



**GEE 13D Reading Visual Arts**

# **CHAPTER 1: Introduction to RVA**

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# OBJECTIVES

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At the end of the lesson, the student should be able to:

1. Define what is Reading Visual Arts;
2. Classify different types of visual arts;
3. Interpret the value of learning visual arts; and
4. Develop personal principles on the roles of visual arts to human life.



# CONTENTS

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1. Definition
2. Types of Visual Arts
3. Importance of Visual Arts
4. Benefits of Reading Visual Arts



# DEFINITION

Reading | Visual | Arts



# DEFINITION: Reading

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## Origin

- Old English *rædan*, of Germanic origin;
- related to Dutch *raden* and German *raten* 'advise, guess'.
- Early senses included 'advise' and 'interpret (a riddle or dream')

## Noun

- a particular interpretation of something



## DEFINITION: Reading

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- It is the process of looking at a series of written symbols and getting meaning from them.
- When we read, we use our eyes to receive written characters and our brains to convert them into words, sentences, and paragraphs that communicate something.
- Reading can be *silent* (in our head) or *aloud* (so that other people can hear).



# DEFINITION: Visual

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## Origin

- from Late Latin *vīsuālis*, from Latin *vīsus* sight, from *vidēre* to see

## Adjective

- of, relating to, or used in vision; capable of being seen

## Noun

- something that appeals to the sight and is used for effect or illustration



# DEFINITION: Arts

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## Origin

- derived from the Latin *ars*, which originally meant “skill” or “craft.”

## Adjective

- produced as an artistic effort or for decorative purposes

## Noun

- skill acquired by experience, study, or observation





# DEFINITION

READING	VISUAL	ARTS
Comprehending by looking	Visible, induced by a mental image	a visual object or experience consciously created through an expression of skill or imagination
<b>Reading Visual Arts</b> is the process of recognizing, understanding, applying, analyzing, evaluating the content, the meaning, the purpose, the aesthetics of visible art objects produced by mans creativity, imagination, and expression.		



# TYPES OF VISUAL ARTS



# TYPES OF VISUAL ARTS

## 3 Categories of Visual Art

1. Fine Arts
2. Decorative Arts
3. Commercial Arts



# VISUAL ARTS: Fine Arts

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- **Fine Art** can be described as a type of art that is created mostly for its visually pleasing qualities.
- It is also referred to as “high art,” has long been held up as the highest standard of artistic expression.
- It is created and appreciated solely for its aesthetic and intellectual content.



# **VISUAL ARTS:** Fine Arts

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## **Main Types of Fine Arts in visual form**

1. Painting
2. Architecture
3. Sculpture
4. Performing Arts
5. Photography



# VISUAL ARTS: Fine Arts

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## Painting

- the application of pigments to a support surface that establishes an image, design, or decoration.
- In art, the term “painting” describes both the act and the result.

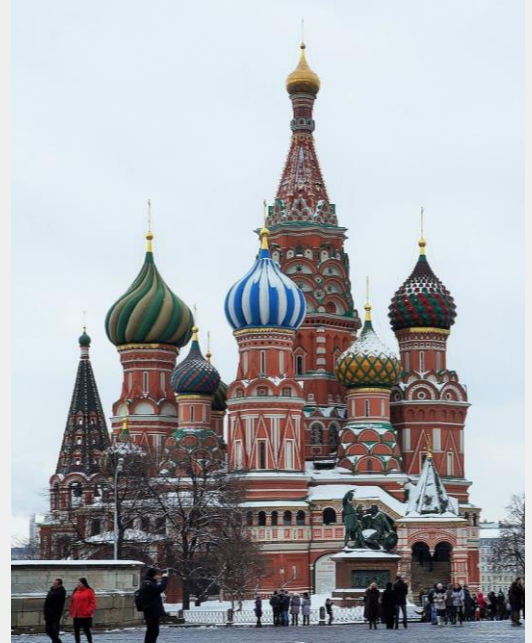


Mona Lisa by Leonardo da Vinci

# VISUAL ARTS: Fine Arts

## Architecture

- the art or science of building
- the art or practice of designing and building structures

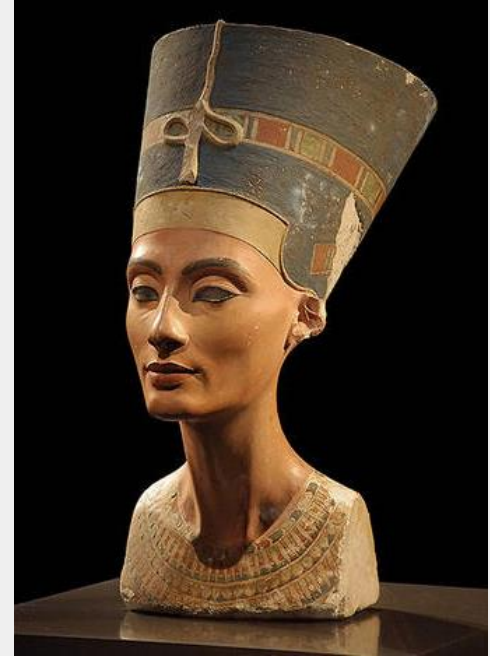


Saint Basil's Cathedral, Moscow, Russia

# VISUAL ARTS: Fine Arts

## Sculpture

- an artistic form in which various materials are worked into three-dimensional art objects
- it can be classified based on the medium and techniques



Bust of Nefertiti, 1345 BC



# VISUAL ARTS: Fine Arts

## Performing Arts

- refers to art such as dance, music, and drama that is performed for an audience
- performing artists or performers use their bodies, voices and talents as a means of artistic expression



Michael Jackson

# VISUAL ARTS: Fine Arts

## Photography

- the process of recording an image – a photograph
- literally means '*drawing with light*', which derives from the Greek *photo*, meaning light and *graph*, meaning to draw.



"Kiss Of Life" by Rocco Morabito, 1968

# **VISUAL ARTS:** Fine Arts

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## **Main Types of Fine Arts in visual form**

1. Painting
2. Architecture
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4. Performing Arts
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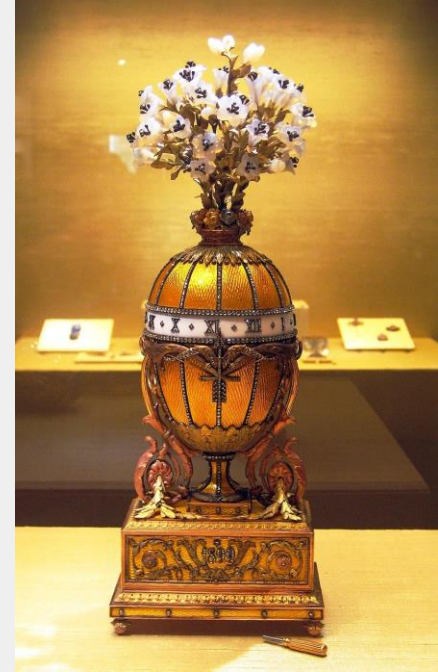
# VISUAL ARTS: Decorative Arts

- **Decorative Art** is a traditional term for a rather unwieldy range of artistic disciplines concerned with the design and ornamentation of items, usually functional, that do not necessarily have any intrinsic aesthetic qualities.



# VISUAL ARTS: Decorative Arts

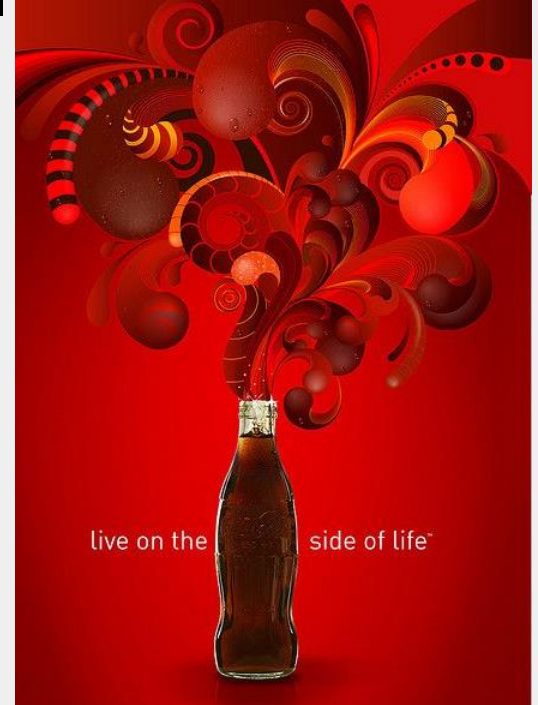
- Decorative art includes the creation of furniture and accessory furnishings, rugs and carpets, tapestry, embroidery, floral decorations, ceramic pottery, basketry, goldsmithing, enamelwork, silverware, and jewellery art and mosaic art, stained glass and interior designwork.



Madonna Lily Egg by Fabergé

# VISUAL ARTS: Commercial Arts

- **Commercial art** is any form of art that is intended for commercial uses, such as advertising or marketing.
- You'll sometimes see the term graphic design, which means using words and images to create advertisements, used in reference to commercial art.





# TYPES OF VISUAL ARTS

## 3 Categories of Visual Art

1. Fine Arts
2. Decorative Arts
3. Commercial Arts



# IMPORTANCE OF VISUAL ARTS





# IMPORTANCE OF VISUAL ARTS

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- Visual art is a fundamental component of the human experience reflecting the world and the time in which we live.
- Art can help us understand our history, our culture, our lives, and the experience of others in a manner that cannot be achieved through other means.
- It can also be a source of inspiration, reflection, and joy.



# IMPORTANCE OF VISUAL ARTS

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- Visual art is everywhere. It is our means of communication.
- Visual art is life in itself. The way we perceive the world and how we appreciate it. That is art and we actually live with it everyday.
- Art is an outlet of our inner self. A bridge that brings us together.



# **BENEFITS OF READING VISUAL ARTS**



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- Exercises the brain
- Entertainment
- Improves Literacy
- Increases General Knowledge
- Motivational
- Reduces Stress
- Teaches Empathy
- Cultural Awareness



# SUMMARY

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- Reading Visual Arts is the process of understanding the meaning behind visible art objects.
- Visual Arts can be categorized as Fine arts, Decorative arts, and Commercial arts.
- Visual art is a fundamental component of the human experience reflecting the world and the time in which we live. It is our way of communication. Our way of life.
- Reading Visual Arts can nurture our personal development.



# THANK YOU!

