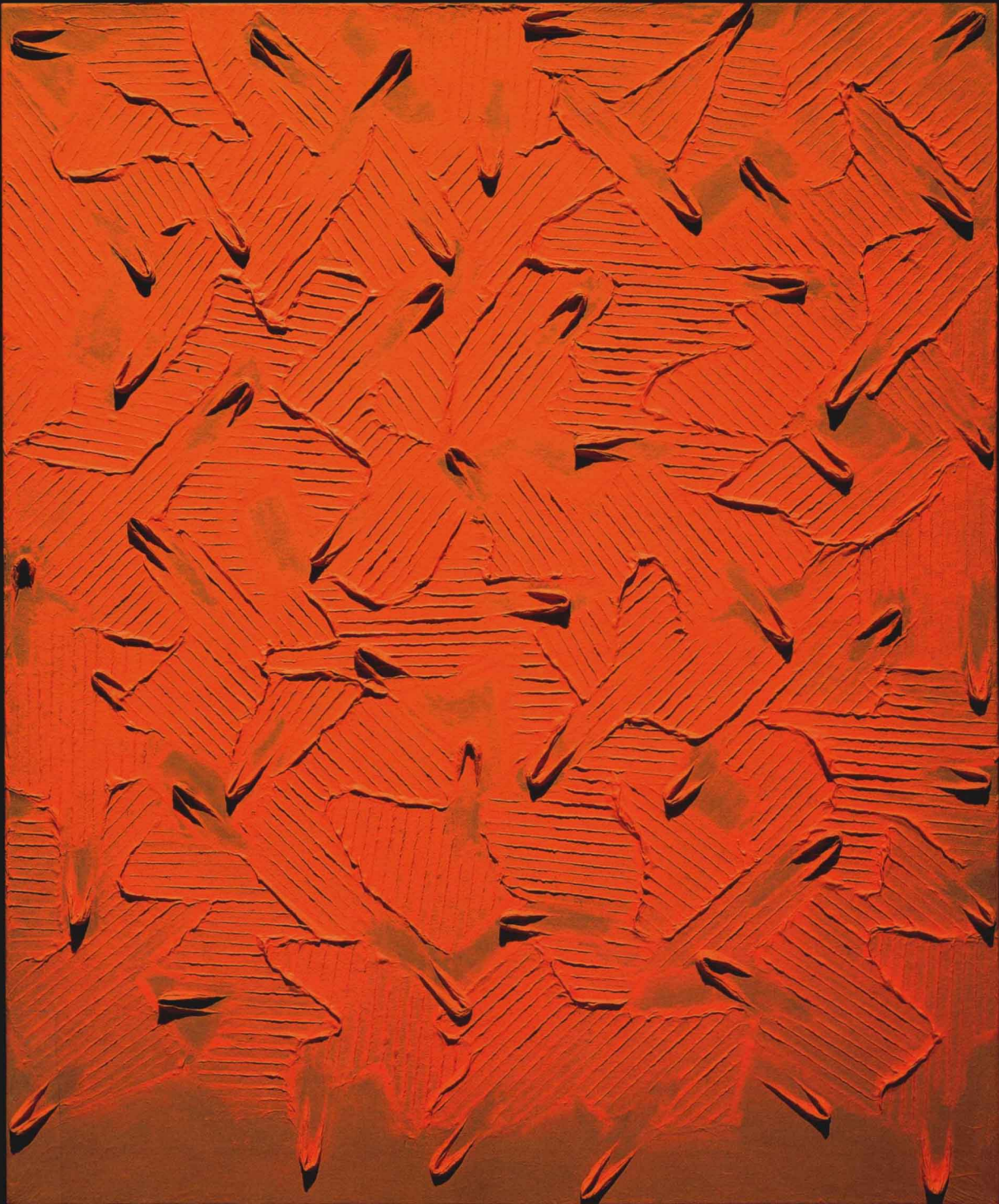


ART FUNDAMENTALS

Theory and Practice



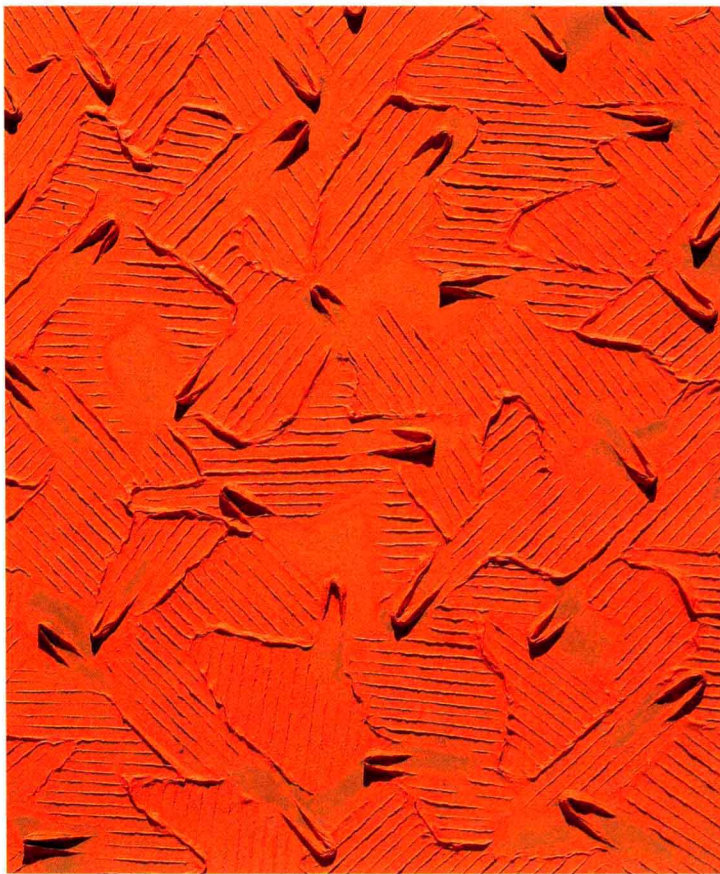
TENTH EDITION

Ocvirk • Stinson • Wigg • Bone • Cayton

ART FUNDAMENTALS

Theory and Practice

TENTH EDITION



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ART FUNDAMENTALS

Theory and Practice

TENTH EDITION

The foundations or fundamentals course presents a unique challenge to the instructor. It is a course profoundly based in *doing*—in the experience of exploring art elements and media on a level of practical curiosity. At the same time, foundations has a history and language that successful students will learn and master—as a way of avoiding common pitfalls, if nothing else.

The original text that set the standard for introduction to art courses across the country, *Art Fundamentals* has guided generations of students through both the essential elements of art and the rich and varied history of their uses.

The tenth edition features a broader array of media and represents more diverse artists than the previous edition, particularly from the late twentieth century, including many new women artists and artists from non-Western cultures. New sections have been added on video art, contemporary photography, and global art, and many of the computer-aided illustrations in the text have been updated. In addition, the entire manuscript has been reviewed and refreshed for readability.

This edition of *Art Fundamentals* expands the wealth of study materials available to students and faculty by offering a free student *Core Concepts in Art* CD-ROM bound in the back of each new copy of the textbook purchased from McGraw-Hill, and a complete Online Learning Center.

CORE CONCEPTS IN ART, VERSION 3.0

This CD-ROM, designed for McGraw-Hill by leading instructional designer Bonnie Mitchell, of Bowling Green State University, offers a wealth of resources for art students. Updated and expanded, *Core Concepts* offers teachers and students hundreds of interactive exercises, over an hour of narrated video, and text-specific, chapter-by-chapter pedagogical resources such as images for study and reference, quizzes, and more. Exercises meant to encourage students to investigate the CD-ROM appear at the end of each chapter in the text. Please see A Guide to the CD-ROM on the following page for more detailed information.



Students can interact with the formal elements and principles of art by working through more than seventy exercises that illustrate fundamental principles such as line, shape, color, and texture.



Students are invited to tour a variety of art studios. In extensive narrated video segments, this section illustrates techniques for working in a variety of media—from bronze to paint to film.



Study resources correlated to each chapter in *Art Fundamentals* include key terms, chapter summaries, and self-correcting study quizzes.



The Study Skills section provides broad, practical advice on adjusting to the rigors of college work.



The Research and the Internet section introduces students to the research process—from idea generation, to organization, to researching on- and off-line—and includes guidelines for incorporating sources for term papers and bibliographies.

www.mhhe.com/artfundamentals10

The student section of the Online Learning Center contains study materials such as quizzes, key terms, flashcards, and crossword puzzles for each chapter in the book, plus a link to McGraw-Hill's Art Supersite, where students can research career opportunities. The instructor section includes sample student projects and links to multiple professional resources.

Also available for instructors are a set of high-quality art image slides; *The McGraw-Hill Guide to Electronic Research in Art* (ISBN 0-07-232956-4), and *The McGraw-Hill Museum-Goer's Guide* (ISBN 0-07-038731-1).

Together the various teaching and learning materials help reinforce the principles and elements of design with practical exercises, self-guided tutorials, interactive examples, and assignable student projects.

A Guide to *Core Concepts in Art* CD-ROM, Version 3.0



GETTING STARTED

System Requirements

In order to run this CD-ROM properly, please make sure that your computer meets the minimum system requirements:

WINDOWS

- Intel Pentium II 200
- 128 MB RAM (64 MB available RAM)
- Windows 95/98, 2000, XP, or NT 4.0+
- 4x (or better) CD-ROM drive
- SVGA or higher monitor with 800x600 resolution running 16-bit color

MACINTOSH OSX

- G3 running 10.1 or better
- 128 MG of available RAM
- Color monitor with 800x600 resolution running 16-bit color

MACINTOSH CLASSIC

- Power Macintosh 180 (G3 recommended)
- 128 MG of available RAM
- System 8.6 or later
- 4x (or better) CD-ROM drive
- Color monitor with 800x600 resolution running 16-bit color
- Sound capability

QuickTime Requirements

QuickTime is required to run the program. You can click the InstallQuicktime.html file on this CD-ROM, which will bring you directly to the Apple QuickTime website, where you can download the program. The website is www.apple.com/quicktime/download.

Starting the CD-ROM

Follow these steps to install the CD-ROM and begin working with the program:

WINDOWS

1. Insert the CD into the CD-ROM drive.
2. Double click on My Computer on your desktop.
3. Double click on the CD-ROM drive, most commonly called the D:/drive.
4. Double click on the Start_HerePC.exe file from the CD-ROM.

MACINTOSH

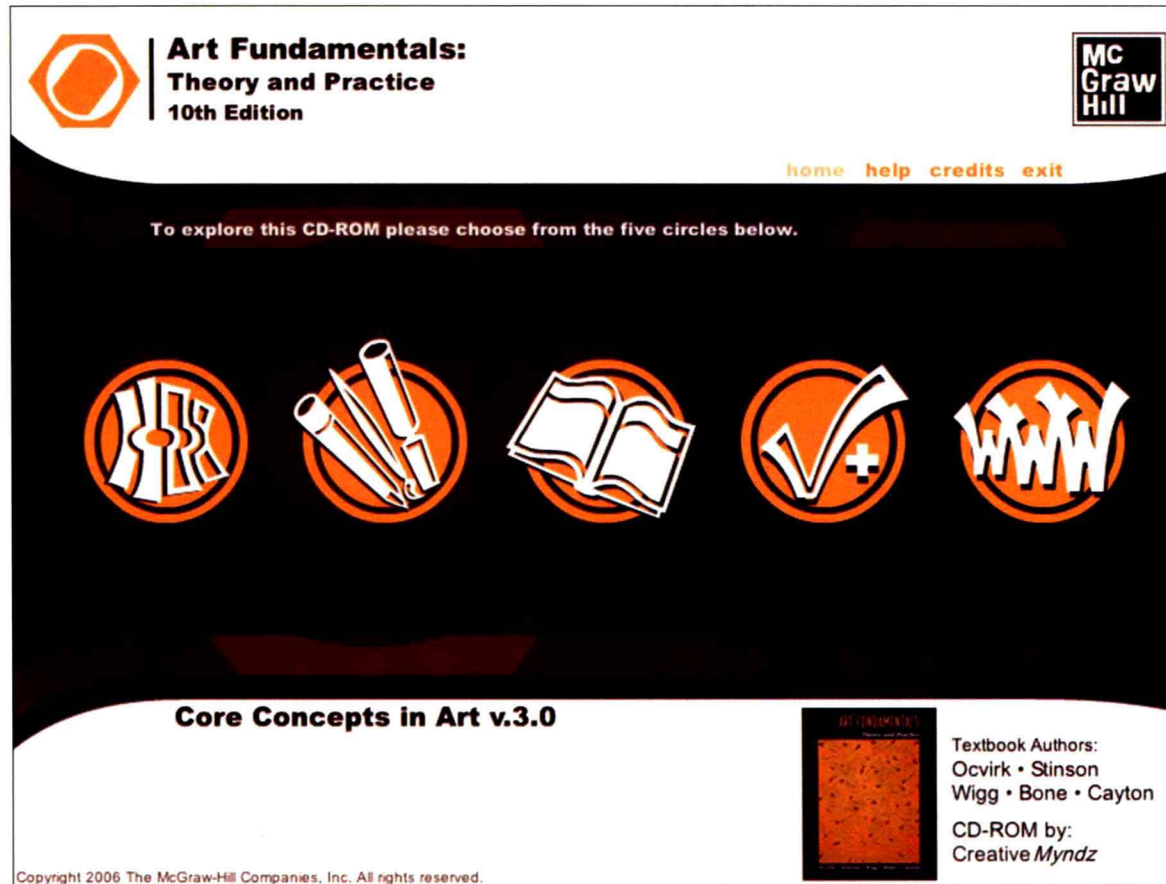
1. Insert the CD into the CD-ROM drive.
2. Double click on the “Launching the Imagination” CD-ROM.
3. Double click on the Start_Here (OSX) or Start_Here (Classic) file from the CD-ROM. Use Start_Here (OSX) for Macintosh OSX 10.1 or higher, and Start_Here (Classic) for System 9.2 or lower.

If you need help installing this program, please call 1-800-331-5094 between 9am and 5pm EST.



CD-ROM CONTENTS

The five icons on the main menu correspond to the five components of the *Core Concepts in Art* CD-ROM.



Elements and Principles of Art

Explore the elements of 2D, 3D, and time design through interactive exercises and animated demonstrations. Experiment with the principles of unity and variety, pattern and rhythm, balance, scale and proportion, emphasis and focal point, and illusion of space.



Art Techniques

Observe techniques for painting, sculpture, printmaking, glass, jewelry, photography, and new media in a series of video demonstrations.



Chapter Resources

Review the content of each chapter in *Art Fundamentals*, Tenth Edition, in this section of the CD-ROM.



More extensive chapter review materials are also available at the McGraw-Hill **Online Learning Center** (www.mhhe.com/artfundamentals10), which can be launched from the Internet Resources section.



Study Skills Primer

Applicable to all your courses, this primer offers tips on study and organizational skills. It also includes advice on documenting sources.



Internet Resources

This section is helpful if you are new to using the Internet for research. It offers basic “how-to’s” on using the Web, along with an introduction to computer terminology and netiquette.

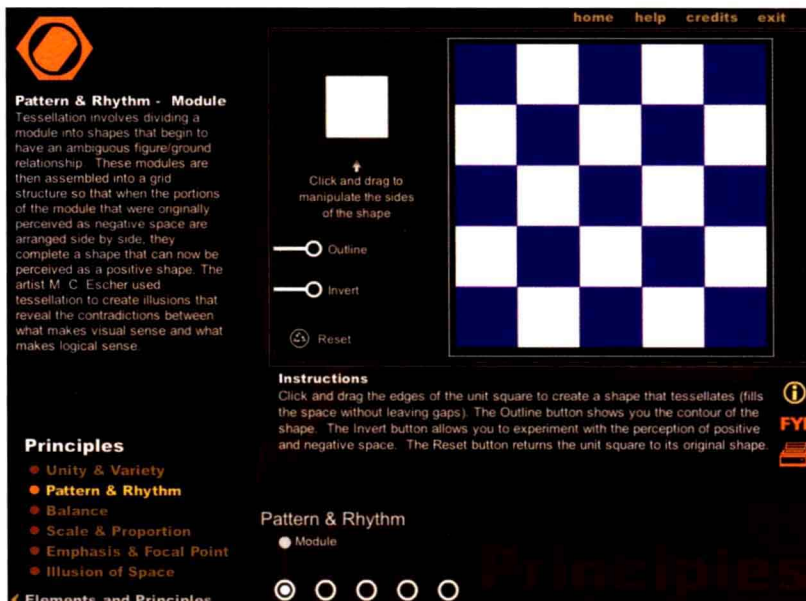
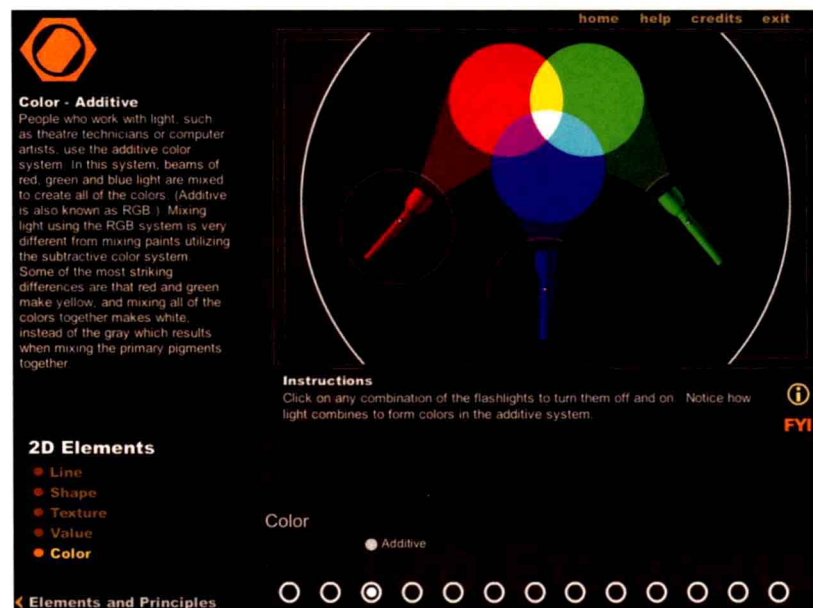


You can also access the McGraw-Hill **Online Learning Center** through a link in this section.



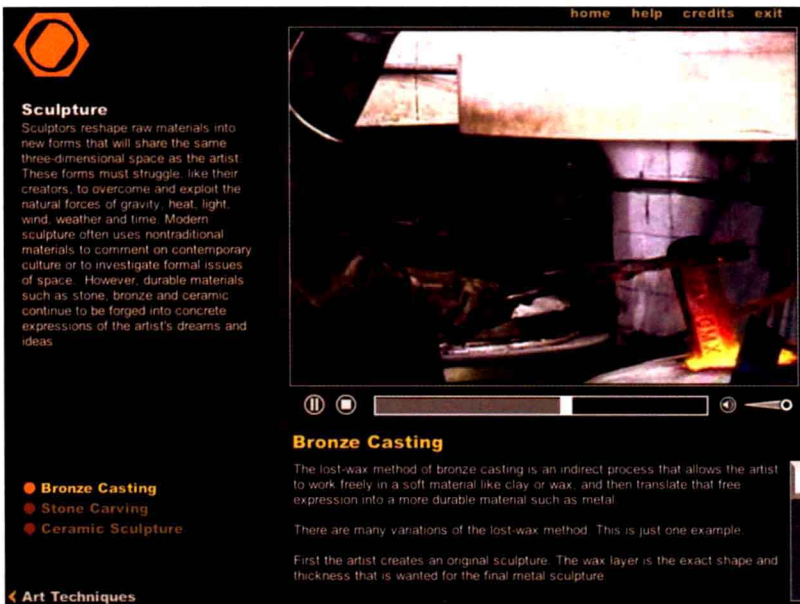
EXPLORING ELEMENTS, PRINCIPLES, AND TECHNIQUES

The following screen shots are examples of the types of demonstrations and interactive exercises found in the CD-ROM. For a guide to correlating the CD-ROM with this text, see the “Investigate the CD-ROM: Questions to Ask Yourself” feature at the end of every chapter.



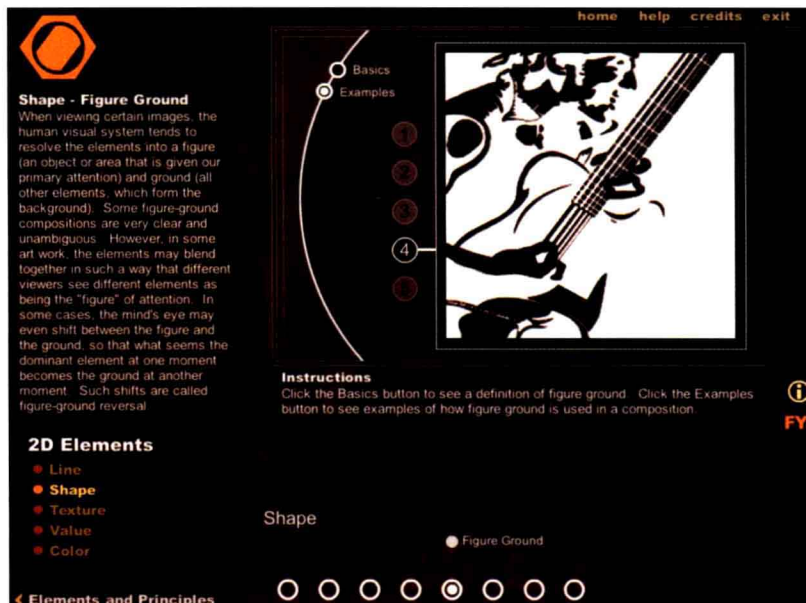
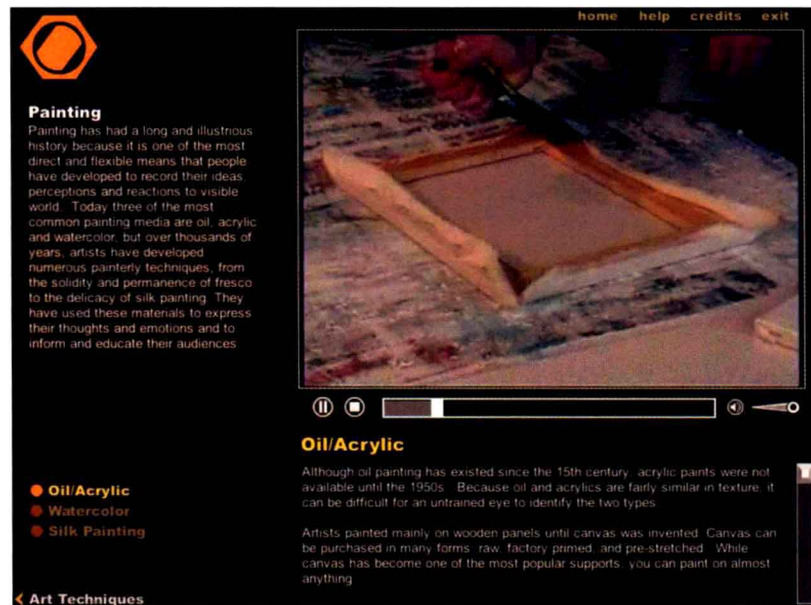
An interactive activity that allows you to experiment with additive color, found in “Elements and Principles of Art”

An interactive activity that allows you to experiment with positive and negative space, found in “Elements and Principles of Art”



A video demonstration of the lost-wax method of bronze casting, found in "Techniques"

A video demonstration of painting with oils and acrylics, found in "Techniques"



An interactive activity that allows you to experiment with positive and negative space, found in "Elements and Principles of Art"

We owe a debt of gratitude to our publisher, McGraw-Hill, and its Higher Education staff for their excellent support. We would like to thank the many artists, museums, galleries, and art collectors for providing us with permissions and materials. We are especially indebted to the efforts and insights of the many reviewers whose comments and criticisms have guided this recent revision. Foremost among these is Sally Packard of the University of North Texas, who suggested image and text revisions throughout the book. Other reviewers whose opinions helped shape this edition are:

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Piet Mondrian, *The Grey Tree*, 1911. Oil on canvas, 30½ × 42½ in. (79.7 × 109.1 cm). © 2005 Mondrian/Hotzman
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