

Module 5: "Color in Art & Design"

Lecture 14: "Color Value in Product Design"

The Lecture Contains:

- ☰ Color Value in Product Design
- ☰ Aesthetics in Art & Design
- ☰ Modern Art in Design
- ☰ James Whistler- *'Art for Art's Sake'*

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Color Value in Product Design



A



A1



B



B1



C



C1



D



D1



E



E1

Plates8: A-A1, B-B1, C-C1, D-D1 & E-E1 Color value of Industrial Design



Plate9 A-A1

The background color and the product color merges in the advertisement.



B-B1

The background and the dress color value contrast

The above sets of plates (plates 8-9) are produced to compare their strength and weaknesses through color value. Color is like intensity is seen in comparison to other colors. It is certainly a relative experiences. At the time of product display display-designers have to be very sensitive to color value. If the color value is perceived in a wrong way it may not have desired attractive result.

(Source:Plates8-9: [http://www.google.co.in/search?](http://www.google.co.in/search?hl=en&q=Color+Value+in+Industrial+Design&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=TRvKT4znD5HprQfVmf25Dg)

[hl=en&q=Color+Value+in+Industrial+Design&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=TRvKT4znD5HprQfVmf25Dg](http://www.google.co.in/search?hl=en&q=Color+Value+in+Industrial+Design&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=TRvKT4znD5HprQfVmf25Dg) ; June 2, 2012)

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Aesthetics in Art & Design

While we discuss about the role of color in 'art and design' we need to understand the outcome of color's appearance related to aesthetics. Design is closely associated to aesthetics. Design profession understands if the products are created for human consumption, the role of aesthetics becomes a nature choice. Therefore, every Industrial Designer has to closely understand the association of aesthetics in various forms. Hence, it is imperative that we discuss the application of aesthetics in Industrial Design.

Youri Borev*, a Russian Philosopher's statement on aesthetics in art and is significant- "Aesthetics is that branch of knowledge which deals with historically determined essence of human values, their creation, perception, appreciation, and assimilation." Therefore, color may be experienced through human values and their manifestations. The meaning of color is perhaps the most challenging area of research that involves aesthetics, sociology, social anthropology, psychology, literature and philosophy. Hence, the evolution of color's role in society is one of the most intriguing subjects.

(*Youri Borev, *Aesthetics*, Moscow, Progress Publication, 1981)

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Modern Art in Design

The modern outlook of our society that is reflected in the profession of art and design goes back to the late 18th C AD. Fundamentally the notion of freedom and liberty is declared as one of man's birth rights. In 1789, the French also attempted through bloody revolution to create a new society, with the revolutionaries rallying to the cry of equality, fraternity, and liberty.

The French Revolution that raised the spirit of liberty could not achieve the goal. The spirit of liberty attempted to not only the physical liberty but also the intellectual liberation (Enlightenment) at the beginning of the 20th century. Creative people of various forms dreamt of a society free from all the bondage. The Russian Revolution, perhaps the most idealistic and utopian of all, also failed.

It is in the ideals of the Enlightenment that has the roots of Modernism, and the new order of art and the artist (performing artists), are to be found. The perception of the future goal of modern art has been the creation of a better society. Therefore, the birth of modern industrial design comes out of the social revolution through the liberation of the intellect that gave birth to the freedom of mind. The spirit of new thinking started challenging all the conventional thoughts and practices. Naturally such social and intellectual revolution created huge debates.



Plate10.A Édouard Manet, *Le Déjeuner sur l'herbe*, 1863 Oil, (Musée d'Orsay, Paris)



Plate10. B Édouard Manet, *Olympia*, 1863 Oil, (Musée d'Orsay, Paris)

Above are the two most controversial paintings (plate10 A&B) around the middle of 19th century set the stage for a new movement that would shake the establishment of art world? It is conserved Manet's work laid the foundation for the modern art. The composition of female nude figure along with the male clothed figures (plate10 A) challenged the validity of such subject. The compositions were considered as obscene. Similarly a Caucasian female in nude against a black clothed woman became the controversial issue. The society was not ready to accept such revolutionary changes. However, the paintings duly served the purpose by rejecting the so called conventional thinking and practices and raised some questions.



Plate11. A James Whistler, *Arrangement in Grey & Black*
(*Whistler's Mother*) 1871



Plate11. B *Symphony in White, No. 1:*
The White Girl (1862)

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James Whistler- '**Art for Art's Sake**'

James Whistler (1834-1903), a British painter, introduced a phrase called *Art for Art's Sake* denying the entire previous concept or conventional thinking of 'art'. The slogan created a new horizon in the field of art and design. Whistler claimed that art could be created for the sake of its own merit. It does not have to satisfy the need or expectation of anybody. Art could be created for the sake of its own necessity. Artists may create for the satisfaction and aesthetic enjoyment without any precondition. Art may have its own merit with no reference to incident, material or history. Color played a very significant role in giving its independent merit without any social taboo. (Read more: <http://www.joeralt.com/01/theory/art-for-arts-sake/>; June 3, 2012)

In order to understand the relationship between art and design one needs to go through the chronological events in the history of modern art that has enormous contribution in the field of modern design profession. Unfortunately in most cases art's contribution has remained in the area of aesthetics. One has to realize the fundamental change in aesthetic appreciation that we experience today has come from a complex socio-political evolution. The revolutionary intellectual thoughts and challenges the art and architecture faced during the late 19th C AD and the early 20th C AD has led to the present state of freedom of expression. Art had challenged and demolished the orthodox and traditional societal behaviour. Art refused to accept the traditional norms that would restrict their freedom of expression. Such movement at the backdrop of Industrial Revolution, French and Russian Revolution swept through Europe giving birth to new generation creativity. Modern design has enormous debt to the movement.

The position taken by progressive modernism came to be referred to as the *avant-garde* (a military term meaning "*advance-guard*"). In contrast to the conservative modernists who looked to the past and tradition, the *avant-garde* artist consciously rejected tradition. The 'progressive modernist' looked to the future while the 'conservative modernist' looked to the past. From a progressive modernist's point of view, it was a further exercise of freedom. Naturally such neo-modern philosophy created a horizon for the future generations. The new philosophy drastically changed the course of life style of the common people.

Some of the artists who played important role in evoking the new concept had strong influence through their application of colors. Impressionism may be sited as the beginning of the modern era in art and design who were the champions of color application based on the theory of 'pure color'. The Bauhaus became the birth place of the modern industrial design.



Plate12. A Claude Monet



12. B Van Gogh



12. C Paul Cezanne



Plate13.A George Seurat



13. B Paul Gauguin

13. C Pablo Picasso
(Blue Period)13. D Les Demoiselles
d'Avignon 1907, oil

(SourcePlates12-13A&B [http://www.google.co.in/search?](http://www.google.co.in/search?hl=en&pg=art+for+art%27s+sake+meaning&cp=9&gs_id=hh&xhr=t&q=impressionism&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=ZOrKT-ffA8HUrQe-nqXVDg)

[hl=en&pg=art+for+art%27s+sake+meaning&cp=9&gs_id=hh&xhr=t&q=impressionism&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=ZOrKT-ffA8HUrQe-nqXVDg](http://www.google.co.in/search?hl=en&pg=art+for+art%27s+sake+meaning&cp=9&gs_id=hh&xhr=t&q=impressionism&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=ZOrKT-ffA8HUrQe-nqXVDg); June 3, 2012)

Plates13C-D http://www.google.co.in/search?hl=en&q=picasso+paintings&bav=on.2,or.r_gc.r_pw.r_qf.,cf.osb&biw=1350&bih=555&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=-OvKT7SaMcLqrQeDhfDCDg ; June 3, 2012)

Impressionism brought the spirit of liberation from the earlier conventional subjects and color scheme. Artist could choose subject of painting from daily life and from common people (plates 12-13). The choice of color and compositions are decided by the artists. The liberation from the old school of thought and introducing the riot of colors created new breathing space for the creative people.

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