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Elements of Art and Design Paper

On November 1st I went to the Metropolitan Museum of Art. I went to the second floor on the very last hour of my visit. I went into the room of contemporary and modern arts and I saw amazing paintings, Although there was one that caught my attention in particular which was the beautiful Oleanders painting. This oil on canvas painting was painted by the legendary artist Vincent Van Gogh. The reason why it attracted my attention was because of the beautiful pastel colors it has, the painting had colors of green, pink, yellow, brown, grey, orange and blue. I noticed that this painting in particular was only a mixture of tertiary colors, which are third level colors, that are formed by mixing primary colors with secondary colors (Bell, Ternus, 2012). I believe that for the artist Vincent, it might have been difficult to get these precise colors. The painting has a lime colored background in the center of the painting there's a beautiful Oleanders which are a specific type of flowers, making it a centerpiece on a table. Having the Oleanders on the center of the table of the painting it creates a big emphasis on them. Emphasis is the special focus or stress placed on an item to highlight it in a presentation (Bell, Ternus, 2011). The Oleanders are particularly a pastel pink. The pink tints seems to be mixed with a lot of white in order to get this particular color. Tints are a color that is formed by adding white to a basic color to make it lighter in appearance (Bell, Ternus, 2012). On the left side of the painting, Vincent

added a yellow reading book on a solid grey table that had solid rectangular lines next to the oleanders. The table on the painting is a rectangular shape with orange dark borders all around it. These lines are very bold, making it almost so hard to not look at, the orange bordered lines are the darkest color in this painting. Lines according to Bell and Ternus are linear elements that sets a mood, long horizontal lines can suggest calm and stability (Bell, Ternus, 2012). These emotions is exactly what Vincent led me to feel while looking at this painting.

After the visit to the Met, I walked all through Madison and encountered myself with an amazing visual display window of Dolce Gabbana. Right away there was many similarities with Vincent's Painting. Color according to Bell and Ternus is used as a tool to communicate visually in building a visual grammar in art. Color is an element of art composed of three properties, which include value, intensity, and hue (Bell, Ternus, Pg 47). The window display of Dolce Gabbana window contained pastel colors but also dark intense colors. The visual display had two mannequins with dark green flower print dresses on. The background is what caught my attention the most, just because it was a lot of huge leaves and ironic oversized vegetables like carrots and peas. It looked like a garden of vegetables behind these mannequins. Besides all of the visual props, the colors coordinated very well, it was highly consistent. It contained a lot of black, green, orange, white and light pink just like Vincent's Oleanders. The only difference in color is that Vincent's colors tend to be a little bit more softer than Dolce Gabbana's window.

In Addition, The reason why I compared both Vincents and Dolce Gabbana's window is because they both have soft pastel colors all around. Although Dolce Gabbana's window is more elaborate, it does not have consistency in line work and it is more all over the place just like Vincent's Oleanders. The proportion seems to be similar between both the painting and display

window. Proportion describes the relationship between the apparent size, mass, scale, or optical weight of two or more objects (Bell, Ternus, 2012). Vincent's painting was in a pretty large frame, Vincent executed on using every corner of the painting. Dolce Gabbana's window shows the same elements, they did a great job using every space available to make the window look vivid and realistic rather than plain. The window is pretty big and they used all the space necessary to fill it in with any prop or garment.

Texture refers to the way the surface actually feels to the touch or how it appears that it might feel if touched (Bell, Ternus, 2012). Straight off the back, as soon as you see the painting, even though you can not touch it you can see that it has a rough 3D texture. If it were to be able to touch you can feel every stroke of paint in this painting. It seems like Vincent went over the colors frequently to get this texture. Even if the painting looked like it had rough texture, the painting is placed in a bright room, therefore, making the painting look more subtle and calm. The lighting plays a big role in this painting, if the painting were to be in a dark room shined with a light, the paint would look more intense and seen without any texture effect.

Both did very well by creating a technique where they make a person feel intrigued and soothing to look at. Also, both Vincent and Dolce Gabbana created a harmony effect. Harmony is when it is an artful element, creating a visible unity. It is a careful selection of complimentary, interwoven elements that create a unified whole in keeping with a store's overall brand image (Bell, Ternus, 2012). What I also noticed is that they both present rules of repetition and rhythm. Repetition refers to employing elements like size, color, or shape several times in succession in a presentation to create a sense of rhythm and rhythm is a repetition of patterns (Bell, Ternus,

2012). Both the window and painting present these by showing a repetition of colors. They both use the same color palette, they both have big and bold statement pieces.

Art and Visual displays can both generate the same aesthetics. They both can also generate the same feelings and emotions while using our five senses. They as well can also have the same concept to its perspective viewers. They can portray very important messages through their work, whether it is positive or negative. This assignment helped me understand of both color and texture, as well as deeper sense of art and visual display. I would of never felt the same way about art and visual displays until now. I have realized that taking the time to look at art and even windows can really show a feeling through its colors and props. Painting can make you feel calm, sad or happy, or wanting to insualize yourself in that painting or it can make you question as to what was the reason behind certain pieces of the art. As well as visual displays, it can make the consumers in visualize the customers in the garment, the props that come with windows make a huge difference making the window come alive in color and texture.

References

Bell, Ternus, J.K. (2012). Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, Fourth Edition. (Chapter 3).

Metropolitan Museum of Art located on 1000 Fifth Avenue New York, NY