

**Term Grade 9**

# **Creative Arts**

Theory 200 marks

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# Creative Arts

**Drama : 100/2 + Visual Art : 100/2**  
**= 100% report mark**

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# DRAMA

100 Marks

QUESTION 1	Topic 1: Dramatic skills development
QUESTION 2	Topic 2: Drama elements in playmaking
QUESTION 3	Topic 3: Drama performance
QUESTION 4	Topic 4: Drama appreciation & reflection
QUESTION 5	Topic 5: Media and Careers



# DRAMA

100 Marks

**Drama: Study from workbook**

**Term**

**Term**

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# DRAMA

## Topic 1: Dramatic skills development

### Genre :

A form of artistic expression that is similar to each other



### Voice: Characteristics

- Volume: the relative loudness of a voice
- Pitch: the relative highness or lowness of a voice
- Articulation: clearly pronouncing words
- Resonance: a rich, warm vocal tone
- Inflection: variety of vocal pitch
- Enunciate: to pronounce words or parts of words clearly
- Rate: the speed at which one speaks
- Project: increase voice or actions so they will carry to the audience

# DRAMA

## DRAMA : QUESTION 1

### Topic 1: Dramatic skills development

#### Vocal Development

- Relaxation and Restful Alertness –
  - Breath Control and Capacity –
  - Diaphragmatic Breathing Exercise –
  - Posture -
  - Voice Warm-ups -
-

# DRAMA

## Vocal Development

- Warm-up by doing breathing exercises
  - Stand up straight and keep your feet shoulder width apart
  - Use tongue twisters to practice your consonants and vowels
  - Practice your lines using your jaw closed and mouth open
  - Now open your jaw and relax it
  - Speak the words in a deep voice without tucking your chin in
  - Speak the words in your normal voice and make sure that your posture is straight.
  - Practice your phonation and resonance.
-

# **DRAMA**

## **Vocal Development**

- 1. Relaxation**
  - 2. Restful Alertness**
  - 3. Posture (Neutral Stance)**
  - 4. Breath control and Capacity**
-



# DRAMA

## Vocal Development

### 1. Relaxation & Restful Alertness

Relaxation is the technique we use to free the body of unnecessary tension. We should do relaxation exercises every day to keep our body at its optimum. We will also improve our vocal ability as the body supports breathing and breathing supports the voice.

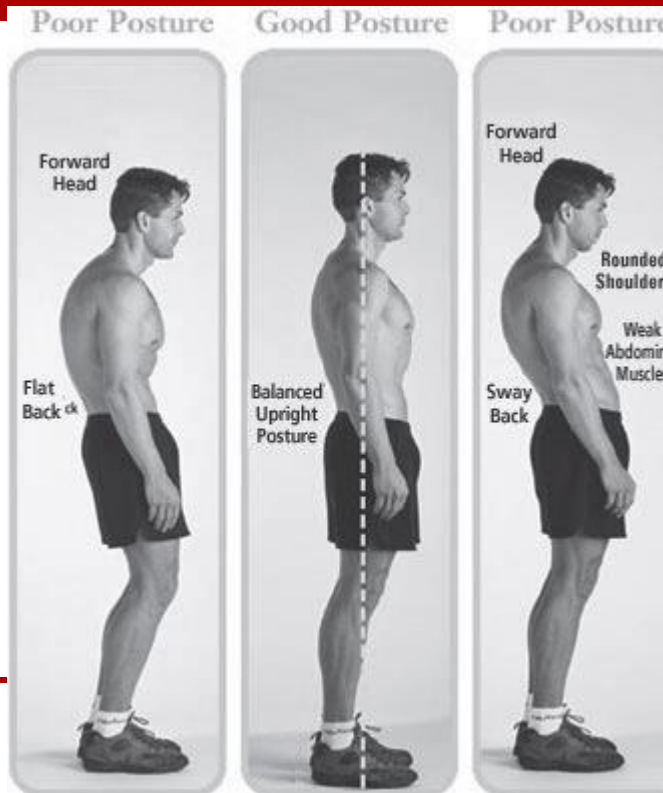
In DRAMA, relaxation also means to energise the body and not to be lifeless.

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# DRAMA

## Vocal Development

### 3. Posture (Neutral Stance)



1. Feet parallel and hip distance apart
2. Knees unlocked and legs slightly bent
3. Hips in line with ankles
4. Centre of body not too forward or back
5. Shoulders relaxed and in line with hips, not rolled forward or back and not pushed up toward the ears
6. Head in the centre looking forward just a point above the horizon.

# DRAMA

## Vocal Development

### 4. Breath control and Capacity

A performer must be skilled in **breath capacity** and **control** to ensure that he has enough breath for the length of a sentence; a shout; a whisper; and has enough control for releasing the breath over a certain time. This will minimise vocal faults. **Vocal faults** affect the clarity and audibility of the voice.

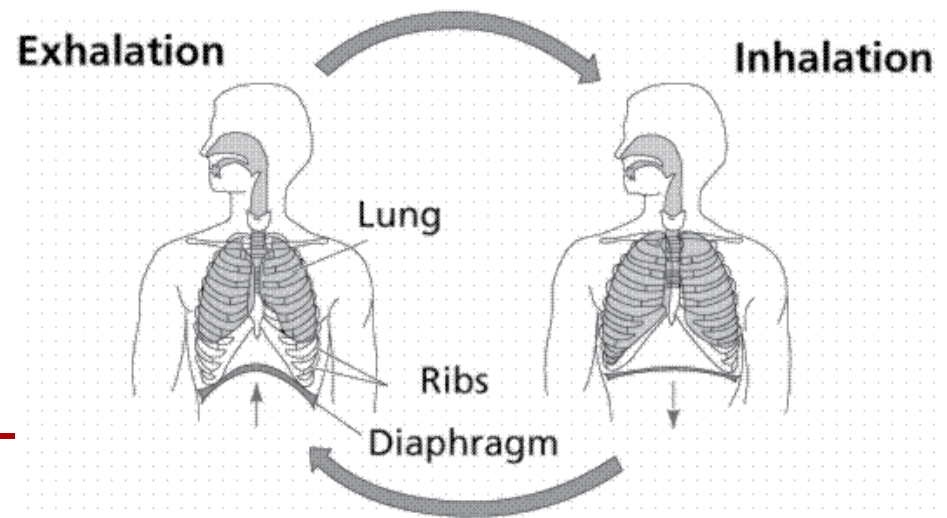
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# DRAMA

## Vocal Development

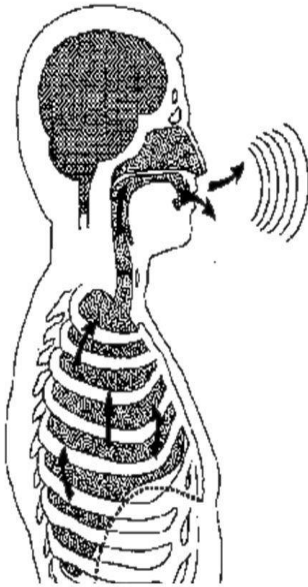
### 4. Breath control and Capacity

“Breath Capacity refers to the amount of breath inhaled. Breath Control refers to how we use our muscles to control the release of the breath. ”



# DRAMA

## Vocal Development



Brain: Ideas,  
Motivation,  
Language,  
Regulation

Upper Vocal  
Tract:  
Articulation,  
Resonance

Vocal Folds:  
Vibration

Respiratory  
System:  
Activation

Phonation is how the voice "speaks"

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# DRAMA

## Voice Warm-ups

- It is important to warm-up your voice so you don't hurt it when you speak loudly
- It also helps to use your voice properly and to the fullest.

**Do the voice warm-up**

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# DRAMA

## Topic 1: Dramatic skills development

### Physical Development

- Warming up the body –
- Create an environment through the body

**Please refer to workbook**

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# DRAMA

## Physical Development

### Warming up the Body

Before doing any breathing exercises it is important to warm-up, stretch and loosen the body. When we breathe we use our muscles in our body.

The more we warm up our muscles and exercise them, the more our breathing as well as the quality of our voice will improve.

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# DRAMA

DRAMA : QUESTION 2  
Topic 2: Drama Elements

## Elements of Drama

- Elements of Drama are broken up into 4 Groups
  - Performance Elements :
  - Elements essential to a good Drama –
  - Key Drama Elements –
-

# DRAMA

## Elements of Drama

### Four Groups of the Elements of Drama:

1. Essential Elements
  2. Literary Elements
  3. Technical Elements
  4. Performance Elements
-

# DRAMA

## Elements of Drama

### Performance Elements:

1. Improvisation
2. Originality
3. Resonance

Refer in workbook

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# DRAMA

## Elements of Drama

Here are the 9 Essential Elements:

1. Plot Structure: Story organization
  - Beginning
  - Middle
  - End

Refer to workbook

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# DRAMA

## Elements of Drama

### Essential Elements:

2. Thought, them, idea
3. Characters
4. Dialogue
5. Music / rhythm

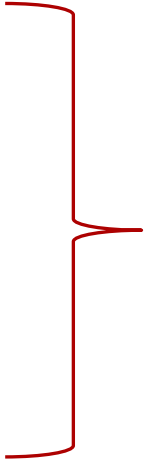


# DRAMA

## Elements of Drama

### Essential Elements:

#### 6. Spectacles:

- Sets
  - Lights
  - Costumes
  - Make-up
  - Props
- 

# DRAMA

## Props

Props are the small things that the actors use on stage as part of their performance. For example, policeman's handcuff, car keys, books, fruit, tea tray, ext.

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# DRAMA

## Costumes

A costume refers to the clothing that each actor wears to fit with the character he/she is playing. For example, a chefs hat, tutu, fireman uniform, soccer uniform, corset.

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# DRAMA

## Elements of Drama

### Essential Elements:

7. Convention

8. Genre

9. Audience



# DRAMA

## Target audience

A very important aspect of creating & performing drama is knowing who your audience will be.

Knowing the audience helps you create work that is suitable. Ask questions like:

- Is your drama for adults or children?
- What language does your audience speak?

The target audience is the group of people you are aiming at.

- Advertisers aim their advertising at the type of person that their product will appeal to, e.g. children, teenagers, mothers, older people.
-

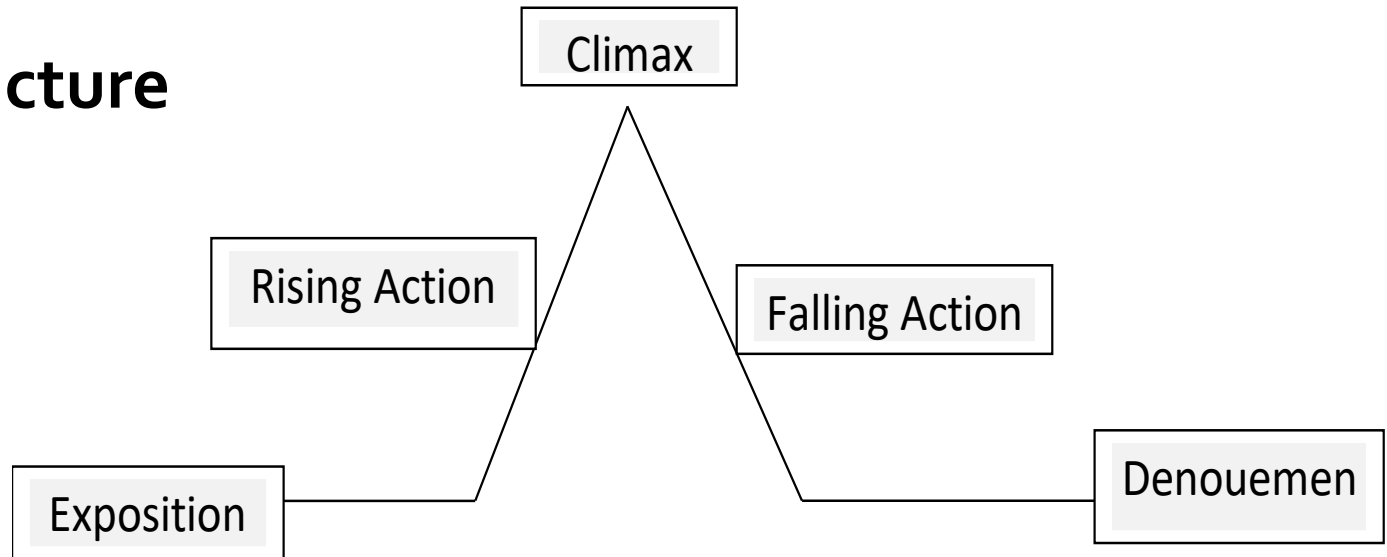
# DRAMA

## Elements of Drama

### 2: Literary Elements

#### Plot structure

-



# Drama plot structure

## **Exposition:**

This provides information to the audience to assist them in following the main story line of the play. It establishes the characters, the time and the place.

## **Point of Attack:**

This is the moment of the play where the main action of the plot begins. The main complication/problem/issue is introduced which leads to the rising action of the play.

## **Rising Action:**

The action of the play rises. Situations of increasing intensity and anticipation are created. These scenes make up the body of the play and usually create a sense of continuous dramatic tension in the audience.

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# Drama

## The Climax/Crisis:

This is the highest level of dramatic intensity. The whole combined actions of the play leading up to this moment."

## Denouement/Resolution:

The final part of a play, movie, or narrative in which the strands of the plot are drawn together and matters are resolved.

**CLIMAX:** comes from the Greek word meaning ladder, or staircase, the climax is when dramatic tension in a narrative piece is at its height, thus the decisive turning point in the action.

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# DRAMA

DRAMA : QUESTION 2  
Topic 2: Drama Elements

## Key Drama Elements

- Time –
  - Space on Stage –
  - Projection –
  - Characterisation –
-

# DRAMA

DRAMA : QUESTION 2  
Topic 2: Drama Elements

## Cultural Practice

- **Rituals and Ceremonies –**
  - **Symbols in Drama –**
-

# DRAMA

## Symbols

Characters /image/figure that represents an idea concept or emotion communication goes beyond its original and literal form





# DRAMA

## Symbols



Ayyavazhi



Bahai



Buddhism



Christianity  
*Latin cross*



Christianity  
*Greek cross*



Christianity  
*Orthodox cross*



Christianity  
*Chi-Rho/Labarum*



Christianity  
*JHS Christogram*



Christianity  
*Ichthys*



Hinduism



Islam



Jainism



Jainism



Judaism



Paganism



Paganism



Paganism



Sikhism



Shinto



Taoism



**Sankofa**  
"Return and get it"  
Learn from the past



**Adinkrahene**  
Chief of Adinkra signs  
Greatness, charisma,  
leadership



**Nsa**  
"Katamanso umbrella –  
the covering of the  
nation". Protection



**Duafe**  
Wooden comb  
Patience, fondness, care



**Gye Nyame**  
"I fear none, except God"  
Omnipotence of God



**Dwanimen**  
Ram's horns  
Strength and humility



**Msusyidie**  
"That which removes evil"  
Sanctity, good fortune



**Nsirewa**  
"Let's live together"  
Unity, harmony

# DRAMA

## Symbols



# DRAMA

## DRAMA : QUESTION 3 Topic 3: Drama Performance

### 3. Performance Elements in Drama

- Modulation
- Pitch
- Inflection
- Pause
- Emphasis
- Articulation



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# Projection

The use of projection is vital as it is your voice that communicates the message to the audience. Be careful not to shout, as it is unpleasant to the audience as well as being harmful to your voice. A lack of voice projection makes a performance dull and loses the audience's attention due to lack of energy. Energy is the most important ingredient to any performance. Never let the audience know that you have made a mistake or show that someone else in the group has made a mistake by pulling a face. Just carry on and cover up. Remember that the audience has never seen the performance before; they will only see a mistake if you react!

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# Articulation

Articulation is the correct pronunciation of consonants and enunciation of vowels.

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# Improvisation

**Improvisation** refers to the impromptu interpretation of a given situation, this will test your intelligence, imagination, knowledge, insight and above all, **CREATIVITY!**

In addition, improvisation makes you aware of basic acting and movement techniques.

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# Resonance

**A resonant sound is:**

- a sympathetic vibration
  - It's a pleasantly rich sound
  - It is created by the throat, nose, mouth and sinuses
  - It enhances and amplifies a note giving it tone and making it easy to hear
  - It modifies the voice
-

# DRAMA

## Modulation

When one changes or varies the pitch, tone or strength of one's voice.

- Pitch
  - Inflection
  - Pace
  - Tone quality
-



# MODULATION

## Pitch

This refers to the height or depth of the voice. There are three main pitches - high, middle or low. There are different reasons for changing the pitch:

- \* for a change of emotions
  - \* characterisation
  - \* a change of paragraph or subject matter
  - \* when speaking a parenthesis
-

# MODULATION

## Inflection

Inflection is the variation in pitch of your voice as you speak. The inflection can change the meaning of the words just by changing the inflection.

A rising inflection is when the pitch of the voice goes up or higher. A falling inflection is when the pitch of the voice goes down or lower.

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# MODULATION

## Pace

Two things determine how quickly people speak a passage:

1. The nature of the passage
2. The capabilities of the speaker

It must be remembered that no two people speak at the same pace.

Pace refers to the speed of delivery.

---

# MODULATION

## Tone quality and power

This refers to the sound of the voice, for example: hard, sympathetic, harsh, smooth. In other words, the *timbre*.

**It refers to the range of loudness and softness of the voice.**

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# MODULATION

## Tone quality and power

A way to remember the different elements of modulation is the word, **"PIPER"** = *TONE QUALITY*

**P - Pitch**

**I - Inflection**

**P - Pause**

**E - Emphasis**

**R - Rate/Pace**

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# DRAMA

## Impromptu

to do without planning or advance rehearsal

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# DRAMA

## DRAMA : QUESTION 4

Topic 4:Drama appreciation and reflection

## Cultural Street performance

- Street performance –
-

# DRAMA

## DRAMA : QUESTION 4

Topic 4: Drama appreciation and reflection

## POETRY PERFORMANCE

1. Write a Text Analysis
2. Vocal Clarity
3. Physical Expressiveness
4. Emotional Connection
5. Mood
6. Poetic Devices
7. Audience contact





# DRAMA

## How would you write a Poem?



- **Write your own**
- If you choose to use song lyrics make sure you rewrite the words in a dramatized way

# Use the following 8 steps to prepare yourself to perform a poem:

## 1. Analyse the text

- “What?” The first step in analysing a poem for performance is to understand the content and to gain a general understanding of what it says.
- The poet is sharing an experience.
- What is the poet telling you about?

## 2. Read the poem and then

- tell the story of the experience the poet is sharing.
- Use your own words.

## 3. Structure:

- “How?” The next step is to study the structure of the poem.
  - The poet may use rhyme, rhythm, phrasing, pauses, imagery and alliteration.
  - How is the poet revealing the content?
-

# Use the following 8 steps to prepare yourself to perform a poem:

## 4. Vocal clarity:

- Warming up teaches you to speak distinctly and clearly, concentrate on pronunciation of vowels and keeping your consonants crisp. Warming up help your voice projection so that the entire audience can hear you. This is vital to ensure vocal clarity and to not damage your vocal cords.

## 5. Physical expressiveness:

- Gestures and movement can help enhance a performance.
  - You must be careful not to distract from the meaning of the poem.
  - Reading through the poem while you enact every line as you are reading helps convey the story.
  - For example, if the poem says, “Tuck in your shirt”.. You tuck in your shirt.
  - How much movement does your performance need to convey the story?
  - Sometimes the smallest of smiles, and a twinkle in your eye can be extremely powerful.
  - Let the words unfold and speak through your performance.
  - Is there a meaning that needs to be supported by movement of the body?
-

# Use the following 8 steps to prepare yourself to perform a poem:

## 6. Emotional Connection

- How does the poem make you feel?
- What is the poet feeling? sadness, despair, happiness?
- Are you allowing the poet to “speak through you”?
- **Bring emotion into your poem and make it believable to the audience**

## 7. Create an appropriate mood, using your voice and movement:

- Happy, sad, excited, light-heartedness or humorous mood
  - Does this mood affect or impact your body language?
-

# Use the following 8 steps to prepare yourself to perform a poem:

## 8. Make use of poetic devices

- **Pause:** Pauses are used to create tension, emphasis & time for the audience to take in what is being said. It also allow you some time to BREATHE!
  - **Rhythm:** Created by repetition of sounds and words, punctuation
  - **Rhyme:** creates unity, created by rhythm
  - **Alliteration:** Repetition of Consonant sounds
-

# Use the following 8 steps to prepare yourself to perform a poem:

## 9. Perform the poem in front of an audience

- **Eye contact:** Make eye contact - you are telling them about an experience.
  - **Volume:** Be careful not to drop your volume at the ends of sentences.
  - **Voice Projection:** Make sure that the audience can hear you clearly.
  - **Pace/Speed:** Do not rush the last line.
  - **Ending:** End performance 3 seconds after your have finished reciting the poem.
-

# **When performing a poem:**

- **Speak loudly and audibly**
  - **Pronounce the last letters of each word clearly**
  - **Speak evenly don't rattle it off**
  - **Speak with feeling not monotonously**
  - **Use voice intonation to make the poem sound better**
  - **Try to improve the meaning of the poem by using facial expression**
  - **Use any aids or movements to improve the meaning**
  - **Add props if you want**
  - **Stand in such a way that the audience can see you**
-

# DRAMA

## DRAMA : QUESTION 5

### Topic 5: Media and Careers

1. Stereotypes -
  2. Typecast –
  3. Labelling –
  4. Stock character –
-



# Stereotype

Emo **Fat** Dumb Emo **Goth** Skinny Emo Dumb  
**Chav** Skinny NERD JOCK Emo Hipster Dumb GEEK NERD GEEK  
GEEK Blonde Hipster Dumb Skinny NERD Emo Blonde Skinny  
Ginger Dumb Emo GEEK Ginger **Fat** **Chav**  
**STEREOTYPES**  
Emo **Goth** Skinny Dumb **Goth** Blonde **Fat** **Goth**  
Ginger GEEK **Chav** Skinny Blonde Skinny **Chav** Ginger  
Hipster **JOCK** **Fat** Dumb Ginger Emo **NERD**  
**Everyone is different. . .LIVE WITH IT!**

# Media



Online  
Thinks  
Research  
Videos  
Journals  
Content  
Search  
News  
Ertsuovneba  
Rustavi 2  
Local  
Author  
TV  
Global  
Information  
Hot  
Sharing  
People  
Project  
Example  
Imedi  
Articles  
Reporter  
Social media  
Networks  
Making  
Questions  
Web

# Media



# Careers in Drama

- Actor/actress.
- Stage manager.
- Arts administrator.
- Drama teacher.
- Drama therapist.
- Television production assistant.
- Radio presenter.
- Theatre director



# VISUAL ART

100 Marks

QUESTION 6	Elements and Principles of Art	40	
QUESTION 7	Art as Heritage, Portraits, Interpret, Analyse & recognizing symbols.	30	
QUESTION 8	Sculpture	10	
QUESTION 9	Visual Literacy : Analysis of an Artwork, Planning and preparation in art.	10	
QUESTION 10	Careers in Visual Art	10	

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# VISUAL ART

100 Marks

**Visual Art : Study from workbook**

**Term**

**Term**

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# VISUAL ART

## 100 Marks



- Elements & Principles of Art
- Art as Heritage, Portraits, Interpret, Analyse & recognizing symbols.
- Sculpture
- Visual Literacy : Analysis of an Artwork, Planning and preparation in art.
- Careers in Visual Art



# VISUAL ART

## VISUAL ART : QUESTION 6 Elements and Principles of Art

### Overview of Elements and Principles :

- **Composition**
  - **Unity :**
  - **Line**
  - **Texture : page**
  - **Shape : page**
  - **Tone & Value : page**
  - **Form :**
  - **Space : page**
  - **Proportion :**
  - **Scale : page**
  - **Focal Point :**
-

# VISUAL ART

## The Elements and Principles of Visual Art

### Elements of Art

- Line
- Shape
- Space
- Form
- Texture
- Value
- Tone
- Colour

### Principles of Art we have done

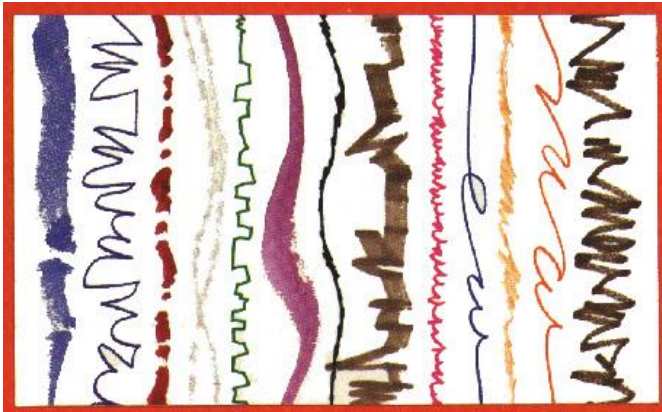
- Proportion
  - Scale
  - Focal Point
  - Balance
  - Repetition
  - Movement
  - Pattern
  - Variety
-



# ELEMENT OF ART

## Line

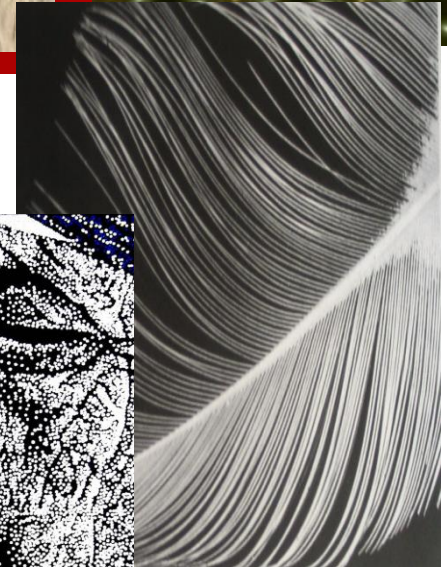
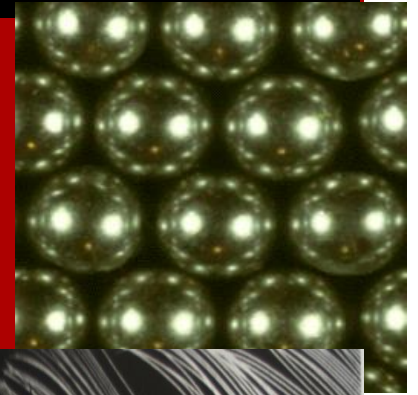
Line refers to the continuous mark made on a surface by a moving point.



# ELEMENT OF ART

## Texture

Actual



Texture is the surface quality or "feel" of an object, its smoothness, roughness, softness, etc.

Textures may be actual or implied.

Implied



# ELEMENT OF ART

## Space

Space is the distance or area between, around, above, below, or within things. Space can have a Foreground, Middle ground and Background = DEPTH  
Space can be positive or Negative

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# ELEMENT OF ART

## Shape

Shape is Flat and 2 Dimensional.

They can be

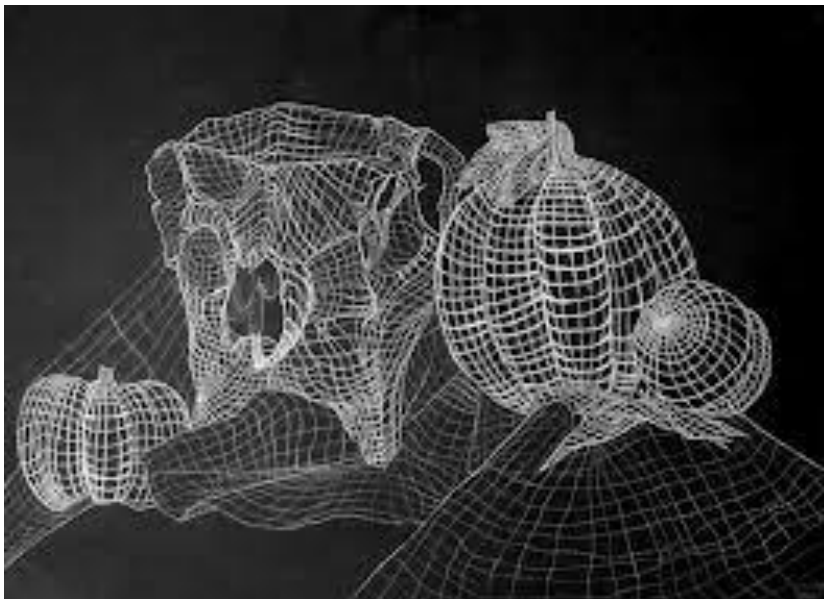
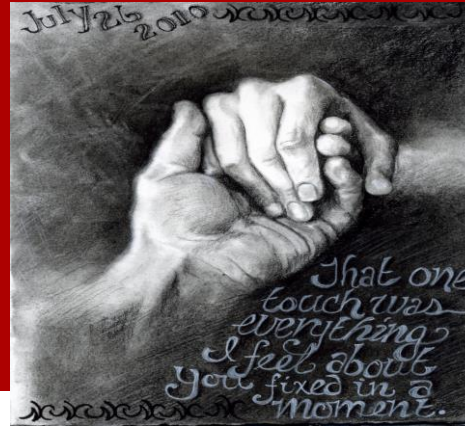
- Geometric
- Organic.
- Positive = Foreground
- Negative = Background



# ELEMENT OF ART

## Form

Form is 3-dimensional and they occupy space.

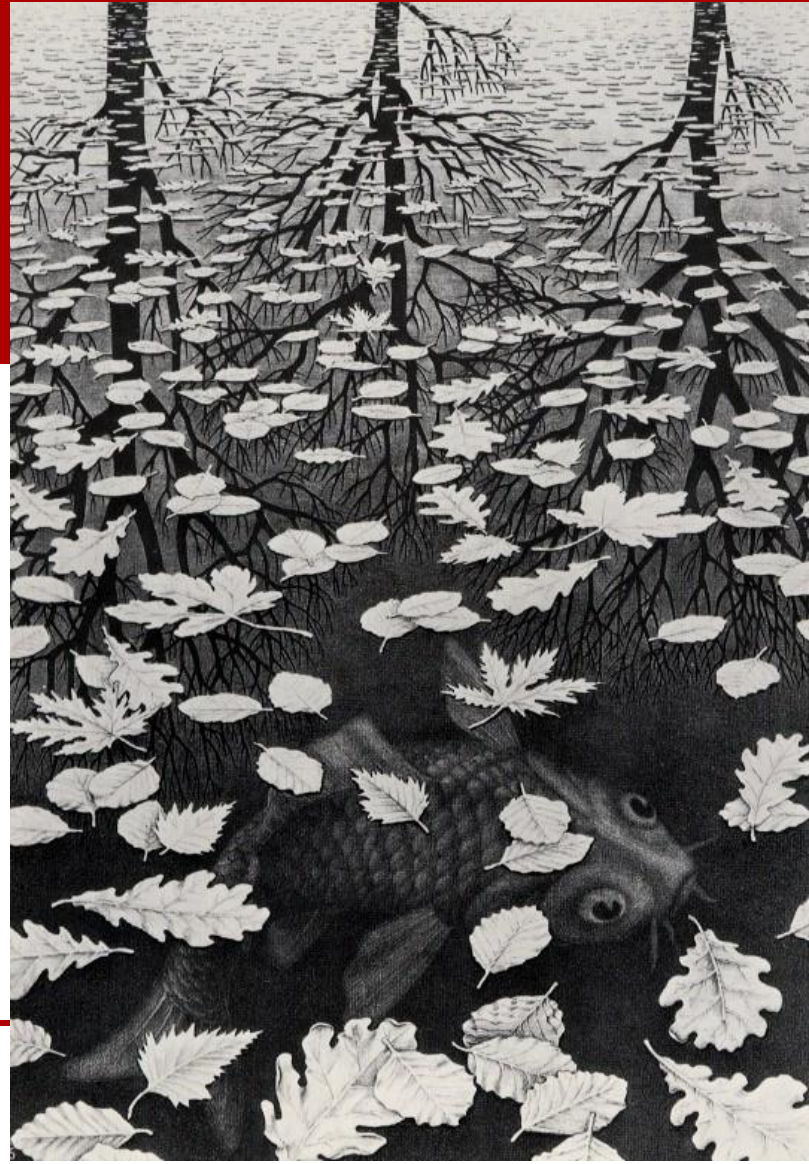




# ELEMENT OF ART

## Value

Value is the lightness or darkness of a color.



# ELEMENT OF ART

## Tone

Tones are tints and shades:

Tint - Lighter, Tint and White

Shade - Darker, shades and shadows



Hue+White=Tint  
Makes Hue Lighter



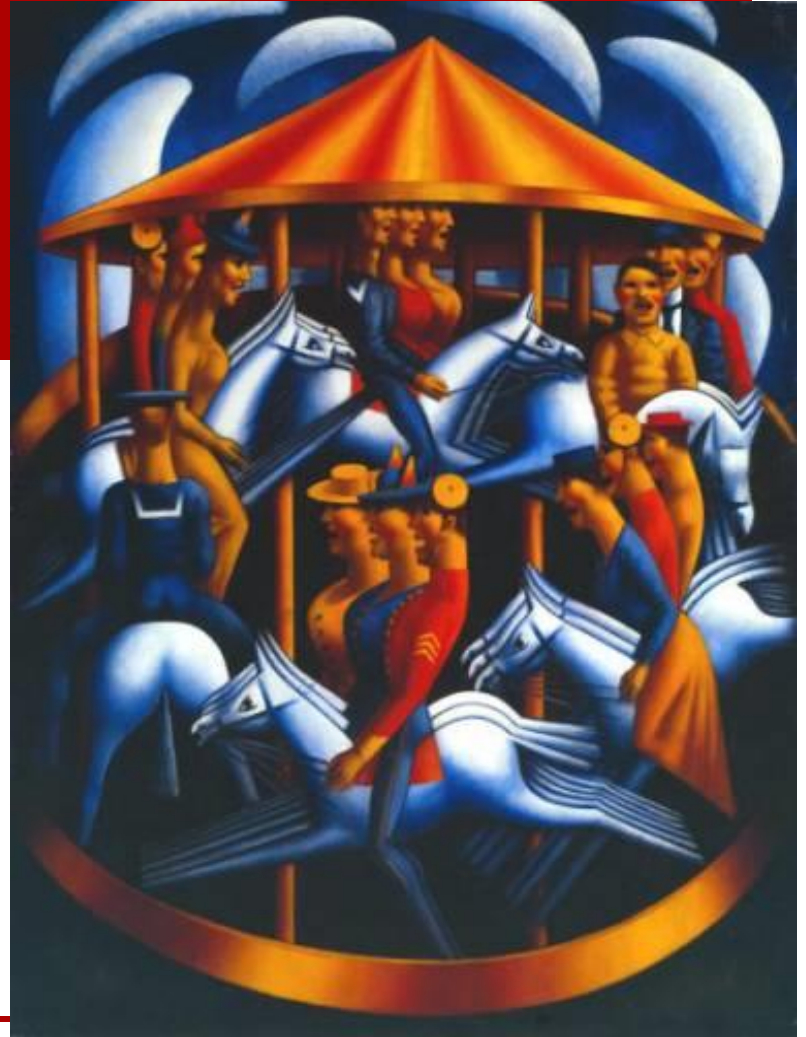
Hue+Black=Shade  
Makes Hue Darker

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# ELEMENT OF ART

## Colour

Consists of Hues (another word for color), Intensity (brightness) and Value (lightness or darkness).





# PRINCIPLE OF DESIGN

## Unity

is the feeling that everything in the work of art works together and looks like it fits.

Rule of Third  
Rule of odds  
Composition

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# PRINCIPLE OF DESIGN

## Proportion

The comparative relationship of one part to another with respect to size, quantity, or degree = SCALE.



# PRINCIPLE OF DESIGN

## Scale

Scale is a bit different to proportion as it refers to a comparison of one entire object in relation to other like objects.



FAR



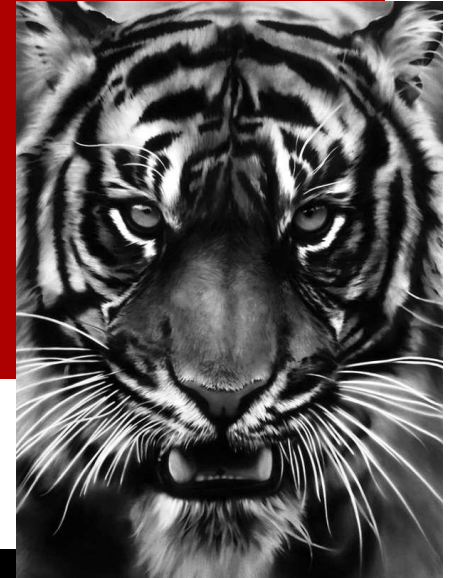
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# PRINCIPLE OF DESIGN

## Focal Point

The area that is emphasized or stands out. It marks the locations in a composition which most strongly draw the viewers attention.



# Art as Heritage

**Artefacts:** something made by human hands

**Genre:** a category of art; artworks that are similar in style and/or subject matter

**Global:** worldwide

**Global Society:** all the societies in the world seen as one

**Iconography:** the study of symbols and images in visual arts

**Persuasion:** belief

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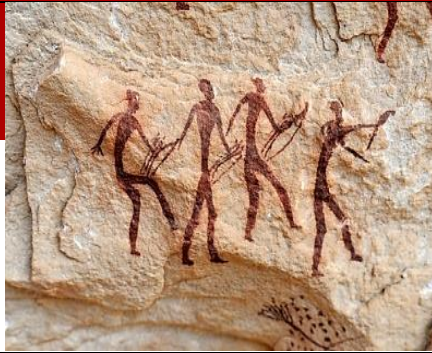
**Pre-Columbian:** from America. Before the arrival of Columbus

# Art as Heritage

You know that the artist expresses his or her point of view and emotions in his/her work. You know that many images contain symbols, some of which may be the artist's personal symbols. You have learnt about the art of the Khoi San and various other traditional arts in South Africa. You have also learnt about traditional crafts, such as pottery, weaving, woodcarving and beadwork. You understand that these crafts, along with paintings, prints and sculptures form part of our country's heritage.

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# Art as Heritage



Khoi San symbols



Traditional Beadwork



Traditional Basket weaving



Traditional Pottery



Traditional Woodcarving



Traditional Fabric (Swe-swe)



# SUBJECT TO CHANGE

BY GARTH ERASMUS





# SUBJECT TO CHANGE

BY GARTH ERASMUS

1. What national or cultural symbols can you find in the paint?
  2. Are there any images that look as if they could be personal symbols?
  3. Do you think the painting shows what the artist is trying to express? Why do you say so?
  4. Does this work form part of our cultural heritage? Why do you say so?
-

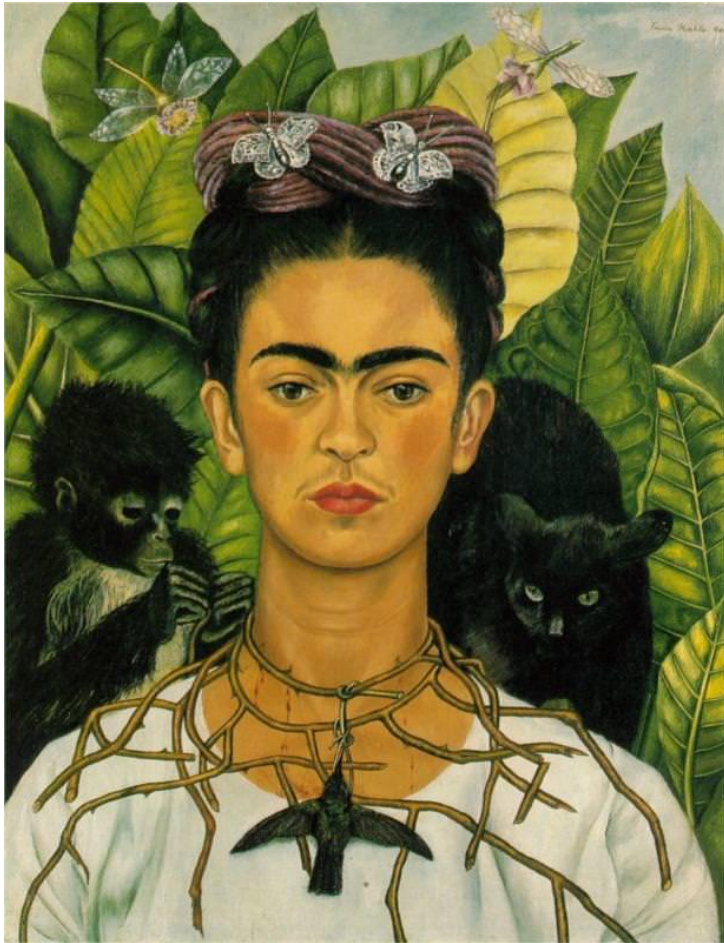
# SOCIAL COMMENTARY & SYMBOLS

By now, you are familiar with many examples of South Africa's traditional art: the early rock art of the KhoiSan, Ndebele paintings, Zulu beadwork, basketry, pottery, and carved African masks. These works all play an important role in our country's history and cultural heritage. The production of craft items provides an income for many people. Many crafters have started profitable businesses and export their products to other countries.

Traditional African art has changed over the years to adapt to more modern and commercial needs. For example, traditional decorations and pottery are used in the production of modern tableware; beadwork and wirework are used to produce key rings, Christmas decorations, ornaments and largescale sculptures. Artists have also modified their media to include recycled materials such as wire, tin cans, bottle tops, plastic bags and canned food labels. They produce any kind of object imaginable, from radios that really work, to papier mache bowls, chickens, motorcycles and handbags.

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# Symbols in Art



In “Self-portrait with Thorn Necklace and Hummingbird”, the black cat creeping over her shoulder is a symbol of bad luck. It appears ready to pounce onto the hummingbird she has around her neck.

In Mexican folklore, a dead hummingbird is used as a charm to bring luck in love.

The monkey, usually a companion, was a gift from her husband, Diego Rivera, and so, in this painting, could also symbolize the devil.

She often used the Jewish and Christian **iconography** in her images and in this one she wears Christ’s crown of thorns around her neck. It digs into her flesh and symbolizes the pain she feels – possibly the pain she has suffered as a result of her divorce from her husband, Diego. Like the butterflies, the thorns are also a **pre-Columbian** symbol of resurrection and rebirth, and a release from pain. The leafy background also symbolize life; a return to vitality.

The yellow leaf behind her head could symbolize the withering of her marriage.

# Talking about **The Red Hat** Traits

## Show





# What is a Portrait ?

---

# A Portrait is...

A work of art that represents a specific person, a group of people, or an animal.

---



# A Portrait is.....

as seen already a portrait is a work of art that represents a specific person, a group of people or an animal. It may be in the form of a photograph, drawing, painting sculpture, print or any other artistic representation. The image will represent the face and/or head and shoulders of a person or animal, capturing the facial expression, mood and personality of the person or animal. Most artists create self portraits to express their inner feelings or expressions. Portraits can be Realistic, Abstract, Expressionistic, Cubistic or Fauvist, depending on what message the artist wants to portray.

# A Portrait is...

A portrait can often portray something about a person's life, context or status. It's usually composed rather than something which has been created in an 'ad hoc' way - such as a snapshot.



# There are various approaches to developing a portrait.

- \* Portraits usually show what a person looks like - but they don't have to be an accurate likeness.
- \* Some say something allegorical about the subject's life.
- \* Some would suggest that a more successful portrait also reveals something about the subject's personality.
- \* Portraits can be created in any two-dimensional medium, such as by drawing or painting or through photography, or they can be made of sculptural

# Portraiture is....

*The field of portrait making  
and portraits in general.*

---

# "Portrait" ...

is a term that may also refer simply to a vertically oriented rectangle, just as a horizontally oriented one may be said to be oriented the landscape way

---

**A portrait artist**

**is....**

*somebody who is known to  
specialize in making portraits*

---



**Jan Vermeer**

**“Girl with the pearl earring**

---

*What do the following  
portraits have in common*

---



# Albrecht Dürer

---



**Sandro  
Botticelli**

---





**Celia  
Calderon**



Mary  
Cassatt

---

*Look at the different  
disciplines of Visual art and  
the paint techniques*

---





**New**  
**Media**  
**Collage**  
**by Derek**  
**Groves**

# Watercolour





# Stylized Design





# Performance Art



# Craft art Embroidery

---





*Sculpture  
with clay*

---

# Koki Drawing



# *New media : Animation*



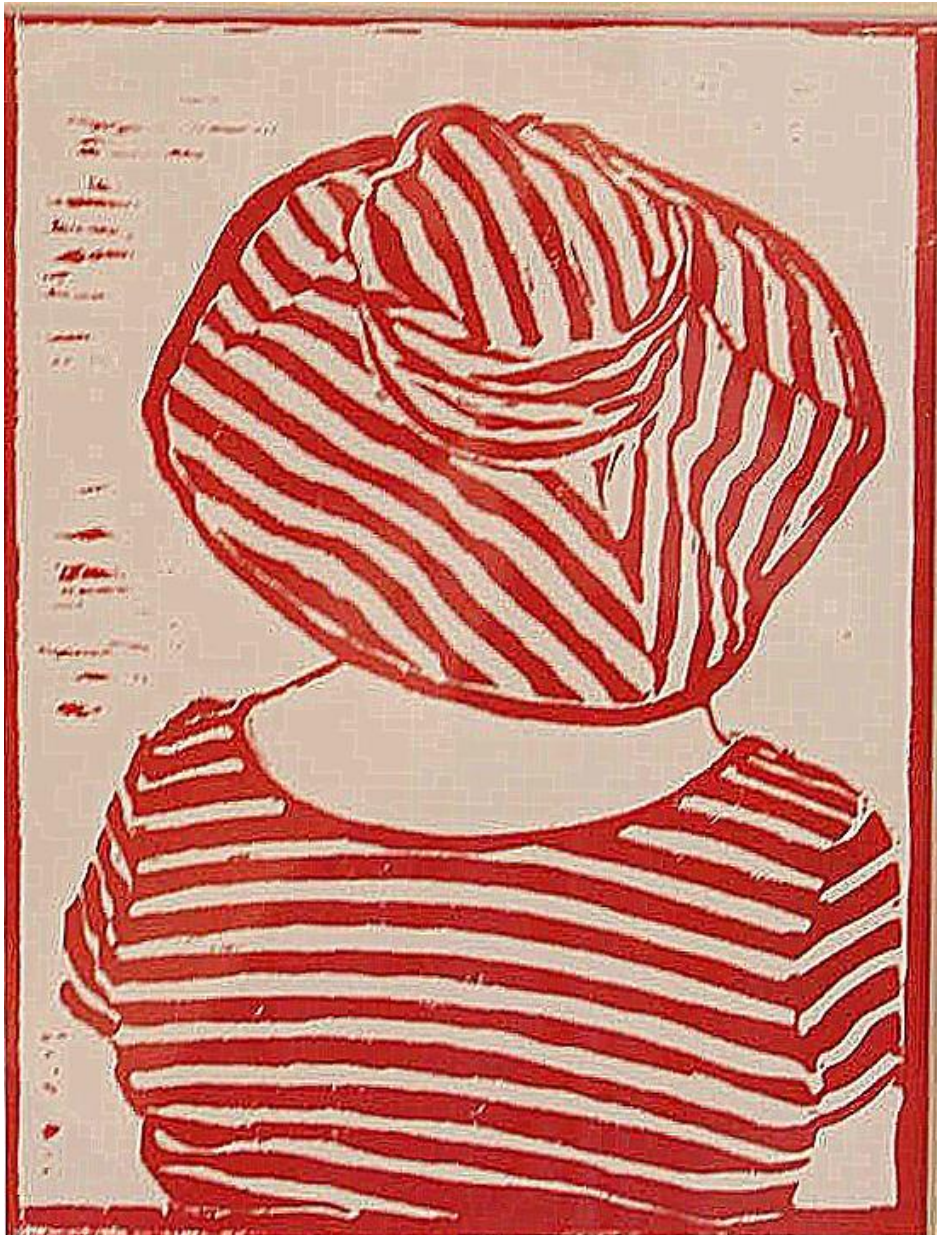
# New Media : Photography





# Photography



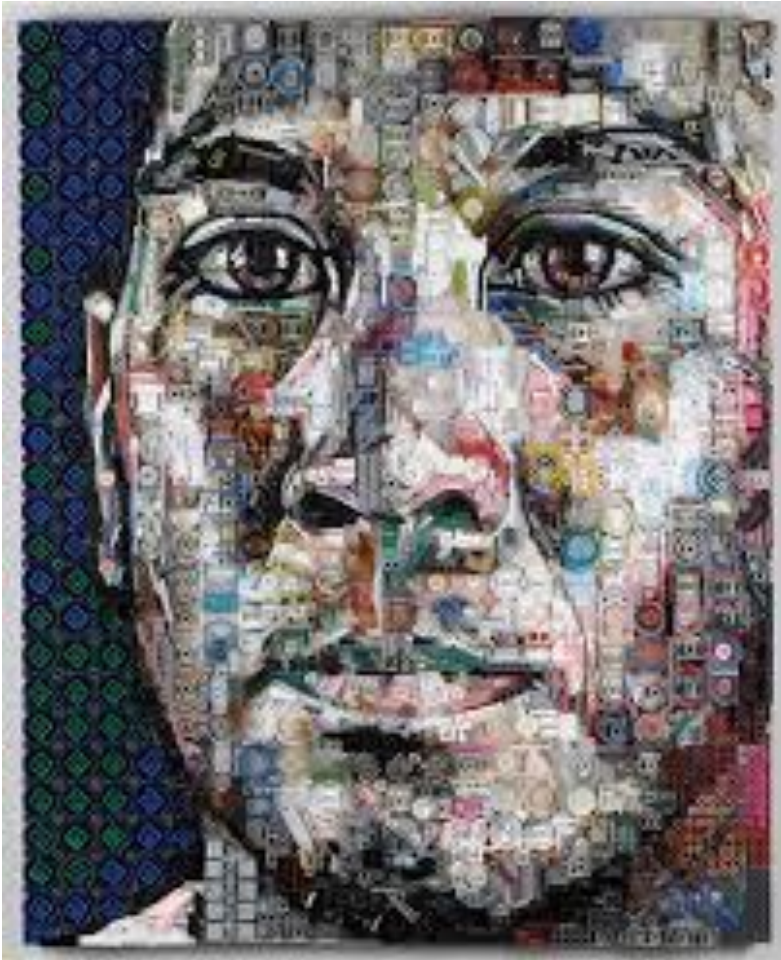


Printing :  
Lino cut

---



# New Media : Mixed media



# Installation





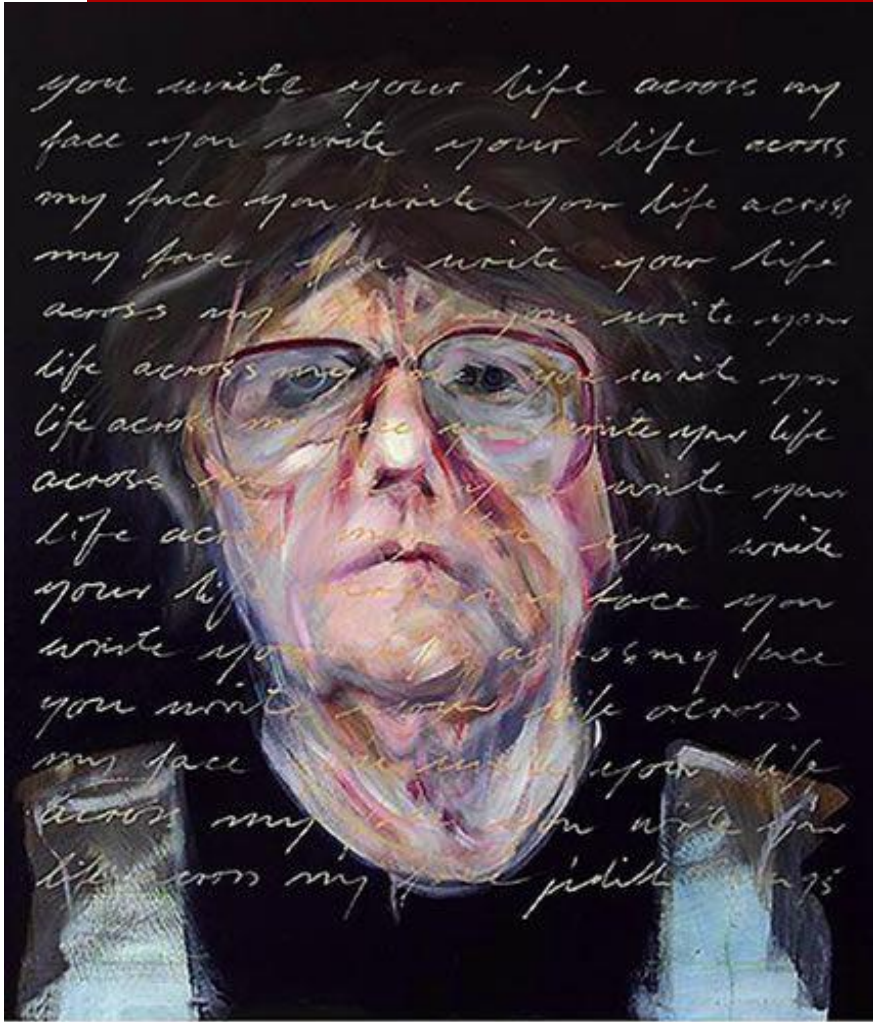
# Cubism





**Who painted  
this  
portrait?**





**Artist : Judith Mason**  
**Artwork: "You write your life  
across my face"**  
**1993**

**Judith Mason is a South African artist whose work has been exhibited in galleries all over the world. She was born in Pretoria in 1938 and received a BA degree in Fine Art from the University of the Witwatersrand in 1960. She works in traditional media: oil painting, pencil drawing, printmaking and mixed media.**

**Analyze the following artwork as a group in class by following the 4 basic steps in your workbook**

---

# Analyse an Artwork

**Step 1: Description**  
describe what you see in  
full detail as if explaining to a blind  
person what you see in the artwork.

- What medium did the artist use?
  - What subject matter did the artist use?
  - Is the subject matter historical, cultural, a landscape, portrait, political, objective etc.
  - How is the artwork orientated. Is it horizontal, vertical, diagonal or radial?
  - What objects can you see in the artwork?
  - What is the possible meaning of the artwork, does it have hidden messages.
-

# Analyse an Artwork

## Step 2: Analysis

describe the elements and principles in the artwork and how they work together to compose the image.

- How did the artist use space?
  - How did the artist use colour? Is the artwork dark, bright, muted or contemporary
  - Is there light and dark in this artwork? What element is this?
  - Did the artist use form?
  - Are there shapes and what do they look like?
  - Is there texture? Is it rough or smooth?
  - How did the artist use line? Is it straight, curved, thick or thin?
  - Is there balance: symmetrical, asymmetrical or radial.
  - What does the proportion or scale of the composition or objects look like?
  - Is there contrast?
- 
- Did the artist create unity? Is there repetition, rhythm, variety and /or proximity.
  - What is the focal point, how is it emphasized?

# Analyse an Artwork

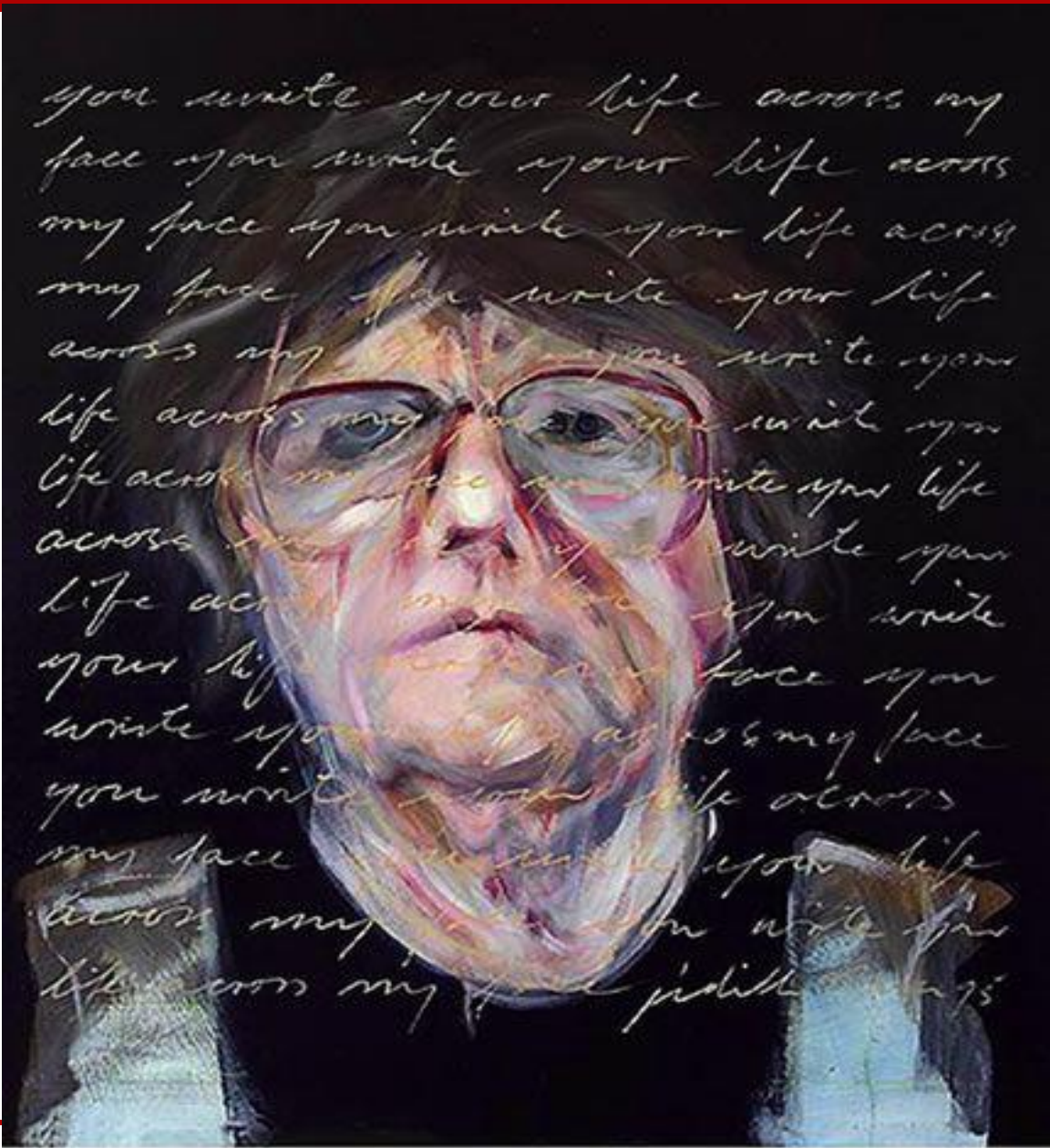
## Step3: Interpretation

- How does the image make you feel?
  - What mood does it have?
  - What does the picture remind you of?
-

# Analyse an Artwork

## Step 4: Judgement

- Do you like the painting or not?
  - Give your own opinion.
-





# Sculpture



# Sculpture in public spaces







# Sculpture in public spaces

Do you think that the following sculptures fit in with or belong to their environment?





# Sculpture in public spaces

What do you think the following sculptures are made of? Why do you think so?



# Sculpture in public spaces

What purpose do you think all these sculptures serve?

---

# Logos

A **logo** is a mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization.





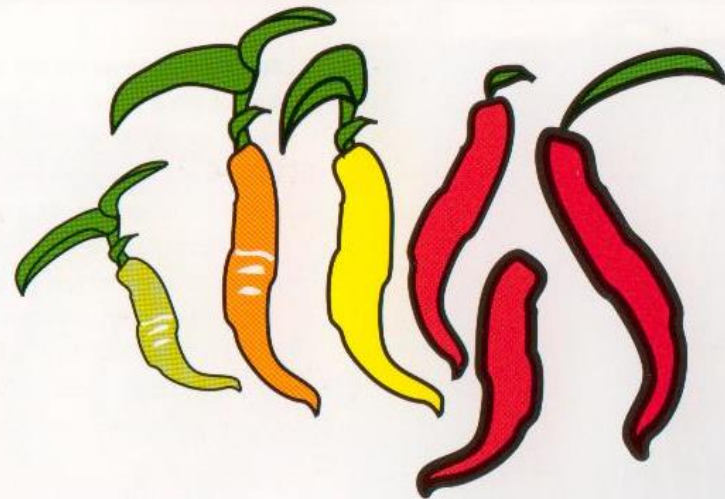
# Logos

To create a successful Logo you need to follow the following steps:

- 1. Simplification**
  - 2. Colour**
  - 3. Shape**
  - 4. The use of words**
-

# Logos

## 1. Simplification



# Logos

## 2. Colour



# Logos

## 3. Shape



# Logos

## 4. The use of Words

Chilli Gs

Chilli Gs

**CHILLI GS**

CHILLI GS

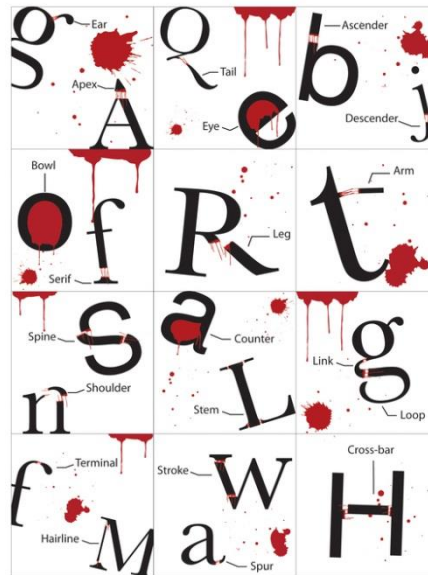
*Chilli Gs*

*Chilli Gs*

Chilli Gs

Chilli Gs

*Chilli Gs*



CRASH  
AIRBAG

SUPERMAN  
METROPOLIS 1920

IM FELL FLOWERS

CUBIC  
TETRADECORATIVE

islands  
RURITANIA

Music  
REEF OF LOVE

mirror  
LUCIDA SANS UNICODE

library  
BOOKMAN OLD STYLE

simmer  
LOBSTER

ERIC  
PTF NORDIC RND

furious  
XTREEM

CALIFORNIA  
FEAST OF FLESH

DUBOIS  
BLANCH

JUDY  
JUSTUS

wild HORSE  
BROKENMUSTANGS

doodles  
SNICKLES

footpath  
WALKWAY

MOUSTACHE  
MUCHACHO

# Analyse a Logo

1. **What** element do you see?  
line, shape, space, texture, form, value, tone, colour?
  2. **Where** do you see this element within the picture?  
Is it on the left or right of the picture plane?  
Where is the picture plane?
  3. **How** is it created?  
What type of element was used and what characteristic does it have?
  4. **Why** was the artwork created?  
Is there a specific meaning behind the element?
  5. Give reasons for what you say, **because**?
-



# Analyse the following Logo by answering these questions



Can you see **line**?

Where in the logo do you see **line**?

What type of **line** is it?

Why do you think the artist used **line**?

Can you see **shape**?

Where in the logo do you see **shape**?

What type of **shape** is it?

Why do you think the artist used **shape**?

Can you see **texture**?

Where in the logo do you see **texture**?

What type of **texture** is it?

Why do you think the artist used **texture**?

# Analyse an Artwork



Can you see **space**?

Where in the image do you see **space**?

What type of **space** is it?

Why do you think the artist used **space**?

Can you see **colour or tone**?

Where in the image do you see **colour or tone**?

What type of **colour or tone** is it?














Why do you think the artist used **colour or tone**?

---

# Careers in Visual Art

## 163 CAREERS IN THE VISUAL ARTS

- Art Curator
- Art Director
- Artist
- Art Teacher
- Artist
- Art

<p><i>Crafts</i></p> 	<p>Ceramist Jeweler Weaver Leather Craftsman Metal Worker</p>	<p>Cabinet Maker Stained glass Designer Woodcarver Serigrapher</p>	<p><b>Criminology</b></p> 	<p>Police Artist Police &amp; Legal Photographer</p>	
<p><b>Architecture</b></p> 	<p>Architect City Planner Landscape Architect Draftsman Model Maker Lighting consultant Letterer Architectural Illustrator</p>		<p><b>Industry &amp; Business</b></p> 	<p>Industrial Designer Art director Design Consultant Industrial Photographer Colour Consultant Typography Designer Textile Designer Market Researcher Draftsman Foundry Artist Package Designer Designer in Glass</p>	<p>Design Engineer Model Maker Sign Painter Exhibition &amp; Display Designer Jeweler Lighting Consultant Lithographer Tool Designer Buyer Mock Up Designer</p>
<p><i>Advertising</i></p> 	<p>Graphic Designer Art director layout Artist Illustrator Communication Design Illustrator Paste up Artist Display Artist</p>	<p>Package Designer Calligrapher Type Designer Window Decorator Researcher Photo Retoucher Sign Painter Colour Consultant Publicity Director</p>	<p><i>Interior Design</i></p> 	<p>Designer Decorating Studio Assistant Colour Consultant Lighting Consultant Fabric Consultant</p>	<p>Draftsman Model Maker Upholsterer Illustrator Antique Restorer Furniture Designer</p>
<p><b>Science &amp; Museum Work</b></p> 	<p>Technical Illustrator Medical Illustrator Scientific Photographer Curator Display Artist Diorama Artist</p>	<p>Cartographer Researcher Field Expedition Artist Marine Illustrator Museum School Instructor</p>	<p><b>Journalism &amp; Publishing</b></p> 	<p>Art Editor Art Publisher Illustrator Layout Artist Cartoonist Photo Retoucher Caricaturist Type Designer</p>	<p>Greeting Card Designer Calligrapher Graphic Designer Photographer Lithographer Photographer Editor Political Cartoonist</p>
<p><i>Fine Arts</i></p> 	<p>Painter Sculptor Printmaker Photographer</p>	<p>Art Film maker Portraitist Muralist Animator</p>	<p><b>Theatre, T.V. &amp; Dance</b></p> 	<p>Scenic Designer Costume Designer Lighting Consultant Make-Up Artist Choreographer TV Animator</p>	<p>TV Background Artist Graphic Artist Director Puppet Maker Film Editor Special Effects</p>
<p><b>Education</b></p> 	<p>Textbook Artist Historian lecturer</p>	<p>Teacher Artist in Residence Researcher</p>	<p><b>Photography</b></p> 	<p>Portrait Photographer Photo Journalist News Photographer Dark Room Photographer</p>	<p>Illustrator Fashion Photographer Technician Industrial</p>
<p><i>Fashion • Costume</i></p>	<p>Haut Couturier Fashion Illustrator Fabric Designer Hair Stylist make Up Consultant Fashion Photographer</p>	<p>Jewelry Designer Fashion Commentator Colour Consultant Window Decorator Buyer Dressmaker</p>	<p><b>Military</b></p> 	<p>Training Aids Artist Cartographer Combat Photographer Draftsman</p>	<p>Sign Painter Aerial Photographer Functional Designer Cartoonist Illustrator Combat Artist</p>

# CAREERS IN ART



## 197 Careers Related to Visual Arts

(Compiled by Julie Newman)

advertising art director  
advertising commercial director  
advertising copy writer  
advertising creative director  
advertising illustrator  
advertising photographer  
aerial photographer  
animation director  
animator (digital/traditional)  
antique restorer  
architect  
architectural illustrator  
architectural technologist  
art acquisition  
art consultant  
art critic  
art dealer  
art director-film/video/print  
art editor  
art historian  
art lecturer  
art librarian  
art publisher  
art therapist  
art/film critic  
artist-in-residence  
artist agent  
assistant director  
automobile specialty painter  
background artist  
bakery artisan  
billboard designer  
book jacket designer  
buyer  
cabinet maker  
calligrapher  
caricaturist  
carpenter  
cartographer  
cartoonist  
ceramic tile artisan  
ceramicist  
child/day care worker  
children's book designer  
children's book illustrator  
chorographer

comic book creator  
comic strip artist  
computer graphics designer  
conservator  
corporate designer  
costume designer  
court artist  
crafts artisan  
creative director-advertising  
curator  
cutter & editor  
dark room technician  
dentist  
design consultant  
design engineer  
digital artist  
digital film maker  
document artist  
director  
display artist  
display designer  
documentary photographer  
draftsperson  
dressmaker  
editorial art director  
editorial illustrator  
editorial photographer  
elementary teacher  
exhibition designer  
fabric designer  
fashion buyer  
fashion designer  
fashion editor  
fashion illustrator  
fashion photographer  
fiber artist  
field-expedition artist  
film editor  
film/video camera operator  
film/video lighting designer  
film/video sound engineer  
floor covering designer  
forist  
foundry artist  
functional designer  
furniture designer

graphic artist  
graphic designer  
greeting card designer  
guide  
hair stylist  
hats/costumer  
illustration agent  
illustrator-freelance  
industrial designer  
industrial photographer  
interior decorator  
interior designer  
jeweler  
jewelry designer  
landscape architect  
layout artist  
layout designer  
lecturer  
letterer  
lighting consultant  
lighting designer  
lithographer  
logo designer  
machine designer  
magazine designer  
make-up artist  
maize illustrator  
market researcher  
medical illustrator  
metalworker  
milliner  
mock-up artist  
model maker  
musician  
motion picture camera operator  
multimedia designer  
musician  
museum guide  
package designer  
painter  
parade float designer/builder  
paste-up artist  
performance artist  
photo journalist  
photo retoucher  
photographer

primary teacher  
print maker  
properties artist  
publicity director  
puppet maker  
renderer  
researcher  
restorer  
salesperson  
scenic designer  
scientific illustrator  
sculptor  
scrigrapher  
set designer  
sign painter  
silversmith  
special effects technician  
stained-glass designer  
stonemason  
structural design engineer  
stylist  
taker  
tattoo artist  
taxidermist  
teacher  
technical illustrator  
textbook author  
toy/die designer  
theatrical photographer  
tool designer  
tour guide  
toy designer  
travel photographer  
TV animator  
TV background artist  
TV commercials director  
TV director  
type designer  
typography designer  
upholsterer  
urban planner  
visual aids artist  
wallpaper designer  
waxer  
web page designer  
window decorator



3D DESIGNER

INTERIOR DESIGNER

ANIMATOR

VISUAL MERCHANDISER

GRAPHIC DESIGNER

FREELANCE ARTIST

THEATRE SET DESIGNER

CREATIVE DIRECTOR

*Jewellery Maker and Designer*

ART TEACHER

ILLUSTRATOR

FASHION DESIGNER

ARCHITECT