

UNIT 2: CHAPTER 3

Education and Training in Art

You have learned that people create art because of the special urges and abilities human beings have. But education in art is also important. In many cultures, learning about art is a natural part of growing up. Art skills are passed from one generation to another. Artists learn from each other without going to school. In ancient Egypt, slaves were trained to create art following strict rules. Most of the art was created to please and honor powerful rulers and their gods.

During the Renaissance - a period from 1400 to 1600 in Europe - artists were educated by an apprenticeship system. As an apprentice, you would live with a master artist and be a helper. In exchange for your help, you would learn art skills. Your apprenticeship might begin between the ages of nine and fourteen.

Today, many people are well-educated amateurs in art. This means they take classes in art and practice on their own. They love to create art but have no interest in art as a career or job. Most professional artists begin as amateurs. They love to create art and study it, but they also want art to be a lifelong career. You may want to have a career in art. Even if you don't, you can learn about the varieties of careers in art. You will meet many people in art-related work. You will discover that almost every job requires some art-related skills.



CAREERS IN ART

Today there are hundreds of careers in art. All of them require a love of art and interest in learning more about it. Most art careers require education in an art school or college. The best way to prepare for an art career is to learn about many kinds of art and to study art history. A few art careers are reviewed in the rest of this chapter. Your teacher

and school counselors can help you learn more about art schools and colleges with programs that fit your interests.

Architecture and Environmental Art

Architecture is the art of planning buildings and spaces for people. The buildings must be well-constructed and practical to use. They also must be aesthetically pleasing - they must fit into the community and have special meaning to the people who see and use them. Some architects work for homeowners. Others specialize in design for offices, hotels, stores, hospitals, or government buildings. Architects have an excellent background in mathematics and are interested in three-dimensional design on a large scale. Most have drawing skills. Many are now using computers as tools to help design buildings. Landscape architects design outdoor spaces. These include parks, areas around buildings, play areas, natural preserves, and golf courses.



Maya Ying Lin, Vietnam Veterans Memorial, 1980-1982. Black Granite. Constitution Gardens, Washington, DC. Photograph Courtesy National Park Service.

Landscape architects plan the way flowers, trees, shrubs, ponds, and other natural parts of the environment are kept the same or changed. They think of the way people and nature affect each other and try to improve on that. Most landscape architects work with building architects. Some set up their own companies. Their work combines an interest in nature, and architecture.

Interior designers plan the interior spaces of rooms, so they are attractive and useful to people. They help clients decide on a design for the lighting, furnishings, wall coverings, floors, and accessories. They help clients make choices by presenting plans, drawings, and models of interiors.



Vaux Le Vicomte (France)



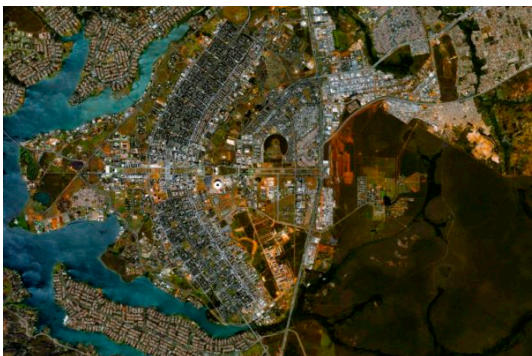
*New York Central Park
(Manhattan)*

Interior designers are familiar with historical styles of interiors. They keep files on all up-to-date products and materials for interiors. Some interior designers specialize in planning spaces for stores, museums and the like.



Karim Rashid's interior design portfolio expands beyond product to interiors such as the Morimoto restaurant, Philadelphia; Semiramis Hotel, Athens; Nhow Hotel, Berlin. These dining chairs belong to the Vertex Collection and were used in a restaurant to complement the bold colours from the walls.

City planners help cities plan for the growth and redevelopment of city spaces. This process is often called urban renewal. One part of urban renewal is preserving historic buildings. City planners give advice on how to use land and improve basic services such as transportation. They try to solve problems by working with many different groups and specialists. They consult neighborhood groups, business people and technicians such as engineers. Some city planners design entirely new communities.



Brasilia City, Brazil and Chandigarh, India

Art and Design for Business

Many artists work for business and industry. The major fields are graphic design, industrial design, and fashion design. Graphic design is art based on communication with printed words and illustrations. Most graphic design is artwork prepared for printing in books, magazines, and other publications. Graphic designers use plans, called layouts, to show the spacing and placement of elements in their designs. Graphic designers also plan posters, billboards, advertisements, books, record covers and packages. Some create plans for corporate identity programs - ways to give companies a look, or visual identity, that people recognize as special for those companies. In a corporate identity program, the designer creates a logo, or visual symbol. The logo is used on printed material, packages, uniforms, trucks, and other items.

Many graphic designers use computers to help create their work. For some, making computer-based graphic images for clients is the only thing they do. Related fields of work are illustration, editorial cartoons, comic strip art, photo illustration and graphics for television.

Industrial designers plan products for industry. They plan the three-dimensional forms of things such as automobiles, furniture, dinnerware, telephones, and appliances. Some specialize in package design. Others design machinery and medical equipment. Industrial designers often work with engineers and other technicians. The designer plans the product, so it works well and has an attractive form that fits the way it is used. Industrial designers must understand the materials and methods used to manufacture production. They draw plans and create working models, called prototypes, of products that will be mass-produced later.

Fashion designers plan clothing and accessories such as shoes, hats, jewelry, and handbags that we wear. Some work only in high fashion, or haute couture. Haute couture designs are created to attract international attention and rich buyers. Sometimes the designs are copied by people who manufacture low-priced clothing. Fashion design is a broad field that includes textile design, costume design and specialties such as jewelry design. Some people trained in fashion design work on children's clothing, uniform design, and other specialties.



Entertainment, Journalism and Advertising

Most of our entertainment and news today depends on visual images. This means that many art-related careers can be found in film, television, theater, and places where news and information are put together.

Photography is widely used in these careers. Photo-journalists use cameras to report news. Some specialize in still photography. Others are trained in using cameras for motion pictures or television.



All major advertising companies have art directors who work with writers and other artists. Together, they work out plans for advertising in places such as television, magazines and billboards. They create layouts for the ads. Other specialists help in the final production.

Most publishers of books, magazines and newspapers have art directors who coordinate the work of other graphic designers and illustrators. Art directors are also employed for films, television dramas and stage plays. They work with scenic and costume designers, lighting specialists, makeup artists and hairstylists. Motion picture and television companies hire artists who are skilled in using cameras and in editing film or tape.

Animation and special effects are also fascinating careers. Film animations are created from many separate drawings or illustrations - about twenty-four for each second of motion picture film. The films are planned around storyboards - sketches that look like comic strips.



The final artwork is prepared by artists who specialize in drawing the characters or the background scenes or filling in outlined areas. Animated films can also use puppet-like figures, clay models and other flexible materials. Computers are now being used for film animation. Computers make this long production process easier. Special effects are



visual "magic" that artists create for film, television, and theater. These artists create illusions by combining things such as lighting, backgrounds, costumes, or animated figures. Some illusions are created with computers and trick photography. Other illusions rely on papier-mache, cardboard models and the like. Special effects artists are inventive, versatile and know how to work with other technicians.

Fine Arts and Crafts

Almost all people who choose art as a career start out with an interest in drawing, painting, sculpture, or crafts. Fine artists create paintings, sculpture, and other kinds of art mostly to please themselves. Their work is called fine art because it is created for personal expression and satisfaction.

Many craftworkers also approach their work as a fine art. They create ceramics or fiber art, or work in other materials because they find it challenging. Even if the craft is useful, such as pottery or basketry, they design and make the craftworks to please themselves more than the purchasers. Most fine artists and craftworkers sell their work through galleries or other exhibitions. Because these fields of art are so competitive, many artists and crafts workers have other jobs to earn a living.

Only a few fine artists and craftworkers achieve national or international reputations. Many well-known artists were unrecognized during their own lifetimes. Others who were very popular at another time are nearly forgotten today. Because judgments about artistic merit do change, most fine artists believe the best way to work is to be true to themselves as they create art.



Art Research, Service and Education

Many careers have to do with the study of art and supporting the work of artists. Many people are trained in artwork for art museums. Curators are experts in the history of art who do research on artworks in museums. Preservation specialists learn ways to save artworks from decay. Restorers carefully clean and repair damaged work. Exhibition designers plan displays of items in museums. Docents give tours to people who visit museums. Education curators teach people about the museum and its collections.

Art educators help people learn about art. Art teachers help people learn about the whole world of art - creating art, studying it and appreciating it. Artist-teachers are people who create art and teach it.



Art therapists work in hospitals, clinics and other centers that help disabled or troubled people. They introduce art as one of many ways for people to think about their talents and understand themselves.



Scholars do research in art. Art historians study works of art, artists and the cultural conditions that explain artists' works. They write about their research and often teach art history. Many work in museums or universities. Some scholars are psychologists who want to find out how and why people become interested in art. Some lawyers help artists and art agencies solve problems.

Aestheticians are philosophers of art. They specialize in logical thinking and writing about art. Most aestheticians teach in universities. They help people understand how art theories can influence all kinds of work in art.

Art critics are also writers. Some are journalists who write for newspapers. Others write for art magazines. Their job is to describe, analyze, interpret, and judge art as thoughtfully as they can. Other important people in the art world are gallery owners, who sell art; collectors, who buy art; and art consultants or dealers, who help buyers find artwork to purchase. The most important people in the art world are you and other citizens. Your role is important even if you do not choose art as a career. All art is created to be seen and understood. The freedom of artists to create their work depends on the ability of people to appreciate and support it.

SKETCHBOOK ASSIGNMENT 2-12

CHECK YOUR UNDERSTANDING: Why is education in art important in a democratic society? Can you see why dictators might want to limit the kind of art people can see or create?

