tells Meaningful Stories.

Looking at the painting above

A rural circus is underway outdoor under blazing sun. An animal performs stunts with his elephant who is trying to use his trunk to pick up an apple. Lions and parrots are waiting for its turn to entertain people. The audience watches it with a lot of amusment and astonishment.





# IMPORTANT

# Should You Make Art

Do you have a formal Art Education?

Great use it

Dosnt matter

Do you know anyone in the Art Scene?

Wonderful they can help you

Dosnt Matter.

Have you made Art Before?

Why are we talking then

Okay listen not all art has to be in a gallery or a book or on stage What is important is you making something for yourself or for your friends. It should be yours and something you made that represents and expresses your mind.

MAKE ART

# 11 REASONS YOU SHOULD MAKE ART

1

## Creativity breeds sucess

Weather youre in advertising or a creative professional ,it is vital to culture and creativity

2

## Art is a lifelong intelectual challence

and an infinate puzzle,since coming up with new ideas and concepts , it is always an intelectual experience

3

## It will change your perception of the world

In a good way, you will start to see patterns and details you did not notice before

4

## Theres no wrong art

You can make anything you want,if it pleases you it has done its perpous

5

## You will learn about yourself

During the hours spent alone your mindset will shift to a state of complete freedom

6

## An outlet for exessive emotion

Frustration? depression? anxiety? Art is the ultimate healer during stressful times

7

## Art is vast

Cooking ,Writing,Comedy,Photography Painting etc,art is really what you make of it

8

## Find passion again

An artform is an amazing form of finding old passions you lost due to having no time

9

## An intimate form of self expression

A way to connect with others on a deeper level than anything else

10

## Spending time alone can be beautiful

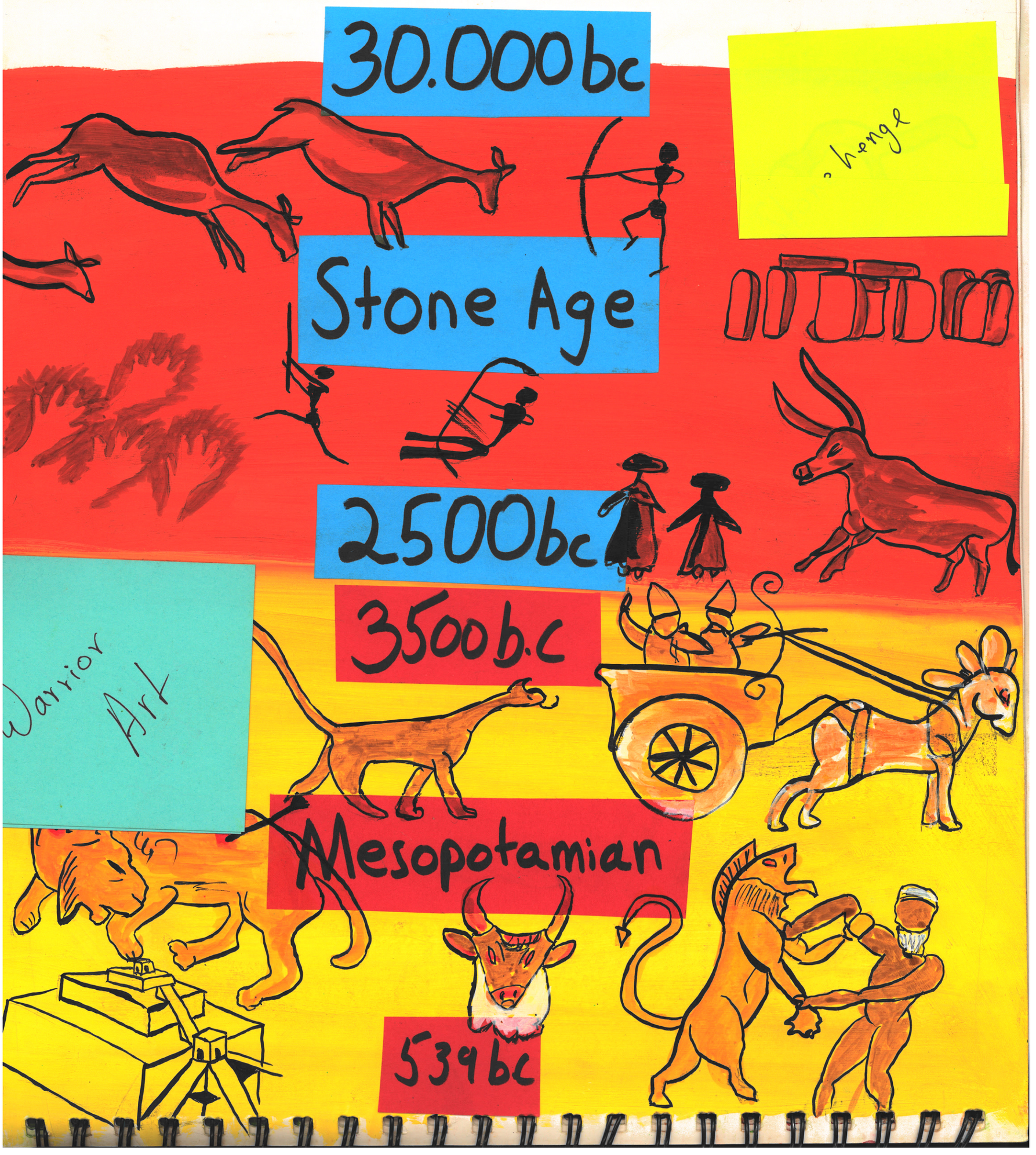
I can gaurentee you that artists love solitude ,and that is some of their favoirite moments

11

## Digital world makes sharing easy

Weather you make visual arts or art like music , it is now as easy as clicking a button to share your creation with the world

# A TIMELIME ON ART HISTORY



Pyramids and tomb Painting

3100 b.C

Egyptian

30 b.c

850 b.C

Hellenistic

and

Greek

31bc

Cave Painting

Greek idealism

500 b.c

Roman

Roman realism

476 b.d

653 b.c

Indian

Chinese

and

Japanese







Serene
Meditative
art



1900 a.d

476 a.d

Byzantine

and

Islamic

1453 a.d



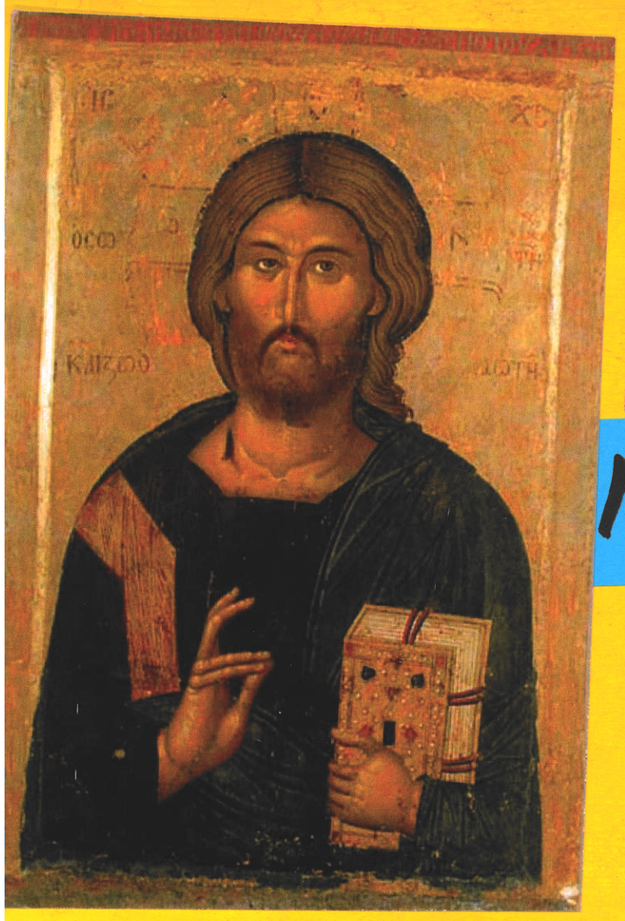


Heavenly
Byzantine Mosaics
and
Islamic Architecture





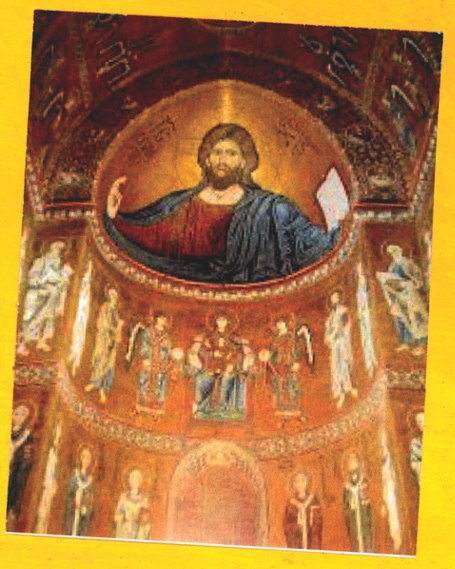
500





Middle Ages





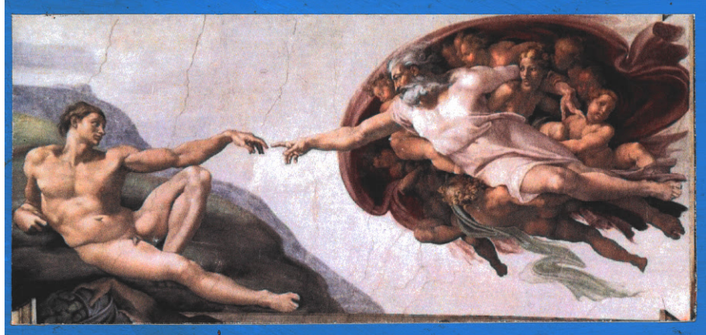
1400

1400

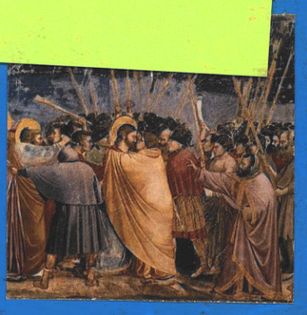
Rebirth of Classical Culture

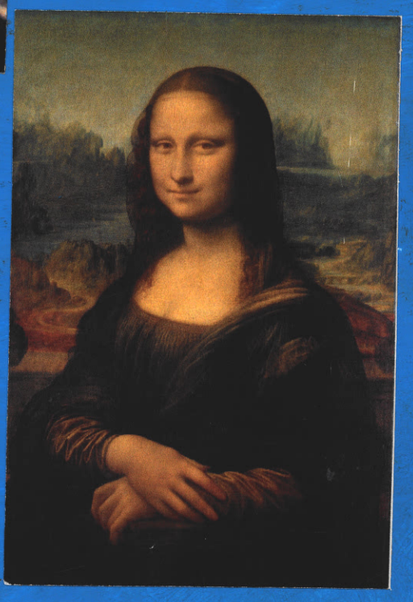


Early and High

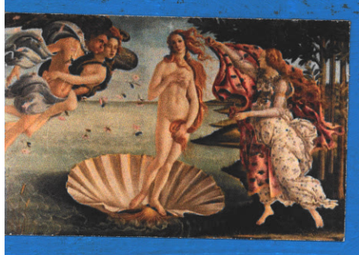


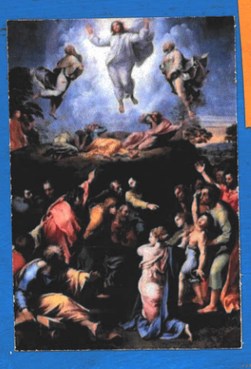






Renaissance





1550

Renaissance Spreads northward to France

1430





Venetian and Nothern Renaissance







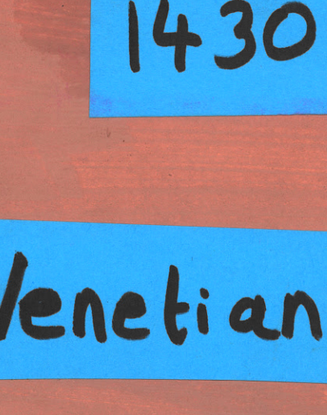




1550

1527

Art that Breaks the Rules





Mannerism





1580

1600



Baroque

Splendor and Flourish for God

1750

1750



Neoclassical

Art that recaptures Greco-Roman Grace and Grandeur

1850

1780



Romanticism

Triumph of Imagination and Individuality

1850

1848



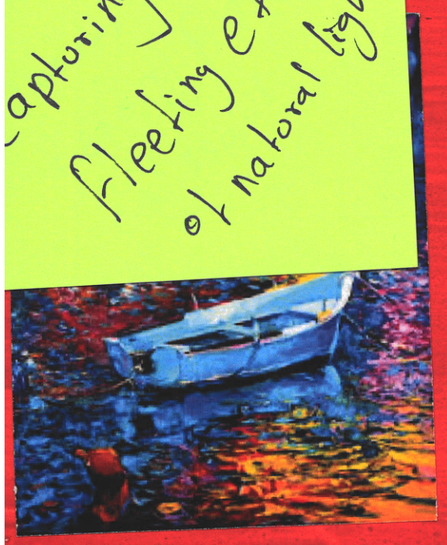
Realism

Celebrating working class and peasants

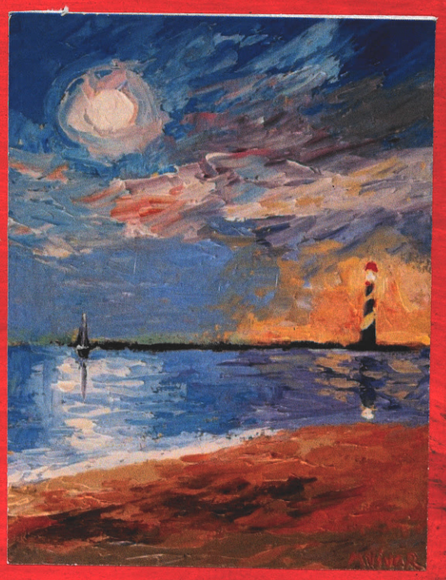
1900

1865

Capturing fleeting effects of natural light



Impressionism



1885

1885



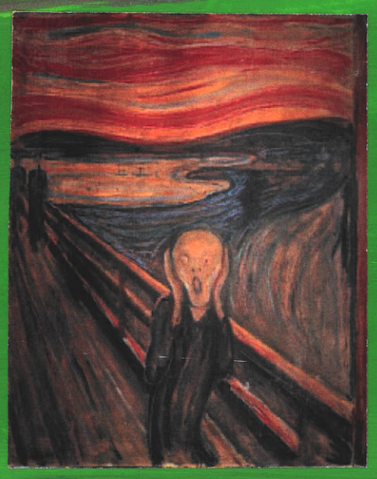
Post Impressionism

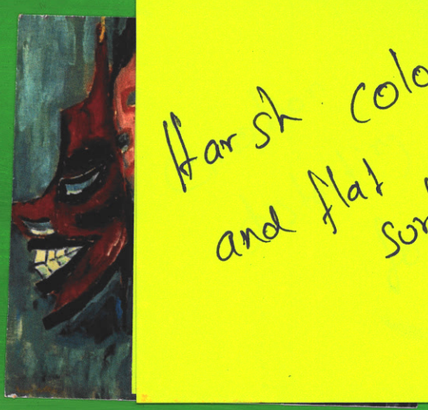
A soft revolt against Impressionism

1910

1900

Fauvism and Expressionism





Harsh colors and flat surfaces

1935

1905



Cubism

Futurism

Destijl

Pre and Post world war I art experiment

constructivism

1920

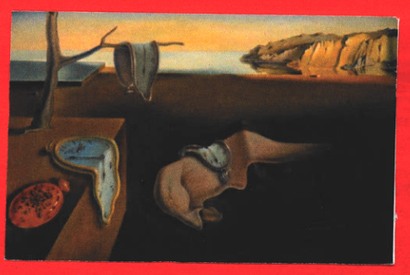
Supremativism

1917

Dada

and

Surrealism



Ridiculous Art




1950

1940

Abstract Expressionism



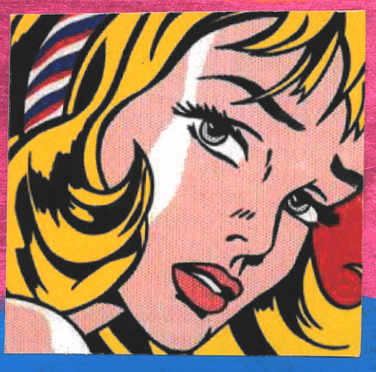
Post World War II

Pure abstrat expression

1950

Pop Art



1960

1970

Gorky, Pollack dekooning,

Postmodernism

and



Deconstructivism

Art without a center and reworking past styles

NOW

# A BRIEF HISTORY of ART

## Introduction

**Humankind** has made images and marks since the dawn of time. Art predates history,as well as the current notion of what constitutes art. What we think of as art tends to be that art produced by urban civilizations, and more specifically ,western urban civilizations .With the creation of the first art museum -The Louvre in Paris - a new world of art emerged that would establish a western hegemony on the idea of art and export it to the world. The world is a big place and art has increasingly taken on proportions unimaginable to the first art historians, leaving a daunting task to those who wish to revise that history, or add to it. Much of art has been mapped through individuals, forming schools and movements of type. The role of the art historian is to uncover the shape of time-cultural activity that is only known to us by the things we make, are the things that survive.

# About

For most people , the process of viewing something asthetically can be a momentarily life-enhancing experience. The same people might also feel that there is a big difference between looking at a painting for its own sake, and accepting the concept of art as a medium for conveying a set of intellectual theories and arguments . Many would ask why should we bother with art?

The enjoyment provided by the visual is an acceptable motivation in itself.However,it dose not tell us very much about anything-after all candy can provide enjoyment too, but unlike candy , art has a potential to enrich life in a manner that goes well beyond mere enjoyment , agreeable decor or a more superficial gratification through popular imagery.Moreover because the art of our own time often simply reaffirms our own values and expectations ,being familiar with the art of other times and places is a useful portal into asthetics,ideologies,morals,philosophies, politics and social coustoms of others.Arts most fundamental importance is perhaps not as decor but as an avenue of intellectual communication.

In this journal we go through the research I have done on the various art movements of history.

# Ancient Art



The earliest art of Pre-history, created during the earlier Paleolithic Age is the Bhimbetka Petroglyphs found in the auditoriums cave in Central India.









## Paleolithic art

The next oldest is the Venus of Tan-Tan discovered in Morocco.

Art work created in the Mesolithic period by hunters, gatherers include Petroglyphs Stylized cave paintings, as in the cave of hands in ARGENTINA.





## Mesolithic Art

The first type of "Cave Art" is the cave painting in Cantabria

Body adornments like bracelets and functional objects like padels and weapons, these types of Mesolithic art have been located in many areas of the world.











JAMO POTTERY an early exemplary of Japanese art emerged in Mesolithic

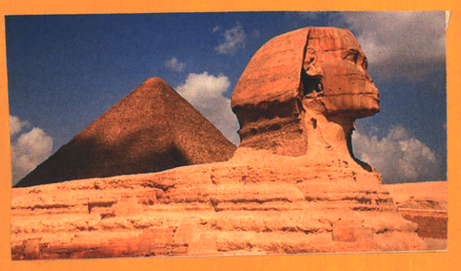


Neolithic Art

Neolithic Art is influenced by the developments of agriculture and animal husbandary. It was responsible for more portable art and less rock/cave painting. Art work were enhanced by the use of metals such as copper.

# Egyptian Art

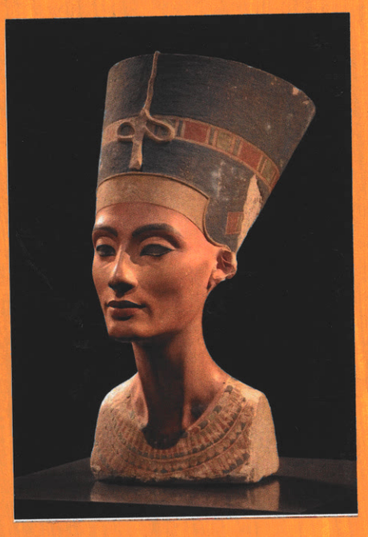
Ancient Egypt is most famous for its monumental Egyptian Architecture, and its assorted Egyptian sculpture.







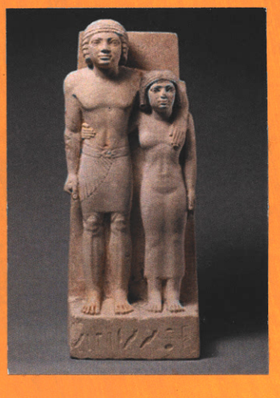
The Art from Ancient Egypt depicted how Gods, Pharohs and people should be portrayed.



It is also the first civilization with recognisable Style of Art.







Much of Egyptian Art in tombs and temples reflects religious themes especially those concerning the after life.

# EGYPTIAN ART.

HIEROGLYPHS

PAPYRUS

SCULPTURES

PANEL PAINTING

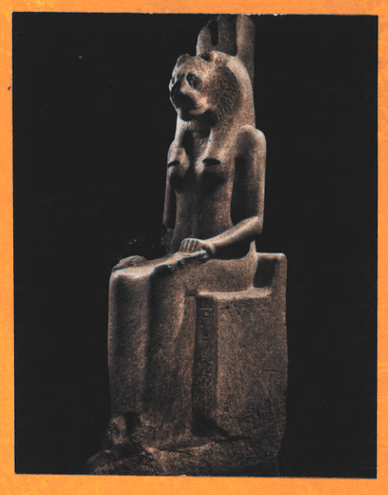
MURALS





In paintings artist dipicted the head, legs and feet of their subjects in profile while potrays eye, shoulders, arms and torso from the front









Egyptian art is over 1000 years old. It emerged in the civilization of the Nile Valley.

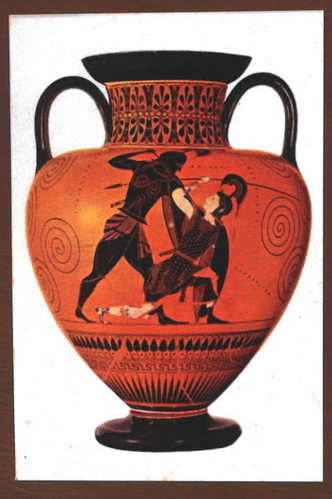
The Art of Ancient Greek has excersied an enormous influence in the culture of many countries from ancient to present times, particularly in the areas of sculpture and architecture







In the west the art of the Roman Empire was largely derived from Greek models.












# Greek Art




The Spread of Greek art through

Alexander the Great conquest - initialed several exchange between Greece and other Asian countries, this resulted in Greek Style of Art and Architecture spreading world wide.

# Roman



Sculpture was the highest form of Art by Romans.

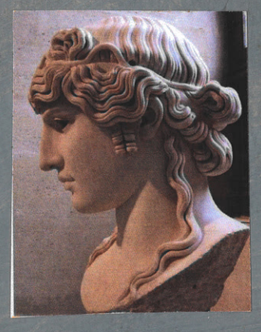


Roman art includes
ARCHITECTURE
PAINTING.
SCULPTURE and
MOSAIC WORK

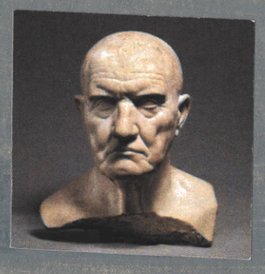


Luxury objects in metal work, gem engraving, ivory carving and glass.



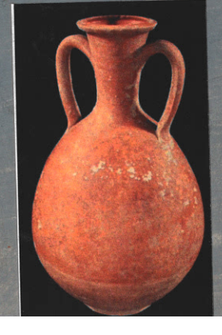


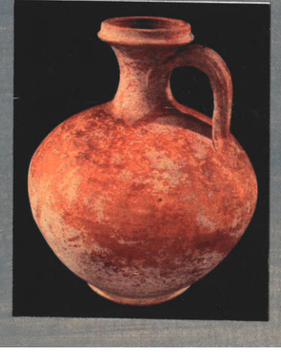






Ancient Roman pottery was not a luxury product but a vast production of fine wares.





Roman art style were highly influenced by Greek art. Some historians even called Roman art a copy of Greek work.

# Indian Art

Indian Art consists of a variety of art forms including - PLASTIC ART (pottery and sculpture) VISUAL ART (painting) TEXTILE (woven silk).



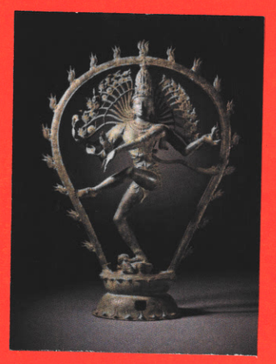






It spans the entire Indian Sub continents. Including what is PAKISTAN and BANGLADESH.









A strong sense of design is characteristic of Indian (design) art and can be observed in its modern and traditional forms.



# Chinese

CHINESE PORCELIAN and INK WASH painting art is the major form of CHINESE ART.

Chinese art is a visual art that whether modern or ancient originated from china by Chinese artists in the Republic of china (TAIWAN)

Chinese art is the oldest continous tradition in the world.







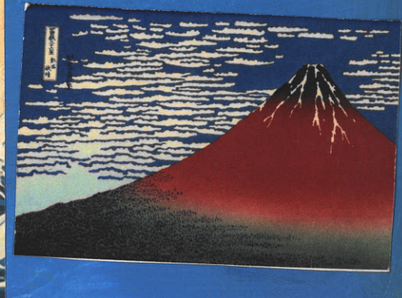
# Japanese

Japanese art covers a wide range of art styles and media. It began when Japan was formed and has constantly been evolving as the Japanese artist haven't been afraid of adapting and trying new styles.









# Byzantine Art

The style that characterized BYZANTINE art was almost entirely concerned with religious expression, specifically with the translation of church theology into artistic terms.






BYZANTINE ARCHITECTURE and painting remained uniform and anonymus and developed within a rigid tradition. The result was a sophisticated style rarely equalled in western art.



Byzentine medival art began with MOSAICS decorating the walls and domes of churches, as well as fresco wall painting.



# Renaissance

RENAISSANCE a french word meaning REBIRTH. alludes to the humanistic Revival of the classical influence in Western Europe. In the fourteenth and sixteenth centuries. Although the fall of Constantinople in 1453 and the consequent flight of the intellectuals to the west is often cited as the starting point of the Renaissance, the rebirth of learing had begun several generations earlier.



Renaissance art sought to capture the experience of the individuals and the beauty and mystery of the natural world.

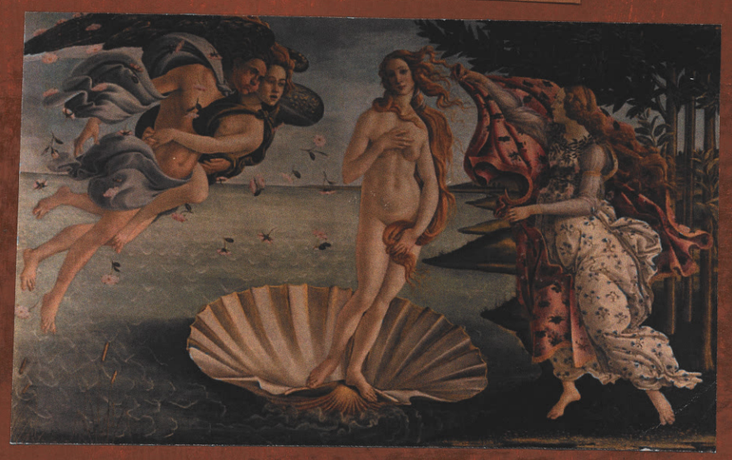




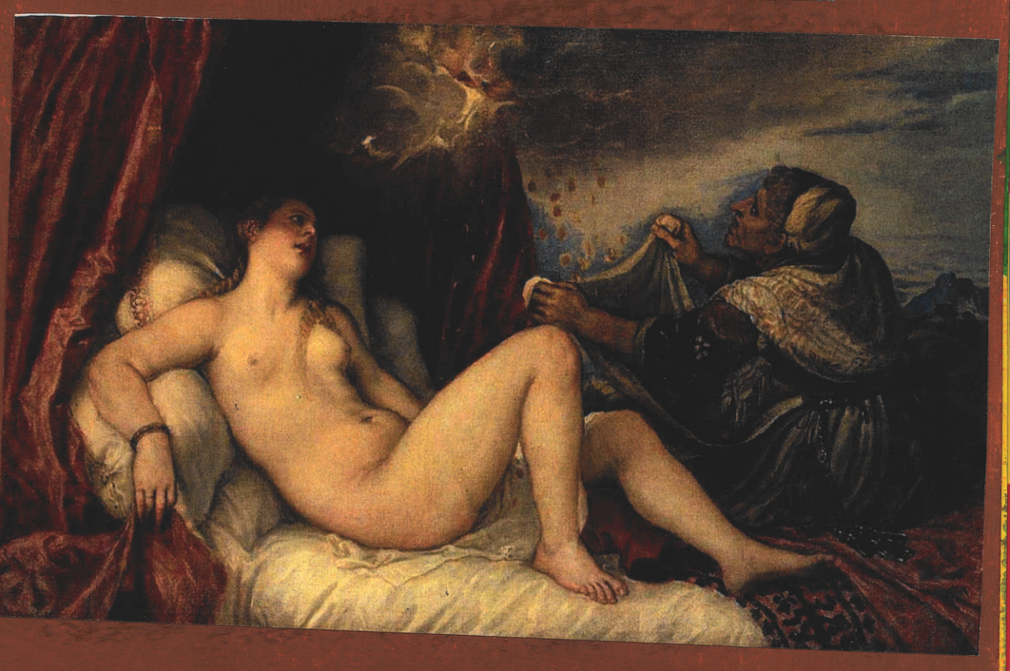
The Renaissance is a period immediatlly following the middle ages.

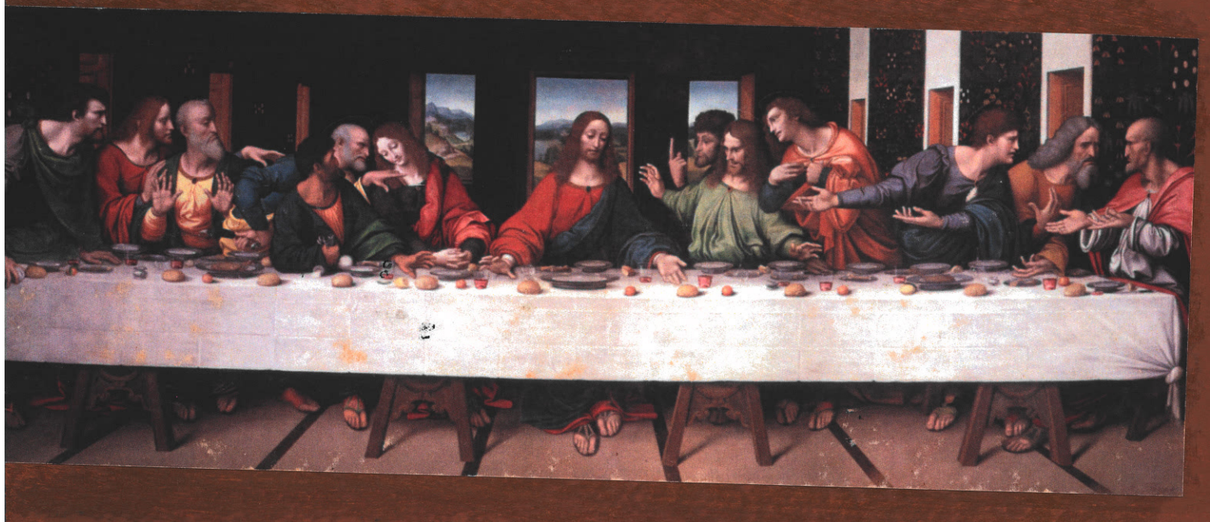


Leonardo da vinci, the ultimate Renaissance man, practised all the visual arts and studied a wide range of topics including anatomy, geology, botony, hydrolics and flight









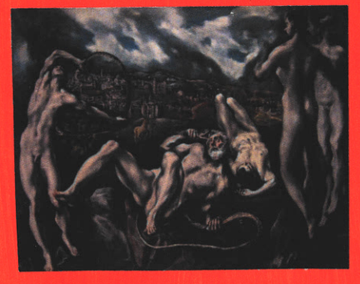


# Mannerism

Mannerism is an Italian art style that started in the end of the High Renaissance. The Mannerism style originated in Florence and Rome. Mannerist artists evolved a style that is characterized by artificiality and artiness. Figures in mannerist style of art had graceful but overly elongated limbs small heads and stylized features.









# Neoclassical

The artistic style known as NEO classical art was the predominant movement in European art and architecture during the late 18th and early 19th century





Neo classical works were heroic, noble-mind and stirring heroic. Neo classical paintings depicted subjects from classical literature and history as used in

# Romanticism

Romanticism attitude or intellectual orientation that characterized many works of literature, painting, music, architecture, criticism and historiography. Among the characteristics of Romanticism were a deepened appreciation of the beauties of nature, a general exaltation of emotions over reason and the senses over intellect.



# Realism



Realism was an artistic movement that began in France in 1850's after the 1848 Revolution. Realistics rejected Romanticism which had dominated French literature and art, science the late eighteenth century. Realism revolted against the exotic subject matter and exaggerated emotionalism and

# Impressionism



Impressionism can be considered the first distinctly modern movement in painting.

They abandoned traditional linear perspective and avoided the clarity of focus that had previously served to distinguished more important elements of a picture from the less ones.

Developing in Paris in 1860's. Its influence spread throughout Europe.





The impressionists loosened their brush work and lightened their palettes to include pure, intense colour.

# ART NOUVEAU

Art Nouveau was a movement that swept through the decorative arts and architecture in the late 19th and early 20th centuries.









Art Nouveau was aimed at modernizing design, seeking to escape the eclectic historical styles that had previously been popular.

Generating enthusiasts throughout Europe and beyond, the movement issued a wide variety of styles.

Artists drew inspiration from both organic and geometric forms. Evolving elegant designs that limited flowing natural forms with more angular contours.



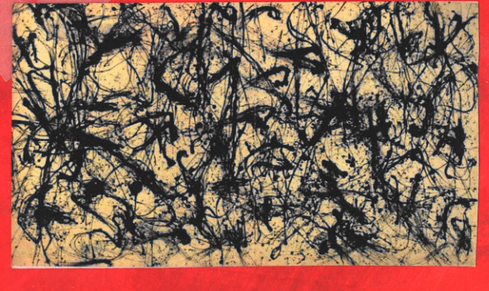


# Abstract Expressionism

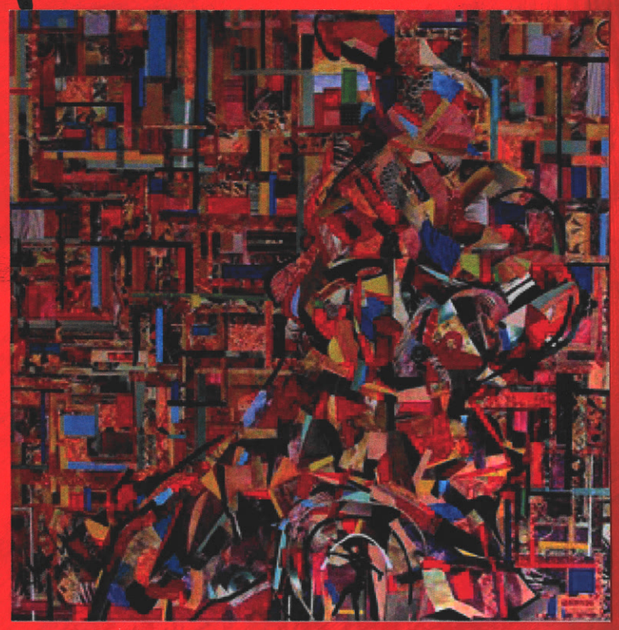
Abstract expression was never an ideal label for the move-ment which grew up in New-York in 1940-1950.



Most artists associated with Abstract expressionism were from 1930's they were influenced by the era's leftist politics, and came to value an art grounded in personal experience.





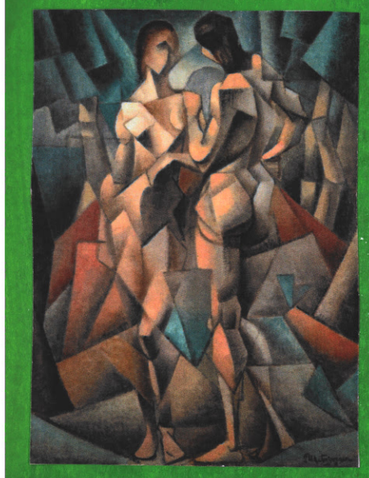


It was somehow ment to encompass not only the work of painters who filled their canvases with fields of colour and abstract forms, but also those who attacked their canvanses with vigorous gestural expressionism.

# Cubism

Cubism was started by PABLO PICASSO.

The artist abandoned perspective which had been used to depict space since the Renaissance, and they also turned away from the realistic modelling of figures.



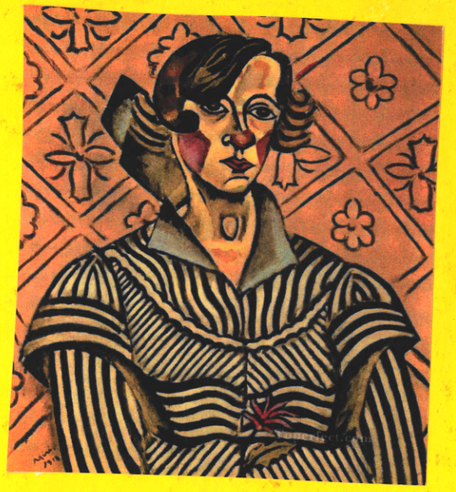


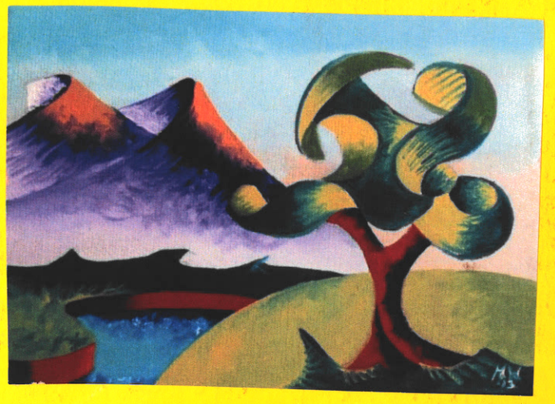


Cubist, explored open form, piercing figures and objects by fusing the space flow tough blending background and foreground.

# DADA







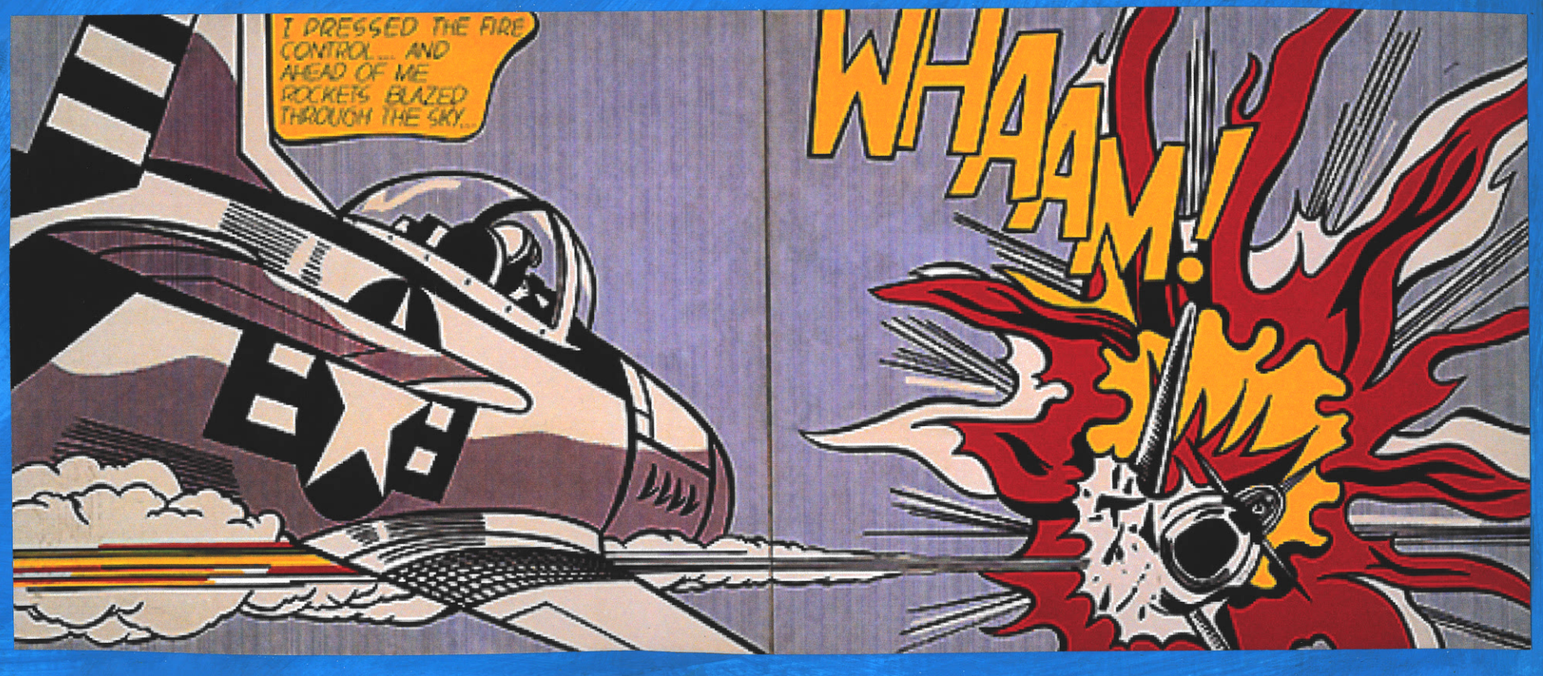
Dada was the feist conceptual art movemeab whue the focus of the artist was not only on crafting aesthetically pleasing objects but on making works that often upended bourgeois sensibilities and that generated difficult questions about society, the role of the artist and the purpose

# POP

Popart is now most associated with the work of NEW YORK artists of the early 1960's such as Andy Warhol who drew on popular Imagery were part of an international phenomenon in various cities from the mid 1950's



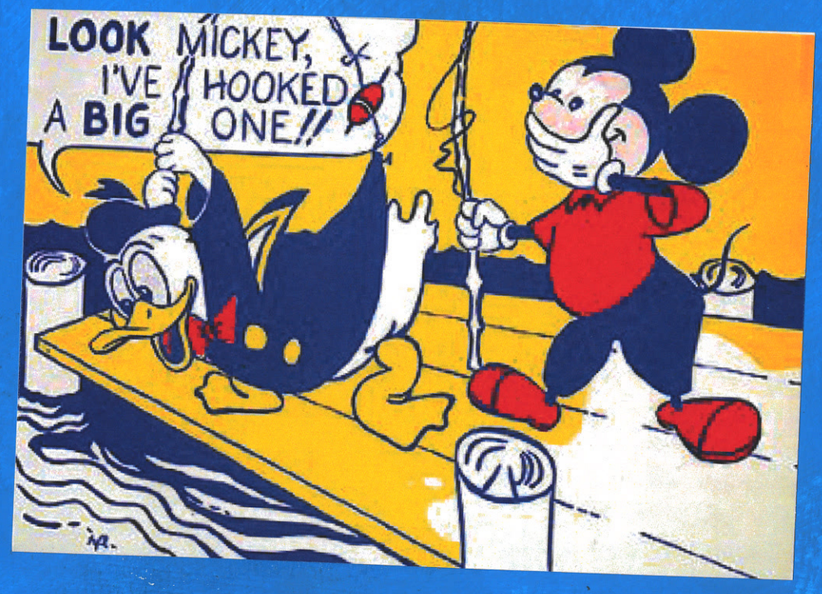


# ART






The subject matter of Pop art become far from traditional High art themes of morality, mythology and classic history. Rather the artists created common place objects and people of everyday life, in this way seeking to elevate popular culture to the level of fine art.

# Post Modernism

Post modernism is a body of art movements that sought to contradict some aspects of modernism or some aspects that emerged or developed in its aftermath.

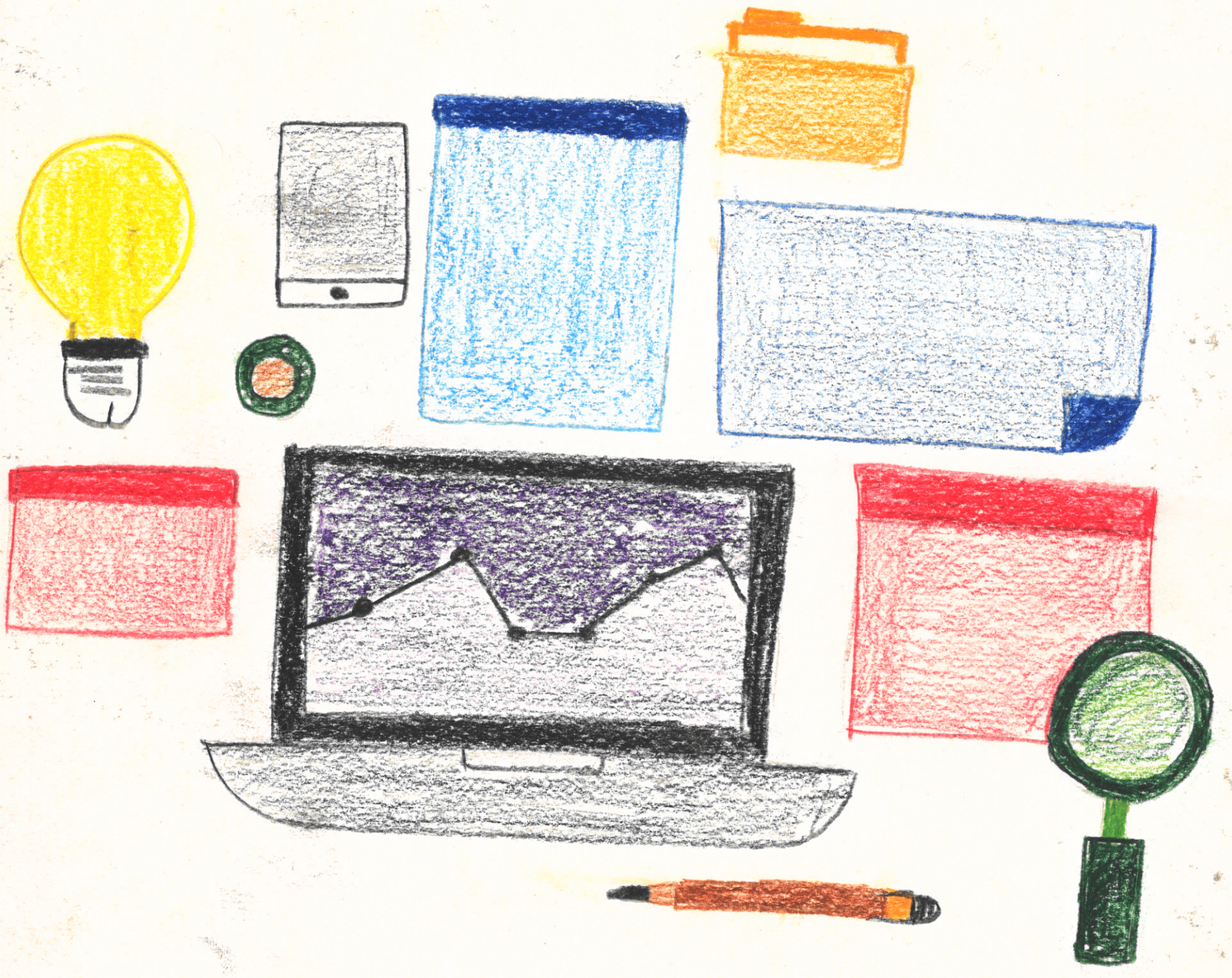
In general movements such as Intermedia Installation art Conceptual art and multimedia are discribed as post modernism.





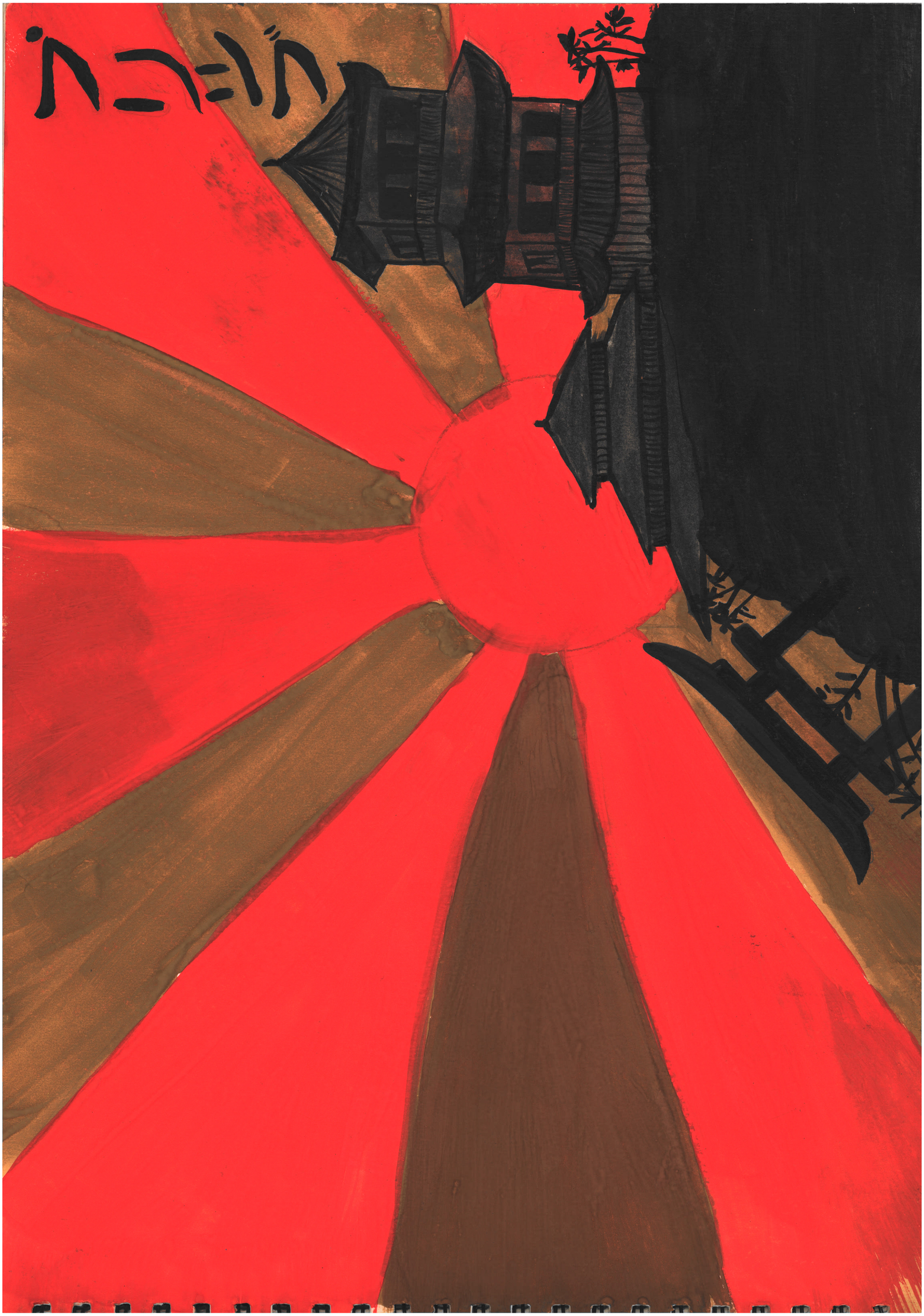


# END OF



# GENERAL RESEARCH

# JAPANESE ART



# ART MOVEMENTS I HAD CHOSEN



## JAPANESE

- Very Plesant
- Unique Artstyle
- Nature and Culture
- An Interesting Perspective look on things
- Simple and Minimilistic
- Covers a wide range of art styles
- Highly Influenced Modern Animation.

## CHINESE

- Very Diverse
- Subject is Heritage and Culture
- Fluid and Detail

## CUBISM

- Subject usually Discernible
- Emphsises the 2 Dimention-ality of the canvas by blending bg and fg
- Major artist was Picasso
- Most Influential Art style.

# WHY JAPANESE

# Japanese Art

Appealing

Grey-scale B&W

Mute colors

Pleasant for the eyes.

Simple Color Schemes

Good Harmony and Balance

Great Design Principles

Unique Concepts

Showcase Nature and Culture

Interesting

Simple yet Detailed

Japanese Cars

Dragon Ball Z

Beyblade

Pokemon 1996

My Neighbor Totoro

Naruto

Manga and Anime

Japanese Food

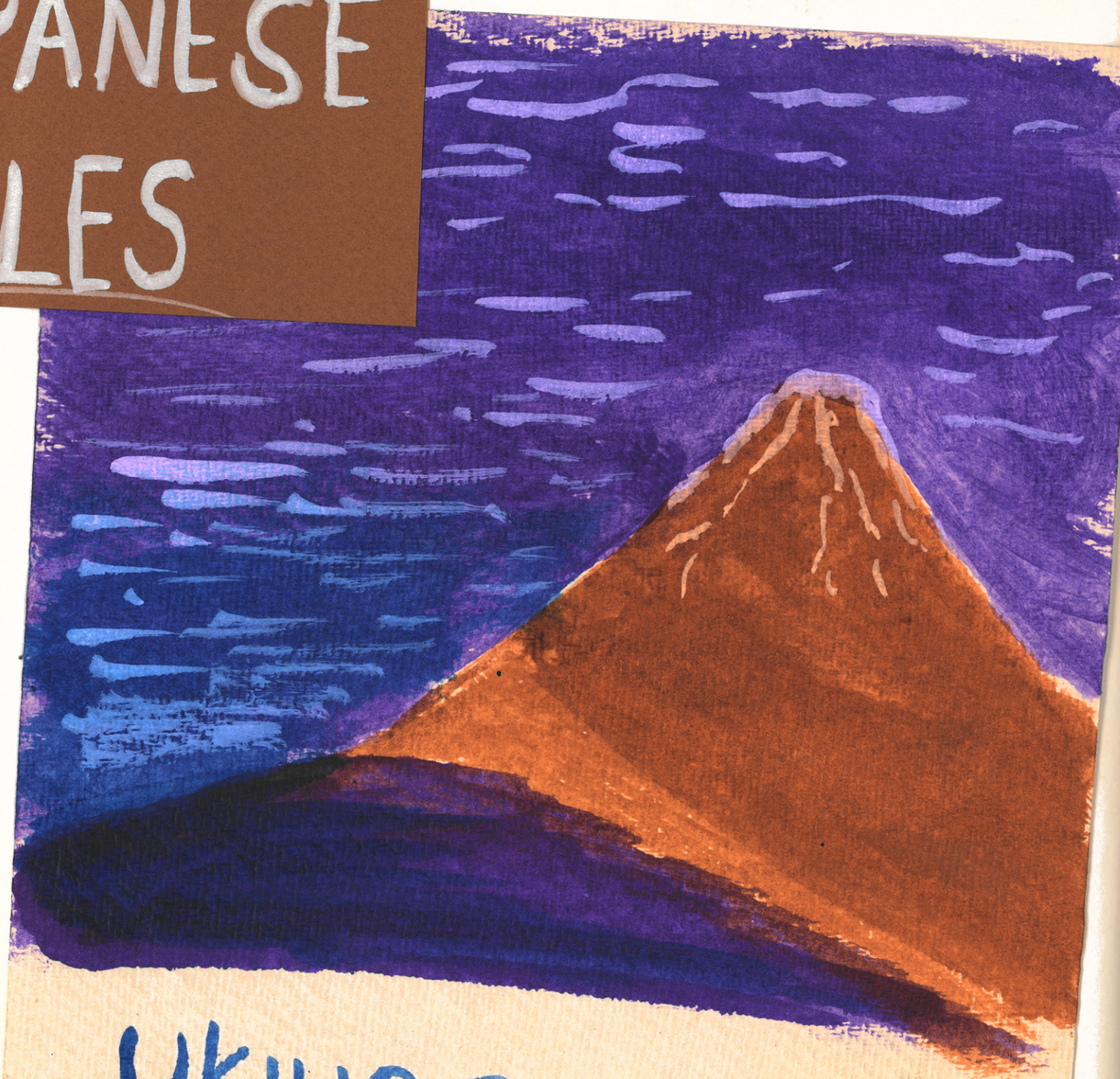
I Like Japan

# POPULAR JAPANESE ART STYLES



ZEN

INK PAINTING



Ukiyo-e

&

Yamato-e



# Geisha

There are not many countries like Japan, blessed with centuries of artistic history and background. Japanese art forms have had modifications made to them time to time and Japanese artists never hesitated to adopt foreign methods in their art work. These art forms are explicit expressions of the artistic mind and workmenship of the Japanese people



# MANGA

# ZEN INK PAINTING

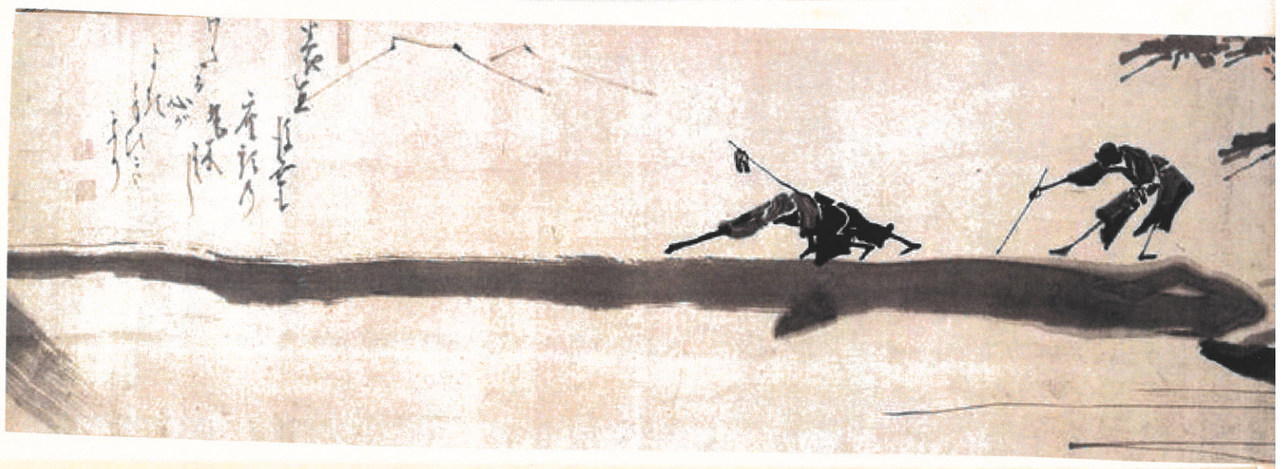
'Zen' is the Japanese Pronunciation of the Chinese "Chan".

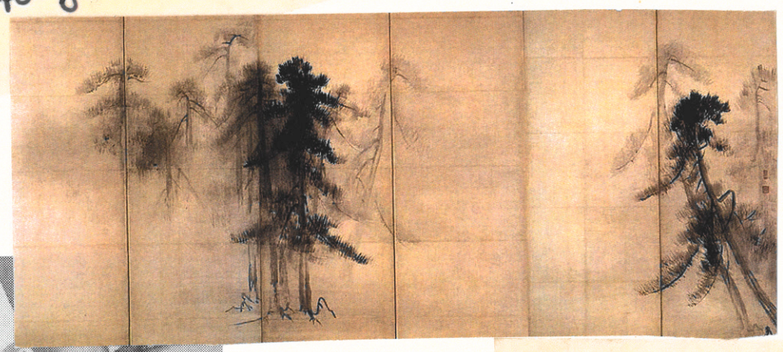
ZEN Monks sought enlightenment through personal dedication, through austerity and concentrated meditation.

It was a form of self expression

Greyscale created with black ink is the most widly used medium. Later Paintings Incorporated Red and blue.









Zen ink painting has a very wide range of subject matters but is mostly nature and people being visual representation of scenes.

The art style is very simplistic, spontaneous and minimilist with just simple brush strokes which use pressure to vary thickness and Darkness.



# Ukiyo-e & Yamato-e

Ukiyo-e is the later form of Yamatoe. It first appeared in screens and hanging scrolls and was used as decorative pieces.



"Pictures of the floating world" is usually the subject matter.

Color schemes usally vary through the color pallet where the colors are quite mute and not very vibrant.



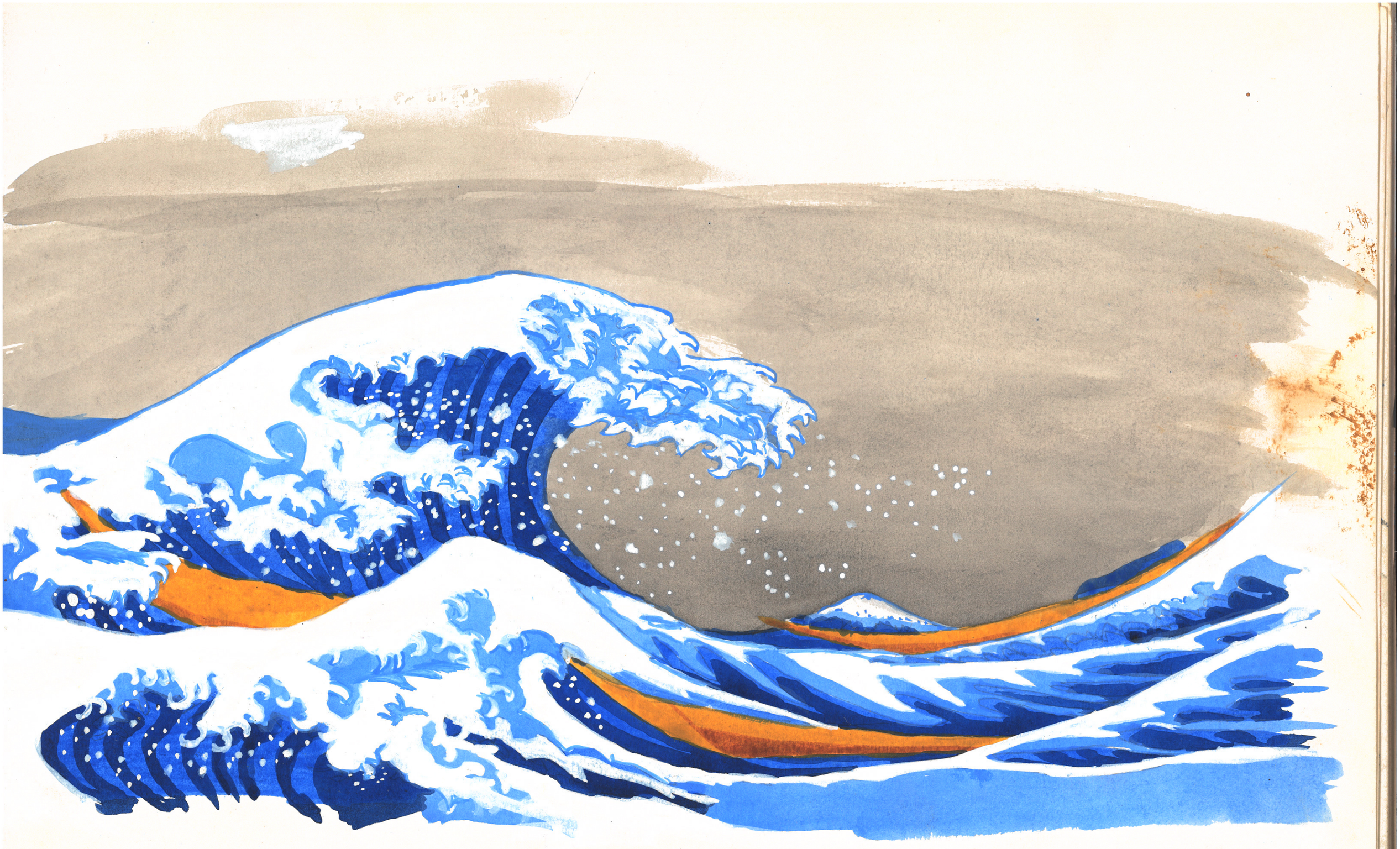
Yamato-e originally grew out of chinese Tang dynasty styles.

It was initially a court style and is more formal, more decorative and more colorful

Its aesthetic was entierly opposite to the spontaneity, Intuition and personal expression of zen ink paintings.



They are generally an abstract semi realistic where the image is slightly distorted.



# GEISHA

Geisha means
gei - art
sha - person
art person

In the early stages of Japanese history there were female entertainers who made a living as servers, people who sold sexual services and as performing artist for the High class





A Geisha makeover generally consists of neat exuberent hairstyles with multiple accesories with white face Makeup and highlights of the eyes and lips.



These art styles Initially used mute colors but now have evolved into using brighter and more vibrant colors.







It almost always Includes a fan or an umbrella.

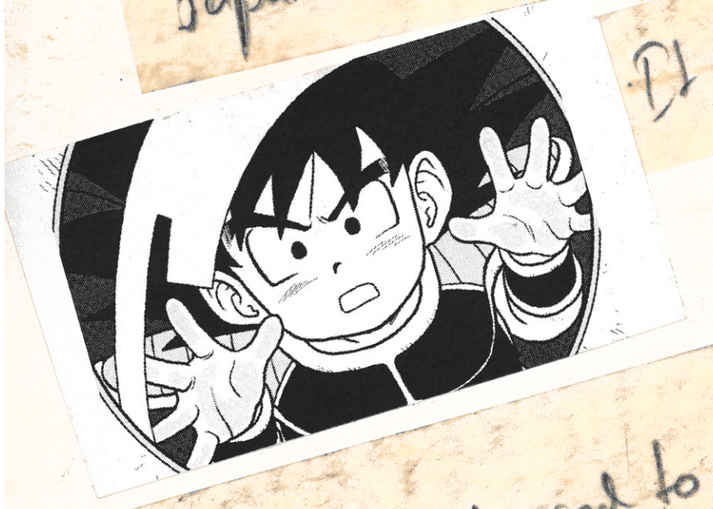


# MANGA



Manga are comics created in Japan by the creators of the Japanese language

It is a style developed in the late 18th Century





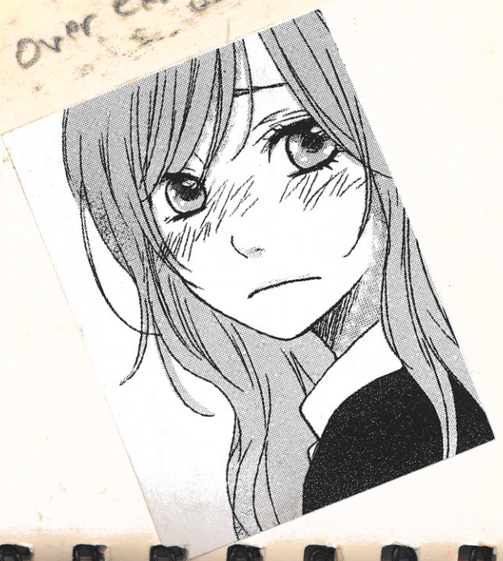

Manga is a word used to describe both Japanese comics and cartooning

Manga style led the way to modern animation via 2d cartooning




Manga comics are typically in black and white

The art style usually features over exaggerated characters.





# Experimenting with the Art style

- Attempting to learn how to paint in the Japanese Zen Ink painting style

- Sumie, Sansuiga, shigajiku are the styles of Ink painting.
- Main Similarity between the art styles are the Brush strokes and simplicity.

things to keep in mind.

- Get a bigger brush - (I was using a no 10 round)
- Do not mix water or get the brush wet.
- use very little ink
- If there is excess ink, clean the brush dry it and then start again
- More quickly and fluidly
- use pressure and brush tilt to declare the stroke.
- swift swooping brush strokes with little pressure for giving shade.

Remember Ink painting was evolved from Caligraphy


moved too slow
Too much Ink
Correct amount of Ink and pressure.

# Output Attempts, Concepts and Experimentation.

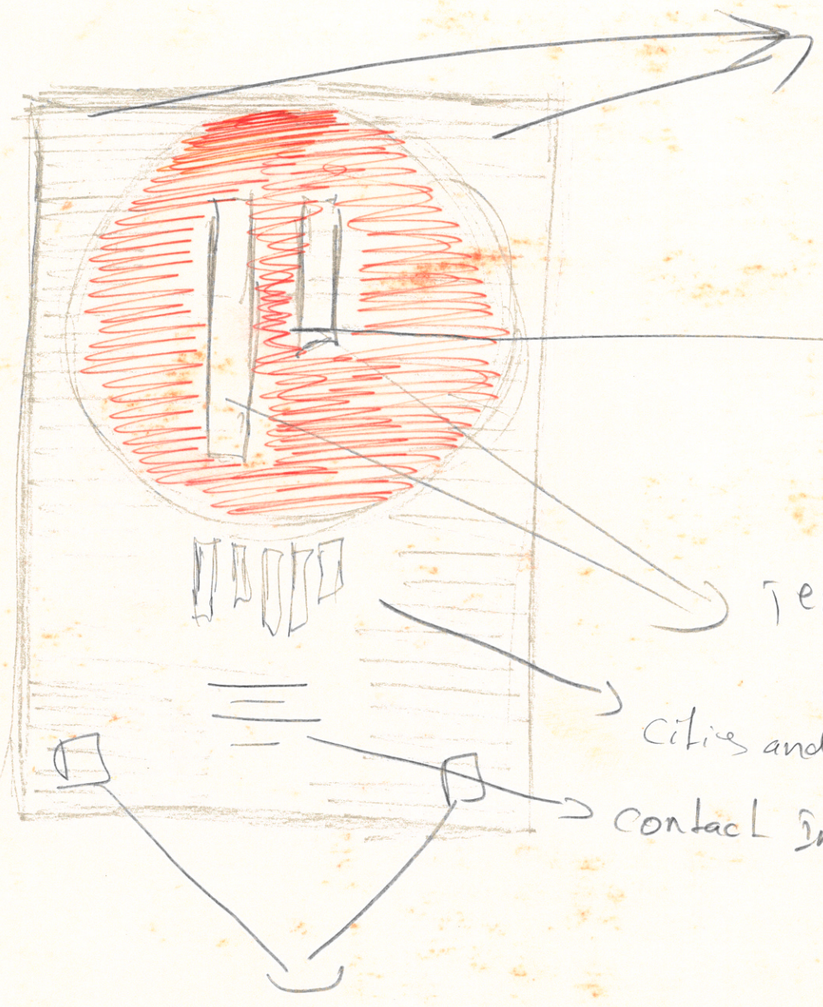


Thumbnail

Japanese art expo 17

Mumbai Hydrabad
Delhi Kolkata
Bangalore
Chennai

## Concept.




Concept scrapped - since while working it was not interesting.

# EXPO 17

# JAPANESE ART

MUMBAI

DELHI

BANGALORE

CHENNAI

HYDRABAD

KOLKATA




Thumbnail

Japanese Zen Ink painting.

Chennai Kolkatta Feb 20 - Mar 15
Mumbai Banglow
Delhi Hydrabad.




Title
either Japanese art expo
or
Japanese zen ink painting.

A girl with a long red flowing dress and with long black hair painted in the Japanese style.

Branding.

Information such as
contact
Date
location

# JAPANESE ZEN INK PAINTING



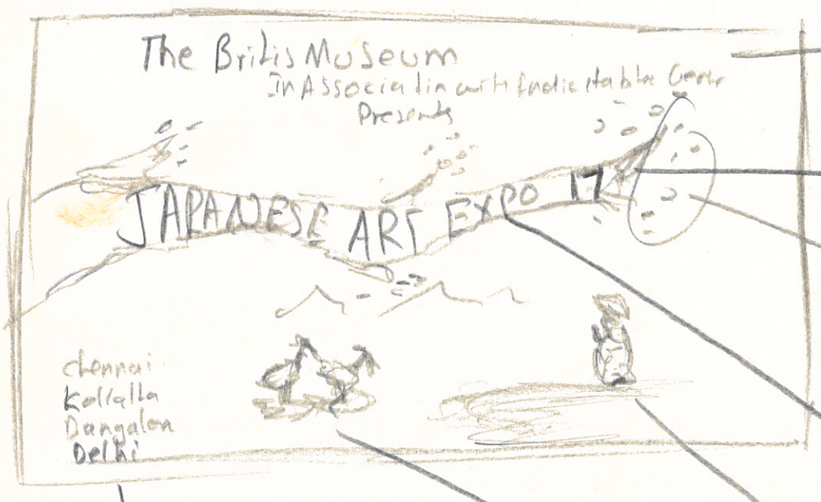


Japanese art expo '17

The British museum

In association with India Habited Center

presents.




Title.

A cherry blossom tree branch.

A cherry blossom tree leaves and flowers together

Japanese art expo written in the tree branch.

a man Drinking tea

Some water birds -

Location with date -

# The British Museum

In association with India Habited center



# Final output evolution.




→ started with two frames filled one with the details and one showing a famous painting.



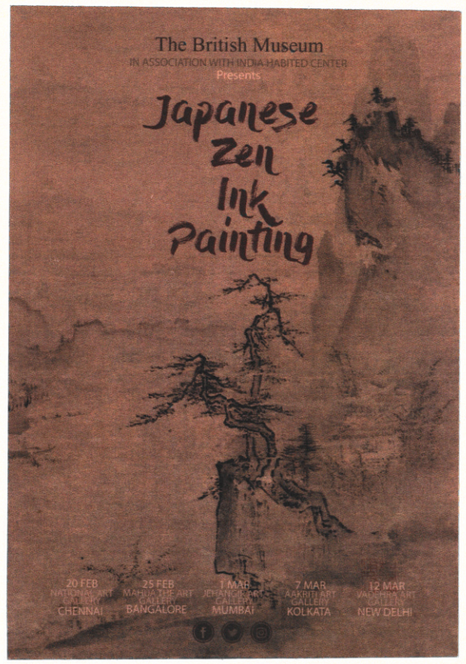

The frames had their color changed and the image size was reduced along with minor alignment and scaling of text.

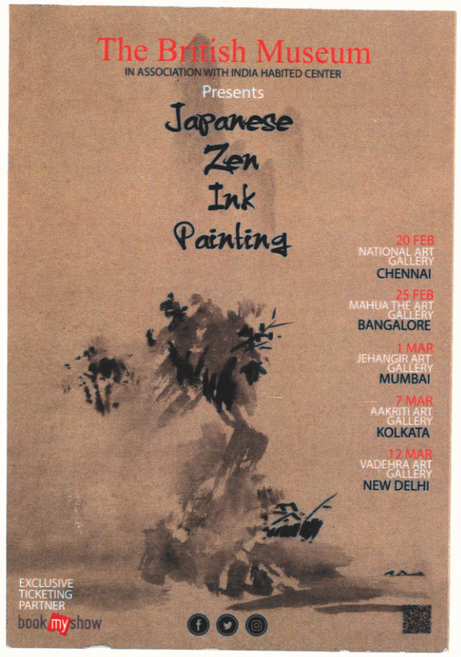
The Pictures were Straightend and 3 Frames added each showcasing a different art style.

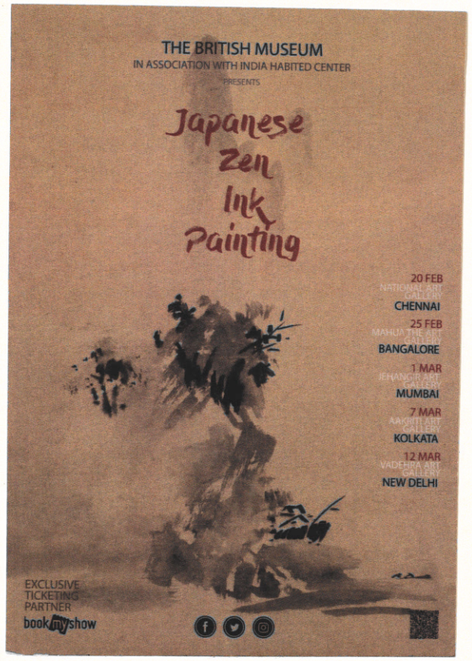


1 → 2 → 3 → 4




The Image was changed

Text font and color was changed

5




New content was added.

Font color and placement was altered



British musem in association with India Habited center.

Zen ink painting.



British museum in association with India habited Center

Zen Ink Painting.

A Zen ink painting of two water birdse done by me.

Details about the event.

END ——

THE BRITISH MUSEUM IN ASSOCIATION WITH INDIA HABITED CENTER

# ZEN INK PAINTINGS



## EXHIBITION

OF JAPANESE ZEN ARTS

FROM 653 BC TO 1900 AD

INC HENNAI BANGALORE MUMBAI KOLKATTA AND NEW DELHI

BETWEEN 20 FEB AND 12 MAR