

Art as a mean of social cohesion in the digital era - Arts4all

Visual Arts Module



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Description of the module

These are the arts that meet the eye and evoke an emotion through an expression of skill and imagination. They include the most ancient forms of creativity, such as painting and drawing, and the arts that were born thanks to the development of technology, like sculpture, printmaking, photography, and installation art.



The current usage of the term "visual arts" includes the above-mentioned fine arts as well as the applied or decorative arts and crafts. Craft art is a more utilitarian form and usually has a specific function and still retains an artistic style and requires talent to create. The decorative arts include ceramics, furniture making, textiles, interior design, jewelry making, metal crafting, and woodworking.

Within this module we will focus primarily on drawing and understanding the psychology behind different elements, used in visual arts.

Learning Objectives



The Visual Arts module includes diverse topics related to art and its practical use in life.

Upon successful completion of this module, the participants are expected to be able to:



1. know the basic theory of colors;
2. understand the psychology of colors;
3. create their own color pallet;
4. know the meaning and emotions related to colors;
5. know different shapes used in art;
6. recognize symmetry;
7. create their own mandalas;
8. understand the emotions behind facial expressions;
9. recreate various primary emotions;
10. draw simple facial expressions.

Unit 1: Colors



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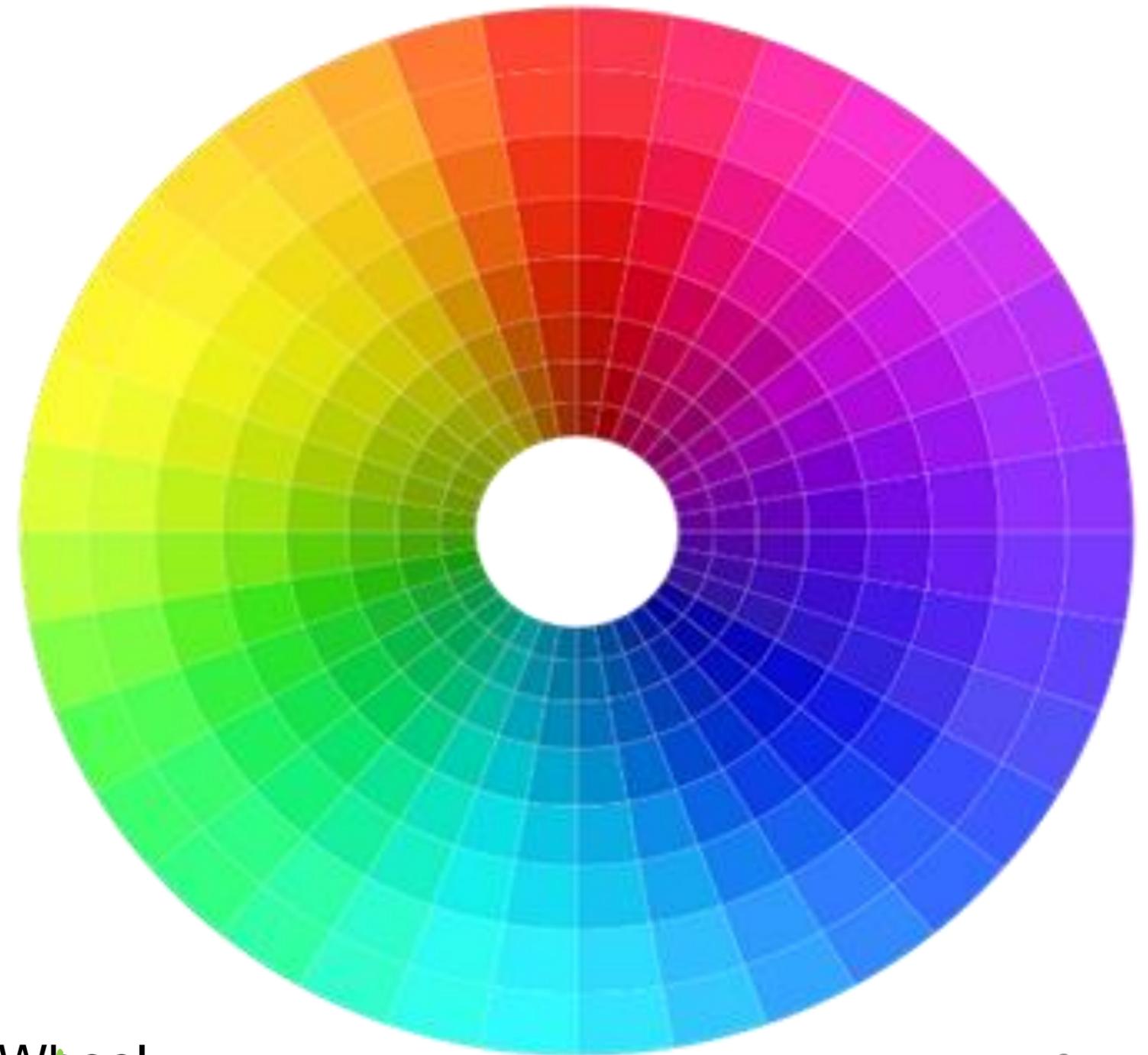
Unit 1: Colors



Topic

01

Basics of colors



pic 1, Color Wheel

Topic

Basics of colors



A fundamental understanding of colors will benefit everyone's perspective for the world to no end.

Of course, this isn't a definitive science. There are three basic categories of color theory that are logical and useful: the color wheel, color harmony, and the context of how colors are used.

A color wheel or color circle (pic1) is an abstract illustrative organization of color hues around a circle, which shows the relationships between primary colors, secondary colors, tertiary colors etc.

- Three Primary Colors: Red, Yellow, Blue.
- Three Secondary Colors: Orange, Green, Violet.
- Six Tertiary Colors: Red-Orange, Yellow-Orange, Yellow-Green, Blue-Green, Blue-Violet, Red-Violet, which are formed by mixing a primary with a secondary.

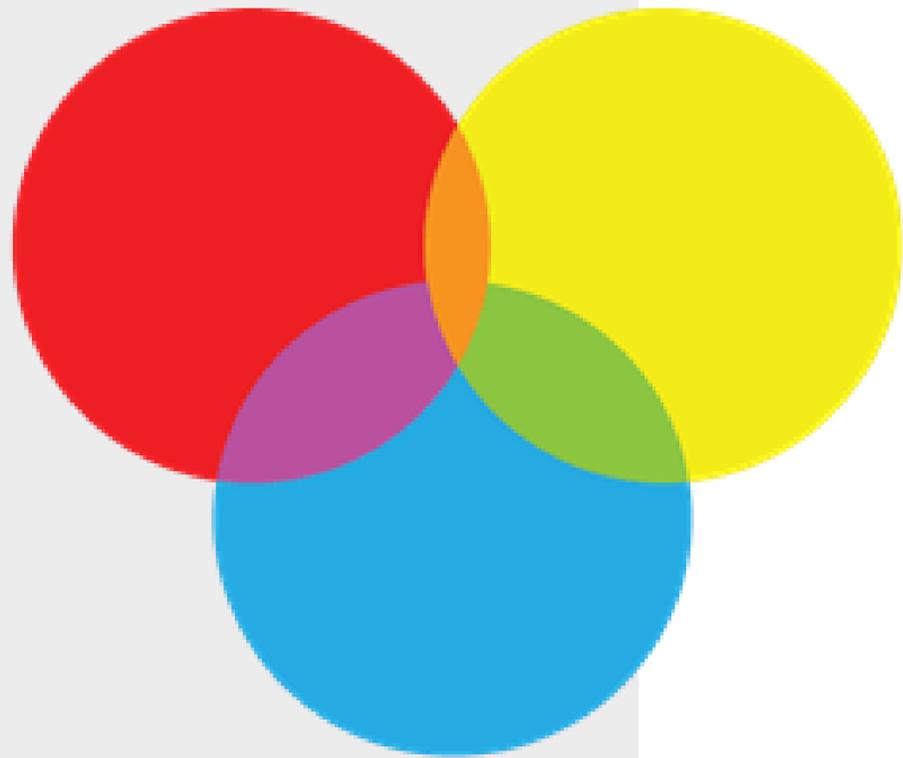


Topic

01



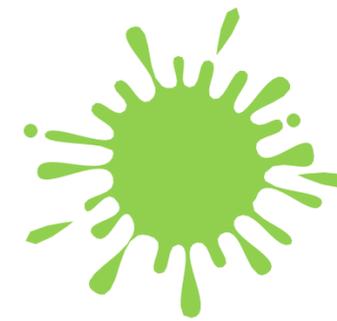
Basics of colors



Primary colors



Secondary colors

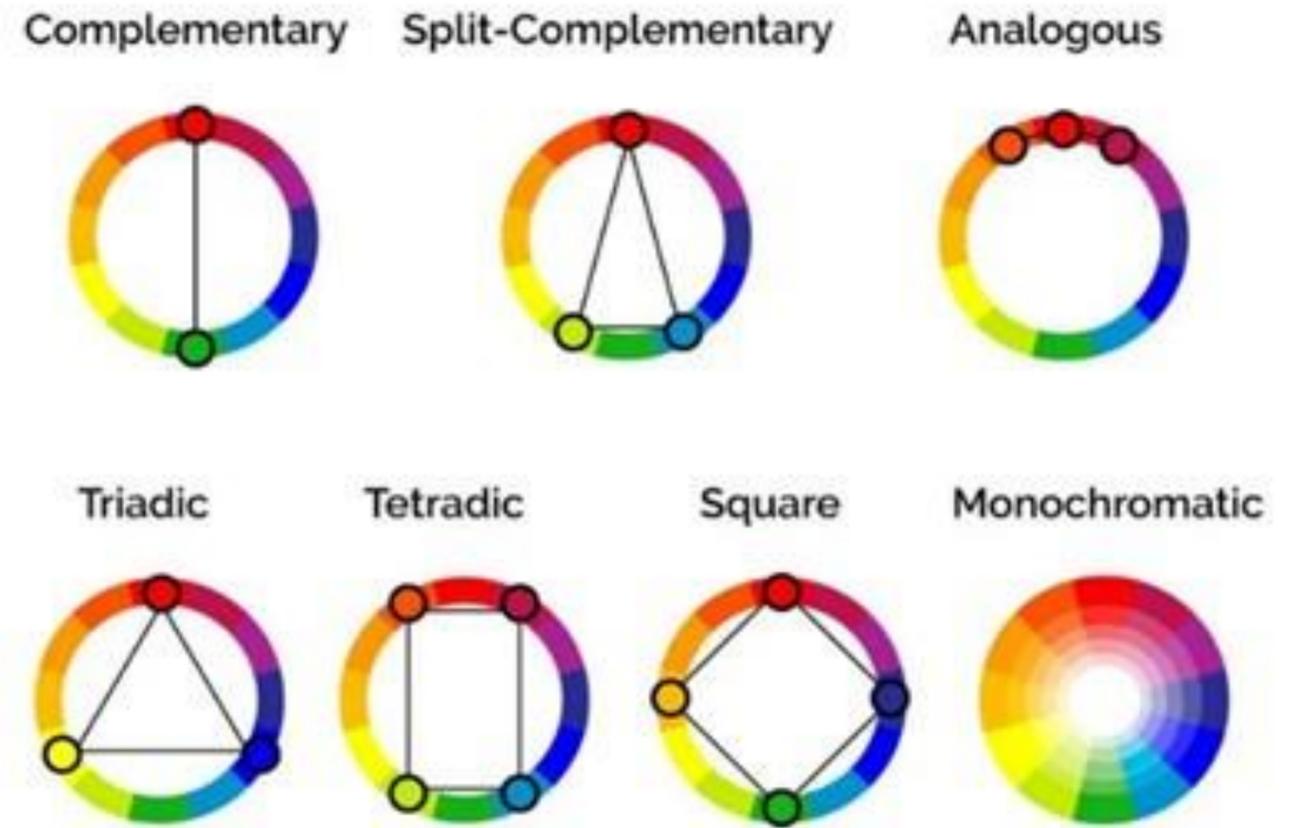
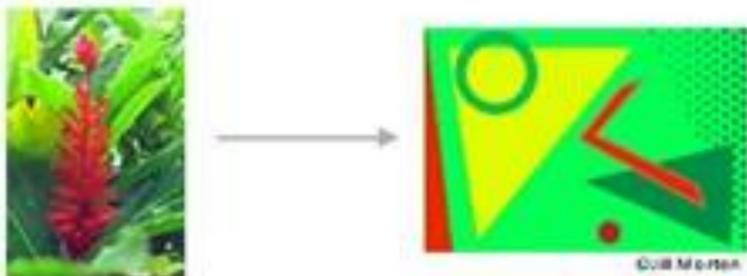
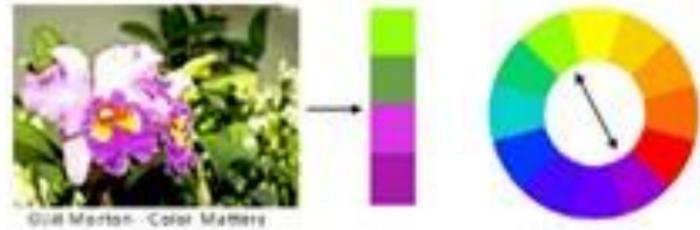
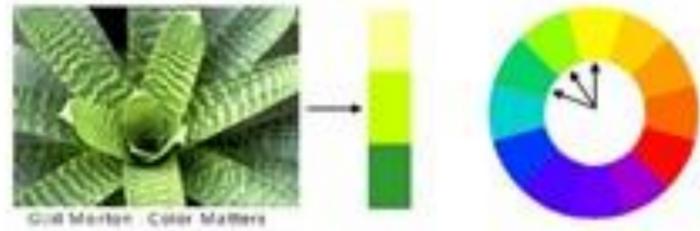


Source: acrylgiessen.com

Topic 01

Basics of colors

In visual experiences, harmony is something that is pleasing to the eye. It engages the viewer and it creates an inner sense of order, a balance in the visual experience. Colors in harmony produce consonant and eye-pleasing contrasts that are used in various projects, from websites to logos to interior design. You can create harmonious color schemes by placing these geometric shapes on top of the color wheel and adjusting saturation and brightness as needed. Or use nature and the color wheel to create your own color palette.

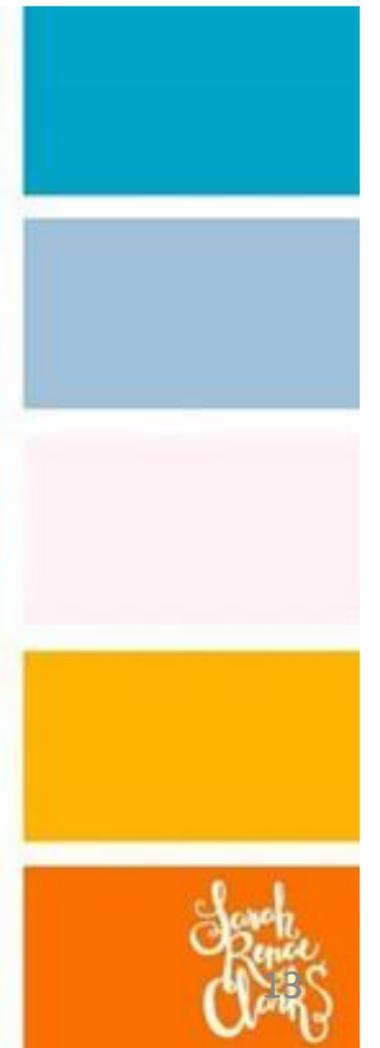


Topic 02

Basics of colors

Creating your own color schemes can be a bit intimidating. But it's not as complicated as many people think. Creating palettes could be fun and easy as well. You just have to look around, it's all there.

Source: avemateiu.com,
sarahreanaeclark.com



Topic

02

Psychology of colors

Color theory is sometimes referred to as the art and science of color and encompasses many different aspects of how we interact with color. It explains how humans perceive color, how colors mix, match or clash, the subliminal messages color communicates, and the methods used to replicate color. While color theory is something that many people spend their lives studying, you don't have to be a professional designer or color theorist to know how to put color to work for you.

Color psychology is the study of how certain colors impact human behavior. Different colors have different meanings, connotations, and psychological effects that vary across different cultures. Color psychology involves the use of color theory to explore concepts like color perception and the effect of color combinations. For example, according to Feng Shui green colors associate with wood, blue with water, variations of grey associate metal, brown associate earth and red one associate fire.

How do colors affect moods? Colors in the red area of the color spectrum are known as warm colors and include red, orange, and yellow. These warm colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.



Topic

02

Psychology of colors

Colors on the blue side of the spectrum are known as cool colors and include blue, purple, and green. These colors are often described as calm, but can also call to mind feelings of sadness or indifference.



Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

Topic 02

Your favorite color says a lot about your personality.

WHAT'S YOUR COLOR PERSONALITY?

PINK

Has a relaxing effect and can help with anxiety or aggressive behavior. It also looks great with green, so if you're feeling a little uptight, a green and pink color scheme could help.

BLUE

Has a calming effect. It can lower blood pressure, heart rate and respiration. For balance and style combine blue with orange. Some shades of blue, like turquoise, promote communication.

GREEN

Is soothing and relaxing so if you're prone to anxiety at work, a predominantly green office could be helpful. It does curb your appetite, so if your office is a restaurant, don't choose green.

YELLOW

Is considered a memorable color. Is this why basic sticky notes come in yellow? Yellow is also a good color for concentration and self-esteem, perfect for a study area. When choosing the right shade, try to avoid the school bus look by selecting muted shades or simply balance with grey.

PURPLE

For Violet is considered to be the most versatile color. It promotes power, wisdom, intuition and artistry. (I hope they have plans to paint all the walls in Washington DC. violet) Some say it can even help with headaches. No scientific tests have confirmed this, but if you suffer from headaches at work, it's worth trying.

ORANGE

Is stimulating and can reduce fatigue. It has a warming effect that can work wonders in a room that is perpetually cold. It can also stimulate your appetite so I'll be adding orange in my office.

BLACK

Is associated with strength and confidence. That is why your black suit makes you feel powerful. Use black and silver for a glamorous office look.

RED

Like orange and yellow, has a stimulating effect. Studies have proven high cortical arousal in red rooms. It increases heart rate and blood pressure. It is also associated with vitality, energy and ambition. Go get 'em!

WHITE

Is a combination of all colors. A white room can soften and illuminate other colors in the spectrum. If you have floor to ceiling windows (I'm jealous) white walls provide balance.

COLOUR PERSONALITIES

YOUR FAVOURITE COLOUR REVEALS A LOT ABOUT YOUR PERSONALITY AND DEEPEST NEEDS.

WHAT'S YOUR FAVOURITE COLOUR?

 <p>RED You are energetic, optimistic, courageous and confident.</p> <p>Deepest need: Physical achievement, fulfillment and satisfaction.</p>	 <p>ORANGE You are warm, friendly, tolerant and accepting of others.</p> <p>Deepest need: To be with people, to socialize with them, and be accepted and respected as part of a group.</p>	 <p>YELLOW You are cheerful and like to be with others. You are an ideas person.</p> <p>Deepest need: Logical order in your everyday life.</p>	 <p>GREEN You are kind, generous and compassionate.</p> <p>Deepest need: To belong, to love and be loved, and to feel safe and secure.</p>
 <p>BLUE You are conservative, reliable and trustworthy.</p> <p>Deepest need: To feel inner peace and truth.</p>	 <p>INDIGO You are honest, compassionate and understanding. Integrity is an extremely important to you.</p> <p>Deepest need: To feel in harmony and at one with the Universe.</p>	 <p>VIOLET You are a gentle soul and free spirit. Your feelings run deep.</p> <p>Deepest need: Emotional security and to create order and perfection in all areas of your life, including your spiritual life.</p>	 <p>PINK You are loving, kind, and sensitive to the needs of others.</p> <p>Deepest need: To be accepted and loved unconditionally.</p>

 <p>MAGENTA You are imaginative and creative. You love to surround yourself with beauty.</p> <p>Deepest need: To have a perfect balance in your physical, emotional, mental and spiritual attributes.</p>	 <p>TURQUOISE You are friendly and approachable, and easy to communicate with.</p> <p>Deepest need: To be able express your hopes and dreams no matter how unrealistic they may be.</p>	 <p>GREY You are cool and calm.</p> <p>Deepest need: To be respected for who you are.</p>	 <p>WHITE You are neat and immaculate in your appearance. You are forgiving, with a positive and optimistic nature.</p> <p>Deepest need: To create simplicity in your life.</p>
 <p>BLACK Prestige and power are important to you. You are strong-willed and determined.</p> <p>Deepest need: To have power and control.</p>	 <p>BROWN You are honest, down-to-earth and wholesome.</p> <p>Deepest need: A safe, secure, simple and comfortable existence.</p>	 <p>SILVER You are intuitive and insightful, and have a strong connection with a higher spiritual guidance.</p> <p>Deepest need: To feel deep meaning and spiritual fulfillment in your life.</p>	 <p>GOLD You radiate charisma, personality and individuality.</p> <p>Deepest need: To acquire the deepest knowledge and understanding of yourself as a spiritual being.</p>


www.thecolouroption.com

Source: girlsaskguys.com, thecolouroption.com

Topic 03

Colors in Marketing

The psychology of color as it relates to persuasion is one of the most interesting — and most controversial — aspects of marketing.

Color is too dependent on personal experiences to be universally translated to specific feelings. Research shows that personal preferences, experiences, upbringings, cultural differences, and context muddy the effect that individual colors have on us.



Topic 03

Colors in Marketing

RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate active EXCITING bold energy youthful physical PIONEERING leader willpower confidence ambition POWER	MEANS: love calm respect WARMTH longterm feminine intuitive care assertive sensitive NURTURE possibilities UNCONDITIONAL	MEANS: DEEP creativity unconventional original stimulation individual WEALTHmodesty compassion DISTINGUISHED respectable fantasy	MEANS: trust order LOYALTY sincere authority communication confidence PEACE integrity control responsible success CALM masculine	MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivityNATURE generous clarity prosperity good judgement safetystable	MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals awarePURSUE OPEN ambition	MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert socialNEW DEAL FREEDOM impulse motivation
BRANDS: Kellogg's VIRGIN LEGO Coca-Cola Nintendo Red Bull Pinterest	BRANDS: BBC three Barbie COSMOPOLITAN VICTORIA'S SECRET	BRANDS: Cadbury YAHOO! Hallmark Milk Zoopla.co.uk Your advantage is property	BRANDS: Facebook Ge Reebok British Gas t GAP	BRANDS: bp H Holiday Inn tic tac LACOSTE	BRANDS: e intel Blu-ray Disc skype Twitter WordPress	BRANDS: Fanta orange Penguin MasterCard bitly B

boutique

Evaluation activity



Which are the primary colors?

1. Red, Blue, Green
2. Yellow, Green, Purple
3. Red, Yellow, Blue

Evaluation activity

2



How many are the tertiary colors?

1. Twelve
2. Four
3. Six

Evaluation activity



Which colors are part of the warm color spectrum?

1. Red
2. Purple
3. Yellow
4. Orange
5. Green

Evaluation activity



Which is your favorite color and what emotions relate to it?

Evaluation activity



Choose a brand you like and analyze its colors. What emotions does it inspire?

Unit 2:
How to
draw
a
mandala?



Topic

01

What is a Mandala?

The word mandala comes from Sanskrit and it means “Circle”. Mandalas come in many forms - it is a geometric configuration of symbols. A mandala generally represents the spiritual journey, starting from outside to the inner core, through layers. In the Eastern religions of Hinduism, Buddhism, Jainism and Shintoism it is used as a map representing deities, or actual shrines. Mandalas are Buddhist devotional images often deemed a diagram or symbol of an ideal universe.



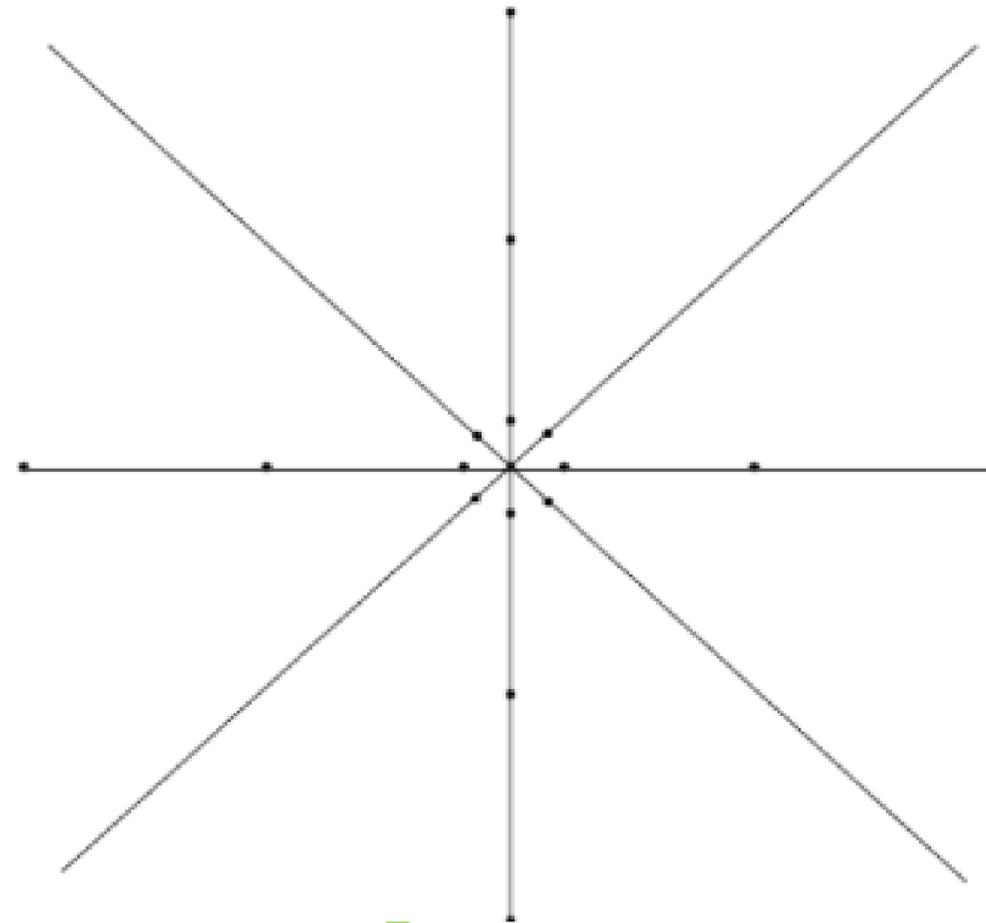
It appears in the art and architecture – in one form or another – of various cultures around the world. Mandalas are great tools for meditation and increasing self-awareness. The best thing about designing your own mandala is that you have the freedom to choose whatever shapes and colors that you feel express your sense of self and your view of reality.

Topic 02

How to draw it? (1)

Here we'll show how to draw a mandala, following some simple steps:

1. Start from a big PLUS sign. You could help yourself with a ruler for better results.
2. Then, draw three dots from the center on each of the "hands" or "beams" of the Plus as shown here.
3. Add a large X shape through the diagonals and the center.

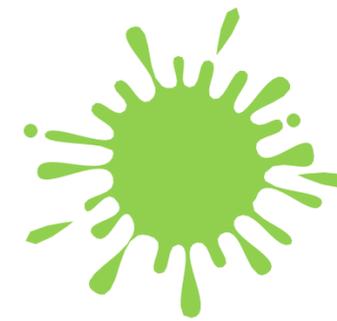
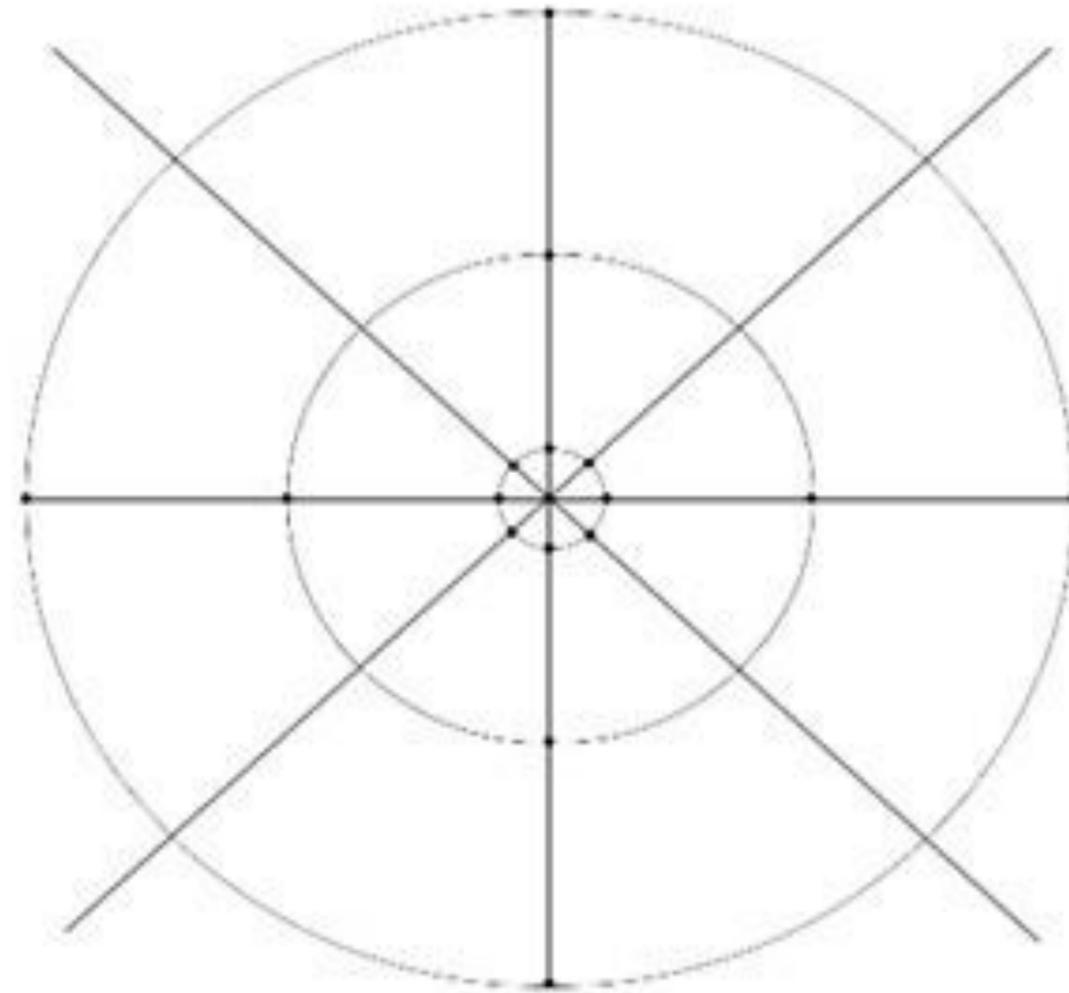


Topic 02

How to draw it? (2)



Connect the dots into circles. To do this, start at one dot, and draw a curved line to the next dot, and so on. It's okay if you make mistakes and it's not perfect. The example here is made on a computer program.



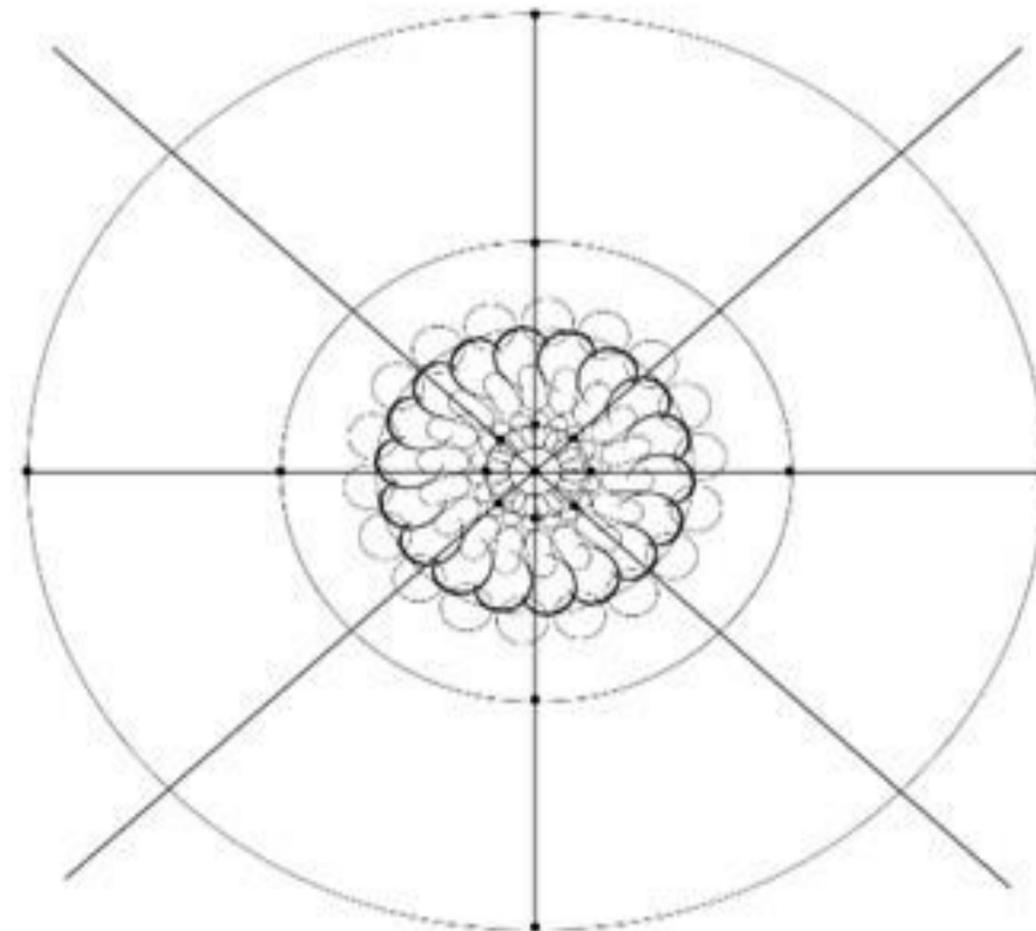
Topic 02

How to draw it? (3)



Now start drawing designs in your mandala. You may begin with circles and oval forms or triangles, raindrops, loops, etc. All depends according to your feeling. You can start from the center, or you can start from anywhere where you feel inspired to make some marks. It's good if you repeat your pattern.

It's a slow process that requires time and devotion but hey, that's the whole point: to exit reality and dive into your imagination.



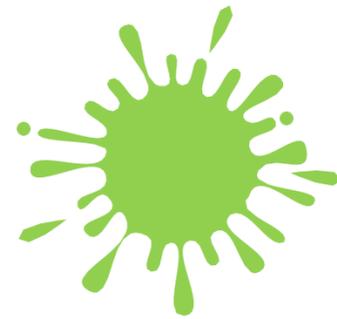
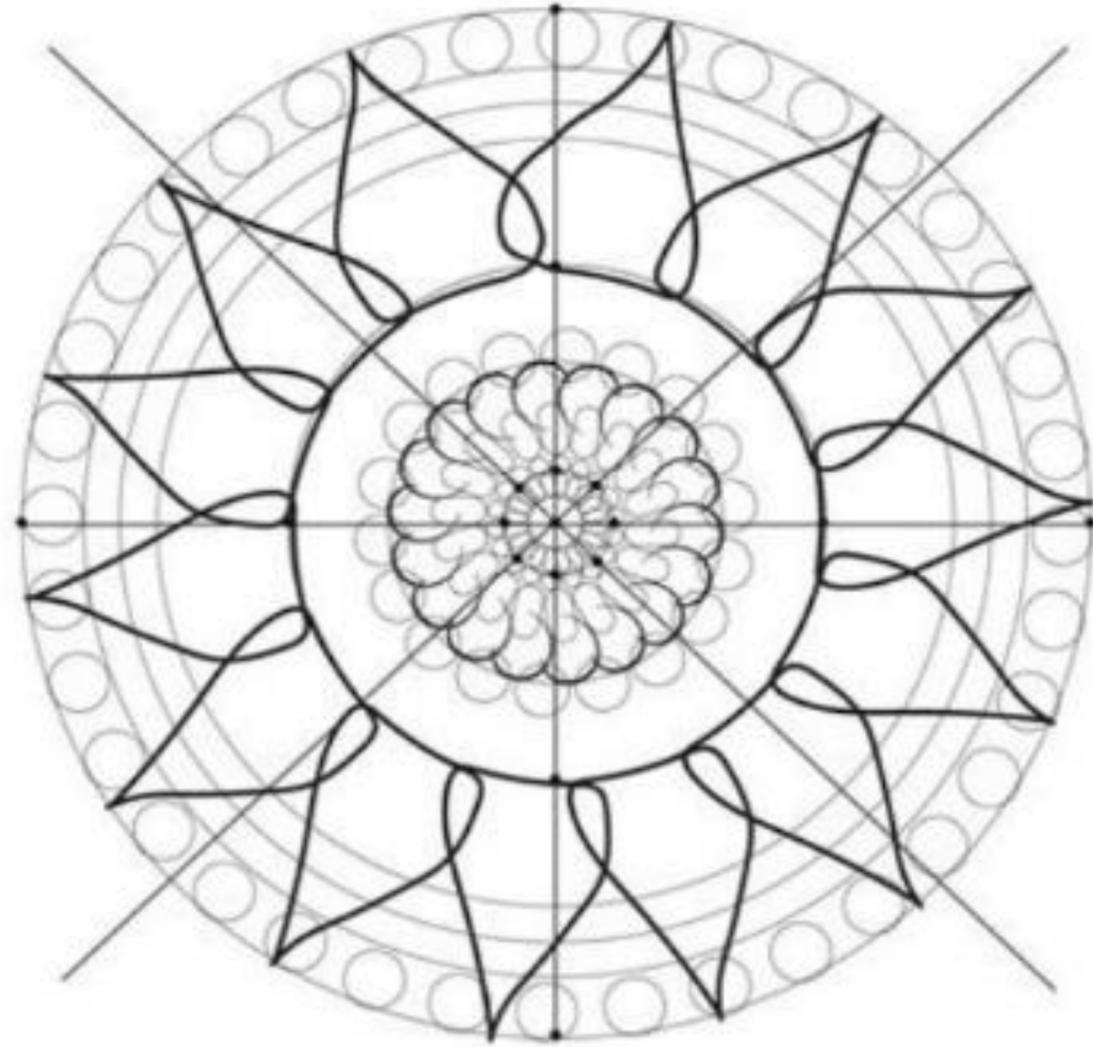
Topic

02

How to draw it? (4)



Continue this way until you fulfill the empty space.



Topic 03

Apply color theory!

From the previous Unit you already have knowledge on basic color theory. You can even create your own color palettes! Apply what you've learnt and begin coloring the mandala with your favorite colors.

Here we used the opposing colors of the color wheel, or you might say contrasting colors. This mandala is executed in some hues of blue and some hues of orange. We also used black contour for making it more expressive, it's entirely up to you whether you add it or not.



Topic 03

Apply color theory!



Adding details

After painting with the main colors, you can always come back and add some more details if you feel that some parts look empty. Remember, the more details make the mandala more finished and interesting.



Evaluation activity



What does the word “mandala” mean?

1. Life
2. Tree
3. Circle

Evaluation activity



What is the mandala used for in Hinduism?

1. As a map representing deities
2. As a star map
3. As a reflection of the person's chakras

Evaluation activity



What colors and shapes can be used to fill in a mandala?

1. Circles, flowers, raindrops
2. Everything the artist feels fits the purpose
3. Geometrical shapes: triangles, circles, squares

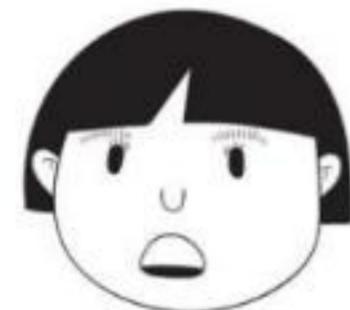
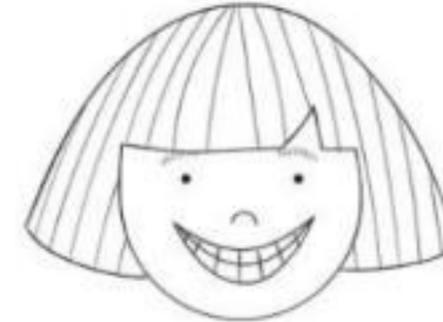
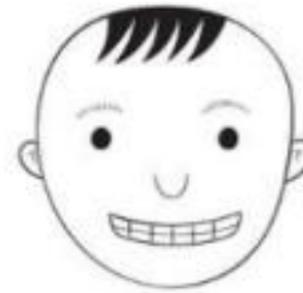
Evaluation activity



Follow the instructions and draw your own mandala. Then fill it with colors of your choice.



Unit 3:
Drawing
facial
expressions in
cartoon style



Topic 01

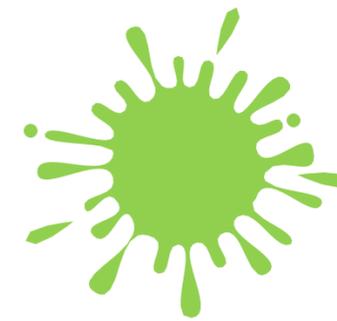
Basic facial expressions



Facial expressions are one of the most powerful ways we, humans, have for communicating with one another. The human face is the most intricate and versatile of all animals. Emotions are an incredibly important aspect of human life and so far, we learned how colors affect emotions. Now we will learn which are the basic emotions that appear on human face and how to draw them on paper.

There are six essential emotions:

- Happiness
- Sadness
- Surprise
- Fear
- Anger
- Disgust



Topic 02

Simplicity is key

Many young artists start drawing human expression using tones of details as they believe this way their character will be more “real” and believable. It takes a lot of practice to reach to the point which is: you must keep it simple! Check out the old Disney movies or the modern Pixar animations. They all have one thing in common: memorable characters are simply drawn. No extra lines and confusing expressions.

Here some examples:



Aladdin
(1992 Disney film)



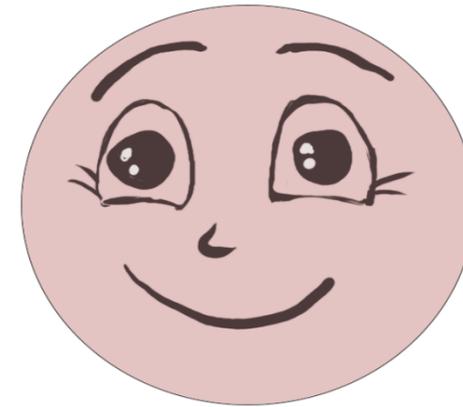
Arcane (2021 Netflix)



Inside Out (2015 Film) Walt
Disney Pictures Pixar
Animation Studios

Topic 03

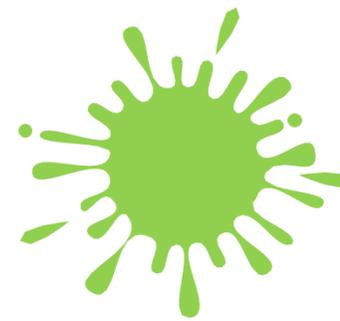
1. Happy face



Try it out!



You can copy the lines of the face or try on your own. The important is to follow the lines of the expression: nice curvy smile and the eyebrows that mirror it. Adding some white spots in the eyes will make your character cute and it will visually open it.



Topic 03

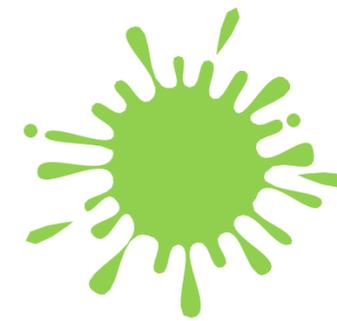
Try it out!



2. Sad face



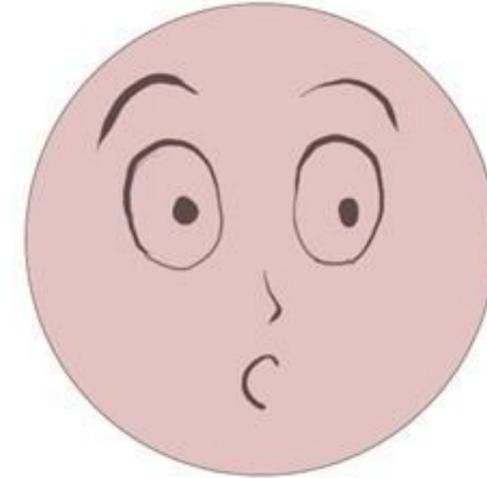
The sad face is just too opposite of happy not only as an emotion but as a drawing as well. The curves are pointed toward the center of the circle, inner corners of eyebrows raised eyelids loose, lip corners pulled down.



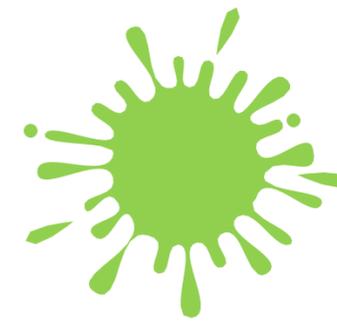
3. Surprised face

Topic **03**

Try it out!



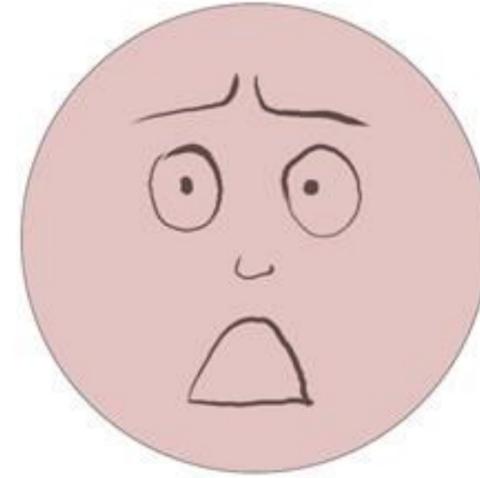
Surprised face can be described with wide open eyes, the pupils are small, the eyebrows are raised, and mouth can be wide or little open.



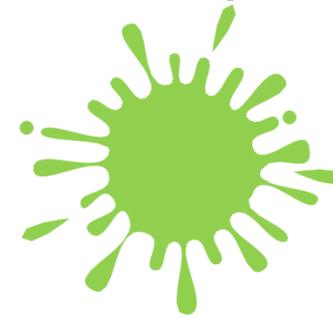
4. Afraid face

Topic **03**

Try it out!



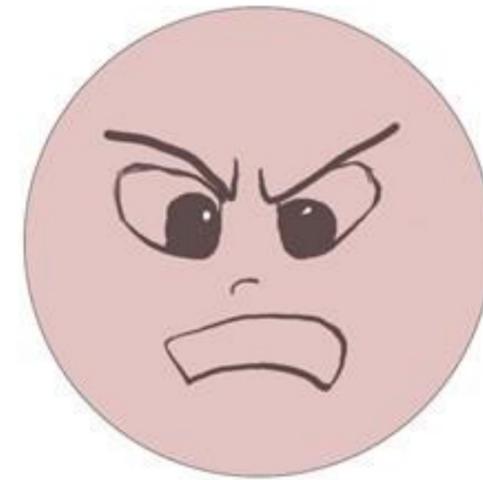
While both expressions show distinctly raised eyebrows, a fearful expression's eyebrows are straighter and more horizontal whereas in surprise they are raised and curved. Mouth is in a flipped “D” shape.



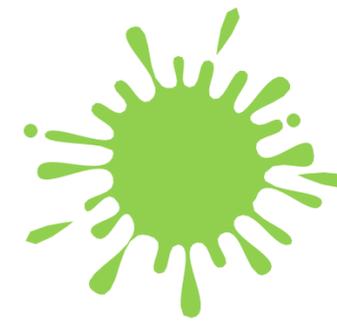
5. Angry face

Topic **03**

Try it out!



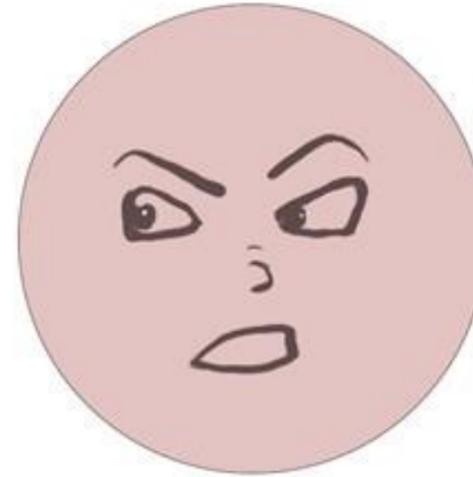
The most common feature of the angry face is the lowered eyebrows and the open mouth, curved downwards into a yell.



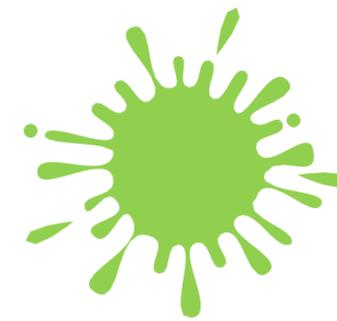
6. Disgusted face

Topic **03**

Try it out!



Eyebrows pulled down, nose wrinkled, upper lip pulled up, lips loose, and narrowing of the eyes: these are the features of disgust. It's almost an unmistakable look.



Topic

03

Once we clarify the main features, we can proceed with adding different details and colors.



Evaluation activity



Which of the answers contains only essential emotions?

1. Happiness, Surprise, Fear
2. Disgust, Surprise, Hatred
3. Sadness, Guilt, Love

Evaluation activity



Which emotion do the following characteristics describe best?

The curves point toward the center of the face, the inner corners of eyebrows are raised, the eyelids are loose, the lip corners are pulled down:

1. Happiness
2. Surprise
3. Disgust
4. Sadness

Evaluation activity



Which of the statements is true?

1. Adding more details to the facial expression makes it easy to remember.
2. Memorable characters are usually drawn in a simple way.
3. There are no confusing facial expressions.

Evaluation activity



Experiment with drawing different emotions by using/combining characteristics of the faces described above. What does a happy face look like? What does an angry face look like? How about a surprised one? A curious one?

Try it out!

Further Readings



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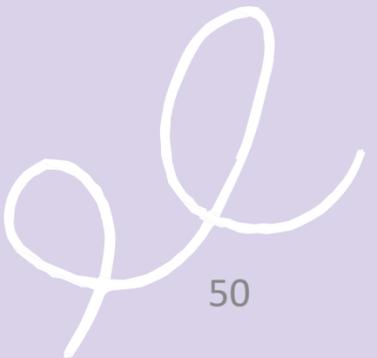
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<https://en.wikipedia.org/wiki/Mandala>



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