

Art in Visual Display

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Elements of design terms

Color

In visual art and display, color refers to characteristics of human perception that arises after the cone cells in human eyes have been stimulated by electromagnetic radiation emerging from visible spectrum. Therefore, color can be described based on its shade i.e. darker tint i.e. lighter and value i.e. brightness, luminosity and lightness (Hockings, 2017). For example, the color in the visual merchandising picture is more luminous compared to the color in the artwork from the museum gallery. On the other hand, the artwork has a darker shade on the front and a relative tint at the back. The vice versa is true for the merchandising picture which is greatly tinted on the front while the back bears a slightly darker shade.

Texture

The manner in which a given surface feels or is perceived to feel when using the sense of touch is referred to as texture in visual art and display. As a result, texture is not only used to describe the appearance of the surface but also the radiance of the same object (Hockings, 2017). For instance, while the frame of the artwork appears to be rough, the image seems to be smooth when touched. On the contrary, everything present in the merchandising picture appears to be smoother. Similarly, the visual merchandising picture has repeated motifs thus certain a texture that resembles a well defined pattern. Contrary to this, the museum artwork does not have elaborative patterns.

Line

Visual art and display is usually defined by lines which refer to a moving point in space. In defining a given artwork, line can be described as vertical, diagonal, horizontal or curved presented in different widths and textures. Lines can also be continuous, implied or broken. In respect to this museum piece is enclosed within a frame with clear vertical and horizontal lines (Doyle, 2017). Looking at the merchandising picture one is able to realize that some objects have been used to create broken lines running vertically, horizontally as well as diagonally. Curved lines are used essentially to depict the shape of the images within each piece. While the audience's eye can easily be guided by the lines created in the merchandising piece, the case is not the same in relation to the museum piece.

Form

Form refers to three dimensional objects have been illustrated clearly within both pieces using other elements such as shapes, color (tone and tint), and texture (Hockings, 2017). It is easier to measure and get the dimensions of major objects presented in the merchandising piece compared to those presented in the museum artwork. This is essential because the form created by objects in the museum piece is as a result of color tinting and shading. As opposed to color effects, the form in the merchandising piece is majorly created by line. Despite geometric forms being used in both pieces the one in the museum piece have been manipulated to imitate the organic form while shadows can also be seen in both pieces.

Shape

Shape is essential for identifying and differentiating between two or more dimensional areas occupied by specific objects. That means shape can be defined as two or more dimensional areas standing out from spaces adjacent to or around them as a result of either implied or defined boundary. Color presented through shade, hue and tint have been used to create implied boundaries to establish shape in the museum piece (Wood, 2012). On the other hand, color hues have been used to develop lines thus establishing defined boundaries between objects in the merchandising piece in order to give it shape. Generally, the shape in the merchandising piece generates the feeling of order and control whereas the shape in the museum piece generates a natural feeling.

Space

Each object within any given artwork usually occupies a specified area commonly referred to as space in order to establish the desired design. In both pieces, the objects have been arranged such that they appear to be overlapping. The objects of great emphasis have been put in front and thus they appear to be occupying more space compared to others. They also appear to be bigger in size and much closer to the audience while the others are depicted to be far away (Doyle, 2017). Shading has been used to establish gradation marks in both pieces to give the impression that objects are three dimensional. While each object has been allocated distinctive space in the merchandising piece, objects in the museum piece seem to be much closer to one another.

Influences

Art and life have direct substantial effects on each other's thus they are considered raw materials and products for the other. For instance, most artists usually draw their inspirations from real life events to produce their pieces. Like to is in the case of the museum piece, the artist wanted to demonstrate the agony that mothers goes through when they have breastfeeding babies yet they are expected to search for food for other family members. On the other hand, some people get ideas on the effective ways of living by studying and understanding the messages presented by artworks (Wood, 2012). However, most artworks tend to change in order to suit and depict the life at any given moment. On the contrary, life does not change to imitate the trends as set out in artworks.

Lessons

Through this assignment I have been able to realize that visual merchandising is a form of art and thus has substantial impacts on the audience. This implies that visual merchandising should enable the audience to develop the necessary sensual experience. That is to say like artworks, visual merchandising should be exiting as well as arouse all the senses within the audience. Just the way artworks impacts life, visual merchandising should set the mood for an interesting event accompanied by a certain theme (Doyle, 2017). In other words, art and visual merchandising should be designed in a manner that establishes relationships with other essential aspects of life. Therefore, visual merchandizes should be able to understand the role of elements of art and design and apply related principles.

Art vs. visual display

Visual display is the most appropriate way for converting artworks from two dimensional to three dimensional figures. Just like art, visual display requires knowledge and skills about space management and component arrangement in order to understand how to prioritize areas when planning. Both art and visual displays are developed with the aim of telling a certain story. However, unlike art whereby the artists express their thoughts, visual display requires the merchandiser to try and think like the audience (Wood, 2012). Similarly, the major purpose of visual display is normally to drive sales while art can be produced mainly for fun and entertainment.

References

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