

# ARTera

A COMPILATION OF  
**ART & DESIGN**  
RESEARCH

## Rakesh Chaudhary

*"...contemporary, thought-provoking. An idealistic research book, it motivates and instigates the audience towards innovative thinking."*

-Padmashri Kathak Guru Shovana Narayan

## *Praise for the book*

Rakesh Chaudhary is talanted artist and educator. His attempt for writing on art and design research is quite justified in present scenario, as we have lack literary resources on art and design. As academician we always required text book like ARTera. I would like to take opportunity to congratulate him for producing a commendable thought on art and design. I believe it will be instrumental for students and researchers in future.

**DR. MANISH ARORA**

*Assistant Professor and Coordinator Design Innovation Centre  
Department of Applied Art, Banaras Hindu university Varanasi*

“Congratulations to my friend and peer Rakesh Kumar Chaudhary on the completion of his new book entitled “ART era ... A COMPILATION OF ART & DESIDN RESEARCH.” I’ve worked with Mr. Chaudhary for several years through the Bindass Artist Group he founded and know he is a dedicated and hard working Artist, Educator and Curator. I wish him great success with his wonderful new book ..

**MARK HEINE**

*Author and Artist, Victoria BC Canada*

Nice book with meaning full title and lovely cover design. My best wishes for this new creativity as an art writer....

**QAZI M RAGHIB**

*Art director/ Art Critic, New Delhi*

Very inspiring book and very evocative! Greetings to the writer for his very inciteful thoughts! Hope readers are enlightened by the contents! Congratulations Mr. Rakesh Chaudhary

**SK ROY,**

*Director, Institute of Fine Arts, Modinagar.*

This books is an uniquely portable magic and has the power to transport us to new worlds and different times, but they can also take us back to the important moments in our own lives.

**ANETA NAZMI HASANI**

*Professor of fine Arts, Gjergj Kastrioti Skanderbeu, Kosovo*

Rakesh Chaudhary's untiring urge to explore the cathartic virtues of art has enabled him to create an outstanding text of art "Art era" which is a perfect compilation of art and design. I find the following words of Efrat Cybulkiewicz justifying Prof Chaudhary's urge.. "Art evokes the suburb of our experiences, emotions, and longings; it transcendence beyond personal preference. Art is vulnerability. Art is intimacy. Art is mystery. Art is indefinite. Art evokes the truth".

**RAVINDER KUMAR SHARMA**

*Founder Director RSAA, Chandigarh, Punjab*

Congratulations! For achieving another milestone in your career. BAG has always been a great source of motivation and inspiration for all of us. Your way of expression and the topics you work with is unique and interesting and that's what inspires me and many others. This book like many of your paintings will guide artists, art students, and others. Anxiously waiting for your book.

**K VISHWANATHAN**

*Dy. Director (Graphics & Animation), EMPC IGNOU, Delhi*

"It gives me immense pleasure to know Mr. Rakesh Chaudhary is bringing out a book on visual art calls ARTera. Iam sure this is going to be another successful project and my best wishes to him"

**SUBRAMANIAN GOPALSAMY**

*Eminent Artist, Bangalore*



# **ARTera**

A Compilation of  
**Art & Design**  
Research

Rakesh Chaudhary

## About the Author

Rakesh Chaudhary is an Artist and Educator, creative, and innovative thinker with strong styling; Visualization and style skill. He currently lives in Gurugram, Haryana, India. He born in Mirzapur, Uttar-Pradesh but have lived most of my life in Allahabad.

He visited art colleges in Allahabad and Varanasi, achieving a primary class honor's degree in Applied Art. Last 14 years He adds the sector of Art and as a professor, he serves in several universities like Institute of Fine Arts Delhi, NCR, Kurukshetra University, Kurukshetra, Haryana, Lovely Professional University, Punjab and Amity University Gurugram, Haryana and As an up to date digital artist, he received many national and international awards and appreciation. And he's founding father of the BAG group for promoting and motivating artists online around the world. His approach to styling is predicated upon thorough concept generation for the matter solving advertising creative's. As a knowledgeable artist, he's continuing to make pieces of artwork that is ready to be expressing inner thoughts of the citizenry and soul of the society. His artwork takes a critical view of social, political, and cultural issues. As a tutorial professional he captured extraordinarily strange but beautiful research expressions. He represents a scientific visual language that functions independently.

This book pays particular attention to the emotions, Idea and thoughts, as they're important expressive tools in creation. At the top, though the art and style research series appear quite different from the essential structures, both display an equivalent quite direction in my visual language investigation. A number of his subjects are quite innovative, analytical others Ethical so. His goal is to inspire those that read this book to seem more carefully at the surrounding planet, to get reality of life in unusual places!

*I dedicated this book to  
my daughter Kyra,  
my Wife and my Family,  
the wind beneath my every step  
even when I did not wings*

*And to my mom and dad,,  
who taught me the true value of life*



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To go back in time and recall all the incredible people I have had the privilege to work with; to go down memory lane to relive the magical as well as the scary moments—the highs and lows has been sensational and brought to the fore so many learnings, till now tucked away in the past, which stay with me as I embark on my new journey.

Thank you so much Amity University Haryana for giving me such great opportunities to develop my academic professional journey. Thanks to Prof. (Dr.) P.B. Sharma, Hon'ble Vice Chancellor, Amity University Haryana for guide and inspiring me such nice way towards writing. And special thanks to Prof (Dr.) Padmakali Banerjee, Hon'ble Pro Vice Chancellor, Amity University Haryana for motivating and giving me optimistic vision for new way of life as well as professional exposure.

Thanks to my younger brother Sunil, wife Mamta, and my daughter, Kyra, to whom I have dedicated this book, for your patience and support—for bearing with me during all those days and late nights when I was locked in the study, I had just written and was excited about.

Thanks to some of my close colleagues Mr. Vinod Chachere, Assistant professor, ASFA, Dr. Supriya Sanju, Assistant professor, ASLA, Amity University Haryana and my mentor during the post graduation Dr. Manish Arora, Assistant Professor and Coordinator Design Innovation Centre, Department of Applied Art, Banaras Hindu university, Varanasi, Art lovers, Educators and Art Critic for your valuable feedback, detailed and diverse, on the early drafts, which no doubt helped me improve the book.

Thanks to AABS Publishing house, Mrs. Sunita Paul, Founder AABS Publishing House, Kolkata for breaking boundaries in publishing this book, and for holding my hand through the whole process, from an idea to a book on the shelf.

It is the growing spirit of art and design profession and Education in India, coupled with the new wave of optimism, passion, aspiration and ambition, that inspired me to contribute in my small way and write this book.

## CHAPTER 1

---

# Influence of colour in Visual Arts

*When we talking about the visual arts, painting is heavily dependent upon the use of colour for its impact, mood and depth. The impact of colour on the visual senses of the viewer is extremely potent and even one tiny dab of brightly coloured pigment in an otherwise monochromatic picture can transform the work. Even the earliest exponents of prehistoric cave painting (30,000-12,000 BCE) were experts in the use of primitive pigments, as exemplified in the monochromatic Chauvet paintings, the polychrome Lascaux murals and the vivid paintings at Altamira.*

*Colour entices us to eat, consume or at least to buy. Colour likely has helped us to survive as a species. Our (Known) contacts with the world and the universe are by way of our five senses. Persons with a normally functioning visual system obtain what is probably the largest amount of information about the world surrounding them from vision, and colour experiences are an important outcome of this flow of information.*

### Introduction

Artists invented the first pigments a combination of soil, animal fat, burnt charcoal, and chalk as early as 40,000 years ago, creating a basic palette of five colors: red, yellow, brown, black, and white. Since then, the history of color has been one of perpetual discovery, whether through exploration or scientific advancement. The invention of new pigments accompanied the developments of art history's greatest movements from the Renaissance to Impressionism as artists experimented with colors never before seen in the history of painting.

Vatsayan enumerates the *Shadanga* or Six Limbs of Indian Painting in his *Kamasutra*, laying down the main principles of art.

- 1- *Rupa-bheda* (secrets of form)
- 2- *Pramanani* (proportion)
- 3- *Bhava* (emotional Disposition)
- 4- *Lavanya-yojanam* (gracefulness in composition)
- 5- *Sadrisyam* (similitude)
- 6- *Varnika-bhangam* (colour differentiation)

*Varnika-bhangam* (colour differentiation) pertains to ‘colour’ that lends soul to an artwork. The beauty of colour is not in the colour but in its application. A master painter magnifies the splendour of different shades on the surface with the strength of the stroke of his brush. The myriad hues are not only an aspect of appearance but are the expression of inner character. In the hands of a versatile artist even ordinary colours pronounce extraordinary exuberance.

## History of Pigments

### Colour Painting During the Stone Age

In the famous prehistoric cave paintings at Chauvet, Lascaux and Altamira, Stone Age artists relied on basic earth pigments like clay ochres, in yellow, brown and various hues of red, along with charcoal.

### Colour Painting in Egypt

This crude but effective colour scheme was extended during early Antiquity by Egyptian artists who decorated their temples and tombs with murals and panel paintings which included new paint colours like: Egyptian Blue Frit, the rich lemon yellow pigment Orpiment, the red-orange realgar, the green Malachite and its blue variant Azurite. White colours were derived from Gypsum and Chalk.

### Colour Painting in Ancient Greece and Rome

From Greek archaic painting onwards (c.650 BCE), the available range of colours for both panel paintings and frescos was adequately wide. Greek painting techniques were tempera and fresco; on wood and marble, encaustic and tempera - a process in which colours were mixed with wax,

painted onto the surface and then ‘burnt in’. In addition to the range of pigments used in Ancient Egypt, Greek artists added new reds like the gum “Dragons Blood”, and Vermilion. New purples included Indigo, Madder and Tyrian purple, while new greens featured Verdigris and green earth (Terre Verte). Massicot and Naples Yellow were two new yellows.

## Colour Painting in the Renaissance

Painting during the Renaissance was transformed by the development of oil painting. This new medium made colours look extra good, and added a new dimension of reality to figurative works, notably portraiture. Not surprisingly it stimulated the discovery and use of many new hues. These included the red pigments Carmine (Americas), “Red Lac” (India) and a new red Vermilion; plus the fabulous dark-blue Ultramarine and the yellow Gamboge, as well as Lead White.

## Academic Traditions of Colour Painting

Several important principles of fine art were laid down by Renaissance art. These principles consisted of conventions relating to all aspects of picture-making, including subject, composition, line, and colour. Colour (colorito) was regarded as secondary to the overall design (*disegno*), as illustrated by the fact that art students or apprentices spent the vast majority of their time learning drawing, and only learned the art of pigments and colouring at a much later stage. But see also: Titian and Venetian Colour Painting (c.1500-76), and Legacy of Venetian Painting.

## Colour Painting During the 17th and 18th Century

After the Renaissance, this approach to fine art painting was adopted by all the major European Academies and became enshrined in the style known as academic art. Painting was not even on the curriculum of most academies - students had to learn painting skills in the atelier of a master - and colour continued to have a secondary function, as more of a supportive element. Thus during the Baroque Rubens attracted criticism for his dramatic use of pigment, while Nicolas Poussin was revered as an exemplar of more balanced colourism. A century or so later, the same debate erupted over the respective colour practices of the Romantic painter Delacroix versus those of the more sobre Jean Auguste Dominique Ingres. One of the cardinal principles of academic painting concerned the primacy of the naturalistic palette: colours were to reflect the natural colours found in na-

ture, thus grass was green, the sea was blue, and skin was flesh-coloured. This situation endured until the 19th century when a revolution occurred. No major new colours were discovered in the 17th century, but Prussian Blue was produced during the 18th century, as were several new Cobalt and Chrome colours.

## **19th Century: Impressionism and Other Schools**

The 19th century - essentially the start of modern art - was a period of massive change for both oil painters and watercolourists. New pigments seemed to pop up every few years. Cobalt Blue emerged first, then Chromium Green Oxide, followed by Indian Yellow, Cadmium Yellow, Cerulean Blue, a cheap synthetic Ultramarine, Zinc White, Rose Madder, Aureolin, Viridian, and Cobalt Violet. Nineteenth century painters now possessed a cheaper, more convenient and more reliable means of colour painting. The Fauvists and German Expressionists took full advantage of these technological advances in pigmentation to produce an outburst of multi-coloured pictures.

### **The Impressionist Revolution**

Impressionist painters caused a revolution in the theory and practice of colour painting by their insistence on capturing the “fleeting moment”: the exact condition of light/colour which they perceived when painting plein-air from nature. Thus for example, if during this fleeting moment a tree-trunk - which is “naturally” brown - appeared red in the light of a setting sun, Impressionists (like Monet, Renoir, Pissarro and Sisley) painted it red. In fact, it might appear in any of several differing hues, depending on the effect of light, and was coloured accordingly. The “paint-what-you-see” approach to colour seen in most Impressionist paintings shattered the conventions of the time, and opened the gates to further experimentation by schools, such as Neo-Impressionism (with its technique of Pointillism), as practised by Georges Seurat and Paul Signac.

### **Expressionism**

Impressionism represented the ultimate in “copying nature”. But after two decades of slavish copying, progressive artists rebelled. Tired of simply “painting-what-they-saw” they injected more subjectivity into their canvases, in a general style known as Expressionism. Pioneered by Paul Gauguin and Vincent Van Gogh, the expressionist movement was devel-

oped first by so-called Fauvist painters in 1905. For two years Fauvism was the hot thing in Paris: everyone tried it, even Georges Braque. Its influence spread to Germany triggering an explosion of German Expressionism spearheaded by progressive art groups like Der Blaue Reiter and Die Brucke. It also spread to Britain where it influenced the Scottish Colourists and others.

### **Abstract Expressionism/Colour Field Painting**

Colour experimentation erupted again during the immediate post-World War II period in America, where European emigrant artists (eg. Arshile Gorky, Josef Albers, Mark Rothko and others) mixed with locals like, Clyfford Still and Barnett Newman to produce a style of Abstract Expressionism known as Colour Field Painting. Typically, this featured huge canvases containing large areas of colour which were designed to “envelope” the viewer and engender an emotional reaction. See, for instance, Mark Rothko’s paintings (1938-70). Pigment was now “the” key element of the canvas: it was the high point of colour painting. And despite the eventual collapse of the movement in the early 1960s, colour has continued to maintain its independent status in the process of disegno.

## **History of Color in Art**

### **Red colour**

Red colour found in iron-rich soil and first employed as an artistic material (as far as we know) in prehistoric cave paintings, red ochre is one of the oldest pigments still in use. Centuries later, during the 16th and 17th centuries, the most popular red pigment came from a cochineal insect, a creature that could only be found on prickly-pear cacti in Mexico. These white bugs produced a potent red dye so sought-after by artists and patrons that it quickly became the third greatest import out of the “New World” (after gold and silver), as explains Victoria Finlay in *A Brilliant History of Color in Art*. Raphael, Rembrandt, and Rubens all used cochineal as a glaze, layering the pigment atop other reds (like red ochre) to increase their intensity. A non-toxic source for red pigment, the cochineal bug is still used to color lipsticks and blush today.

## Blue colour

Ever since the Medieval era, painters have depicted the Virgin Mary in a bright blue robe, choosing the color not for its religious symbolism, but rather for its hefty price tag. Mary's iconic hue called ultramarine blue comes from lapis lazuli, a gemstone that for centuries could only be found in a single mountain range in Afghanistan. This precious material achieved global popularity, adorning Egyptian funerary portraits, Iranian Qur'ans, and later the headdress in Vermeer's Girl with a Pearl Earring (1665). For hundreds of years, the cost of lapis lazuli rivaled even the price of gold. In the 1950s, Yves Klein collaborated with a Parisian paint supplier to invent a synthetic version of ultramarine blue, and this color became the French artist's signature. Explaining the appeal of this historic hue, Klein said, "Blue has no dimensions. It is beyond dimensions."

## Yellow colour

Some artists in history have been known for their use of yellow, though Joseph Mallord William Turner and Vincent van Gogh are the most notable exceptions. Turner so loved the color that contemporary critics mocked the British painter, writing that his images were "afflicted with jaundice," and that the artist may have a vision disorder. For his sublime and sunlit seascapes, Turner used the experimental watercolor Indian Yellow a fluorescent paint derived from the urine of mango fed cows. For brighter touches, Turner employed the synthetic Chrome Yellow, a lead-based pigment known to cause delirium. Vincent van Gogh also painted his starry nights and sunflowers with this vivid and joyful hue.

## Green colour

Colour green evokes nature and renewal, its pigments have been some of the most poisonous in history. In 1775, the Swedish chemist Carl Wilhelm Scheele invented a deadly hue, Scheele's Green, a bright green pigment laced with the toxic chemical arsenic. Cheap to produce, Scheele's Green became a sensation in the Victorian era, even though many suspected the color to be dangerous for artists and patrons alike. The French emperor Napoleon Bonaparte's bedroom wallpaper even featured Scheele's Green, and historians believe the pigment caused the revolutionary's death in 1821. By the end of the 19th century, Paris Green a similar mixture of copper and arsenic replaced Scheele's Green as a more durable alternative, enabling Claude Monet, Paul Cézanne, and Pierre-Auguste Renoir to create

vivid, emerald landscapes. Used as a rodenticide and an insecticide, Paris Green was still highly toxic, and may have been responsible for Cézanne's diabetes and Monet's blindness. Not surprisingly, it was eventually banned in the 1960s.

### Purple colour

Claude Monet once declared. "It's violet. Fresh air is violet." The purple shadows and lavender specks of light that enliven Monet's haystacks and waterlilies owe much to a little-known American portrait painter named John Goffe Rand. In 1841, Rand grew frustrated with the messy practice of storing paint in a pig's bladder, which was the prevailing method for preserving pigments at the time, and invented a more practical and portable option: a collapsible paint tube made of tin. This enabled artists like Monet to paint plein air, easily transporting their color to outdoor locations to capture impressions of the environment, and in turn led to the production of nuanced, pre-mixed paint shades in tin tubes, such as Manganese Violet, the first affordable mauve-colored paint that meant artists no longer had to mix red and blue to make purple. The Impressionists especially Monet so adored the new hue that critics accused the painters of having "violetomania."

### Black colour

The darkest pigment found in Old Masters paintings is aptly named "bone black," and is produced by burning animal bones in an air-free chamber. While the Impressionists avoided black paint finding areas of darkness to be filled with color American artists in the '50s and '60s returned to black with vengeance. Frank Stella, Richard Serra, and Ad Reinhardt all created monochromatic black paintings, stripping the canvas of any subject matter other than the paint itself. Taken together, these painters prove that black is as nuanced a color as any other, capable of many permutations, tones, and textures. Speaking about his practice in 1967, Reinhardt quoted the Japanese painter and printmaker Katsushika Hokusai, saying, "There is a black which is old and a black which is fresh. Lustrous black and dull black, black in sunlight and black in shadow."

### White colour

The 17th-century Dutch method for manufacturing the pigment involved layering cow and horse manure over lead and vinegar. After three months

in a sealed room, these materials would combine to create flakes of pure white. While scientists in the late 19th century identified lead as poisonous, it wasn't until 1978 that the United States banned the production of lead white paint. In this era, Robert Rauschenberg, Robert Ryman, and Agnes Martin turned to titanium and zinc whites to create monochromatic white paintings, while artists like Dan Flavin bypassed pigments altogether in sculptures that emitted white light directly.

## Color Psychology

Red is the color of energy, passion, action, ambition and determination. It is also the color of anger and sexual passion. Orange is the color of social communication and optimism. From a negative color meaning it is also a sign of pessimism and superficiality. With the meaning of colors, in color psychology, Yellow is the color of the mind and the intellect. It is optimistic and cheerful. However it can also suggest impatience, criticism and cowardice. Green is the color of balance and growth. It can mean both self-reliance as a positive and possessiveness as a negative, among many other meanings. Blue is the color of trust and peace. It can suggest loyalty and integrity as well as conservatism and frigidity. Indigo is the color of intuition. In the meaning of colors it can mean idealism and structure as well as ritualistic and addictive. Purple is the color of the imagination. It can be creative and individual or immature and impractical. Turquoise is communication and clarity of mind. It can also be impractical and idealistic. Pink is unconditional love and nurturing. Pink can also be immature, silly and girlish. Magenta is a color of universal harmony and emotional balance. It is spiritual yet practical, encouraging common sense and a balanced outlook on life. Brown is a friendly yet serious, down-to-earth color that relates to security, protection, comfort and material wealth. From a color psychology perspective, Gray is the color of compromise - being neither black nor white, it is the transition between two non-colors. It is unemotional and detached and can be indecisive. Silver has a feminine energy; it is related to the moon and the ebb and flow of the tides - it is fluid, emotional, sensitive and mysterious. Gold is the color of success, achievement and triumph. Associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance, the color psychology of gold implies affluence, material wealth and extravagance. White is color at its most complete and pure, the color of perfection. The color meaning of white is purity, innocence, wholeness and completion. Black is the color of the hidden, the secretive and the unknown, creating an air of mystery. It keeps things bottled up inside, hidden from the world.

## Conclusion

My goal for this in-depth article was to show the various opportunities that colors can bring who work with color do not just use color randomly, they use color wheels and color theory to help create a piece that conveys meaning and emotion. Color has a powerful way of creating “mood,” especially when used in a cool, warm, or a monochromatic color scheme. Artist accurately used their style and techniques when recreating one of their masterpieces. A considerable number of processes and materials can result in colour experiences. Many have been discovered by artisans and craftsmen over the course of millennia, but until recently, the underlying causes remained mostly hidden. Coloured material are commonly thought to interact in similar ways with light, but their apparent colour is in fact caused by a variety of specific physical phenomena.

## **CHAPTER 2**

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# Digital Painting

## A technological expression of Art

*P*rehistoric people would have used natural objects to paint the walls of the caves. To etch into the rock, they could have used sharp tools or a spear. The paint or color that they probably used was from berries, clay, soot, or charcoal. The tools used to apply the paint could have been made by attaching straw, leaves, moss, or hair to sticks. They might have used hollow bones or reeds to spray the color on, similar to an airbrush technique. The desire to create unique things and give free rein to one's imagination served as a powerful impetus to the development of digital art and design software. The commoner was the use of computers the wider variety of professional software was developed.

Digital painting has gained acceptance as a two dimensional art form, paralleling major traditional forms of painting in the art world. However, this aspect of the visual arts, rather underexplored, has not received the same degree of global acceptance and recognition accorded to well known fine art forms such as sculpture, painting and drawing. Computer as a multi-media apparatus for expressivity in Fine Art Painting that can foster idea development and enhancement of techno-aesthetic values in studio painting practice.

## Introduction

It is the easiest medium for creation out of nothing. Human mind constantly works on creating something that has never existed before and does not now exist. This is the approach with which any professional creator of Digital Art, or in other words, creator of design will gain success. Digital culture is neither new nor determined by technology, but rather that technology is a product of digital culture. The term “digital” originally referred to data organized in discreet units in any system, linguistic, and numerical systems included.

Since the use of computers became an everyday occurrence the wide variety of software has been emerging to assist designers. From the simplest and primitive up towards professional graphics editors computer software has undergone the complicated evolution and development.

Computer users to stimulate painting on a computer screen. Users also employ a computer mouse or a tablet stylus to simulate various sizes of paint-brush, select colours from a colour palette to retouch photographs, adjust the contrast. The experience of the French painters of the 18th and 19th centuries who executed and exhibited works in their individual techniques and styles, in opposition to the laid down conventions in painting by the great masters of the renaissance is similar to these critical judgements. Their works were rejected by critics of the day, with some branded as lunatics. Today the technique and styles of those French painters have helped to shape the fine art painting profession. It is inspiring to note that, these studio-painting techniques have also formed the bases of the painterly effects incorporated in most image editing software including photoshop, which users employ to assign desirable finishes to their digital paintings.

### What is Digital Painting ?

Digital painting is an emerging art form in which traditional painting techniques (such as watercolor, oils, impasto, etc.) are applied by means of a computer, a digitizing tablet and stylus, and software. I work with a Wacom tablet, Corel Painter, Adobe Illustrator and Adobe Photoshop.

Digital painting is a type of digital art but it is not computer-generated art, in that it does not involve the computer automatically generating an image from mathematical models created by the artist. In digital painting, the artist uses painting techniques to create the image directly on the computer. Digital painting is also distinct from digital manipulation of photographs, in that it is an original construction from scratch. While photographic ele-

ments may be incorporated into digital paintings, they are not the primary basis or source for them. In some of my images, there are no photographic elements at all and in other images I may use dozens of distinct photographic elements. My images are the result of conceptualizing an idea and then implementing that concept as a digital file from one or more original elements that I acquire or create, primarily with a pen tablet, a digital camera or scanner and software tools. The original artwork is a digital file and is not normally seen or sold. Limited edition prints are made from the digital file for exhibition and sale.

## **Various Types Of Digital Art**

### **Digital Photography**

The artist uses a digital or conventional camera. The photographs are digitized and translated to the computer environment where the artist uses image editing and special effects software to perform darkroom type manipulations.

### **Photopainting**

This combines the disciplines of photography and painting. The artist uses image editing and paint software to go beyond dark room techniques to add further expression to the image.

### **Digital Collage**

This is a technique of combining many images from varying sources into one image. This is most commonly achieved by the use of layering techniques in image editing and paint software. The artist may also use images from x-rays or radar to produce images that the eye does not normally see, which expands the realm of human perception.

### **Integrated Digital Art**

This is the “mixed media” of the digital art world. Artists combine any number of the techniques to achieve unique results. The digital environment is much less restricted than conventional mediums in this type of integration and manipulation.

## Digital Painting

2D: The artist creates 2D images totally in the computer virtual environment with the use of painting tools that emulate natural media styles. Sometimes referred to as “Natural Media”. 3D: The artist uses 3D modeling and rendering software to essentially sculpt in virtual space. This method also makes use of all of the other methods.

## Vector Drawing

The artist uses vector drawing software and creates the image totally in the virtual environment. This makes use of shapes which are outlined and can be filled with various colors and patterns. This tends to produce a harder edged or graphic look.

## Algorithmic/Fractals

This is art produced exclusively by mathematical manipulations. This is the so-called “computer generated” art. The art here lies in the invention of the mathematical formulas themselves and the way the programs are written to take advantage of the display capabilities of the hardware. The art also lies in the creative intentions and subsequent selections of the artist/mathematician.

## Essential elements for Digital Art

1. Hardware & Accessories For Digital Painting
2. Softwares For Digital Painting
3. Apps For Digital Painting
4. Magazines For Digital Painting

## 1. Hardware & Accessories For Digital Painting

• **Intuos Pen and Touch Tablet (Small).** Formerly Wacom Bamboo, Wacom Intuos Pen and Touch tablet is perfect for digital artist wannabe to discover the world of digital painting.

• **Intuos Pro Pen and Touch Tablet (Small).** Intended for the experienced artist, Intuos Pro is built with 2048 levels of pen pressure sensitivity and better control panel, and with the purchase you also get a set of nibs that mimic traditional brushes.

- **Cintiq 13HD Pen Display.** Wacom surprised the world months ago by releasing Cintiq 13 HD, the most affordable luxurious graphic tablet with interactive pen display, allowing artists to draw on screen like they do on paper.
- **Cintiq 22HD Pen Display.** Cintiq 22HD is the dream of every digital artist. Not only does it have all the features of the Intuos and Cintiq family, this gigantic tablet also allows you to adjust its position for your comfort.
- **Bamboo Feel Stylus.** Unlike most affordable stylus, the best thing about Bamboo Feel stylus is that it comes with pressure sensitivity, allowing you to draw and paint dynamically on the tablet surface.
- **Wacom Inkling Digital Sketch Pen.** This magical pen has the ability to let you draw on paper, then transform your physical sketch into a compatible digital format, but mind you, it's purely intended for sketching, so its accuracy is not up to production standards.
- **Bamboo Stylus Mini.** If you prefer mobility over all, Bamboo Stylus Mini could follow you everywhere. You could even attach it to your tablet or smartphone's audio jack – that's what its strap is for!
- **Sensu Artist Brush and Stylus.** Imagine painting on a tablet with a... brush! Sensu can make this a reality for you.
- **Jot Touch 4.** You deserve a great product if you are willing to fork out a premium price. Jot Touch 4 features 2048 levels of pressure sensitivity, and a palm rejection feature which ignores hand movement on the touch-screen.
- **Pogo Connect.** Promoted by Procreate, Pogo Connect is a Bluetooth-enabled pen that lets you draw with different line widths on the iPad and yes, it comes with pressure sensitivity. With a few extra bucks you could even get 4 extra tip options including the brush tip.
- **TruGlide Duo Stylus Pen.** Want to draw traditional and digital artwork with the same pen? TruGlide Duo Stylus Pen makes it possible. Ink refill is possible too.
- **TruGlide Pro Paintbrush Tip.** Yes, you can equip a paintbrush tip onto TruGlide Pro Stylus, then paint like a boss.

- **Nomad FLeX Paintbrush Stylus.** Here is the Nomad FleX stylus that promises an all-synthetic brush tip, with flexibility as its advertisement tagline.
- **12 Wooden Male Figure.** Made of seasoned hardwood and stuck firmly to a stand, this wooden guy is ready to pose any way you like for your reference.

## 2. Softwares For Digital Painting

- **Adobe Photoshop CC.** Besides photo editing, Adobe Photoshop CC is also a perfect painting software with highly customizable brush settings. It includes all professional features of its predecessors.
- **Adobe Photoshop Elements 12.** Photoshop Elements 12 excels in post-processing including level, contrast, saturation, etc.
- **Adobe Illustrator CC.** If you love making icons, or are of the hardcore type that takes account where each pixel lands, Adobe Illustrator CC is good for it.
- **Corel Painter X3.** Painter X3 is known for its power to mimic most traditional brushes, textures, wet and dry media to an amazing level of perfection.
- **Painter Lite.** Painter Lite still keeps the realistic natural-media painting feature (it behaves like traditional art tools).
- **Clip Paint Studio PRO.** Though it's originally intended for manga drawing, Clip Paint Studio has evolved far enough to be used in industry-standard digital art production. Its tool customization is the killer feature.
- **Paint Tool SAI.** It is the de facto standard of painting software for most professional Japanese Anime artists. It also comes with line correction feature for a smooth drawing experience.
- **Autodesk Sketchbook Pro.** Sketchbook Pro makes painting a relaxing and enjoyable journey, and it is specially designed for pen tablets.
- **ArtRage 4.** Its surreal painting tools and, a whole bunch of features to

make your painting life easier.

- **Xara Photo and Graphic Designer 9.** Photo editing, check. Drawing tools, check. Creative effects, check. File format compatibility, check. Quality software with affordable price, check.
- **Poser Pro 2014.** The key to good art is correct perspective and posture, and Poser Pro 2014 lets achieve them with less effort.

### 3. Apps For Digital Painting

- **Adobe Photoshop Touch.** Photoshop Touch offers a slew of features for quality photo editing and adjustment. On top of that, you could share your proudest results to social networking websites.
- **Procreate.** Procreate truly lives up to its name with this professional interface design, its brushes, performance, and an up to  $4096 \times 4096$  canvas size! No wonder it won the Apple Design Award.
- **Inspire Pro.** It's not just about painting, but also how fast you can paint. Inspire Pro allows you to paint as fast as possible with its performance-based painting engine.
- **ArtStudio for iPad.** ArtStudio certainly has its edge in the mobile painting world with its 450 high-quality brushes and 21-layer blending modes, and 40 filters!
- **ArtRage for Mobile.** Since there's no Corel Painter for iPad, ArtRage for mobile is your best bet for a realistic painting experience.
- **Paper.** Paper is designed with mobile interactivity in mind, so it has no complicated interfaces that mess up your painting process. Its ink engine even tracks your movement and optimizes its tools for a better outcome.
- **Handy.** If you need a 3D sculpture to draw better body parts, you have to try Handy. Pose or change the perspective of the sculpture or shine a light on it to get great color and depth observation that will help you create more realistic paintings.

## 4. Books and Magazines For Digital Painting

- **ImagineFX.** ImagineFX could be one of best investments as it comes with inspiring artworks, aspiring artist profiles, premium brushes and software. Also included, professional tutorials in both written and video format.
- **2DArtist.** 2dartist will keep you improving with its collection of techniques, tutorials, reviews and galleries, all jam-packed in each issue.
- **Fantasy Artist.** Fantasy Artist will not only make sure you got plenty of wild resources to inspire great ideas, it will also show you the ways to handle painting tools for even more fantastic production.
- **Digital Art Masters 8.** Just as its name suggests, the book showcases the best artworks from art masters around the world. Plus a sweet bonus: detailed tutorials explaining how each image is done!
- **3D Artist.** Seeking enlightenment in digital sculpting? 3D Artist is the magazine where masters share their tips and techniques for you to improve.
- **3D World.** Modeling, animation, showcase, software, you could discover the entire world of 3D in this magazine.
- **3DCreative.** Are you ready to take your modeling technique to the next level? 3DCreative has the resources you need.
- **Advanced Photoshop.** The more you know, the better the artwork you could produce. Advanced Photoshop uncovers all Pro techniques and secret features of Photoshop for more efficient post-processing works.
- **Computer Arts.** There are times when we need to look more into design cases and business tips, and Computer Arts is published for these purposes.

### Advantages of Digital Painting

Digital painting has numerous advantages over traditional artwork. Images can be produced at any time, in any lighting, simply by using the computer, with minimal set-up and no need to clean tools afterwards. There are

also minimal requirements to purchase equipment: laptops and graphics tablets rarely need replacing, unlike their traditional equivalents of paint and canvases. Images can be produced on the computer with various effects, filters and layers, then sent to the client directly via email or FTP. Any requested alterations are then easy to perform, as the whole piece will not need to be redrawn in a new copy but can simply be overwritten on-screen. Theoretically, this increases the productivity of the artist and could therefore allow them to earn more money by taking more jobs.

### **Disadvantages of Digital Painting**

On the other hand, there are also disadvantages associated with digital artworks. First and foremost, there is no original piece of work. Art is easily replicated digitally, meaning that once a piece is created it is easy for the original artist to lose track of where it is being displayed on the internet and, in some cases, for copyright infringement to take place. There are also the risks of computer problems causing workflow disruption: data can be corrupted by viruses, by error messages and glitches or simply by hardware failure. It is also necessary to work at a computer screen for long hours, with the need to use screens of at least 22". Moreover, the reputations of digital artists are made on the internet, where there is enormous competition. Few digital artists expect to make themselves famous or to become names which are still known in 50 years' time.

The present study presents a concise review of historical development of graphic editors with the particular consideration of the most representative examples. The comparative approach to the most powerful graphic editors that represent two different, in principle, branches of software - free (Paint.NET and GIMP) and commercial (Adobe Photoshop) revealed that potentialities of commercial software is still leading on software market due to its advanced and newest features that satisfy the most refined aspirations of professional users. That's why the professionals prefer Adobe Photoshop; however, the amateurs may be well satisfied by Paint Shop Pro, Photopaint, or the GIMP. The last but not the least point is that when making a choice for a particular digital art and design program one should remember the rapid progress of this kind of software and the abilities that used to be pertinent to expensive commercial products now are the characteristics of more simple free software products.

## Digital Paintings in different softwares-



Digital Painting in Coral Painter X3



Digital Painting in ZBrush 4R6



Digital Painting in 3D Max



Digital Painting in Adobe Photoshop



Digital Painting in Maya



Digital Painting in Cinema 4D Prime



Digital Painting in Unity Pro 4



Digital Painting in Mari 2.0v2

## **CHAPTER 3**

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# **Hybridization of Art and Technology**

*T*echnology and art define and continue to reshape the world we live in. Re-imagining what we know as real or as a solid ground, pushes not only our opinions and understandings of nature to the limits, but with new inventions and experiments, both the mind and the body, the language, and the world itself seems to be making room for a different sphere and fresh rules. Thenceforward a subsequent fusion towards substitution of the former with the latter was imminent. In other words, contemporary artistic practices reach the climax – through video and digital art, of critically engaging in their means of expression as much scientific and technological advance as never before, changing the face of art forever and completing the revolution of sociological and political infusion into the field of art. Less orientated towards the past, the present paper aims at reviewing the changing role of technology played in the art of the present with an interest taken in the artist status and the public involvement. Furthermore, the interdisciplinary and crossdisciplinary experimentation central to contemporary art is given attention in order to point out how individual aesthetics have been gradually replacing general aesthetics.

## Introduction

Governed by the new aesthetics, the virtual, the scientific and the logic that is beyond belief, technology in art challenges our perceptions and that is what creativity and science are all about. If we are to understand that creative production reflects the period of time we are all in, how are we to grasp the growing number of young contemporary authors that base their practice on the presentation of immaterial and ephemeral things?

The change of artworks' nature along with the shift in the public interaction and the reshaping of the museums and exhibition spaces are making more room today than ever before for some of the most amazing examples of digital art, kinetic pieces, and works that explore the internet and online existence. The sci-fi mysteries of various movies that were mind-blowing just a decade or so, today shape the face of our reality. This part of the innovative computer-based face, the traditional paintings and sculpture cannot capture to its fullest and that is why the fresh materials, such as data, pixels, mathematical and engineer formulas are the tools number of contemporary creatives reach for.

## Introducing of the technology in Art

The truth is that technology has been providing creatives with original ways of expression since its beginning. The major shifts, like the transition from the analogue to the digitally created expression, or to even go back further in time, the birth of Impressionism, the famous silkscreen prints of Andy Warhol, or the disturbing performance works by Stelarc would not be possible if technology and science, parallel to the creativities' road, did not push for original production and new frontiers. Creatives like scientists explore materials, people, culture, histories, religion, and the gain knowledge transform into something else. One of the earliest personas associated with scientific research is the famous Leonardo da Vinci, and to the investigating mind of the 17th-century, we owe the invention of the microscope and the telescope. Along with the investigation of eye's perception and the color theory, the birth of photography, and the moving pictures of Walt Disney, nothing else has helped to transform activities such as painting, drawing, sculpture, and music then the invention of the computer between 1936 and 1938. With it, a completely different understanding towards the creative production was born.

## The New Media Production

Since the 1960's the term new media art was coined and it was used to describe practices that apply computer technology as an essential part of the creative process and production. Placing the term under a vast umbrella known as new media, computer production, video art, computer-based installations, and later the Internet and Post Internet art and exploration of the virtual reality became recognized as artistic practices. The term, in the contemporary practice, refers to the use of mass production and the manipulation of the virtual world, its tools and programs. As such, designers and artists for the production of commercial pieces or for more elaborate and conceptual works implement many different computer programs, such as 3D modeling, Illustrator, or Photoshop. The engagement of technology and science and the application of its language spread into space and many computer-based installations fuse the conceptual and the new media. With the constant technological developments, the fresh aesthetic was formed and many of the creatives that have chosen to create in the virtual arena of the Internet, comment upon the fusion of the virtual and the real, and question the communication and accessibility of their works in the parallel world. The innovative developments opened up a fresh playground, where different authors could merge different skills and tools and offer to us, as their public a completely original perspective of the present we all share.

## Trends and Creatives Whose Work Would Not Be Possible Without Technology

The relationship between science and art is, it's a genuine fact that technology offers something that young aspiring authors always desired – untouched grounds to explore, to discover something completely their own and sever ties with whatever is considered to be traditional, giving an opportunity to push the established boundaries. This has been true ever since the first modern steps of technology, Some examples of merge of art and technology.

1. Artistic Chemistry of Kim Keever
2. Eric Standley's Papers and Lasers
3. Robotics of Yuri Suzuki
4. Cai Guo-Qiang and His Explosions
5. The Fascination with Internet
6. Pure Digital Production
7. The Aesthetics of Computer Drawings and Paintings

8. Combining Traditional and Modern
9. Artistic Chemistry of Kim Keever
10. Technology and Performance Art
11. Photography and Film
12. Incredible Shows of Rafael Lozano-Hemmer
13. Manipulating the Sound

## **1. Artistic Chemistry of Kim Keever**

Kim Keever, a modern-day hydroponic equivalent of Jackson Pollock. This American author devised a method in which he drizzles paint into a 200-gallon fish tank, creating some magnificent effects before taking photos of the colorful chemical reactions. His work is so amazing that it fascinates you whilst also leaving you puzzled, questioning which medium you are actually observing.

## **2. Eric Standley's Papers and Lasers**

Eric Standley who grew up in a household of engineers. Standley's paper-cut artworks expand the traditional use of the medium as he works with lasers, shredding upwards of 250 sheets of archival paper. The most impressive aspect of his production is the amount of details he is able to achieve as his pieces are incredibly detailed and miniature.

## **3. Robotics of Yuri Suzuki**

Japanese designer Yuri Suzuki is mostly famous for his work with will.i.am, namely Pyramidi, a piece made out of a trio of robotic instruments, deconstructed versions of a piano, a guitar and a drum. The fascinating skill of engineering a piece like Pyramidi would be impressive enough, but Suzuki takes it another step forward and grants it an artistic note.

## **4. Cai Guo-Qiang and His Explosions**

Cai Guo-Qiang is a Chinese author who loves to experiment with the explosive nature of gunpowder and its modern variations, initiating what he loves to call ignition events – after the controlled explosion, we are left with traces of an image that are literally burned into the surface. Cai Guo-Qiang also works in installations and performances, often combining many elements of engineering and science in order to achieve the desired effects.

## 5. The Fascination with Internet

Modern production that is somehow tied to science is concentrated on the Internet and the online world that altered the art scene in so many ways – providing an opportunity for literally anyone to display his work and for the audience to seek out any piece that interests them, not to mention the way the Internet impacted the art market. Petra Cortright creates her paintings in order to explore issues of online consumption, rendering them in aluminum and making endless modifications to the computer file until she is satisfied with the result. Another internet-obsessed individual is Parker Ito, a man who relies on the reflective quality of 3M Scotchlite fabric which he translates on a computer screen.

## 6. Pure Digital Production

We also have to mention the medium of strictly computer-based art, a technique that is completely exclusive to modern times. Some of the most interesting and successful computer inventors out there are Charles Csuri (considered the father of computer art and computer graphics), Kyle McDonald (an artist/hacker), Sara Ludy (she actually does magic tricks with pixels) and James George(explorers the ways how we see the world through technology), but there are also creatives like Jodi, Phillip David Stearns and Jon Rafman who experimented with the potentials and boundaries of computer art.

## 7. The Aesthetics of Computer Drawings and Paintings

Creative practitioners who have not based their creative digital efforts on conceptual theories but instead decided to focus on pure visuals and wonderful aesthetics – standing out for the beauty of their animation pieces, we mention Bobby Chiu, Cristiano Siqueira, Daniel Conway, Cris de Lara and Tae young Choi.

## 8. Combining Traditional and Modern

Manning is a man who starts every single one of his works with a computer program, acting out the experience of dabbling in oil paint and later printing them, imitating the physical appearance of an actual acrylic brushstroke.In many ways, Michael Manning's practice in painting, video, sculpture and computer-based work explores the relationship between

technology and the analog.

## **9. Technology and Performance Art**

Technology in performance field largely emerged with Fluxus and Gutai, two international 1960s avant-garde movements that attempted to establish new artistic vocabularies – in this day and age, there are many performers who rely on technology to make the most out of their shows. One of the most impressive artists of this type is undoubtedly Chris Milk, a man whose pantomime-like performances have been astounding audiences for years. The aforementioned Cai Guo-Qiang also authors performance pieces, often combined with his already explained technique of using explosives.

## **10. Photography and Film**

The two similar mediums that are almost always mentioned when discussing contemporary techniques that use technology to their advantage. With numerous filmmakers and photographers out there, we shall name an interesting and unusual Ben Tricklebank, a young author who decided to make use of his extensive scientific knowledge and talent for shooting films to make interactive movies in which the viewers are responsible for which course the film will eventually take.

## **11. Incredible Shows of Rafael Lozano-Hemmer**

There are also various artists who set up installation pieces based on science, depending on effects only modern technology is able to provide them. One such creative personality is Rafael Lozano-Hemmer, a Mexican installation master whose impressive laser pieces have been astonishing audiences worldwide.

## **12. Manipulating the Sound**

Sound art is also quite dependent on the technological advancements, as the works of such artists like John Wynne could never be realized if the science did not intervene. Controlling sound may be much more complex and diverse than what you may expect, so make sure to check out artists such as the aforementioned Wynne.

After this list that actually only scratched the surface of the incredible amount of artists who work alongside technological discoveries, it is obvi-

ous what the goal of such contemporary artists is – use the platform of new technologies and create a base for new bold directions.

## **Where to Master Both Art and Technology**

When it comes to learning and advancing in an art form that requires a solid knowledge of technology, the learning curve seems to be a bit steeper when compared to one of more traditional arts such as painting – shortly put, it may not be all down to practice. Whilst you are able to be a self-trained sculptor or a drawer with realistic chances of becoming effective at what you do, arts that require technologies are a whole different ball game – an aspiring artist should really consider the option of attending classes or seeking mentorship. Regardless of where you live, you should be able to find a school or an institution that will enable you to make either the first or the next step in your development. You will be able to meet similar minded individuals, broaden your horizons, work in teams and master new techniques in a much shorter time frame when compared to the period needed to figure some things out on your own. In order to point you in the right direction, we wish to name a few proven institutions around the world who offer opportunities to advance your skills, masterfully balancing between artistic theories and technological approaches. Every faculty on this list will offer you, the student, an opportunity to enhance the desired skills to their maximum.

## **The Visual Arts and Technology in Education**

Technology has had a major impact on the arts. One digital keyboard can now take the place of an entire orchestra. Recording software can make an off-key vocalist sound pitch perfect. And computer-generated imagery can render new worlds in filmmaking that make The Wizard of Oz look quaint. And with just a laptop, tablet or smartphone, young people have the means to make and share sophisticated art in both the visual and musical realms.

With all of this technological capacity literally at their students' fingertips, how are arts teachers adapting to this new world? In most schools, the performing arts vocal and instrumental music, dance and theater have been impacted, both in the way the classes are taught and in students' interest to participate. But visual arts are likely seeing the greatest effect, since students' artistic skills can be boosted considerably with digital tools.



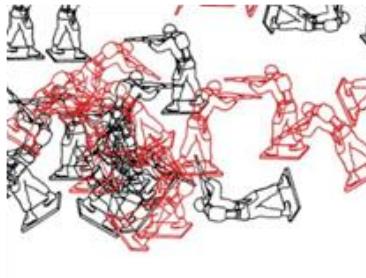
Robotics of Yuri Suzuki



Cai Guo-Qiang and His Explosions



The Fascination with Internet



Pure Digital Production



The Aesthetics of Computer Drawings and Paintings      Combining Traditional and Modern



Technology and Performance Art



Photography and Film



Artistic Chemistry of Kim Keever



Eric Standley's Papers and Lasers



Incredible Shows of Rafael Lozano-Hemmer



Manipulating the Sound

Due to budget cuts and an increased focus on academics, many schools' art offerings have been in decline, especially in low socioeconomic communities. And simultaneously, states' visual arts standards are now pushing the inclusion of technology alongside traditional media raising the bar for already struggling schools. But what are those fortunate schools that still have adequate arts funding doing to incorporate technology into their classes.

### Introducing tools in Art & Technology

Tablet computers / notably iPads are cropping up in elementary art classes and offering students new creative opportunities. And I see their appeal, especially as a former art teacher frustrated by fixed 50-minute class periods, where after set-up and clean-up so little work time remained. But will iPads and art apps replace young students' use of the more tactile (and messier) art mediums? Let's hope not. Though one

tech-savvy art teacher writes how she was asked to give up her art supply budget in exchange for a classroom set of iPads.

Historically, drawing, painting and sculpting have been the root disciplines in a fine arts education, and therefore the primary focus of secondary art programs. But since technology applications like the Adobe Creative programs, coupled with 3-D rendering systems and printers, are now the industry standards in commercial art fields, they are being included in some schools' arts programs as well. And digital photography and filmmaking, plus video game design classes where students learn to code as a creative endeavor, are likewise being offered.

I've also seen technology's impacts in fairly traditional high school arts classrooms. On a recent visit to an art class, I watched students doing pencil still life drawings. But to help them visually interpret colorful still life objects into black-and-white gradations, the students snapped black-and-white photos with their phones to use as references. And in a high school painting class, I saw students cleverly import photos of their drawings onto computers so they could first manipulate their color options in a painting app before working with paint on canvas.

## **Interest-Driven Arts Learning**

The need remains for schools' arts programs to better leverage digital tools to more effectively capture the interests of their students. Especially since so many are capably creating and sharing digitalworks outside of school. In fact, there's a whole cultural trend in digital art making and sharing occurring in the lives of young people that most schools are failing to recognize and leverage. A Wallace Foundation-funded research report, *New Opportunities for Interest-Driven Arts Learning in a Digital Age*, provides insights into this cultural trend and suggests some potential opportunities for schools to consider. And though the report is now several years old, the trend it describes still rings true. The report illustrates how students are working outside of school and using tools readily available on their personal digital devices to make non-traditional art like digital art and photography, animations, music videos, and short films. And they're often making this work in collaboration with online peers, and then posting their work in social media forums, gathering feedback from friends and strangers alike. Many students are finding this to be a far more rewarding

endeavor than the traditional practices offered in their schools. So today's challenge to art teachers is this: Maintain the important aspects of their fine arts curriculum, while also supporting their students' work in non-traditional art forms and virtual cultures.

## Conclusions

Since the visual and the sound have happily married, even though at first they were separate different devices forming a portable unit (the camera), the total synthetic creation was impossible to avoid. More than that, an international art was born in the wake of Pythagoras's theories that considered the universe founded on a mathematical armature. The technologically trained artists are striving to decipher this foundation, to manipulate it and to play out its possibilities.

Within the same framework, the merit of the video artist is to use and appropriate the instruments specific to technology, to bring to people's attention that art has countless possibilities and its means are unlimited. In addition, the fact that the artist has open access to sophisticated gadgets ahead of ordinary people, sometimes working near the big companies, has caused the integration of the same artist into the world of technology together with the integration of technology into the field of art. In contrast with the engineer, the artist mimes the world of technology on other waves, whereon he is not feudatory to technology, but in full play with it. On the one side, there is reverence and invention whilst on the other one, there is sparkling freedom and creativity.

Investigating technology in order to produce new forms of art has become a purpose in itself and technology has managed to bewilder the minds of the emerging artists above everything else. As creative tools and agents, advanced technologies are responsible for the production of new meanings, ideas or artistic inventions, all of them being central to contemporary art. Besides technical competence, an extra dose of creative strategy and critical thinking is necessary to complete the training of an artist willing to create in an environment shaped by the permanent advance of technology.

## **CHAPTER 4**

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# Ethic : A Socially Responsible Advertising in India

*When we talk about “Indian culture” we often mean intellectual and creative products, including literature, music, drama, and painting. Culture is part of the fabric of every society, including our own. It shapes “the way things are done” and our understanding of why this should be so. Culture is the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or a social group. It includes not only arts and letters, but also modes of media, the fundamental rights of the communication tools, value systems, ethics and authentic.*

*Publicizing is the paid, unoriginal, one-route showcasing of powerful data from a distinguished support dispersed through channels of mass correspondence to advance the selection of merchandise, administrations or thoughts. Ad is utilized to catch the thoughtfulness regarding an item or administration in an extraordinary and one of a kind approach to scale up the deal. Advancements are a noteworthy driver of a company’s joining to expand the deal. In a liberal and focused environment, ad can be a main method to offer on the off chance that it is unmistakable, clear and appealing to purchasers. Moral issues in publicizing are touching to all organizations and clients. The motivation behind this paper is to clarify the moral issues apply to the messages. The target of this exploration is to look and investigate the moral issues identified with the promoting for various viewpoints, for example, identified with buyers, identified with items, identified with kids and so forth. The reason for the study is to get moral issues identified with publicizing from various publicizing specialists, publicizing organizations, scientists, researchers and promoting promoters “perspective. Moreover, one point of view of the study is to characterize the significance and effects of moral issues identified with promoting.*

## Introduction

Advertising is a means of communication i.e. message or idea related to products as well as services done to increase the sales and build the brand. Several media available for advertising includes TV, newspapers, billboards, magazines, internet, through the word of mouth and in many other way advertising informs the consumers about the availability of a certain product or service in the market.

According to me the world is full of beauty and ugliness in equal proportions, messy, flashy, and scary. No one who has made their home in this world would see this the way an outside and being a philosopher make me by definition an outsider can see this.

The advertisement needs internal controls and self regulation. The ethical practices are expected. While functioning the players in the art of advertisement have to develop principles of ethics to guide the future advertising process producers of commercial goods resort to advertising because it is a legal method of evincing interest in the goods or services being advertised with the increased competition the advertising became an essential component of commercial strategy for publicity which in turn paves the way for higher sales. Advertising has been and is being exploited in a big way false and misleading advertising is the most common way of such exploitation. Advertising can be successful only till it retains the confidence of the consumers. Therefore practices should be condemned which tend to impair this confidence. In today's world of globalization and liberalization the kind of competition in business may very well prompt the use of unethical means by the advertisers to gain an edge in the market.

## Objectives

- To assess the major moral issues identified with publicize
- To characterize the standards of publicizing more
- To portray the code of morals for publicizing.
- To characterize the moral speculations of publicizing.

## Ethics in Advertising

I'm here to talk about ethics in advertising. And no, this isn't going to be "the shortest lecture ever given." People in advertising spend a lot of their

time dealing with ethical choices. Because ads are made of choices: What to show ... and what not to show. What to say ... and how to say it. Who to put in the ad ... and who not to. Here are a couple of ads that make some of my peers mad. But we're not the target audience. You are. So how do you feel about these ads?

### **1. Amul Macho TV Commercial (2007)**

This Amul Macho advertisement was a launching pad for model Sana Khan , where she was seen exhibiting some over the top and sexually suggestive expressions while washing a man's underwear and the words "yeh toh bada toing hai" being repeated in the background. This ad campaign saw the IB Minister of India ban its screening but soon after, the Advertising Standards Council of India cleared it for public viewing.

### **2. Tuff Shoes Footwear Print Ad (1995)**

Perhaps one of the most controversial print ads to date, Tuff shoes footwear displayed then models and allegedly dating couple, Milind Soman and Madhu Sapre caressing one another, posing nude with a python wrapped around them. Besides having a case of obscenity filed against it, this ad saw animal right protesters filing another under the Wildlife Protection Act for illegal use of the python, in order to get the hoarding off the street. The legal proceedings lasted for 14 years, until the court declared the accused as not guilty in 2009.

### **3. Calida Print Ad (1998)**

This ad featuring Bipasha Basu and Dino Morea remained etched in people's memory long after it was taken down. Shot in 1998, Dino Morea was seen pulling off Bipasha Basu's underwear with his teeth. A number of women's rights organizations opposed this ad and eventually it was banned. Bipasha Basu later claimed that those were some private moments that were not meant to be photographed and used.

### **4. Fastrack TV Commercial (2011)**

Cricketer Virat Kohli and actress Genelia D'Souza were hired by Fastrack for a series of commercials. One of these commercials featured Kohli as a pilot and Genelia as an air hostess, where the air hostess tries seducing the pilot and eventually succeeds, with both making love in the cockpit while the plane is still in mid-air. This ad was condemned by several Aviation companies, however, the cases filed against it were not upheld

## **5. Idea TV Commercial (2011)**

This ad saw junior Bachchan discussing the issue of overpopulation with a friend. The ad then goes on to show that due to the frequent power cuts in India, the husbands watching TV in their homes are interrupted and they then go ahead and make love to their wives, causing pregnancies and in turn overpopulation. Idea's 3G services would thus keep the husbands distracted long after the power is cut and impede this crisis.

## **6. Zatak Deo TV Commercial (2010)**

The ad shows a woman on her suhaagraat waiting for her husband to come to the bedroom. She is sitting on the bed, chilling, when suddenly she is hit by a whiff of perfume fragrance and she rushes to the window to see where it is coming from. She sees her neighbour wearing the perfume and then eyeing her sexually. The ad ends with the woman taking her wedding ring off. This commercial faced a lot of flak from feminist organisations.

## **7. Ford Figo Print Ad (2013)**

Depicting scantily clad and gagged women in the back end of a Figo , this adironically came less than two days after months of public outcry about the need to protect women from sexual violence which led to the passage of a new anti-rape law by Parliament. Created by individuals within JWT India , a unit of the world's biggest advertising group WPP , it's been reported that they did not go through the normal review and oversight process. This Ford-Figo campaign, which hit the headlines for the wrong reasons, blew into a controversy where the creators thought it would be taken with a smile.

## **8. Kamasutra Condoms TV Commercial (1991)**

This ad which aired in 1991, featured Pooja Bedi and Marc Robinson in a shower scene. This was after they were featured in an ad series for the same company showering under a waterfall earlier which had led the company to advertise their product in this fashion. The TV commercial was banned on Doordarshan since it challenged conservative Indian sensibilities. Other media channels refused to carry this ad as well.

## **9. Lux Cozy TV Commercial (2007)**

A man wearing his Lux Cozy underwear is chasing a dog who pulled away his towel, when suddenly a scantily dressed woman comes up to him and gives him a peck on his cheek, stares at his crotch and thanks him for finding her dog. The ad then ends with the tag line “apna luck pehen ke

chalo". This Ad was given an all clear signal by the ASCI when it was under question but the Ministry of Information and Broadcasting banned transmission or re-transmission of the ad on the grounds of being indecent, vulgar and suggestive.

#### **10. Motorola TV Commercial (2008)**

This ad for the phone Motorola C550 was banned from airing in India, and for very obvious reasons. The video was encouraging people to be perverts in public with the help of the phones camera which can take pictures instantly. Check it out.

#### **11. Wild Stone Deo TV Commercial (2007)**

A company from West Bengal, that was virtually unknown, made quite an entry into the market thanks to the controversy surrounding this ad. The ad shows a homely Bengali woman bumping into a man during Durga Pooja celebrations, and because of his deo she gets turned on is compelled to have sex with him. The ad was not banned, but a highly censored version was aired on television. This is the version available on YouTube.

#### **12. AC Black Apple Juice Commercial (2002)**

These ads were released with the intent to boost sales as the cricket world cup was nearing and the ad would be aired in between the matches. In the TV ad, a man is seen drinking apple juice at a bar, checking out a woman. With each sip of the juice, the woman's neckline goes deeper. The commercial was instantly banned and the company had to face major financial backlash.

#### **13. Mr. Coffee Instant Coffee Print Ad (Early 90s)**

The ad was not well received by Indian authorities. The tagline, "Real pleasure can't come in an instant", and the commercial, due to its sexual overtones generated quite a controversy at a time when Indian viewers were just beginning to deal with international standard in advertisements.

#### **14. Levis Jeans Print Ad (2001)**

These ads featured women wearing low rise jeans and the intent of the company was to make Indian women feel more comfortable in their skin and make bold fashion statements. The ad boosted the sales of mens' jeans as well which was completely irrelevant. The ad was not banned but created a stir with the authorities.

## 15. Bisleri TV Commercial (Early 2000s)

The tagline of Bisleri transferred from ‘Pure and Safe’ to ‘Play Safe’ in 2002 as they had introduced a new cap for protection of the seal of the water bottles. It was hoping to target the youth and convey a social message for safe sex but the same was not well accepted in India the ad was banned. This TV ad showed a playful couple on the beach, when suddenly the girl starts breathing heavily, and started itching for “something”. The man then frantically starts searching his pockets, the car, his bag, and finally goes to a chemist and comes back with a bottle of Bisleri, as the woman was actually, surprise, surprise, thirsty for water.



Bisleri TV Commercial (Early 2000s)



Ford Figo Print Ad (2013)



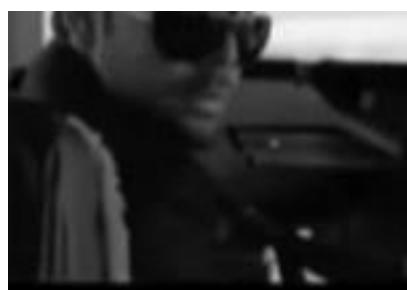
Lux Cozy TV Commercial (2007)



Zatak Deo TV Commercial (2010)



Calida Print Ad (1998)



Fastrack TV Commercial (2011)



Wild Stone Deo TV Commercial (2007)



Kamasutra Condoms TV Commercial (1991)



Tuff Shoes Footwear Print Ad (1995)



Amul Macho TV Commercial (2007)



Mr. Coffee Instant Coffee Print Ad (Early 90s)



Levis Jeans Print Ad (2001)

## **Importance of Ethically Advertising**

1. Morals is known as good rationality, one that is held in high respect inside of broad communications, correspondences and its imminent calling. Because of the assorted qualities of world both demographic and psycho-graphic, morals is extremely subjective reasoning. In the publicizing morals is a to a great degree crucial angle for which notoriety, believability and achievement flourish with.
2. The subjectivity of ethic sin promoting is extremely disputable, exceptionally talked about issue. Most in the field of publicizing are on a substance battle with respect to what is moral to oneself or gathering as well as to the masses.
3. It is the vital to offer the biggest gathering of people conceivable and be politically right. One unscrupulous decision could cost sponsors, cash as well as their notoriety and cliental. There have been endless cases in which sponsors and the organizations in which they speak to have been consider dishonest their promotions. Truth in publicizing is not generally “dark and white” all the more so “dim”
4. There are numerous organizations that decide to adjusted themselves to social issues and do as such with one that are nonpartisan in nature. There is likewise an obligation by publicists to keep up a solid regard for various “societies, religions and ethics” that purchasers have. It is likewise vital to guarantee that the overall population is not influenced adversely by what is delivered imaginatively.

## **Advertising Regulatory Acts**

A major enactment which contains the regulation of advertising in India by the government of India is given below:

- The Drugs and Cosmetics Act, 1940
- The Drugs and Magical Remedies Act, 1954
- The Copyright Act, 1957
- The Indecent Representation of Women (prohibition) Act, 1986
- The Consumer Protection Act, 1986
- The Cable Television Networks Act, 1995
- The Trade Marks Act, 1999
- The Competition Act, 2002
- The Cigarettes and other Tobacco Products Act, 2003

## Role & Function of ASCI

ASCI – Self Regulatory Organization of India The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of Self-Regulation in Advertising, ensuring the protection of the interests of consumers. ASCI was formed with the support of all four sectors connected with Advertising, viz. Advertisers, Advertising Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies etc. ([www.ascionline.org](http://www.ascionline.org)) The Consumer Complaints Council is ASCI's heart and soul. It is the dedicated work put in by this group of highly respected people that has given tremendous impetus to the work of ASCI and the movement of self-regulation in the advertising. The ASCI has adopted a code of self regulations in Advertising. It is a commitment to honest advertising and to fair competition in the market. The mission of ASCI states – "To maintain and enhance the public's confidence in Advertising". It stands for the protection of the interests of consumers and all concerned with advertising like advertisers, media, consumers, advertising agencies, and others who help in creating and placement of advertisements.



Advertising Standards Council of India



British Broadcasting Corporation

## Role & FUNCTION OF BBC

The BBC is not permitted to carry advertising or sponsorship on its public services. The BBC is financed instead by a TV license fee paid by households. This guarantees that a wide range of high-quality programmers can be made available, unrestricted, to everyone.

The BBC runs additional commercial services around the world. These are not financed by the license fee but are kept quite separate from the BBC's public services.

## Literature Review

Morals can be characterized as “an arrangement of prescriptive standards, standards, qualities, and ethics of character that illuminate and guide interpersonal and intrapersonal direct”. The ethicality of promoting might be controlled by the degree to which it hurts buyers and they can be characterized as infringement of self-sufficiency by control or control Intrusion of security the infringement of the privilege to know. Morals is one of the branches of theory.

These moral issues incorporate ladies abuse, subliminal recognition, Promoting to youngsters, tricky publicizing, and different issues which can prompt good disintegration of the general public.

**Bedewing, 1985)** characterized that the Administrations imposed limitations and standards in the showcasing business, yet sponsors still discover approaches to utilize dishonest publicizing without messing around with lawful issues. Firms need to diminish their moral infringement in promoting. Firms must be more mindful of moral issues and put more exertion in turning out to be more aware to their buyers. Firms ought to screen and police the degree of moral infringement considered conceivable for business, and they can give the market a chance to know about the way in which they control their promoting morals stature as a flag of their attempt toward activity and duty of their corporate social obligation point of view.

**Nageshwara Rao.S.B. (1987)** in his study on “The code of morals in publicizing”, proposed that the promoting ought to make the life of the buyer less demanding, more agreeable and charming. In this manner, he underlines on morals and genuineness in publicizing.

**Amundsen Gupta (2002)** in his examination on “Morals in publicizing” expressed that the achievement of promoting relies on upon open certainty and no practice ought to be allowed to depend on impropriety and obscenity. Sponsors ought to satisfy their commitments towards the general public.

**Madhusudhan.N.Pandya (2005)** has deduced in his study on “Promoting” that moral publicizing is for the most part impacted by values, sentiments and judgments.

With the fast expansion of marketing industry, high level of competition,

in recent days advertising has emerged as the most demanding and challenging business as well as industry. Advertising plays an important role by creating primary demand for the product or service and its usage rate thus increase in the form of customers. It not only stimulates the product distribution but also builds brand preferences and loyalty. It also reduces the time between the purchases and persuades the consumers to try various new products in the market. Advertising is a persuasive promotional tool especially for companies whose products and services are targeted at mass consumer markets.

The moral part of Indian notice is critical for reclamation of our Indian culture and legacy. Indian culture is getting weakened by the western culture which impacts our nation all things considered. Broadcasting and production of vulgar, obscene promotions unmistakably demonstrates the permeation of western culture in India in this way, to spare our way of life, standards and morals regulations of such untrustworthy commercials are to a great degree key.

The scientist has demonstrated countless procurement which controls ads. In addition self administrative body-ASCI has been set up by a relationship of publicists to direct and control deceptive promotions. Be that as it may, today the quantities of unscrupulous and vulgar ads are heightening in numbers as opposed to diminishing. This plainly demonstrates execution of the laws controlling notice is not appropriately done. The absences of execution of the laws are pouring in more unscrupulous and profane promotions. So legitimate execution of the laws is very required in our nation.

## **CHAPTER 5**

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# An overview of world top 10 Advertising Awards

*A*dvertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. And above all these categories have very hard competition between best creative advertisement design.

An award is something given to a person, a group of people, like a creative team, or an organization in recognition of their excellence in a certain field. An award may be accompanied by trophy, title, certificate, commemorative plaque, medal, badge, pin, or ribbon. An award may carry a monetary prize given to the recipient.

### **Introduction**

Winning the right advertising awards is good for business and agency and client morale. Just make sure you know why you are entering. Too many agencies don't approach the award process with a plan or objectives beyond the search for ego fulfillment. Advertising awards are a lucrative

business, which is why there are so many of them. The entrance fees usually start in the low hundreds of dollars, and if you're entering several campaigns, you could be out of pocket by a few thousand dollars. Sometimes, it's a lot more. So, with advertising agencies having less money to spend, but awards still being one of the few ways to show major credibility, which awards should you try and win?

Here, we outline the best award shows; the ones that actually matter. These are the awards that have high creative standards, are widely recognized by the industry, and mean something when you put them on your agency reel or your personal resume.

## TOP 10 AWARDS IN ADVERTISING

1. The D&AD (Design & Art Direction)
2. The One Show Awards
3. The Cannes Lions Awards
4. Communication Arts Annuals
5. The ADDYs Awards
6. The CLIO Awards
7. The SHORTY Awards
8. The PromaxBDA Awards
9. The OBIE Awards
10. The EFFIE Awards

### 1: The D&AD (Design & Art Direction)

In the opinion of the most renowned names in advertising, the D&AD is the biggest and the best. It's one of the few awards that refuses to hand out gongs if the work isn't good enough. Most other awards will compromise their standards to ensure every category has a winner, but not the D&AD. They set the bar really, really high. Founded in 1962 by some of the best designers and art directors in the world Alan Fletcher, David Bailey and Terence Donovan to name a few they set impossibly high standards from the get-go. 2500 entries, 16 winners. Giants of advertising and design have since been president of the D&AD, including Paul Brazier, Graham Fink, Mary Lewis, Aziz Cami, Tim Delaney and Martin Lambie-Nairn.

The standards for even being considered for a D&AD award are so tough, they now have an award for getting a nomination. If you win a D&AD pencil, you're exceptional. If you win a D&AD Gold, well, you've just elevated yourself to a creative deity.

But if money is tight and the work isn't absolutely fantastic, save your cash. Entering good work is not good enough, and you've just wasted your entry fee.

## 2: The One Show award

Widely known as the US equivalent of the D&AD, and often more coveted in the US than the D&AD, the One Show is another giant of the advertising awards industry. The One Club was founded to champion and promote creative excellence in advertising and design. And it does that.

The standards are high. Perhaps not quite as tough as the D&AD, but it's close. You need to have solid work and major confidence to even consider entering. Chances are, you won't see a win. But for those few that do win a One Show pencil, it's champagne and caviar to celebrate.



The D&AD (Design & Art Direction)



The One Show Awards

## 3: The Cannes Lions awards

The Cannes Lions are actually older than both the One Show and D&AD, having been born in 1954. They were started because a group of worldwide cinema screen advertising contractors felt like advertising should receive similar recognition to the movies playing at the Cannes Film Festival.

From that point, Cannes Lions have grown into a massive number of categories. They honor everything from advertising and design to creative effectiveness - something often overlooked in favor of pretty pictures and prose. Cannes not only gives out awards; they also impart knowledge. Their speaker series reads like a who's who of the advertising and design elite, and those kinds of names add serious credibility to the awards.

#### 4: Communication Arts Annuals Award

Every year, the esteemed creative publication Communication Arts puts out a series of printed annuals celebrating the best of the best work done that year. The annuals cover specific fields, including:

- The Illustration Annual
- The Interactive Annual
- The Advertising Annual
- The Typography Annual
- The Design Annual

On average, each annual receives roughly 5000 entries and only 150-200 are chosen for the book. That means you have a 96% - 97% chance of not making the final cut. Ouch. If you're on a budget, a 3%-4% chance of winning is not an attractive gamble. But those odds make it even sweeter when your work is chosen by a distinguished panel of jurors.



The Cannes Lions award



Communication Arts Annuals Award

#### 5: The ADDYs award

The American Advertising Federation (AAF) celebrates the notion that great ideas can come from anywhere. Local chapters of the AAF host awards shows, and the best work from those shows goes forward to the national ADDYs. It also receives over 40,000 entries each year, making it the world's largest advertising competition. And what's more, it boasts a smaller entrance fee than most other awards.

Judges for the ADDYs are some of the best, biggest and brightest in the industry. For example, the 2011 judging panel includes Aaron Allen,

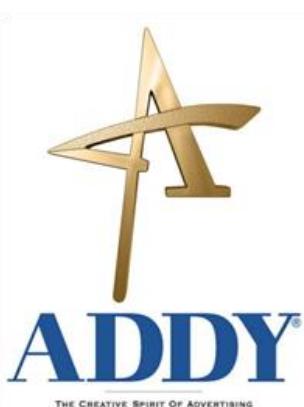
creative director of Weiden & Kennedy, Steve Babcock, creative director of Crispin, Porter and Bogusky, and Tom Coates, creative director of Butler Shine. These are tough critics whose own agencies have a history of creating some of the best advertising in the world.

The judging panels, plus the massive notoriety of winning, makes the AD-DYs an oasis for agencies and creative looking to add more strings to their bow. Of course, even though it's widespread, winning a national award is tough. The local chapters are easier to win, but it's no cake-walk either.

## 6: The CLIO Awards

Founded in 1959 by Wallace A. Ross, the CLIO name stems from Greek mythology, being the muse of history and the celebrator of accomplishments. Today, the CLIO Awards honor the best Interactive, Direct Mail, Content & Contact, Film, Print, Out of Home, Innovative Media, Integrated Campaign, Radio, Design and Public Relations. Student work is also recognized in Interactive, Film, Print, Out of Home, Innovative Media, Integrated Campaign and Design.

The judging process for the CLIO awards is also notably tough. Fewer than 10% of submissions survive the first round, from which juries re-evaluate the work to determine Gold, Silver and Bronze statue winners. Less than 3% of all entries receive a statue, and less than 1% receive the coveted Gold CLIO.



The ADDYs award



The CLIO Awards

## 7: The SHORTY Awards

One of the newest kids on the block, for obvious reasons, the Shorty Awards (aka Shortys) were introduced in 2008 by Greg Galant and Lee Semel of Sawhorse Media. The reason for their creation was in reaction to the expanding social media universe, and the vast amount of advertising and design that went into the creation of content for the platform.

Now, it's huge. From Facebook, Twitter, Instagram and YouTube, to Snap-Chat, Periscope, Twitch and YouNow, social media is driving the conversation for brands both large and small. And with smartphones so prominent, breaking through in this space is essential. Prominent celebrities have also won Shortys for their contributions to this platform.

## 8: The PromaxBDA Awards

Focused on broadcast design and advertising, this highly-respected award includes categories for network TV, TV stations, cable networks and systems, radio, and interactive media. PromaxBDA includes 10,000 members in over 70 countries around the world, and past winners of these awards include HBO, FX Networks, Showtime, A+E Networks, Red Bee Media, and many more. The standard is high, and the judging panel is looking for overall creativity, production quality, and just as important, results in achieving the marketing objectives.



The SHORTY Awards



The PromaxBDA Awards

## 9: The OBIE Awards

Not to be confused with the Off-Broadway awards, also known as OBIE, the advertising OBIE Awards celebrate excellence in advertising, with a focus on OOH (Out Of Home). Long story short, if you've done a killer billboard or outdoor activation, the chances are, you'll have a shot at an OBIE. This award turned 75 years old on May 16, 2017, and is one of the oldest awards in the advertising industry. All those 3D billboards, or interactive displays you see, they're the ones grabbing the spotlight at this particular awards show. The work is eye-catching, shareable, and takes a lot of effort and production.

## 10: The EFFIE Awards

Creatives around the world never feel as proud of an EFFIE as they should, and that's a shame. Out of all of the awards listed on this page, this is the one that places a focus on the effectiveness of an advertising or marketing campaign; and at the end of the day, isn't that what really matters? Since 1968, the Effies have celebrated those marketing and ad campaigns that not only looked good, but performed well. These are the campaigns that moved the sales needle, and made money. Or, they got a brand noticed in a big way.

The awards celebrate creativity itself. Creative strategies, art, copy and the media platforms that deliver the work. They help our most talented people get noticed.

They help smart well-designed agencies get noticed by occasionally confused clients who need second party confirmation when selecting an agency. To me, this is a very important point and one that makes writing those increasingly expensive entry checks worth the cost. Awards should be a big part of an agency's business development program – not just an ego stroker.



The OBIE Awards



The EFFIE Awards

## **CHAPTER 6**

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# **Psychological Theory In Typography**

*As an professor, I am interested in how we train students in the visual discriminations that are required of typographers and what characterizes typographic expertise. But I am also concerned with the more general question of how we, as readers, recognize letters regardless of the typeface which changes their visual form. Although readers are not typographic experts, they are experts in letter perception, just as listeners are expert in speech perception. Whether or not we realize it, design plays a big role in how we perceive the value of a product. From books, to snacks, to beauty products, the power is often in the packaging. So when it comes time to design an ad, or a product label, or a logo, put some thought into the fonts you use. There's a good chance they can influence how people perceive your marketing content and your product.*

## Introduction

We can say that the history of mankind began with writing. With writing, it is possible to convey today to tomorrow's and the next generations. Everything the human kind brought up until today has been possible through letters and numbers. Letters and numbers came side by side in order to create meaningful words and sentences. And these were used in every science to preserve knowledge and to convey them for later times. It's the idea that certain colors elicit a certain emotional response from us like yellow = happy, White = peace, Red = Danger, blue = sad).

But have you heard of font psychology?

In the intersecting worlds of marketing and design, quite a bit of thought has been put into how fonts affect our perception of products. Similar to how colors have associations, fonts also have unique characteristics.

## Objectives

- It makes it possible to quickly scan your text.
- It entices your readers to engage with your text.
- When done well, it enhances the message it presents.

## What is typography?

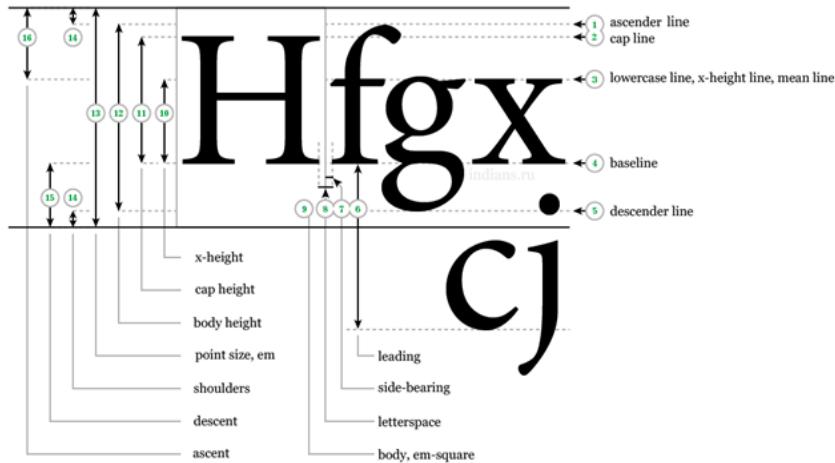
On originating from the Greek words of “typos” (form) and “graphia” (writing), typography means to write in accordance with form. Broadly, typography is “the art or skill of designing communication by means of the printed word”. Solomon defines it as “the art of mechanically producing letters, numbers, symbols, and shapes through an understanding of the basic elements, principles, and attributes of design” (1986), and Lupton describes it as “the design of letterforms [fonts] and their organization in space”.

## Basic Element Of Typography

The “basic element of typography” is the individual letter or character, but this in turn has several components. The baseline is the foundation of a letter and the primary point of reference between different letters. The vertical space occupied by all lowercase letters is referred to as the x-height.

An ascender is that portion of a lowercase letter that protrudes above the x-height, while a descender is that portion of a lowercase letter that protrudes below the baseline. The enclosed spaces such as those found in the letters e, a, g, and p, are referred to as counters. Finally, the main body of a character is referred to as its stem.

### Font's measurement units



## Font

All composition of a typographic character composing letters, numbers, punctuations and other symbols is called a font. Capital letters, small letters, numbers, punctuations, mathematical symbols are the elements of a font.

### Choosing Fonts

Fonts are not symbols that represent voices, they are communication tools with cognitive qualities that aid telling stories. Therefore the designers focus not only on what is being said but also on how it is delivered.

### Font Family

The font family composes all sizes and styles of a typeface. A font family basically comprises roman, italic (or oblique), bold, bold italic type scripts. All variations of a designed font with respect to weight or width compose a family. Every font family has a name. These names are sometimes the name of its designer (Bodoni, Garamond etc.); and sometimes it is named after the place it was created (New York, San Francisco etc.).

## Font Types

In order to make ease in specifying the specialties of writing, specialists categorized fonts into defined groups. Still it is difficult to say that there is a complete uniformity. Font types can be reviewed in four main groups: Serif - Sans-serif - Hand Writing -Decorative.

### Serif

The top and bottom corners of the letters have serif marks like extremities that give these scripts the name of serif or footed. These lines keep the figure of each letter the same and make the transition from one letter to another easier. Writings in this group have subgroups such as roman, classic roman, new roman, square serif, round serif etc.

### Serif Font Psychology

Serif is the most commonly used font category. These easy to read fonts are so old and common that they can accompany any personality. That is, these fonts are neutral and just like old men of the family, these fonts are

- Reliable
- Respectable
- Dependable
- Reputable
- Conventional
- Neutral

Sony uses a subcategory of Serif known as Slab Serif (Egyptian fonts) which is a block-like serif and have slabs at the end. Slab Serifs are known for their solidity & confidence.



## Sans-Serif

These typefaces do not have serifs; the letter ends have a straight look. The thickness of each letter is the same; that is there are no thin or thick lines. They can be used in every script. This type of writing is divided to subgroups of Gothic and single line sansserif writing.

### Sans Serif Font Psychology

Just like Serif font, sans-serif is also an old and widely used font category. It acts as neutral but is contemporary. Sans Serif fonts have the following characteristics:

- Clean
- Simple
- Contemporary
- Straight Forward
- Futuristic
- Neutral



## Hand Writing

The fonts that fall into this category have four sub groups as well: Script, Cursive, Text and Calligraphic writing.

### Script

It looks as if it is leaning to the right. There are extensions between the letters. So the letters can be connected with each other. This is especially preferred in wedding and meeting invitations. It has a very elegant appearance. It is used to make scripts look fancier.

## Script Font Psychology

Script fonts are carefree and have a creative outlook. These are used to express creativity and emotions. Script fonts with more curves show femininity.

Script fonts are used to express

- Creativity
- Interest
- Emotions
- Femininity



## What Is A Modern Typeface?

Modern typeface, also called Didone, has been present since the eighteenth century. These fonts have thin horizontal serifs and thick & thin transitions in the strokes. There is no slant on the letters. Like Futura, Bedini, Orgreave, Bodoni, Empire

## Modern Font Psychology

Modern fonts are very structured and eye catchy. These fonts have a vertical stress and can be considered determined (sometimes cold) because of no inclination.

Modern fonts are used to express

- Elegance
- Intelligence
- Distinctiveness
- Smartness
- Determination
- Forward-Looking Ideology

The Red Bull logo consists of the word "Red Bull" in a bold, red, sans-serif font.The Calvin Klein logo features the letters "CK" in a large, grey serif font, with "Calvin Klein" written in a smaller, grey sans-serif font below it.

## Different fonts have different characteristics

Different fonts have been designed for different purposes. For example, designers have worked hard to develop both Serif and Sans Serif fonts for maximum readability. But many designers have also created fonts that are meant to be weird and out there, for special uses only.

So when it comes to choosing fonts for your designs, which should you spring for? Something more conventional, like Arial or Cambria? Or something more gaudy like Impact or Monotype Corsiva?

## What movies title can teach us about font selection

It was interesting to think about the intent behind font selection on certain TV show posters. In some cases, the fonts heavily reflected the themes of the shows—those fonts tended to be Decorative. In other cases, the fonts seemed to evoke a certain time period, like in the case of some of the Serif fonts.

1. The poster for Shrek and Igor also uses a child-like Handwritten font. This helps create the expectation that there will be a childish innocence to the show (or, as viewers will quickly find out, a comedic loss of innocence thanks to puberty).



2. In the poster of Harry Potter and Van Helsing used Sarif Font and written as Horror and Mysterious



3. For example, the Guardians of the Galaxy and Avengers posters uses a custom Sans Serif font that conveys the strong and brave feeling of the movie. The modern-looking font is suggesting there's something broken about war.



4. Some of the fonts in this category could also have perhaps been categorized as Decorative as well, since many Headline fonts have some sort of decorative element. Like the movie title of Inkheart and Narnia.



5. Creating your own Decorative fonts can be an investment but they will certainly give your content a unique look. More and more companies are opting to create their own custom fonts and illustrations for their websites and marketing collateral—in fact, custom illustrations Decorative fonts don't have to be as theatrical as that. They can be as simple as putting a creative twist on an otherwise more conventional font—like the R in the poster for Tron. And O in the poster for Frozen



Font psychology isn't an exact science. Fonts alone don't make people see a poster and think, "I could spend the next many hours watching this movie."

One person's reaction to a font may vary from another person's reaction. Like with any marketing content, it's important to test different designs and copy to see what resonates with your audience. Put some careful thought into the fonts you choose for your designs. When you're browsing social media or walking around your neighborhood, think about what the fonts you see in ads are saying to you. How can you apply what you see to your own designs?

## CHAPTER 7

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# Bioart: A Scientific Palette in Visual Expression

*At the point when we search mechanism of workmanship and inventiveness which has a place with a classification of specialists, there water shading, Oil shading, acrylic, charcoal and so forth and they include materials is brush, canvas, paper, stone metal and so forth. Be that as it may, when we talk about Bio craftsmanship is a contemporary work of art that adjusts logical techniques and biotechnology to investigate living frameworks as imaginative subjects. Interdisciplinary bio craftsmanship activities obscure limits among workmanship and present day science with an accentuation on philosophical, cultural, and natural issues. Bio workmanship assumes a significant job in fundamentally testing developing life science applications, animating of logical reasoning, and adding to new research questions and new advances. New ideas rise for bio workmanship in physical, computerized, and computational structures. Bio craftsmanship gets moral analysis for changing living frameworks.*

### **Introduction**

Bio Art is a contemporary art form that adapts scientific methods and biotechnology to explore living systems as artistic subjects.

Bio Art is a creative practice that adapts scientific methods and draws inspiration from the philosophical, societal, and environmental implications

of recombinant genetics, molecular biology, and biotechnology.

“Most people don’t know that bio art exists, but it can enable scientists to produce new ideas and give us opportunities to look differently at problems,” author Ali K. Yetisen, Harvard Medical School

### **How is it define in Contemporary Art?**

Contemporary art is the Art of today

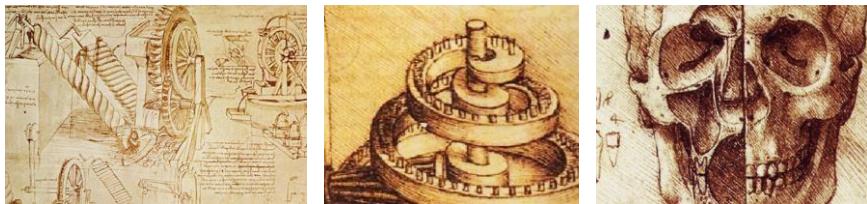
Some artist feel that it’s important to be in there working with the tissue directly or with the cellular level directly to be justify to be called Bio Art

Other is think that . It’s important to have that kind of collaboration with scientist and use scientific imaging and that. That would constitute Bio Art as well.

Further there’s more debates going around how animal usaged in Bio Arts and what are the ethical implication of artists actually meddling with the genetic structures of natural systems.

Bio craftsmanship is an imaginative practice that adjusts logical techniques and draws motivation from the philosophical, cultural, and ecological ramifications of recombinant hereditary qualities, sub-atomic science, and biotechnology. Some bio specialists encourage between disciplinary connections that obscure qualifications among craftsmanship and science. Others underline basic reactions to rising patterns in the existence sciences. Since bio craftsmanship can be joined with sensible perspectives on logical improvements, it might help illuminate people in general about science. Masterful reactions to biotechnology likewise coordinate social discourse taking after political activism. Workmanship isn’t just about ‘reactions’, in any case. Bio craftsmanship can likewise start new science and building ideas, encourage receptiveness to coordinated effort and expanding logical education, and help to shape the premise of specialists’ future associations with the networks of science and the existence sciences.

*Leonardo da Vinci* is best known as an artist, his work as a scientist and an inventor make him a true Renaissance man. He serves as a role model applying the scientific method to every aspect of life, including art. Leonardo also conducted dozens of carefully thought out experiments and created futuristic inventions that were ground breaking for the time.



*Alexander Fleming* would paint stick figures and scenes on paper and in petri dishes utilizing microbes. In 1928, in the wake of taking a short rest from the lab, he saw that segments of his “germ artistic creations,” had been murdered. The guilty party was a parasite, penicillin — a revelation that would alter medication for quite a long time to come.

In 1938, picture taker Edward Steichen utilized a compound to hereditarily change and create fascinating varieties with regards to blooming delphiniums. This substance, colchicines, would later be utilized by horticulturalists to deliver attractive transformations in yields and elaborate plants.

In the late 18 and mid 19 centuries, expressions of the human experience and sciences moved away from generally shared interests and shaped mainstream divisions that endured well into the 20 century.

“Appearance of ecological craftsmanship during the 1970s achieved restored attention to extraordinary connections among workmanship and the regular world,” Dr. Yetisen says. To show how we change scenes, American artist Robert Smithson cleared a slope with black-top, while Bulgarian craftsman Christo Javacheff encompassed reemerged obstruction islands with splendid pink plastic. These pieces could in some cases be damaging, be that as it may, as in Ten Turtles Set Free by German-conceived Hans Haacke. To cause to notice the abundances of the pet exchange, he discharged what he thought were jeopardized tortoises back to their characteristic living space in France, however he coincidentally discharged an inappropriate subspecies, subsequently bargaining the hereditary genealogies of the imperiled tortoises as the two assortments mated.

By the late 1900s, mechanical advances started to cause artists to notice science, and by the 2000s, it started to come to fruition as an aesthetic character. Following Joe Davis’ transgenic Microvenus came a scaled down calfskin coat made of skin cells, some portion of the Tissue Culture and Art Project (started in 1996) by pair Oran Catts and Ionat Zurr.

Other instances of bioart incorporate the utilization of freak desert plants to mimic appearance of human hair in the spot of prickly plant spines by Laura Cinti of University College London's C-Lab; change of butterfly wings for aesthetic purposes by Marta de Menezes of Portugal; and photos of land and water proficient distortion by American Brandon Ballengée.

“Bioart empowers dialogs about cultural, philosophical, and ecological issues and can help upgrade open comprehension of advances in biotechnology and hereditary building,” says co-creator Dr. Ahmet F. Coskun, a postdoctoral research researcher in the Division of Chemistry and Chemical Engineering at the California Institute of Technology . “Audiomicroscope” mechanical assembly worked by Davis to record sound recurrence marks of microorganisms. This instrument enabled him to catch motion pictures and sound records of different microorganisms for both science and art.

Jennifer Willet, a teacher at the University of Windsor School of Creative Arts shows ampler of bio-craftsmanship at the midtown grounds on Wednesday, December 12, 2018 Willet works in an out of control lab that breakers workmanship and science together in the developing field of bio-workmanship. Her lab looks customary enough except for the precious stone crystal fixture floating over the treated steel ledge until the petri dishes turn out. A portion of the dishes highlight agar a thick substance used to develop microorganisms looking like leaves, trees, blossoms and dragonflies.

### Some Example of Bio Art

**1. Eduardo Kac:** Brazilian-American contemporary artist and professor whose artworks that span a wide range of practices, including performance art, poetry, interactive art, telematic art and transgenic art. He is particularly well known for his works that integrate biotechnology and aesthetics. “GFP Bunny” is a transgenic artwork that comprises the creation of a green fluorescent rabbit (“Alba”), the public dialogue generated by the project, and the social integration of the rabbit. While every past civilization has conceived and celebrated numerous imaginary creatures, never before Alba has an artist imagined a living mammal and then proceeded to make it a reality. Employing molecular biology, Kac combined

jellyfish and rabbit DNA to produce a bunny that glows green under blue light. Kac's art is based on the literal creation of new biological life. Kac explains that transgenic art must be created "with great care and with a commitment to respect, nurture, and love the life thus created." The global resonance of "GFP Bunny" has led Kac to develop a series of works in a variety of media, including drawing, photography, print, painting, sculpture, animation, and digital media.

**2. Bornali Bhattacharjee** (Ph.D., Ramanujan Fellow, National Institute of Biomedical Genomics, Kalyani, India): . If we were to turn our attention to the microbial world, the color yellow or golden resonates with none other than *Staphylococcus aureus*. I have used a multidrug resistant *Staphylococcus aureus* isolate collected from the nasopharynx of a preterm neonate to paint my own version of 'Vase with Sunflowers' in Mannitol salt agar. I definitely want to contribute to the prevention of antimicrobial resistance through research, but, I also hope to increase awareness about antimicrobial resistance among the general population in my country through microbial art. I would like to start by conversing with school-going children using visuals and agar art to convey the ill effects of antibiotic overuse. Once convinced, these children would go back home and convince their families to listen, comprehend and stop the rampant use of over-the-counter antibiotics."



GFP Bunny (Eduardo Kac)



Vase with Sunflowers (Bornali Bhattacharjee)

**3. Ren Ri:** The Beijing (China) -based artist and beekeeper Ren Ri is a focused man. His new three-part series -- titled "Yuansu" in reference to the Chinese word for "element" -- turns bees into his collaborators. Yuansu II features sculptures made by bees, of beeswax. Ren is concerned with the

ways of nature. He's also interested in cutting out human intervention. One of the purposes of Yuansu II is to "eliminate the subjectivity of the artist" via "the mediation of bees," Ren explains in the interview. The sculptures can be seen at the T Museum for Contemporary Art in the Chinese city of Hangzhou until early August.

**4. Donna Franklin**, Australian craftsman She was amazed at the project "Fibre Reactive", living fungi on fabric, shown in the lecture as an example from the SymbioticA laboratory. She first had a mixed feeling about this piece as "clothing". Could it be wet and uncomfortable when people wear it? Is this realistic? She went to search more details about this project and did extended readings on more wearable bioarts. She found this project and various debates on it very thought-provoking. The west-Australian artist Donna Franklin was once a resident at SymbioticA, an artistic laboratory engaged with the life sciences, in the University of Western Australia. The living garment is made of the fungi *Pycnoporus coccineus*, also known as orange bracket fungus. When She first saw the picture, She was questioning how all the fungi stick together on the dress. As She did more research, She realized that the organism was manipulated to grow in this way so that they are naturally tied together without any glue. It is the mycelium of fungus that has been grown to the woven surface. The orange surface of the dress is encrusted with growing fungi's fruiting body. These results from the artificial manipulation within the laboratory. The relocation of the fungi into a new pseudo-environment subverts its function and expression. Since it's a living dress, it is supplied with nutrients it needs as in the natural environment and relied on technology as well as human interventions. This work express the disassociation to the origin of natural material through the juxtaposition of the familiar fashionable dress with the innovative fungi composition.



Sculptures made by bees (Ren Ri)



Fibre Reactive (Donna Franklin)

**5. Skyline of New York City** created by “printing” nanodroplets of yeast -- Michael Shen, Jasmine Temple, Leslie Mitchell, and Jef Boeke, New York University School of Medicine, Nick Phillips, James Chuang, and Jiarui Wang, Johns Hopkins University

This skyline of New York City was created by “printing” nanodroplets containing yeast onto a large agar plate. Each dot is a separate yeast colony. As the colonies grew, a picture emerged, creating yeast art. To generate the different colors, the yeast strains were genetically engineered to produce pigments naturally made by bacteria, fungi, and anemones. Using genes from other organisms to make biological compounds paves the way toward harnessing yeast in the production of other useful molecules, from food to fuels and drugs.

**6. Mehmet Berkmen-** This bioart is the winners in the Federation of American Societies for Experimental Biology’s 2015 BioArt competition, is the collaborative effort of Mehmet Berkmen, an NIH-supported scientist at New England BioLabs, Inc., Ipswich, MA, and artist Maria Peñil of Beverly, MA. The two met by chance about five years ago at a local eatery, and Berkmen introduced Peñil to the creative possibilities of agar art. An accomplished engraver, photographer, and sculptor, Peñil liked what she saw and began volunteering in Berkmen’s lab to learn how to culture bacteria and master this microbial medium with its variability in growth rates, color, and texture.

Because agar tends to dry out quickly, the team’s greatest technical hurdle has been keeping the plate moist so that the art could develop over many days. The big breakthrough came a few years ago when Berkman and colleagues customized a two-tiered chamber to house the agar plates. The chamber, which is equipped with a humidifier, humidistat, and locks in the temperature at 30 C, is connected to a camera that is programmed to snap a photo of the agar plate every 10 minutes.

While recent research interest in the microbiome has certainly increased awareness of our symbiotic and often beneficial relationship with bacteria, Berkman finds most people still just think of bacteria as infection-causing germs. He credits Peñil with taking agar art to a higher artistic level and giving the public a positive view of bacteria.

The pair is now interested in exhibiting the lab’s growing portfolio of living art at natural history museums across the nation. Among their gems is

the portrait “Neurons,” the winner of the American Society for Microbiology’s (ASM) 2015 Agar Art Contest, and the portrait “Cell to Cell,” which won the contest’s People’s Choice Award. If you want to have a look at those works, check out the link below! Or, you can keep an eye out for the ASM’s 2016 Agar Art Contest. The deadline for entries is Friday, May 6, and the winners will be announced in June.



Skyline of New York City (Jasmine Temple)



Art Colony (Mehmet Berkmen)

**7- Brandon Ballengée** - Artist and scientist Brandon Ballengée has created this series “Malamp – Reliquaries”. Ballengée: “These reliquaries are created by chemically “clearing and staining” terminally deformed frogs found in nature.

The life-affirming flip side of the depressing news on amphibian traumelia is reflected in the title of an unpublished theoretical article: “The Origins and Application of Artificial Selection.” Ballengée is experimenting with reproduction, as in a glowing piece called Love Motel for Insects — a large portable blue screen that functions as a kind of singles bar for bugs. A longterm project (since 1999) on “Species Reclamation” involves selective breeding and the resurrection of Hymenochirus frogs, which may already have disappeared from their home ground in the Democratic Republic of Congo. “For me,” says Ballengée, “one of the most exciting aspects of genetic research may some day be the ability to re-establish animal and plant species that we are now losing to extinction.”<sup>9</sup> One can only hope that a similarly optimistic future awaits this gradually emerging breed of socially active, science-based artists.

**The Case of the Deviant Toad** Ballengée presented variations of his sculptural series Styx which display cleared and stained specimens of deformed toads, each tiny animal presented in a precisely illuminated glass dish. In a gallery context, the specimens resembled translucent gems; enchanting, terrible and other-worldly. Framed watercolour prints of detailed vibrant

specimens scans are reminiscent of x-rays, presenting large-scale images of fragile delicacy to invoke viewers' empathy.

**8. Suzanne Anker-** She is a Bio Art pioneer, visual artist and theorist working at the intersection of art and the biological sciences. Her practice investigates the ways in which nature is being altered in the 21st century. Concerned with genetics, climate change, species extinction and toxic degradation, she calls attention to the beauty of life and the "necessity for enlightened thinking about nature's 'tangled bank'." She works in a variety of mediums ranging from digital sculpture and installation to large-scale photography to plants grown by LED lights. Her work has been shown both nationally and internationally, including the JP Getty Museum, the Pera Museum in Istanbul and the International Biennial of Contemporary Art of Cartagena de Indias, Colombia.



Malamp – Reliquaries (Brandon Ballengée)



Tangled bank (Suzanne Anker)

Bio-workmanship is most disastrous, and generally quarrelsome, when the science is diminished to minor tasteful exhibition, and no record is taken of the particular or paradigmatic contrasts that influence how one control is interceded through another. From one viewpoint, the craftsmen who are included must be open about how and why they fitting and make a work of art out of a specific science, and how this is changed through its remediation as 'workmanship'. Then again, scientists need to voice their clarifications about how or why the domain of culture is appropriate for dispersing and making available their training, and at what and whose cost or advantage.

Cooperative connections and moral issues new to specialists a couple of decades back can be relied upon to increase new needs as craftsmen's extend their associations with mainstream researchers. While some logical

labs have shown readiness to team up with bio specialists, essentials for bio wellbeing and the creation and control of recombinant life forms have additionally discovered spot in schools of craftsmanship and workmanship/science investigate focuses. In like manner, exhibitions and galleries can be relied upon to give relating formal settings to general society show of bio craftsmanship. Bio specialists without institutional affiliations are discovering assets and tutoring inside the developing ‘do-it-without anyone else’s help’ science network, where people without formal preparing study life sciences in network get to research centers outfitted with minimal effort generations of basic lab hardware or with instruments and machines reused from institutional and corporate sources. Advancements tending to key science addresses keep on getting accessible to specialists. DNA sequencing innovation has progressed at an unprecedented pace, as has registering. High-throughput sequencing of entire genomes is turning out to be quicker and more affordable. These advances have changed the substance of science and have just discovered masterful applications. Crafted by bio craftsmen to contain content, pictures, and books in organic files proposes a world where the earthbound biome turns into a message board. As procedures develop to improve the information taking care of qualities of DNA, natural databases and data taking care of frameworks may appear with the possibility to supplant the web.

It isn’t hard to envision that, at some point, standard ‘advanced cell’ applications/frill will become accessible that can quickly arrangement DNA. Bunched normally interspaced short palindrome rehash innovation and iPS cell innovation are two late-breaking advances as of now changing the field of science. The present bio specialists are fit for adjusting these advances to make craftsmanship, however these capacities come connected at the hip with uncommon duty. The interdisciplinary scene of life sciences has come to incorporate scientific experts, physicists, specialists, mathematicians, and PC researchers. Associations with bio specialists can contribute social and tasteful settings basic to making an interpretation of fundamental examination into helpful applications. While the job of bio workmanship in both the analysis and use of science will without a doubt proceed, maybe an all the more significantly significant but then less perceived commitment might be the capacity of bio craftsmanship to assist science with getting itself.

## **CHAPTER 8**

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# **Vedic literature has the main soul of Indian Art**

*One of the ancient and rich literatures of India is the Vedic literature which possesses immense religious, artistic and aesthetical importance. Vedic literature not only outlines the numerous Hindu rituals and ceremonies which have been observed by the people from the Vedic Age but also the different philosophy which forms the basis of Hinduism. Through Vedic literature, we come to know about the art, form of art and artistic approach of the different Civilization and it is the main source of understanding ancient Indian Art. In this paper, a study has been made to know about the rich observation, visualization and expression works of Vedic art without which our knowledge about the Vedas and their philosophy and its importance in Indian art history would have been incomplete.*

Vedic Era is the time of ancient Indian art history. We know that not any art evidence available in archeology department. But still many places in our ancient literature form, type and word of art mention. First time Shilp word used in Vedic era and under this word two form mentions one is Lalit kal. Under Lalit kala (Fine Arts) discuss about music, song, painting and poetry and second is Upayogi kala (Commercial art) – under this word two form identify coloring and architecture. According to Maha rishi Panini

arts have two forms one is fine arts which is Charushilp and second is commercial art which is Karushilp.

The creation and formation of symbolic line art developed in Vedic mantra. Perhaps the development of line art form at the time of Yagya vedi where Rishi muni make some pattern arund the havan kund. Yantra and Tantra also a combination of lines and geometrical art form since our ancient time. As I think these artistic lines help to the people to create some art work.

In Rigveda (1|5|5) described a Hiranmayi door of goddess ornamental drawing around the Hawan Kund. Padini use word Pratikriti for this decorative drawings. This Pratikriti word convert in to Shabeeh in the Mughal Era. In English literature its call as Portrait.

As we know our ancient literature full of the knowledge and have explanation about art, medicine, architecture and scientific instruments etc. many books strongly show the imagination and visualization power of creation an art work. Under this title I am discuss some literature where they explain and write about art form and art creation.

1. Ramayana-
2. Mahabhatta-
3. Ashtadhyayi-
4. Natyashashtra-
5. Kamashutra-
6. Vishnudharmottar puran-

### **1. Ramayana-**

Chitrakala is the form of study in ancient India. Maharishi Valmiki mention different art form and style in his Ramayana. Like wall of palace, ornamentation on roof and room walls and chariot wheels and roof. At the time of Lanka Dahan Hanuman visit an Art studio and art Gallery in the palace of Ravana.

“Latagrihani Chitrani Chitrashalagrihani cha” (5|5|34)- in this shloka author mentin many Art galleries in around the place. Like some in the palace and others out of palace and one of the biggest art studio mention in Ravana Palace.

“Kanchan Chitrangamam”(6|121|24) in this shloka describe about Ravana Chariot decorated by golden stencil painting, and side wall of Ravana chariot painted by beautiful mountain and flowers paintings. In Uttarkand also explain about the beautiful paintings which is very expressive to eyes and

soul. “Bah vashcharyam Bhaktichitram brhma parinirmitam” (7|15|38)

## **2. Mahabhatta-**

As Ramayana! “Mahabhatta” (3|30|55) also have many places author mentions about art interest and art forms like one of the name of Satyawan. Satywan loves horses from his childhood. He create horse in his childhood from Mud and also he make drawings and painting on wall of horse. That’s why people call him chitrashva.

Another place Mayasur made a palace for Yudhisthir. In this palace he made a special illusion painting where real water looks tile land and land looks like water.

## **3. Ashtadhyayi-**

Ashtaddhyayi written by Panini. In this book Panini explain both type of art form one is craft and second is fine arts, where he describe a word “Charu” under this charu word he explain about fine arts. And the second form is “Karu” where karu means commercial art and craft.

## **4. Natyashastra-**

Natyashastra written by Bharat Muni. Under this headline Bharat muni not only discuss about performance and theater he also describe different art forms like Craft, Sculpture, dance, music and song. According to him everything like (Art, Knowledge and Craft, Yoga) is possible to explain by theater and performance. In Natyashastra describe finger movement and body gesture form different dance form and expression.

## **5. Kamashutra-**

Kamashutra is another painting related novel written by Vatsyayan. In this literature he mention a shloka which is Foundation of Indian Art. This shloka also known as “shadanga” but in vishnudharmottar puran have a detail explanation about shadanga.

In the Kamashutra he describe 64 forms of art. This is also mention in Ya-gurveda. He also suggest the work of art studio. He said that art not only make happy to artist but it also provide joy and happiness to the audience. Under these 64 arts form two form mention about Fine arts and Craft.

## **6. Vishnudharmottar puran-**

“Roopabhedahpramananibhava-Lavanya-yojanam /  
Sadrishyam varnakabhangam iti chitram shadakam ||”

### **Rupa-bheda(multiplicity of form):**

Rupa is a Hindi word which signifies ‘excellence’ or ‘form’ whereas Bheda is an expression of Sanskrit cause which signify ‘qualification’ or ‘contrast’. Rupa-bheda essentially confers information about understanding the exceptional attributes of things – living or non-living; state, the differences in appearances of subjects of the painting. The study and practice of Rupa-bheda enable us to see and portrays things as they are and as they show up outwardly.

As Indian Paintings entails a number of themes, like ancient tradition, culture, and heritage, it becomes crucial to understand- How to depict the subject of the painting in its true form? And, this can be done by analyzing the forms given to us by our five senses, our soul, and mind.

### **Pramanam(proportion):**

Pramāṇa is the word derived from the Sanskrit root, which means acquiring true knowledge. With reference to Indian philosophy, it is something by which one can obtain accurate or near accurate knowledge about the world. In the field of Art, Pramaṇa assists us to recognize significant aspects of a painting. It also helps us to find the true subject of the painting whereas, for the artist, it's a way to bring out the accurate perception, measure, and structure in the painting. Parmaṇa provides a means to maintain a balance within the figure and also in its relation to other figures; and to the painting as a whole.

### **Bhava(Disposition of feelings):**

Many Indian paintings depict human figures where their facial expressions play a significant role. Bhava is a technique which helps an artist to understand and paint the exact facial expressions or state of mind, which is translated as feeling, emotion or devotion as the artist create emotional energies through paintings. It won't be an exaggeration to say that Bhava gives meanings to Indian paintings by giving them an expression of character which fulfills the meaning of the painting.

### **Lavanya-Yojanam(Grace in Art):**

Lavanya-Yojanam is the word with Sanskrit origin, which means ways to

infuse grace in the piece of art. It adds a touch of panache to upsurge the beauty of Indian paintings. It not only enhances the beauty of the character but also adds grace to the environment. Lanvanya-Yojanam enables artists to showcase the beauty that can be rendered and felt in the appearance of their work.

### **Sadrishyam(Similitude):**

Sadrishyam means the recognition of an actual form and creating it exactly same or similar to the real form or idea, i.e. a peacock painting should look like a painting of a peacock, and not like that of any other bird or animal. Varnikabhangha(Color Scheme):

It's a technique that had been practiced by the artisans for ages. It tells them the right artistic manner of using the brush and colors as they lend soul to mesmerizing Indian paintings. In the hands of a prominent artist, even ordinary colors pronounce extraordinary exuberance because beauty is not in the colors; it's because of the way they are used in the painting.

As we know that today art form and artist more focused towards western style of art and techniques while our art education and art knowledge comes from our ancient time. Our Vedas not only known for literature and traditionally relation to spiritual only. But its also have a mile stone for the visual arts.

**Social Dimensions of Indian Art** The over-arching emphasis on the abstract, conceptual, and aesthetic basis of Indian art had to find a balance in understanding the more humanistic and social forces at work in determining its means, methods, and motivations. Colonial misrepresentations of Indian art had for long been critiqued by Nationalists who rose in its defence and in doing so, reiterated the 'other-worldliness' of Indian art, often to the exclusion of more practical and earthy concerns. He emphasized the need to move away from a perspective that constantly felt the need to defend Indian art forms on the basis of their religious and metaphysical content. Ray's focus was on establishing for Indian art a firm humanistic, artistic, and social basis. As regards the sources for art interpretation, he advocated an approach that needed to remain anchored to archaeology and questioned the skewed reliance on certain kinds of textual sources to the exclusion of other texts.

## **CHAPTER 9**

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# Indian Cinema: an ethical, logical and societal presentation

*When we talk about bottom of film history in India, it surfaces that the first feature film was made in the year 1912-13. Dadasaheb Phalke is acknowledged as the father of Indian cinema. He released in 1913, a historical themed movie - Raja Harischandra. Now days India is the largest film producing industry in the world and its cinema is becoming increasingly popular in various countries around the globe. Bollywood is a powerful medium that provides useful and entertaining information on history, civilization, variety of cultures, religions, socio-economics and politics in various regional languages. More and more people, irrespective of their ethnicity, watch Bollywood films in many parts of the world. Recently a popular Indian movie-Slumdog Millionaire has received eight Oscar awards, and thus, scholars and academicians are showing keen interest, and are actively involved in teaching and research on different aspects of Indian cinema particularly Bollywood. The main part of this paper open and find the social problems and the view of directors in Indian cinema and the impact of these movies on society.*

As we know, Films are the mirror of society and these reflect what happens in society. At the same time, they impact the society in different ways. In different context, this impact can be both negative and positive. Just as films influence society, in the same way, the society influences the content of Bollywood cinema as well. Since inception, cinema and society has had a symbiotic relationship. Films produced in India have depicted problems, issues and shortcomings in society in an effective manner. Several films have brought awareness among audiences about different issues of society. Since the film process began in India, patriarchy has been reflected in a prominent manner. In earlier films, like about sex selection in India, about the Indian caste system, about the education system, about religious violence in India etc. social issues are frame by different directors.

## CATEGORY OF INDIAN CINEMA ON THE BASIS OF SOCIAL ISSUES

1. Films about sex selection in India
2. Films about the Indian caste system
3. Films about the education system in India
4. Films about religious violence in India
5. Films about widowhood in India
6. Films about prostitution in India

### 1. Films about sex selection in India :

#### **It's a Girl: The Three Deadliest Words in the World**

It's a Girl: The Three Deadliest Words in the World is a 2012 documentary film which explores the practice of female infanticide. It was directed by Evan Grae Davis and focused primarily on India and China. The United Nations has estimated that up to 200 million females are “missing” today, most of whom would have lived in India and China.

#### **Riwayat**

Riwayat (English: Tradition) is a 2012 Indian drama film directed by Vijay Patkar and produced by Dr. Ajay Rane and Dr. Sanjay Patole. The film stars Khalid Siddiqui, Samapika Debnath, Saurabh Dubey and Salil An-

kola in pivotal roles. The film is based on the issues of female foeticide in India. The film was screened at international film festivals and won several international awards.

### **The Unknown World**

The Unknown World is a 2012 animated film from India about female infanticide or female foeticide, directed and produced by Varun Mehta. The film won an online film and animation contest in 2012. It was also screened at the Public Service Announcement Film Festival in Chennai, India in 2011.

## **2. Films about the Indian caste system:**

### **Aarakshan**

Aarakshan (English:Reservation)is a 2011 Indian Hindi-language drama film starring Amitabh Bachchan, Saif Ali Khan and Deepika Padukone. Directed by Prakash Jha, the film is a socio-political drama based on the controversial policy of caste based reservations in Indian government jobs and educational institutions. The film also stars Prateik Babbar and Manoj Bajpayee and was released on 12 August 2011 to mostly mixed reviews. It was an average success at the box office.

### **Babdit Queen**

Bandit Queen is a 1994 Indian biographical film based on the life of Phoolan Devi as covered in the book India's Bandit Queen: The True Story of Phoolan Devi by the Indian author Mala Sen. It was directed by Shekhar Kapur and starred Seema Biswas as the title character. The music was composed by Ustad Nusrat Fateh Ali Khan. The film won the National Film Award for Best Feature Film in Hindi, Filmfare Critics Award for Best Movie and Best Direction for that year. The film was premiered in the Directors' Fortnight section of the 1994 Cannes Film Festival, and was screened at the Edinburgh Film Festival. The film was selected as the Indian entry for the Best Foreign Language Film at the 67th Academy Awards, but was not accepted as a nominee.

### **Fandry**

Fandry (English: Pig) is a 2013 Indian Marathi-language film, written and directed by Nagraj Manjule in a directorial debut. It stars Somnath Avghade and Rajeshwari Kharat. The story focuses on a young boy's infatuation amidst caste-based discrimination. The film—set in Akolner, a village near Ahmednagar—is about a teenager from a Dalit (lower caste) family, who lives at the village fringe, and falls in love with an upper caste girl.

### **3. Films about the education system in India**

#### **Taare Zameen Par**

Taare Zameen Par (titled Like Stars on Earth internationally) is a 2007 Indian drama film produced and directed by Aamir Khan. The film explores the life and imagination of Ishaan, an 8-year-old dyslexic child. Although he excels in art, his poor academic performance leads his parents to send him to a boarding school. Ishaan's new art teacher suspects that he is dyslexic and helps him to overcome his disability. Darsheel Safary stars as 8-year-old Ishaan, and Khan plays his art teacher.

#### **Hindi Medium**

Hindi Medium is a 2017 Indian Hindi-language comedy-drama film, written by Zeenat Lakhani and directed by Saket Chaudhary. The film stars Irrfan Khan and Saba Qamar in the lead roles, with Deepak Dobriyal and Dishita Sehgal in supporting roles. The film tells the story of a couple who aspire to give their daughter the best education. The plot deals with social themes including education, parenting, class, social mobility, and language.

#### **Chalk n Duster**

Chalk n Duster is a 2016 Indian drama film about commercialization of the Indian private education system, starring Juhi Chawla, Shabana Azmi, Zarina Wahab, Girish Karnad and Divya Dutta. The film talks about teachers' and students' communication, and highlights the problem of teachers and students in an educational system which is changing day by day.

#### **3 Idiots**

3 Idiots is a 2009 Indian coming-of-age comedy-drama film, directed and written by Rajkumar Hirani, and produced by Vidhu Vinod Chopra, with screenplay by Abhijat Joshi, inspired by the novel Five Point Someone by Chetan Bhagat. The film stars Aamir Khan, R. Madhavan and Sharman Joshi in the title roles, along with Kareena Kapoor, Boman Irani and Omi Vaidya. The film is about the friendship of three students at an Indian engineering college, and is a satire about the social pressures under an Asian education system.

## 4. Films about religious violence in India

### **Black Friday**

Black Friday is a 2004 Indian crime drama film written and directed by Anurag Kashyap based on Black Friday – The True Story of the Bombay Bomb Blasts, a book by Hussain Zaidi about the 1993 Bombay bombings. The film's creative consultant, Chandramohan Puppala, attempted to recreate those events and the intense feelings that followed them. The film was so controversial that the Indian Censor Board did not allow it to be released in India for three years and was finally released on 9 February 2007 after Supreme Court of India allowed it following the verdict in the '93 Bombay blast case was delivered by TADA court.

### **Earth**

Earth (Hindi) (released in India as 1947: Earth) is a 1999 Indian period drama film directed by Deepa Mehta. It is based upon Bapsi Sidhwa's novel, Cracking India (1991, US; 1992, The story is set in Lahore (now the capital of Pakistani Punjab) in the time period directly before and during the partition of India in 1947 at the time of Indian independence. A young girl with polio, Lenny, narrates the story through the voice of her adult self. She is from a wealthy Parsi family who hope to remain neutral to the rising tensions between Hindus, Sikhs, and Muslims in the area. She is adored and protected by her parents, Bunty and Rustom, and cared for by her Ayah, a beautiful Hindu woman named Shanta.. With partition, however, this once unified group of friends becomes divided and tragedy ensues.

### **Parzania**

Parzania (translation: Heaven and hell on earth) is a 2007 Indian drama film co-written and directed by Rahul Dholakia; David N. Donihue is the other co-writer. The film is inspired by the true story of a ten-year-old Parssi boy, Azhar Mody, played in the film as Parzaan Pithawala in the film, who disappeared after the 28 February 2002 Gulbarg Society massacre during which 69 people were killed and which was one of many events in the communal riots in Gujarat in 2002.

## 5. Films about widowhood in India

### Prem Rog

Prem Rog (Hindi: English: Love Sickness) is a 1982 romantic Bollywood film directed by Raj Kapoor. The film tells the story of a man's love towards a woman who is a widow and of a higher status. The film is considered a classic work by the director Raj Kapoor. Raj Kapoor returned to social themes with this film. The film earned high critical acclaim.

### Water

Water is a 2005 Indo-Canadian film written and directed by Deepa Mehta, with screenplay by Anurag Kashyap. It is set in 1938 and explores the lives of widows at an ashram in Varanasi, India. The film is also the third and final instalment of Mehta's Elements trilogy. Water is a dark introspect into the tales of rural Indian widows in the 1940s and covers controversial subjects such as misogyny and ostracism.

### Dor

Dor (English: String) is a 2006 Indian drama film written and directed by Nagesh Kukunoor and features Ayesha Takia, Gul Panag and Shreyas Talpade as the lead actors. The film is an official adaptation of the Malayalam film, Perumazhakkalam (2004). The story is about two women who come from different backgrounds and how fate brings them together. Meera , a young woman who becomes a widow shortly after marriage, is trapped by tradition. Zeenat, on the other hand, faces the daunting task of saving the life of her husband, who is on trial for murder.

## 6.Films about prostitution in India

### B.A. Pass

B.A. Pass is a 2013 Hindi neo noir film, produced by Narendra Singh and directed by Ajay Bahl, and starring Shilpa Shukla, Shadab Kamal, Rajesh Sharma, and Dibyendu Bhattacharya in lead roles. The film is based on the 2009 short story “The Railway Aunty” by Mohan Sikka. This movie based on inter society page 3 prstitution in India and how people destroy his life under this profession.

### Chandni Bar

Chandni Bar is a 2001 Indian Hindi crime film directed by Madhur Bhandarkar. It depicts the gritty life of the Mumbai underworld, including prostitution, dance bars and gun crime. The film stars Tabu and Atul Kulkarni in lead roles. It also stars Ananya Khare, Rajpal Yadav, Minakshi Sahani and Vishal Thakkar. The film was a critically acclaimed hit and it won four National Film Awards.

### Mandi

Mandi (English: Market Place) is a 1983 Hindi film starring Shabana Azmi and Smita Patil. The rights to this film are owned by Shah Rukh Khan's Red Chillies Entertainment.

The film is a satirical comedy on politics and prostitution, and stars Shabana Azmi, Naseeruddin Shah and Smita Patil. Based on a classic Urdu short story Aanandi by writer Ghulam Abbas, the film narrates the story of a brothel, situated in the heart of a city, an area that some politicians want for its prime locality.

We go to the movies expecting three hours of entertainment, some singing, dancing, action and comedy. And we come out of theaters feeling mildly satisfied that three hours were well spent in an air conditioned room with some fun. But, there are a few times we feel a lot more than that. We feel a sense of having witnessed something historical, something that touches

a deep chord. This is when we come across movies which leave a greater impact on the society. Some actually manage to change a couple of lives while some help to speed up pending justice, some fill you with emotional turmoil and some give your life a complete new direction.

Cinema has a great impact on people and the stars are the biggest influences. We try to be like them, look like them and behave like them. We all want our life to be a perfect film story. Cinema plays an important role in our lives, even more than we notice. So it's take all responsibility by the film maker that he/she decide the idea and theme for presenting in front of society because some times its motivate some time its hurt too.



It's a Girl



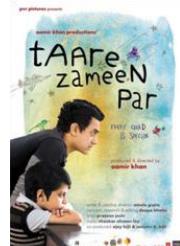
Riwayat



Fandry



Bandit Queen



Taare-Zameen-Par



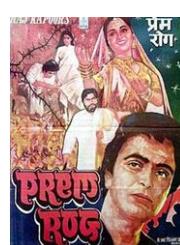
Hindi Medium



Black Friday



Parzania



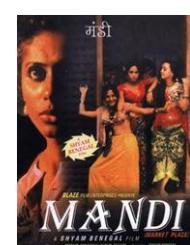
Prem Rog



Water



Chandni Bar



Mandi

## CHAPTER 10

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# Careers opportunity and useful tools for UI/UX designers

*UI and UX are two distinct facets of web design, yet they work hand-in-hand. While UI focuses on your design interface and how a user interacts with it, UX emphasizes a users experience as they use your product or service. User Experience design is design that is user centered. The goal is to design artifacts that allow the users to meet their needs in the most effective efficient and satisfying manner. The course introduces the novice to a cycle of discovery and evaluation and a set of techniques that meet the user's needs. This course is geared toward the novice. It is for learners that have heard about "user experience" or "user interface" design but don't really know much about these disciplines. The course mantra is that "Design is a systematic and data driven process." Design is systematic because it is based on a set of techniques and also on a cycle of discovery. In this course the learner is introduced to the four step user interface design cycle. Along the way learners are exposed to a set of techniques to gather information about a) what the user needs b)how to design and model interfaces based on these and then how to evaluate the design to ascertain that the user's goals are met. These techniques are tools that are used in a standardized manner and give us the data we use in our design.*

### What is UX Design?

In the eloquent words, UX design is something encompassing all aspects of the end-users' interaction with a company, its services, and its products. User experience design service is not only fungible with usability and user interface but constitutes other areas as well.

This process undertakes the measures required in developing products and services rendering pleasing and meaningful experience to the users and customers by seamlessly integrating aspects such as usability, branding, design, and functionality, among others. In fact, for the success of a mobile app, UX design has emerged as essentiality.

## **History of UX design**

We would keep our focus primarily on the history of UX design dating back to over 100 years from today, which would render a more valid and feasible understanding of this concept, in resonance with the UX design of today for mobile apps.

### **1900 –**

A mechanical engineer Frederick Winslow Taylor published his “The Principles of Scientific Management”, a study of engineering efficiency (Taylorism). Combined with Henry Ford’s mass production tactics, they shaped the ideal way of interaction between the laborers and tools.

### **1948 –**

Toyota introduced its very innovative human-centered production system based upon respect for people. Human input was alleviated to the level of high priority for creating an optimal working environment. Workers could halt the process to submit suggestions and feedbacks- resonating what now known as usability testing.

### **1955 –**

Henry Dreyfuss, an American industrial engineer invented customer-centric designs like Hoover vacuum cleaner and wrote “Designing for People” – a book on UX design in a nutshell.

### **1966 –**

Walt Disney, probably the first UX designer called his Disney world “a place where the latest technology can be used to improve the lives of people.” – something that is still a mantra of UX designers.

### **The 1970s –**

The era of inventions centered around the human experience. Products like Xerox’s PARC, Apple’s PC, mouse, GUI, etc. were designed with a focus on user experience with psychologists and engineers working together.

**1995 –**

Donald Norman, the first person to prefix ‘UX’ to his job title ‘UX Architect’ for Apple Inc. He finally coined the term “User Experience Design”.

**2007 –**

Steve Jobs’s revolutionary “iPhone” was entirely designed to facilitate the users and enhance their productivity along with experience.

**2018 and Beyond –**

UX is now a perpetually developing and evolving field enjoying the integration of new technologies such as Voice technology, AI, Virtual Reality and will continue to do so.

If you are someone who wants to switch from, say marketing to UX design, or just want to make a career in UX design from scratch then, another big question besides “How to start a career in UX design” is “Why to choose UX design career?” – Something that we will discuss in detail now.

### **Must-Have UX Designer Skills**

The answer to the question of “How to become a UX designer?” is something very simple to start with – develop the needed skills. So, let’s have a look at some prominent skills for UX designers for a good career.

#### **1. User Research ability**

Research in most job responsibilities plays a crucial and indispensable role. To become an exemplary UX designer, you need to hone your research ability skills along with empathy, discovering users’ needs, and more. You would have to conduct surveys, questionnaires, interviews, user testing, and so on, so you should have a skill set for these functions. There is always something for UXers to learn in this respect from cognitive psychology to computer science.

#### **2. Collaboration skills**

Unless you are an all-rounder i.e., who knows everything from coding, design, marketing, understanding product, etc. it would be imperative for you to collaborate with others who are specialized in these areas. So, having appropriate skills will take you a long way and would help you improve.

#### **3. Impeccable Visualization**

All the designs are extremely and fundamentally graphic in nature, mean-

ing that any UX designer would have to be proficient in visual communication and language. In this respect, one should have a clear understanding of certain concepts like color, layout, typography, icons, images, and design theory.

#### **4. Communication skills**

Looking at a Venn diagram we already know that UXers have a lot on their plate in terms of key responsibility areas. So, to handle all the operations effectively, one needs to have strong communication skills. Other communication-dependent tasks include workshops, presenting results, conducting interviews, and more.

#### **5. Familiarity with Coding**

Just imagine the demand for a design-developer? It is like the best of both worlds – design and development. A Design in Tech report 2017 stated that most of the designers (almost one third) had engineering training; implying that most of the designers out there already have coding skills, so one who is preparing to be a UX designer should most definitely catch up on this trend.

#### **6. Wireframing and Prototyping**

A UX developer with exemplary skills for creating wireframes and prototypes is like a diamond in the heap of stones. This skill helps them to communicate their ideas more elaborately and effectively for others to grasp. These can vary from hand-drawn sketches and models to high-fidelity digital mockups. So, an ideal UX designer must have some knowledge about wireframing and prototyping tools as well.

#### **Useful tools for UI/UX designer**

UI tools give designers what they need to design accurate hi-fi wireframes, mockups, and prototypes and render minimally viable products. They represent the nuts and bolts of a design, communicating its functionality. UX tools focus on the user and how they'll experience the content. These tools can help structure the information architecture, as well as how someone will flow through the experience. Since this is more conceptual, UX tools are about helping a designer paint the broader picture of how content and organization will affect experience. We're going to take a look at some UI and UX tools that you may find handy for your design process. Some of these tools have features that work in both UX or UI, but for the sake of

your own user experience, we've divided the list into two categories

## **1. Sketch**

Sketch is a vector graphics editor for macOS developed by the Dutch company Sketch B.V. It was first released on 7 September 2010 and won an Apple Design Award in 2012. It is primarily used for user interface and user experience design of websites and mobile apps and does not include print design features.

## **2. InVision Studio**

InVision is a cloud-based digital product design platform that helps development professionals and businesses of all sizes create and manage prototypes. It allows users to collaborate, test and experiment with designing templates and ideas on a digital dashboard. Key features of InVision include presentations, prototype creation, digital whiteboards, wireframing, planning and feedback management. Its Inspect module lets users streamline and automate workflows and prototype development. InVision's Studio tool offers vector editing, layer styling and animated drawings. It comes with shared design libraries, which help professionals collaborate on instant playback, mirroring mobile devices and editing timelines.

## **3. Axure**

Axure offers many of the other features of popular prototyping and UI design tools. It allows for testing of functionality and puts everything together for an easy developer handoff. This, combined with an emphasis on communication, ensures that everyone on a project is kept up-to-date with progress and changes as they happen in real time, making Axure a solid choice for UI design.

## **4. Craft**

Craft sets itself apart from other UI design tools with its placeholder content. You get access to both Getty and iStock photos, letting you fill your layout with better visuals. And if there's data in your layout, you can use your own or bring it in from other sources. Not many UI design tools let you fill your mockups with more meaningful content. This special feature of Craft gives your mockups a more accurate representation of what a final design might look like.

## **5. Proto.io**

Proto.io says using their UI design software results in “Prototypes that feel

real.” And Proto.io delivers on this, giving you what you need to create, organize, integrate, and test accurate mockups. It also smooths out the collaboration process, fostering communication between team members through comments and video feedback, as well as integrating with some of the more well-known testing products, like Lookback, Userlytics, and Validately.

## 6. Adobe XD

Adobe XD has many sophisticated tools for UI designers, but it is also stocked with what designers need to whip up interactions and other dynamic elements that can be integrated into prototypes or mockups. It’s one of the rare design platforms that can combine different disciplines together, without anything lacking.

## 7. Marvel

Marvel’s design platform makes things easy. With the ability to create both low fidelity and hi-fi wireframes, interactive prototypes, and do user testing, it gives a UI designer everything they need — all wrapped into an intuitive interface. Marvel also has a feature called Handoff that gives developers all the HTML code and CSS styles they need to start building.

## 8. Figma

Figma lets designers build dynamic prototypes and mockups, test them for usability, and sync up all of the progress. Figma allows multiple people to work on or view a project at the same time, much like Google Docs — letting you see who has it open for real-time collaboration. You’ll see who’s working and what they’re doing. It’s also browser-based, making it accessible to everyone in an instant. And as an added bonus, it’s free for individual use so you can check it out and get familiar with how it works.

## 9. Framer X

Framer X has evolved from its early days as a code-only prototyping application. Today it offers a host of UI tools for building functional prototypes and testing for usability. Its ability to work with React makes it ideal for UI designers who like to stay on top of the newest web design innovations. Framer X also offers a variety of plugins in their store, giving UI designers features such as UI kits for integrating social media channels like Snapchat and Twitter, players for embedding a variety of media, grids, and other useful components that can be easily integrated.

## 10. Origami Studio

Origami studio platform has the tools you need to build complete prototypes that are powered by a sophisticated patch editor, giving designers the opportunity to integrate advanced functionality. Prototypes end up looking and working like a real app or webpage. Origami Studio also integrates well with Sketch. If you're working in parallel with Sketch, it lets you bring in layers and copy and paste them directly without any hang-ups.

## 11. Webflow

Webflow gives you the power to design without knowing HTML or CSS. With drag and drop functionality and an intuitive interface, Webflow gives you the creative freedom to build whatever you imagine. Using Webflow for building a prototype gives you an actual website, and generates accurate HTML and CSS code. This saves time. Instead of taking what's been drafted in a prototype and building a design from it, you already have what you need to give to a developer.

## 12. FlowMapp

When developing a user experience strategy, designers need to pay attention to structure, flow, and corresponding sitemaps, which are all at the foundation of UX design. Where so many tools out there try to combine UI and UX together into one platform, FlowMapp dedicates itself to the discipline of UX design. Building user flows and constructing visual sitemaps are indispensable for UX, and these are the pillars of FlowMapp's UX design app.

## 13. Balsamiq

Balsamiq makes it easy to create low fidelity wireframes. Even people with zero experience in wireframing could jump in and put together ones that look good. Balsamiq encompasses both UI and UX, but really stands out with its low fidelity wireframes. Balsamiq's nod to the physicality of whiteboarding makes the tool accessible to anyone, no matter their skill level.

## 14. VisualSitemaps

VisualSitemaps specializes in generating, you guessed it, visual sitemaps. It's nice to have a tool designed specifically for this. This tool has complete automation, the capacity to go through password-protected websites that haven't gone live yet, and the ability to import into Sketch. VisualSite-

maps takes the process of creating visual sitemaps and supercharges it for UX designers, developers, and anyone else who needs to be involved with the process of creating them.

### 15. Treejack

Treejack specializes in information architecture. It lets you test the tree structure of a website with real users. It then generates the results that show a user's path and navigation through the content, giving you valuable insights that you can use to edit and tweak the content organization.

### 16. Wireframe.cc

Wireframe.cc keeps their wireframing tools focused on minimalism. Intentionally limiting the color palette and using simple rectangular elements — along with an uncomplicated interface — lets UX designers construct a low fidelity wireframe in a snap. There's even an in-browser demo you can use to see how it works.

### 17. Optimal Workshop

Optimal Workshop distinguishes itself in giving insights and providing in-depth data about users and how they interact with a design. This carefully curated UX platform offers tree testing with Treejack, which we just talked about, first-click testing with Chalkmark, online surveys, and Reframer for doing qualitative research. Having these bundled together makes for a package of tools that any UX designer would find useful.



1. Sketch



2. InVision Studio



3. Axure



4. Craft



5. Proto.io



6. Adobe XD



7. Marvel



8. Figma



9. Framer X



10. Origami Studio



11. Webflow



12. FlowMapp



13. Balsamiq



14. VisualSitemaps



15. Treejack



16. Wireframe.cc



17. Optimal Workshop

## Future career opportunities in UI/UX designing

Future of the UX career can be a radical one. Brands have started to give a serious thought about experiences and the industry is skyrocketing. We as UX designers really need to catch up with the fast pace of new innovation and technologies. Industries like VR and AR is expected to take a complete change in the way we used to design experience and interfaces. AI, chat bots have started to change the way we interact, buy, sell, order, and in getting information.

UI/UX Designing will cover all aspects of web designing. It is worth learning Web development because the world is more digitized hence web developer demand is increasing. Web development needs creativity as web site should be eye cache. Front end web developer is responsible for web sites layout and Integration of application other tools and Graphics. Web developers need a complete understanding of HTML Programming, CSS and JavaScript. If someone makes an excellent carrier in Web development then he/she should update on new tools and advancement of technology. Company recruiter wants web developer with degree and training in graphic design.

Humans interact in multiple mediums like Click, type, touch, speak and Ink. Brands like Amazon, Google, Microsoft, and Apple sets a serious challenge in giving a seamless design experience in multiple mediums. Graphic Design is the process of planning and projecting ideas in an attractive way with visual and textual content. The method of communication can be physical or digital and may include images, words, or graphic content. Smart phones will become smarter, even replace other

*“Talk to yourself once in a day,  
otherwise you may miss meeting an  
intelligent person in this world.”*

— **Swami Vivekananda**



### Rakesh Kumar Chaudhary

Educator, Artist and Curator

The book titled "ART ERA-A Compilation of Art & Design Research" by Rakesh Kumar Chaudhary, a creative artist and innovative thinker is a gift to the young generation in the field of art & technology.

*This book is a unique compilation of contemporary works in the field of analytical art works concerning cultural, social & political spheres. As a professional artist & book writer, Rakesh Kumar Chaudhary with his deep research and precision has showcased various techniques to influence and spread the colors in the field of visual arts. The ten chaptered book touching core topics like: Influence of color in visual arts, digital painting a technological expression of art, hybridization of art & technology, a socially responsible advertising in India, an overview of world top ten advertising awards, psychological theory in typography bio-art: a scientific palette in visual expression, Vedic literature the main soul of Indian art, Indian cinema: an ethical logical and social presentation and careers opportunity and useful tools for UI/UX designers, shall enrich the young boys & gids in the field of modern arts & technology in today's competitive world. I wish him all the best. With warm regards,*

**-Dr. Vijay Jolly**  
Senior Indian BJP Leader

.....  
*'ART ERA' is a compilation of Art and Design. This is wonderful research work of Rakesh Chaudhary. In this book, Rakesh Chaudhary Combines core of design and innovation in contemporary art. We wish all the best for Mr. Chaudhary.*

**-Dr. Baldevanand Sagar**  
Sanskrit-news broadcaster, AIR-DD, New Delhi.

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