

**WHAT
MAKES
GREAT ART,
GREAT?**

5 THINGS TO THINK ABOUT...

TECHNIQUE

This is the most obvious. If the artist is above average in the skills used to produce a work of art, that work will stand out. An extreme example would be photorealism. However, technique doesn't always mean the artist needs to produce realism. Monet and the impressionists used their technique to capture light and in turn, captured the world.



CONCEPT

A dead shark is not art... unless you are artist, Damien Hirst. The concept is something the artist relates to the audience. If the audience is intrigued by the concept, the work of art can be instantly transformed from an ordinary urinal to the infamous Fountain. The idea is important.



EMOTION

Perhaps the opposite of concept, emotion is how the audience relates to the artist's work. A work of art can generate the feeling of happiness, sadness, anger, pride or patriotism. Consider Norman Rockwell's stirring image of Ruby being escorted to class by US marshals while a recently thrown tomato runs down a wall. This image elicits anger and outrage by people on both sides (unfortunately) of that issue of the day.



NEWNESS

If it is new, it will pique interest. Whether it be the use of perspective in the 1400's or stencils in the 21st century, finding an innovative way to produce art generates excitement from those who say, "Why didn't I think of that?".

MEDIUM

Non-traditional art materials have boomed in the last few years. Artists are seeking new materials to not only create new art, but recreate old works. The Mona Lisa is nothing new, unless she is recreated out of thousands of coffee cups using varying amounts of creamer for value. Using new materials to create art, or simply finding unique ways to work with traditional materials can breathe life into a project.



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HOW WE CONVEY OUR MESSAGE

MESSAGE

- **What are you trying to say?**
- **Why are you creating the piece?**
- **What are you going to do with the piece when you are finished?**
- **Are you proud of the piece?**
- **Why do you make art?**

WHEN YOU PUT ON CLOTHES YOU HAVE TO DECIDE WHICH ELEMENTS WILL GO TOGETHER. WHEN ARTIST CREATES A WORK OF ART HE OR HER HAS TO DECIDE WHAT COMPOSITION OF LINES, COLOURS, SHAPES AND SIZES WILL BE THE BEST AND WHICH ONE WILL EXPRESS THE MOOD AND THEME OF A WORK OF ART.

**SYMMETRICAL
COMPOSITION**

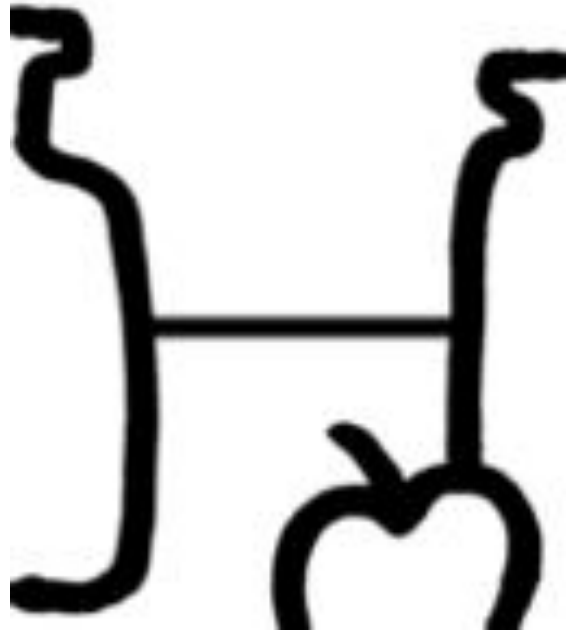


**ASYMMETRICAL
COMPOSITION**



OTHER COMPOSITIONS

OPEN



CLOSED



WITH ACCENT

