

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

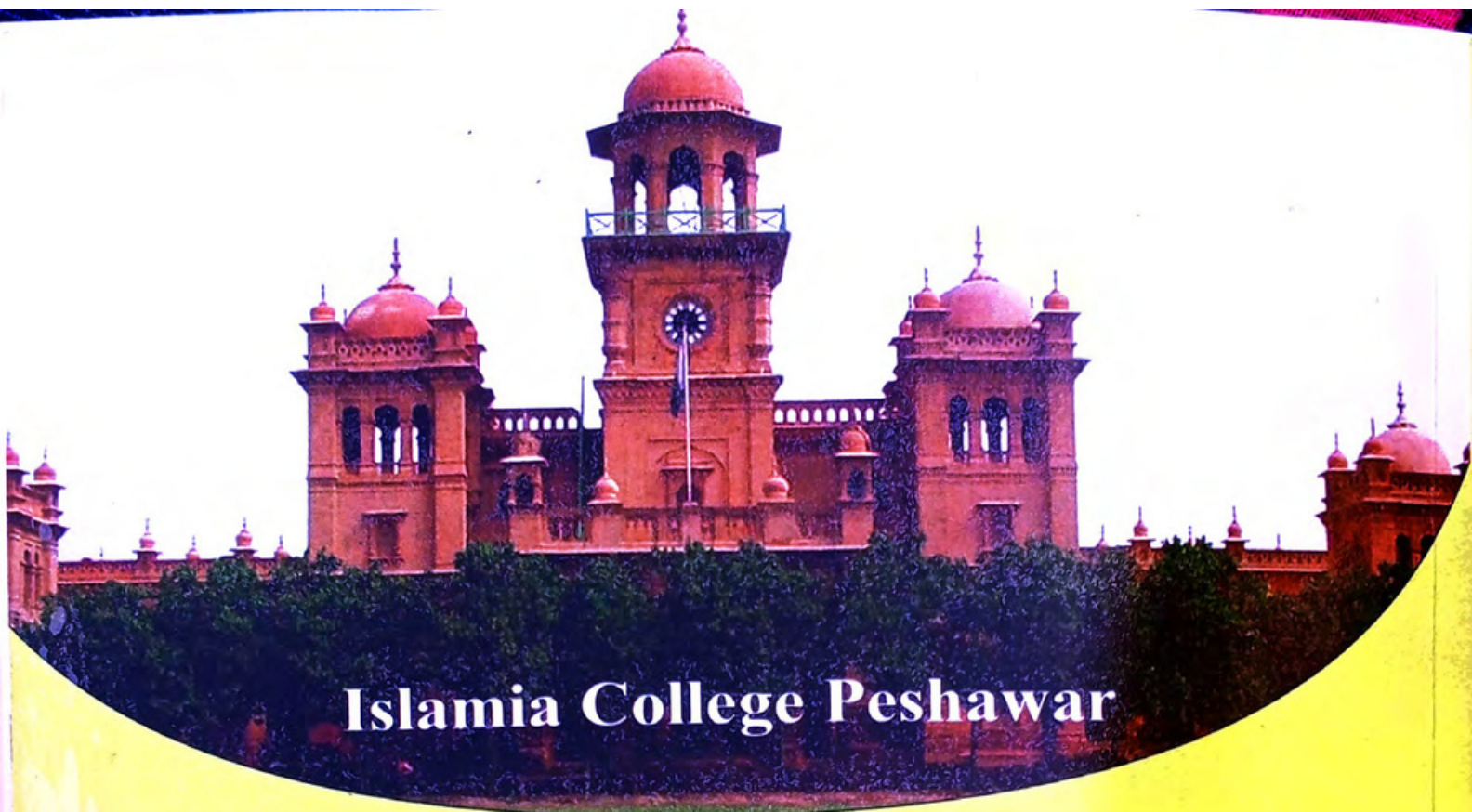
1. 3D art work is displayed on asurface.
2. All works on paper should bebefore framing.
3. The mat/border may be slightly at the bottom.
4. Direct sunlight can the colours of a painting.
5. Industrial designers design objects.
6. The package designers design for products.

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

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