



SUBJECT AND CONTENT

In viewing art, there are clues that mediate between the artwork and the viewer, allowing the viewer to more easily comprehend what he/she is seeing.

These clues are the three basic components of a work of art: subject, content, and form.

- ▣ **Subject** – the visual focus or the image that may be extracted from examining the artwork; the “what”
- ▣ **Content** – the meaning that is communicated by the artist or the artwork; the “why”
- ▣ **Form** – the development and configuration of the art work – how the elements and the medium or material are put together; the “how”





TYPES OF SUBJECT

REPRESENTATIONAL ART

- This type of art has subject that refers to objects or events occurring in the real world.
- Also termed “figurative art” because the figures depicted are easy to make out or decipher.



Mona Lisa
Leonardo da Vinci
(1503)

- ❑ Despite not knowing who Mona Lisa is, it is clear that the painting is of a woman that is realistically-proportioned;
- ❑ only the upper torso is shown;
- ❑ a beguiling and mysterious smile is flashed;
- ❑ the background is a landscape



NON-REPRESENTATIONAL ART

- Art forms that do not make a reference to the real world, whether it is a person, place, thing, or even a particular event.
- It is stripped down to visual elements, such as shapes, lines, and colors that are employed to translate a particular feeling, emotion, and even concept.



Number 1A
Jackson Pollock
(1948)

NON-REPRESENTATIONAL ART AND ABSTRACT ART



**IS NON-REPRESENTATIONAL
ART THE SAME WITH
ABSTRACT ART?**



Head of a Woman,
Mougins
Pablo Picasso (1962)



- There is no clear-cut divide, rather, they exist in a spectrum.





SOURCES AND KINDS OF SUBJECT

- For non-representational art, a higher, level of perceptiveness and insight might be required to fully grasped the feeling, emotion, or concept behind the work.
- For representational art, it is easier to infer the subject matter because from the figures depicted in the artwork, there is already a suggestion as to its implication.

Sources of Subject

- Nature
- History
- Greek and Roman mythology
- Judeo-Christian tradition
- Sacred oriental texts
- Other works of art

Kinds of Subject

- History
- Still life
- Animals
- Figures
- Nature
- Landscape
- Seascape
- Cityscape
- Mythology
- Myth
- Dreams
- Fantasies

Die Ebene von Auvers (Wheat
Fields Near Auvers
Vincent van Gogh (1890)





Fruit Pickers Under the Mango
Tree
Fernando Amorsolo (1937)

Young Women in the Ricefield
Fabian de la Rosa (1902)






Sistine Chapel
Michelangelo (1508-1512)

El Tres de
Mayo
Francisco de
Goya (1814)





CONTENT IN ART

- 
- The meaning or message that is expressed or communicated by the artwork.
 - In understanding the content of art, it is important to note that there are various **levels of meaning**:

Factual meaning

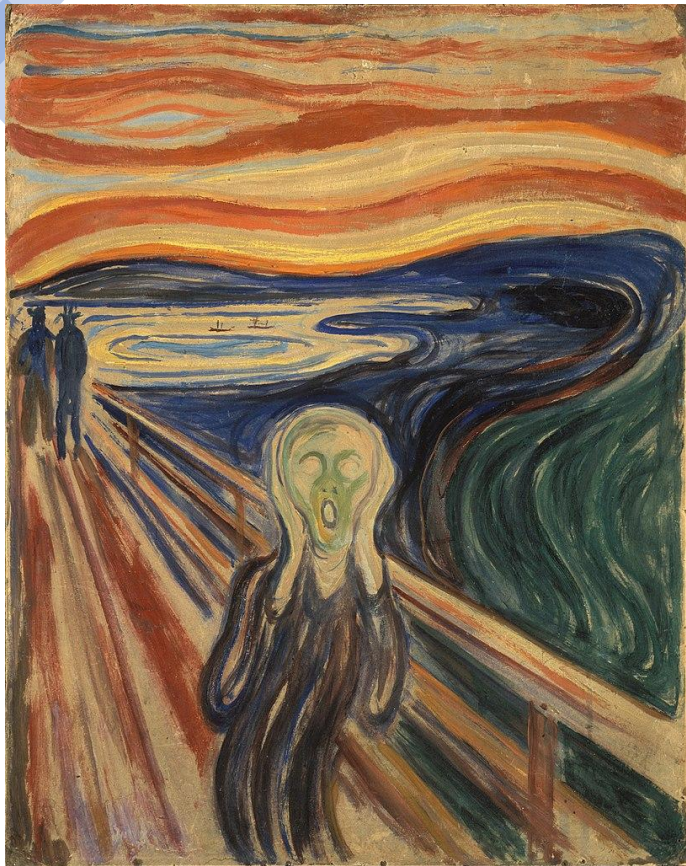
- The most rudimentary level of meaning for it may be extracted from the identifiable or recognizable forms in the artwork and understanding how these elements relate to one another.

Conventional meaning

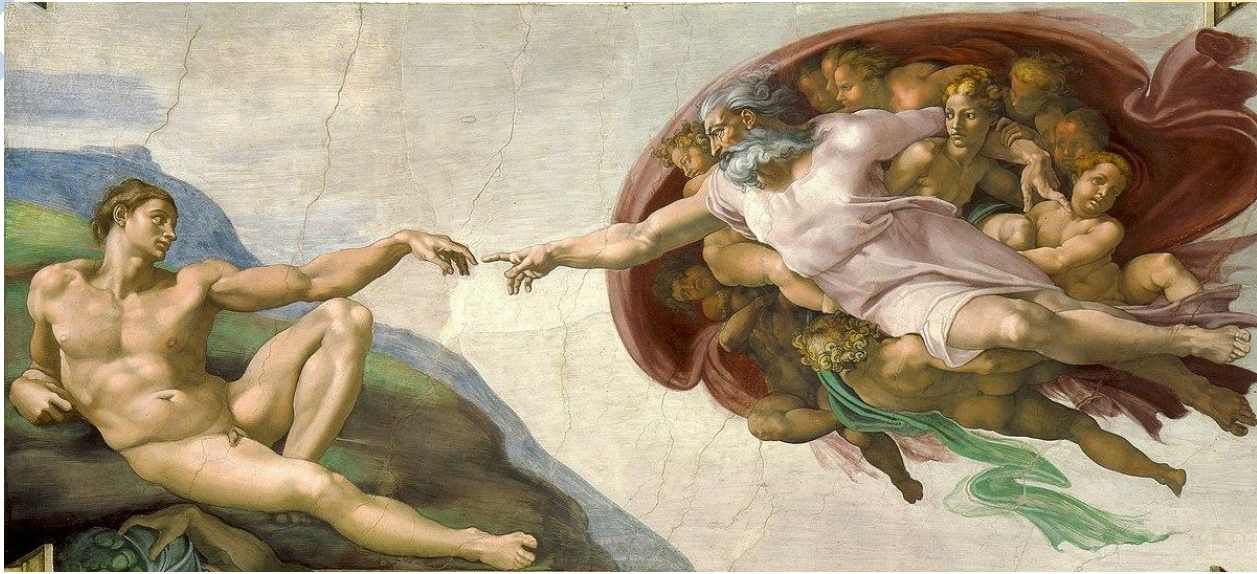
- Pertains to the acknowledged interpretation of the artwork using motifs, signs, and symbols and other cyphers as bases of its meaning.
- These conventions are established through time, strengthened by recurrent use and wide acceptance by its viewers or audience and scholars who study them.

Subjective meaning

- When subjectivities are consulted, a variety of meanings may arise when a particular work of art is read.
- These meanings stem from the viewer's or audience's circumstances that come into play when engaging with art (what we know, what we learned, what we experienced; what values we stand for)
- Meaning may not be singular, rather, multiple and varied



THE SCREAM
Edvard Munch
1893



CREATION OF ADAM
Michelangelo
c. 1508-1512

CAMPUS ART EXPLORATION

Objective: This activity aims to encourage students to explore their campus and capture it in a photograph, and then explain the subject and content of the art within the picture.

PART 1 – EXPLORATION

1. Wander around the campus and pay attention to different artworks like paintings, architecture, graffiti, murals, etc.
2. Take a nice photograph of the art that appeals to you the most.
3. Print the photograph on a short bondpaper.

PART 2 – PHOTO ANALYSIS

At the back of the short bondpaper, write your answers on the following questions:

- (1) What do you see in the photograph? Describe each one.
- (2) What do you think is the emotion and meaning that the art conveys?

NOTE: I will collect your output until 5:00 pm today. It will serve as your attendance.