


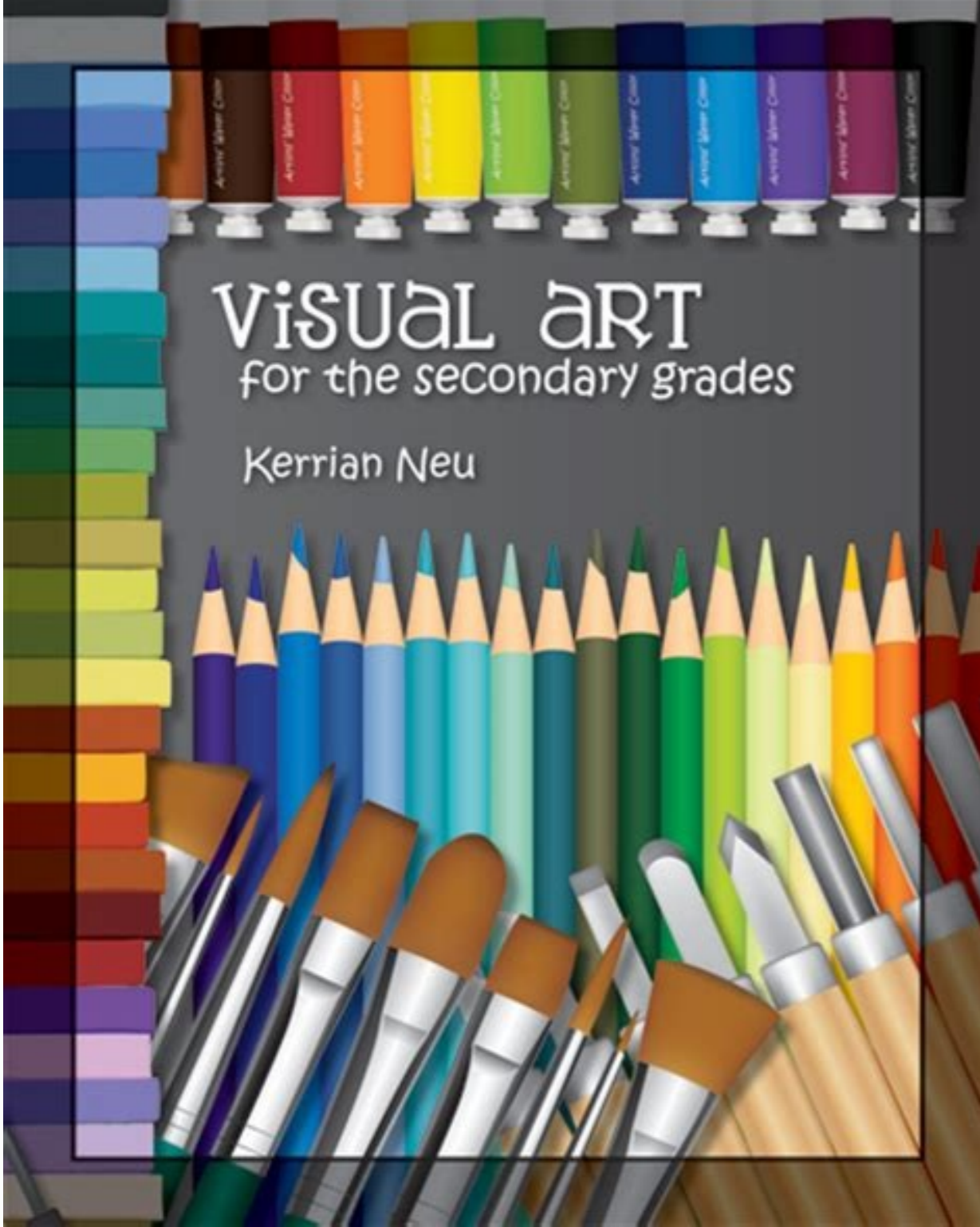
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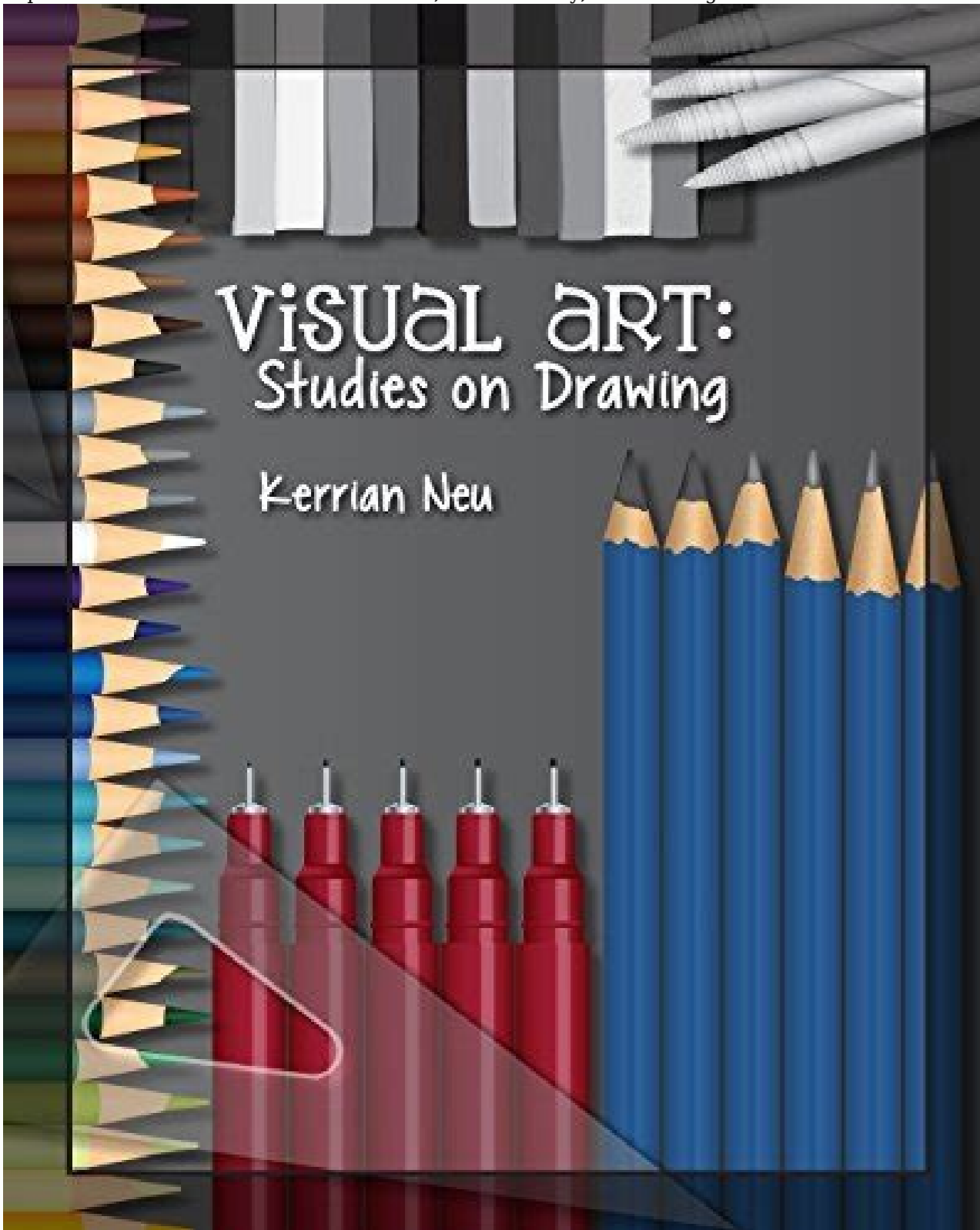
Reviewed by Eddy Mora, Faculty, Johnson County Community College on 5/8/22 Very comprehensive touching on subjects required not only to understand art but design as well.

VISUAL ART

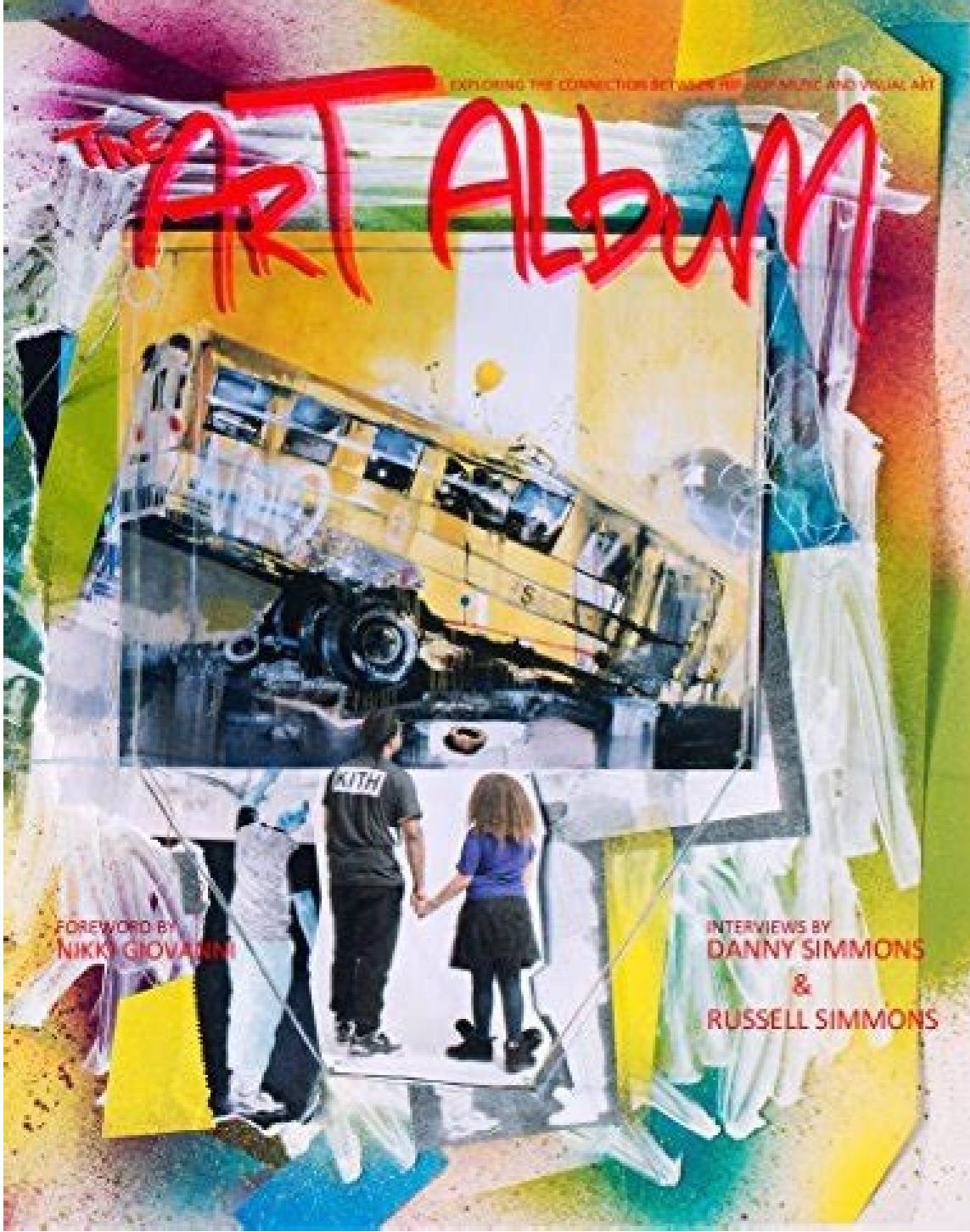
VISUAL ART- Definition

- are art forms that create works that are primarily visual in nature.
- are those creations we can look at, such as a drawing or a painting.
- include two-dimensional and three-dimensional arts.

[Topics were related to visual communication, visual literacy, and meaning.](#)



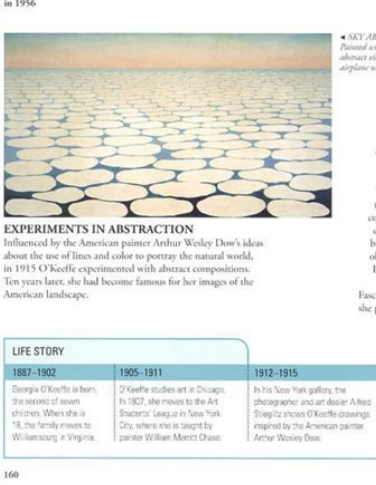
I love that the author does not stop at aesthetics but follows with cultural...



read more Reviewed by Monika Meier, Assistant Professor of Art and Foundations Coordinator, University of Saint Francis on 12/30/21 This book is a good and comprehensive text outlining themes and ideas.

Georgia O'Keeffe

Portrait of a woman in Wisconsin, the American painter Georgia O'Keeffe, was influenced by the art and landscape work of J.M.W. Turner, Edward Hopper, and the Impressionists. Her work is characterized by bold colors and a focus on form and light. She is known for her paintings of flowers, landscapes, and abstract forms. Her work has been widely exhibited and is highly valued in the art world.



I see the audience for this text being complete beginners. It focuses less on formal principles and elements and tackles larger, more comprehensive themes like defining art... read more Reviewed by Christine Shearer, Adjunct Professor, Cleveland State University on 7/11/21 The book is a good resource for a basic art appreciation course that plans to focus more on topics and themes and less on formal qualities. Most of the examples are of a Western focus and provide a very Eurocentric viewpoint. There is a lack of...

read more Reviewed by David Chatfield, Adjunct Instructor, Community College of Aurora on 5/24/21 This text is not especially comprehensive. The first, and the most egregious example is the lack of historical and cultural contexts, normally found in the form of sections on art history. The authors attempt to embed art history into sections... read more Reviewed by Ines Corujo-Martin, Adjunct Assistant Professor, New York City College of Technology on 5/4/21 This textbook seeks to offer a deep and comprehensive insight into the world of art, including a broad variety of perspectives, such as art and meaning; art and power; art and ethics, among many other subjects. It contains over 400 materials used to make, the elements of art and the principles of design, reasons for creating art, and methods of formal analysis... read more Reviewed by Daniel Vedamuthu, Instructor of Art and Design, Rochester Community & Technical College on 4/1/21, updated 6/1/21 Books for Introduction to Art / Art Appreciation courses usually cover some standard topics: the definition of art, materials used to make, the elements of art and the principles of design, reasons for creating art, and methods of formal analysis... read more Reviewed by Andrea Lepage, Professor of Art History, Washington & Lee University on 12/13/20 The text integrates all of the key areas traditionally covered in an art appreciation course with an emphasis on cultivating an art specific vocabulary and understanding the materials of art. The authors incorporate a wide variety of artistic... read more Reviewed by Julia May, Assistant Professor, University of Virginia on 11/30/20 I would use this text in my art appreciation/visual culture course. I very much appreciate the arrangement of the book, the first section dedicated to the fundamentals of art and the second, to central themes. These aspects provide a solid... read more Reviewed by Danielle Bell, Adjunct Professor of Art and Art History, Community College of Aurora on 8/14/20 In reviewing this text, there were many things that I had issues with: 1. The text condenses the discussion on artistic mediums to half a chapter. This does not give students enough time to fully engage with the mediums since there is no context... read more Reviewed by Don Oberheuer, Lecturer, Leeward Community College on 7/14/20 The text does an excellent job of covering the areas and ideas that one expects from an introduction to art textbook. The table of contents is clear and provides easy navigation within the text. While there is no glossary at the end of the text...

read more Reviewed by Sandra Clyne, Adjunct Instructor, Bunker Hill Community College on 6/30/20 Although the text provides a detailed analysis of ancient, traditional, and modern visual art, it is notably deficient in its treatment of contemporary (post 1960s) art. This omission would lessen the appeal to college students of this otherwise... read more Reviewed by Meridith Espindola, Adjunct Professor, Bunker Hill Community College on 6/26/20 This book does a great job covering a broad spectrum of the context and meaning of art and design, and consistently provides visual examples. read more Reviewed by Talicia Honkola, Art Instructor, Mesabi Range College on 6/25/20 The textbook is comprehensive, offering topics on elements and principles covered in my course. In my opinion the first half would work better to introduce students to visual art. The book is arranged well and is easy to comprehend. read more Reviewed by Marla Sweeney, Adjunct Instructor, Middlesex Community College on 6/17/20 The text is a good introduction to art and art history. It is not a chronological art history text but covers several periods, art forms and ideas related to understanding art. read more Reviewed by Julia May, Assistant Professor, University of Virginia on 5/7/20 I would use this text in my art appreciation/visual culture course. I very much appreciate the arrangement of the book, the first section dedicated to the fundamentals of art and the second, to central themes. These aspects provide a solid... read more Reviewed by Wang-Ling Chou, Associate Professor of Art, Louisiana College on 4/30/20 The text is comprehensive, offering a wide range of material on the subject. Several of the chapters--mostly the latter ones--are more conceptual and/or philosophical and while they would be excellent for Art majors or upper level students, they... read more Reviewed by Alexis Rusch, Adjunct Instructor, Oakland City University on 3/30/20 This book is easy to comprehend. I do think the first half is better than the second. There is no index which I do find useful. In the area of visual elements and principles of design, I don't wish they went more into depth. read more Reviewed by Kimberly Jones, Associate Professor, Sweet Briar College on 1/29/20 While the text is relatively comprehensive, I wish that it would have cast the net wider in terms of art forms to include a more extensive coverage of film, video games, textiles, typography, etc. Non-western art is included, but I would have liked... read more Reviewed by Mary Shira, Instructor, James Madison University on 1/8/20 This is not a book I feel I could adapt in its present form in my course. Art in the General Culture, a general education course designed to introduce students with little or no background in art. While it contains a wealth of information that I... read more Reviewed by Billi London-Gray, Adjunct Assistant Professor, University of Texas at Arlington on 12/30/19 The text is comprehensive, providing an introduction to design concepts and terminology as well as an historical survey of (mostly Western-centric) ideas around the production and interpretation of art.

Topics like ethical considerations in art... read more Reviewed by Rick Lustotter, Associate Professor of Art and Design, Hanover College on 12/20/19 This textbook is a fairly comprehensive primer on art from the approach of purpose, materials, structure and meaning. It provides readers with the foundational tools of understanding how to more formally assess art and the creation of many... read more Reviewed by Mike Morelli, Director Entertainment Management, University of Montana - Missoula on 12/19/19 This book provides a nice broad survey of styles, periods, artists' and types of art. read more Reviewed by David Rlep, Associate Professor, Colorado State University on 12/10/19 I found this textbook to be very comprehensive. As one can quickly grasp from the table of contents, this book covers all of the major introductory topics for approaching and discussing art and visual culture (as well as some focused topics that... read more Reviewed by Elizabeth Morton, Associate Professor, Wabash College on 11/6/19 This text covers almost all of the bases one would expect for an introductory class. Its biggest problem is the lack of inclusion of non-western examples in its presentation. The European art tradition dominates the discussion, with some... read more Reviewed by Jade Hoyer, Assistant Professor of Art, Metropolitan State University of Denver on 10/25/19 As other reviewers have noted, the text covers elements of design, rationale, context, and impact for and of making art. It's a lot for a work to cover, and is generally successful, if sweeping, in doing this. I didn't want an index. The... read more Reviewed by Maria Guzman, Instructor - Art & Art History, Peralta Community College District on 9/26/19 This book would be a good "skeleton" text for a variety of courses. I liked that it had chapters dedicated to both formal analysis (Chapters Two, Four, and Five) but also managed to include global perspectives (Chapter Eleven: Art and Ethics... read more Reviewed by Mara Pierce, Assistant Professor of Art Education, TRAILS on 9/16/19 This text covers several, if not all, the bases needed to fully appreciate art making processes, historical perspectives, variations, time periods, methods, criticism, purposes, associations, and artists. Each chapter opens with objectives and... read more Reviewed by Stephanie Newton, Professor, Aims Community College on 7/26/19 The book could spend more time with processes of creating--the different types of paint, printmaking, etc. It seems to be very brief in introducing the elements and principles of art as well. Although each chapter has a glossary, it does not have... read more Reviewed by Michael Takemoto, Associate Professor, University of Hawaii Maui College on 5/24/19 This is a review of the hard copy, purchased from Amazon. Overall, for an art appreciation / introduction to visual art text, it is fairly comprehensive. However, compared to other books of a similar nature, it lacks in some aspects: it doesn't... read more Reviewed by Leila Armstrong, Visiting Faculty, Metropolitan State University of Denver on 5/9/19 The text covers a broad array of art movements both geographically, and temporally, though I think the non-Western selections are a bit slim. There are a number of mentions of modern/contemporary art, but the authors often provide links to images... read more Reviewed by Anthony Marchetti, Full-Time Faculty, Minnesota State on 5/4/19 This textbook is an impressive guide to the introduction of art and visual literacy. It is not an art history textbook. There is room for further examples of artwork or at least links to more visual resources. Also, more contemporary image... read more Reviewed by Jeff Brown, Associate Professor of Art, Nicholls State University on 4/29/19 In its 11 chapters, the book covers the essentials for the overall subject. I appreciate how it is divided up, especially in the beginning where it starts with basic ideas and concepts of what is art. It can seem elementary to discuss this, but... read more Reviewed by Michelle Dean, Assistant Professor, Thomas Nelson Community College on 3/27/19 Introduction to Art: Design, Context and Meaning is an appropriate title for this text. The 11 chapters explore structure, materials, meaning and context of artistic production in a somewhat comprehensive manner.

It certainly provides a solid... read more Reviewed by Mandy Keathley, part time professor, Linn-Benton Community College on 1/28/19 Considering how entry level and accessible the text is, it is also fairly comprehensive. I wish there were more contemporary art examples, but I was able to fill in as needed. I found it sufficient as an outline, and did a lot to fill in the gaps. read more Reviewed by Bob Casper, Adjunct Faculty, Boise State University on 1/9/19 I used it a supplement for a Webdesign course, reinforcing artistic concepts, and it was well received by the students. read more Reviewed by Lori Parks, Visiting Assistant Professor, Art History, Miami University on 8/2/18 The focus and approach to include. However, there is no comprehensive index. A brief list of Key Terms is included within each chapter. These lists are barely adequate and probably confusing to neophyte students with no... read more Reviewed by Renee Garris, Adjunct Professor, J Sargent Reynolds Community College on 2/8/17 The text covers Art in a thematic approach. It explains concepts in an easy to understand manner. read more Reviewed by Deborah Cibelli, Professor, Nicholls State University on 12/5/16 The text is organized thematically and does not offer a chronological survey of the history of art. Chapters discuss forms and materials, the processes of describing and interpreting art, aesthetics, architectural form, art and identity, art and... read more Reviewed by the term Acting is often used to refer to the staging performed by an actor (a person playing a role in theater, film, television or other media). Acting begins with the actor's personal quest to know and understand their character, which may be fictional or based on reality. Much of the research that has been done over time has concluded that the first manifestations of acting appear in Greece with the first actor known as Thespis. But the profession as such originated in Europe during the 16th century, specifically in Italy. Those who act must prepare for it and there are acting schools.

However, some actors and actresses do it spontaneously, using their intuition in the composition of the character. Those who make acting a professional job can become admired by the public and acquire fame and money.15+ Acting Books for Free! [PDF]It is known as Architecture the technique and the art of projecting, designing and constructing buildings, changing the habitat of the human being; and studying the good use, the aesthetics and the functionality of the spaces, being these urban or architectural. This art emerged from the hand of the prehistoric man, during the Neolithic period. By that time, several groups of humans began to develop a sedentary way of life based on agriculture. This new way of life resulted in the construction of fixed and stable dwellings, as well as the construction of ceremonial enclosures. But the ones who perfected the architecture were the ancient Romans and Greeks. These civilizations laid the foundations of classical architecture and made it a reference point for future centuries. It was during this period that the development of columns, arches, limestone and marble work, decorated cities and irrigation systems took place and concrete was created.25+ Architecture Books for Free! [PDF]Calligraphy is the art of writing letters beautifully and correctly. As calligraphy it is also called the set of features that characterize a person's way of writing: "Peter's calligraphy is terrible". The origin of calligraphy dates back more than 4,500 years, in China. The Chinese, in this sense, have an enormous tradition in calligraphic writing, hence the visual beauty of their writing system; the ideograms. In the West, on the other hand, calligraphy was initially based on the signs of the Latin alphabet, used by copyist monks during the Middle Ages. There are those who claim that people, by writing and showing their calligraphy, leave traces of their personality in the letters they create. In this way, one could say that an individual is insecure or violent, for example, according to its strokes.15 Calligraphy Books for Free! [PDF]We live in a world where the keyboard replaced pencil and paper as the lord and master of writing. However, learning to write by hand during our first years of life represents a benefit of great value for the future, not only from an academic point of view, but also in the development of our mental and physical health. The importance of calligraphy exercises is unquestionable. It is an essential complement to integrate the different systems and learning processes, from language, speech and the auditory system, to the development of visual perception and motor skills. Calligraphy improves our visual recognition and learning of letters and words. Children who practice calligraphy have a higher brain activity than those who only write with the keyboard of an electronic device. In this section you will find the best calligraphy exercises.20+ Calligraphy Exercises Books for Free! [PDF]Cartoon refers to a graphic satire that is developed by deforming the appearance of something or someone. It is a drawing for humorous purposes, which usually ridicules its model, because it exaggerates or simplifies the physical and facial features or the behavior or manners of the individual. There are artists who make caricatures of famous people and in newspapers, graphic humor uses this style to ridicule or criticize characters related to current events. In this sense, its purpose is satirical and scathing, since the drawing has a critical social intentionality. Currently, there are many well-known cartoonists and others of great talent that are located in public places either in squares, shopping malls, among others, in order to provide their services and, in this way, the family can obtain a humorous portrait and the cartoonist can earn a living due to their great talent.10+ Cartoon Books for Free! [PDF]Cinema, better known as cinematography, is a technique and an art that consists of the capture, editing and projection of frames in a fast and successive way. The result is the illusion of a moving image. Cinema is usually divided into a multitude of genres, according to certain characteristics and similarities between films (style, theme, intention, audience, form of production), such as animation, commercial, police, action, science fiction, romantic, documentary and experimental films, among others. If film is your passion or you are just entering this world, we hope that our compilation of books about cinema in PDF format will introduce you even more into this interesting art that most people enjoy for being a great means of human expression.20+ Cinematography Books for Free! [PDF]Colorimetry is the science of color quantification, measuring the wavelength at which a specific color can be perceived by the human eye; to determine the exact wavelength at which the desired color is observed, the spectral color curve is needed as a reference. Colorimetry is not only useful for questions related to the scientific field but also for other areas that can benefit from it, such as makeup or photography, having multiple uses. Colorimetry is based mainly on color harmonies, these are divided mainly into two groups, warm and cold, and within these in four more according to the seasons of the year. The seasons of between seasons or transition correspond to the warm harmonies, in this case, spring and autumn; while summer and winter belong to the cold ones.15+ Colorimetry Books for Free! [PDF]The coloring books we offer on our site are not only for children, but they are books for all ages, so that everyone can have fun. We offer you a wide variety so that you can choose the ones you like best. Books tell wonderful stories, with the difference that you can intervene, but adding color to what they tell us. They are also very helpful in the learning process because they activate the mind for creative thinking.15+ Coloring Books for Free! [PDF]Creativity, also called original thinking, creative thinking, inventiveness, constructive imagination or divergent thinking, is the ability to create, innovate, generate new ideas or concepts, or new associations between known ideas and concepts, which usually lead to new conclusions. solve problems and produce original and valuable solutions. Creativity is typical of human cognition, and it is what differentiates it from forms of artificial intelligence. It is present to varying degrees in numerous personality forms (called creative personality) and is found in a pure and free state during childhood, the greatest example of which is the games of the imagination. There is no age limit to encourage creativity, but it can increase its development at any time in life.15+ Creativity Books for Free! [PDF]It is important to emphasize the fact that dance has its origin in prehistoric times, since man has always had the need to express his feelings, not only through verbal communication but also through what would be the corporal communication. The concept of dance comes from the former French dancer. It consists of a sequence of body movements that rhythmically accompany the music. Likewise, dance is understood as a means of expression and communication. If you are passionate about this artistic manifestation full of beauty, do not hesitate to take a look at our collection of books on dance, you will surely find a lot of value in them.20+ Dance Books for Free! [PDF]Diagramming is a field of design that is responsible for organizing written, visual, and in some cases audiovisual (multimedia) content in space. All of these elements can be found in printed and electronic media, such as newspapers, books, magazines, etc. The edition incorporates principles of graphic design which, in turn, is an independent profession or present in degrees related to design, beyond being a discipline that is part of the curriculum of professions such as journalism, advertising, and some architecture courses at universities and colleges. The intention of the text is sought to be expanded in order to facilitate its reading and under a continuous aesthetic appearance, combining typographies, colors, and composition pleasantly that generates impact.10+ Diagramming Books for Free! [PDF]The art and technique of sketching is what we know as Drawing. Through the action of drawing, an image is captured on a surface such as a canvas or paper, using various techniques. On the other hand, it can also be said that Drawing is a style of graphic expression on a horizontal surface, that is, in two dimensions.

Moreover, it is one of the well-known visual arts. Drawing is a tool that allows you to express both thoughts and objects. When something cannot be expressed in words, the best option is to draw it. Drawing can be classified in: Artistic drawing: expression of the artist executed by means of various techniques and materials. Technical drawing: it is used to represent things in the most precise and exact way, such as plans or topographies.30+ Drawing Books for Free! [PDF]The word Fashion comes from the French «mode» and the Latin «modus», and is defined as a combination of clothing, complements, accessories and adornments, based on uses, customs and tastes; used by the majority during a given period. These may set the trend, according to the duration of such period. Fashion is very complex and variable. Over time, fashion has been changing based on preferences and progress, but it has primarily been influenced by the beauty standards set by different cultures. Many experts say that fashion is nothing more than an attempt by man to facilitate much more, to integrate into new groups. This is because by means of appearance, an identity can be defined without the need for the real personality to intervene.25+ Fashion Books for Free! [PDF]Furniture designers create designs for furniture products on mass-production or handcrafted lines. They take into account the function of a piece of furniture, its appearance and the limitations of the material (e.g. wood, metal or plastic). The creation and design of furniture has been closely linked to the world of architecture and interior design since the early 20th century. In fact, quite a few architects of the last century combined the design of buildings with that of tables and chairs. Many of these designs still appear today in magazines and furniture catalogs. Since then, the history of furniture design has developed into an industry of its own. Furniture designers usually work from a design given to them by the client.

The designer negotiates with the client, decides the type of furniture needed, its function, the type of person who will use it and the budget available. In large companies, designers usually receive the design sketch from management or the marketing department.15+ Furniture Design Books for Free! [PDF]Graphic Design is that profession in charge of composing images from various elements such as other images, text, effects, colors and symbols, resulting in a visual product that meets the needs of a specific audience with well-defined purposes. Within design, and consequently, in graphic design, methodological constants intervene. These are: the problem / project / solution, the need, the user, creativity and, finally, the form-function. A graphic designer is a specialist in the configuration of visual messages, he must understand the conventions and codes of social communication, psychology, color and the rhetoric of the image within a certain context.15+ Graphic Design Books for Free! [PDF]Industrial design is the discipline oriented to the creation and development of industrial products (which can be mass-produced on a large scale). Like any design activity, it involves creativity and inventiveness. Its development takes into account economic, functional, aesthetic and commercial factors and constraints. This career is closely related to decoration and architecture. It requires a critical and analytical profile to understand the real needs of people. During the career you learn about the materials with which you will later produce, about the operation of a factory, production times, possible problems in the process and how to optimize them, among other things. Its scope of application is really broad. It covers the simulation of prototypes, the design of automata, machinery, household appliances, furniture, everyday utilitarian objects, packaging, etc.15+ Industrial Design Books for Free! [PDF]Interior decorating seeks to develop a pleasant and functional environment. To achieve this, experts analyze the surface components of the environment and work with dimensions and volume. For the realization of an interior design project, the designer has some theoretical tools that will help him in the conceptualization and development of their ideas. These theoretical concepts can be present from the color, texture to the arrangement of furniture and accessories, through the design of the floor, walls, etc. These design principles are: balance, rhythm, proportion, scale, harmony and unity. Among the trends that are experienced annually in the field of decoration, and that determine, as in the field of fashion, the choice of certain types of colors or styles, it should be noted that in recent times has managed to acquire great presence and demand what is called minimalist decoration.10+ Interior Decorating Books for Free! [PDF]Every day, mandalas are becoming better known and are catching the attention of people of all ages. What not everyone knows is that they have an interpretation according to their form and color, becoming powerful allies in meditation as in healing. The mandala has its origin in India and its name in Sanskrit means "circle or wheel" representing its basic characteristic, although they can be of different forms incorporating all the geometric figures.20+ Mandalas Books for Free! [PDF]The word Music comes from the Greek «mousiké», which means "the art of the muses", and is known as the art of giving order in a sensitive and logical way to a coherent mixture of sounds and silences, respecting the basic principles of harmony, melody and rhythm, through the intervention of complex psychological and emotional processes. Music from its origins has been part of everyone's life, becoming an essential element in diverse fields such as cinematography, celebrations, sports events, and therapies in diverse areas of medicine, to mention just a few. On the other hand, music has been the source of a huge business at international level, which includes awards events in several countries.20+ Music Books for Free! [PDF]Origami is a Japanese art with a tradition so long that it is lost in time. Although it is somewhat more specialized, origami, thinner special paper is used, but its use has extended to all types of paper and folding, being also common for folding napkins. The geometric nature of origami, in addition to being studied as a branch of mathematics, has been used as a means of storing and unfolding structure in the field of engineering.20+ Origami Books for Free! [PDF]Painting is defined as the art of representing graphically, by using pigments combined with other organic or synthetic elements. In painting, knowledge of color theory, painting techniques, theory of pictorial composition, and drawing are used. Putting into practice the art of painting, consists of applying on a given surface (a canvas, a sheet of paper, a piece of wood, a wall, a piece of fabric, etc.) a specific technique, to achieve a composition of colors, shapes, textures, drawings, among others. Thus giving origin to a piece of art according to certain aesthetic principles. Painting has been used as an artistic expression since ancient times, and is one of the seven Fine Arts.20+ Painting Books for Free! [PDF]What we know as Photography consists of the art and technique of achieving images that last, thanks to the action of light. This is a process that consists in projecting and capturing images, either through the technique of fixing them in a light-sensitive medium or by transforming them into electronic signals. Nowadays, photography acts as an essential tool in the documentary or journalistic field, since it allows the capture of real images to be reproduced in digital or physical media. In this way, events that have occurred in other places and at other times can be appreciated. There are several disciplines that make use of photography as a fundamental part of their activities, such as journalism, history, science, geography, astronomy, and various applied sciences. Indeed, thanks to the image capture process, the graphic representations of objects can be enlarged to allow their study.25+ Photography Books for Free! [PDF]The plastic arts are those manifestations of the human being that reflect, with plastic means, some product of his imagination or his vision of reality. This artistic branch includes works in the fields of painting, sculpture, and architecture, among others. This term is used in Fine Arts to differentiate the visual arts, which must be perceived by the viewer's sight, from those that also involve the sense of hearing (music, recited text), such as the performing arts. In the fine arts career, the student is trained in the different principles and concepts common to all artistic disciplines, as well as in the different problems inherent to artistic creation and art history.15+ Plastic Arts Books for Free! [PDF]Sculpture from Latin sculpere is a form of artistic expression consisting of carving, molding or sculpting a material to create a work with volume. The sculptures can have a magical or ritual purpose. In those cases, the work goes beyond aesthetics, as it is attributed with different meanings. Nowadays, however, the sculpture is usually considered as an artistic work, without any other symbolic charge. Come and check out our collection of books on sculpture in PDF format that we have prepared for your enjoyment and the expansion of knowledge on this interesting subject.15+ Sculpture Books for Free! [PDF]The word theater comes from Greek and means "place to contemplate". It is an art that seeks to represent stories before an audience, combining acting, words, gestures, scenery, music and sound. Almost all studies agree that the first traces of the origin of theater, or something similar, are found in primitive ceremonies and rituals related to hunting. Likewise, after the harvest, thanksgiving rites were performed with music, songs and dances. A theatrical play usually has little description of the action, this is mainly focused on the dialogue between the characters. It is organized in scenes that are determined by the appearance or not of a new character. This circumstance is largely due to the fact that this type of play is written with the main purpose of being performed and the entry and exit of the actors in a particular role is of great importance.15+ Theater Books for Free! [PDF]The visual arts refer to a set of artistic techniques and disciplines ranging from traditional visual arts to the most innovative and unconventional trends that take advantage of the new technologies available, such as digital art, street art and others that have emerged during the twentieth century and so far in the twenty-first. The concept and use of visual arts was born when World War II ended and was a term used mainly to name the group of arts that involved visual perception. It began to develop when artists from Europe migrated to New York creating a new artistic production with expressive freedom at the end of the 19th century. The aspect that all expressions of the visual arts have in common is that they are expressed through vision, so they share a series of characteristics, elements and aesthetic principles. Among the criteria we can find harmony, color, composition, space, balance, light, movement, perspective...5+ Visual Arts Books for Free! [PDF]