UNIT 3 BRANCHES OF ART

3.1 INTRODUCTION

In the previous two units we have learnt about the meaning, function, nature of art and its need to humanity. We also explored the language of arts and what are the principles that govern art. It was also interesting to know how Indian tribal, folk and classical arts evolved and are still prevailing as living traditions. In this unit we will study more about the nature of the diversity in arts. As a result of diversity, we have many types of arts. Art exists in the concrete types like literature, theatre, drawing, painting, sculpture, choreography, music, architecture, applied and decorative arts, circus, art photography, cinema, television and digital arts.

Why do we have such diversity in arts? The diversity has created several branches in art. The real reason for the division of arts into branches is the diversity in social practices. The human ability to sing, dance, appreciate beauty in nature and create a beautiful surroundings. All such abilities were stored and improvised through the historical periods. We will study them under different types of art.

Objectives

After reading this unit you will be able to

- understand the different types of arts;
- will learn how arts are brought under different categories;
- know about the essential qualities of each of the branches of arts; and
- we will know how in India the various arts are inter-dependent and interactive.
3.2 VISUAL ART

The arts like Drawing and Painting, Sculpture and Architecture, Print making, Photography are perceived, felt and appreciated through our vision. The visual perception is the primary element to learn and understand these arts. Hence, these arts are called as visual arts. They are also known as Fine Arts and in Indian tradition they considered as Lalit kala.

Print Making or it is popularly known as Graphic arts is one of the disciplines learnt under visual arts in colleges. It is a mechanical process of painting. We cannot create number of copies in painting where as in Graphic art we can make several prints. Usually prints are taken in three processes. Litho press, Lino cut and Metal etching. In all these, the way of working is indicated. In Litho (stone) press, drawing and colouring is done like painting on a lime stone block and then by applying various acids and chemicals, using machines in press method the required prints in number is taken. Lino is a kind of resin board where the drawing has to be created by cutting the surface of the board and then applying colours on the rollers and rolled on the Lino boards the prints have to be taken. In Metal etching the process of etching has to be carried out with minute details on the metal plate. Dipping the etched plate in chemicals and colours, with mechanical process number of prints will be taken. Prints taken in all these process are beautiful and have their own demand in art world. One has to be trained properly to know the techniques in Print making. Before the introduction of photography pictures were processed in the form of Print Making for the book illustrations.

Photography: On January 7th 1939 the camera images of Paris were demonstrated for the first time. It was considered as if the artist had discovered the method of writing with light. It was reproducing the objects by the use of laws of optics and chemistry. The invention of photography has changed the world in many ways. The most valuable feature of photography is that the images have documentary significance. It records the fact of life or place in perpetuity. Photography offers artistically expressive and authentic frozen image of the reality. In the beginning the photographs were taken in black and white, later colour photography was introduced. At present it is digital photography which has created revolution in still picture and motion picture and also in the field of painting. The techniques of painting changed in Europe as a challenge to photo images.

3.3 PERFORMING ART

Arts like theatre (drama), music, dance and choreography are known as performing arts. These arts have to be performed before the viewers or audience. Theatre is an art that presents the world aesthetically through dramatic action performed by actors before spectators. The basis of theatre is dramaturgy. The creative process of acting and performing takes place before the audience directly. India has richly contributed the text of Natyashastra to the world of dramaturgy.

Music is regarded as the mother of all arts. It brings together dance and theatre. Music originated with the imitation of sound from nature through voice or musical instruments. The basis of music is rhythm and harmony which blend to produce melody. The first form of music is found in folk tunes and songs. Later, these tunes were improved with special features and charged with emotions. That is why the art of music directly touches the audience and is known as ‘direct language of
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Music stirs the feelings like joy, sorrow, and many different ranges of emotions in the listener. Music creates the spiritual experience to singer and listener.

We will not discuss about dance here because a complete Block - 4 is dedicated to dance where you will study the shastra and prayoga, the science and art of dance in all possible manner. However, we will learn about Choreography in this unit. In Choreography all aspects of art is combined to present an interesting theme. It involves dance, music, theatre, design, costume, characters, settings etc. It is compositional in nature. Choreographer is a composer who will also perform the role of a director having the knowledge of literature, music, dance, and theatre and stage design. Choreography as an important art form evolved in Russian society during middle ages and then became common in all European countries. In Indian theatrical tradition choreographer has a major role to play. The entire Natyashastra is the science of choreography.

3.4 DECORATIVE ART

Decorative art is the artistic mastering of environment surrounding man. It is the everyday art where man needs some kind of artistic decoration for the man-made environment such as buildings, structures, interiors and the art objects. It serves to create beauty in and near houses and public buildings. Wearing special textiles, wearing jewels, are also considered as decorative arts. The jewels, beads, carpets, door handle, a fence, a window pane and lamp can be works of decorative arts.

Decorative arts depend much on painting and sculpture. The decorative art objects are made of wood, metal, stone, precious stone, clay, etc. The elements are arranged in composition with the blending of colours. The artist who creates decorative art has special skills of giving finishing touches to his works and decorating anything tastefully is another achievement.

Decorative art is the art of decoration but not over-decoration. The taste of the person is well reflected in decoration. They express the style of the historical periods. The houses, temples, palaces, and the shops are decorated with different objects from time to time.

3.5 LITERARY ART

Literature is another important form of artistic expression. Literature artistically masters the world through the artistic use of language. The subjects are so varied and the scope of literature is always expanding. The arts like dance, music and theatre very much need literature to communicate through the language the people understand. Literature gives the direction for these arts apart from having status of its own. Image and beauty are the eternal forms of literature. The word is the constructing material for literature. Each word used in literature adds to the imagery and expression in literature like each brush stroke adds value to the painting. The power in the word is the internal strength of the content. Now, let us understand other arts.

3.6 APPLIED ART

One of the most ancient and still developing forms of art is the applied art. Applied art is found even in our everyday utensils and other art objects. The
objects surrounding us in our daily life and creating our comfort come under applied art. The objects which have utility value and commercial importance are designed by an artist. The design is applied and the objects are produced in large scale. When they are brought to the selling place they are known as products or commodity. These can be luxury objects using expensive or ordinary material. For example, we come across soap boxes or containers very artistically designed and also plastic or tin boxes available in any shop.

Before producing a product lot of researching takes place. The applied artist will be put on work like creating the best design depending on the utility point of view, then advertisement to be planned in print and electronic media. Nowadays, we see how advertisements are ruling the world. So, there is a great demand for the applied artist. The other arts like photography, computer graphics, animation, drawing, television, music are also put to application in applied art.

### 3.7 MEDIA ART

Media is a very important contribution of science and technology. With the coming up of mechanical innovations the media is the most reachable form of art. There three types of media namely, 1. Print media – the newspaper, magazines, book illustrations, bill boards etc;

2. Electronic media – cinema, television, radio,

3. Digital media – Computers, internet etc.

Media is also known as Mass media and it is an inseparable part of communication. All the other arts we have studied so far have their basic function as communication. But media art has a wider reach and communicate to a large audience crossing the countries. Whereas other arts unless printed or shown on television has limited reach. But media art depends on photography, videography, acting, singing, dancing, decoration, architecture, applied arts for broadcasting. Thus, all these arts are the sources for creating media art. In present world we can not think of life without newspaper, television or internet. Every family and house depends on them for artistic experience and communication.

### 3.8 INTERACTION BETWEEN THE ARTS IN INDIA

We have discussed various branches of arts. But whether it possible to learn all arts is a question. It is humanly impossible to learn and attain mastery over all arts because one has to acquire the mastery over the medium. Each art has its own language, own medium and own way of learning. Like any other field of education art also needs long time to learn and practice. Only through continuous learning and perfecting by rigorous practising one can achieve success. Even in arts like music, you can gain proficiency by learning one tradition, either Carnatic or Hindusthani or Western. But nowadays we see music growing as a big industry where experiments of fusion music (mixing or playing simultaneously all these styles) is catching up very fast. In classical dance too we have many styles, but it is possible to learn and perfect in one style.

Each art has been independently developed but certain factors like *rasa* theory is common to all arts. It is to be understood that the knowledge of other art is essential. Because one art is dependent on the other and one will not be complete without the other. For example music depends on literature, dance depends on
literature and music, while theatre depends on literature, dance, music and applied art, decorative art. Media art makes use of all existing forms of arts. So, it is relevant that the students of performing arts should understand the artistic elements of visual arts. Similarly the visual art students should understand the scientific and artistic growth of performing art. Because all art forms are inter-active and interrelated and they take their course naturally in human life, as art makes a person a fine and cultured human being.

3.9 SUMMARY

In this unit we have realized how art is diversified and expressed in different ways. Art is found in concrete types with specific development. It was interesting to know various branches of art, such as visual art, performing art, decorative art, literary art, applied art and media art. We have also discussed how arts are interactive and interdependent. The knowledge of other art broadens our vision and helps understanding life in better way.

3.10 SELF ASSESSMENT QUESTIONS

1) Match the Following:

1. Visual art a) Power of the word
2. Performing art b) reaching wider audience
3. Applied Art c) visual perception
4. Literary art d) bodily expression
5. Media art e) the component of design

2) Fill in the blanks with suitable words from the list given below:

1. In Metal etching the process of etching has to be carried out with ____________
2. The most valuable feature of photography is that the ____________
3. Art of music directly touches the audience and known as ____________
4. ____________as an important art form evolved in Russian society.
5. Decorative art is the art of decoration but ____________
   a) direct language of soul',
   b) Choreography,
   c) images have documentary significance,
   d) not over-decoration as others
   e) minute details on the metal plate.

3) State whether the following statements - True or False:

1. The musical note is the constructing material for literature.
2. The objects which do not have any utility value and commercial importance are considered under applied art.
3. Media is the most non-reachable form of art.
4. Like any other field of education art also needs long time to learn and practice.
5. Art is not dependent on the other and one will be complete without the avoid other.
3.11 TERMINAL QUESTIONS

1. What are the various branches of art?

2. Explain the significance of Decorative Art?

3. Write in 3 or 4 lines on each of the following:
   a. Applied art
   b. Print Making.

4. How the arts are interactive and inter-dependent?

3.12 ANSWERS

1) 1 - c), 2 - d), 3 - c), 4 - a), 5 - b)
2) 1 - e), 2 - c), 3 - a), 4 - b), 5 - d)
3) 1 - F, 2 - F, 3 - F, 4 - T, 5 - F


2) Decorative art is the artistic mastering of environment surrounding man. It is the everyday art where man needs some kind of artistic decoration for the man-made environment such as buildings, structures, interiors and the art objects. It serves to create beauty in and near houses and public buildings. Wearing special textiles, wearing jewels, are also considered as decorative arts. The jewels, beads, carpets, door handle, a fence, a window pane and lamp can be works of decorative arts. Decorative art is the art of decoration but not over-decoration. The taste of the person is well reflected in decoration. They express the style of the historical periods. The houses, temples, palaces, and the shops are decorated with different objects from time to time.
3) a. **Applied art**: One of the most ancient and still developing forms of art is the applied art. Applied art is found even in our everyday utensils and other art objects. The objects surrounding us in our daily life and creating our comfort come under applied art. The objects which have utility value and commercial importance are designed by an artist. The design is applied and the objects are produced in large scale. Before producing a product lot of researching takes place. The applied artist will be put on work like creating the best design depending on the utility point of view, and then advertisement has to be planned in print and electronic media.

b. **Print Making**: Print Making or it is popularly known as Graphic arts is one of the disciplines learnt under visual arts in colleges. It is a mechanical process of painting. We cannot create number of copies in painting whereas in Graphic art we can make several prints. Usually prints are taken in three processes. Litho press, Lino cut and Metal etching. In all these, the way of working is indicated. Prints taken in all these process are beautiful and have their own demand in art world. One has to be trained properly to know the techniques in Print making. Before the introduction of photography pictures were processed in the form of Print Making for the book illustrations.

4) Each art has been independently developed but certain factors like rasa theory is common to all arts. It is to be understood that the knowledge of other art is essential. Because one art is dependent on the other and one will not be complete without the other. For example music depends on literature, dance depends on literature and music, while theatre depends on literature, dance, music and applied art, decorative art. Media art makes use of all existing forms of arts. So, it is relevant that the students of performing arts should understand the artistic elements of visual arts. Similarly the visual art students should understand the scientific and artistic growth of performing art. Because all art forms are inter-active and interrelated and they take their course naturally in human life, as art makes a person a fine and cultured human being.