# Basics of Using Cooperation Technologies on Teaching the Subject Art Graphics

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**Annotation:** In the following article the basics of using cooperation technologies on teaching the subject art graphics are analysed based on the recent scientific data obtained in the course of researches. The article is split into three units: brand fundamentals, process basics and case studies. It provides in-depth guidance for both designers and entire branding groups, walking you through a universal five-stage process for brand development and implementation. Bringing together around many brands, The author examines the distillation of modernism in graphic design and how these attitudes and imperatives gave birth to corporate identity. These inspirational designs are organized into three chapters – geometric, effect and typographic – and provide a comprehensive index to inform your own work. Anyone working in logo design will get a lot out of this book.

**Keywords:** information, culture, paints, computer, designer, picture, filmstrips, video, advertising posters

**Introduction.**

Even after the appearance of writing for many centuries, pictorial images organically supplemented verbal descriptions, giving them expressiveness, visible concreteness. Of course, the pictorial inserts in ancient manuscripts and chronicles were not illustrations in the modern sense of the word, rather, they acted as independent visual images that could not complement, but convey information through the image.

The art of illustrations is relatively young, it cannot be said that its formation coincides with the period of the formation of book printing, its formation refers to the period when artists realized that the pictorial image should not serve as an independent means of transmitting information, but as an addition to the verbal image, which happened around 18th century.

In our time, the issue of art education is becoming relevant, where much attention is paid to the development of the color culture of students, the ability to use color to form an artistic image.

**Methods**

Computer graphics is a relatively new discipline that combines the technology and aesthetics of the image, painting with computer capabilities. When painting on canvas, it is difficult for students to mix paints to get the desired color, this requires many years of experience.In a graphics editor, it is possible to get around this problem, since choosing the right color is a matter of seconds. Also, choosing the right tool is an almost instantaneous operation.Graphic editors make it possible to draw with the tools used by artists. Drawing on a computer, with the help of various graphic editors, contributes to aesthetic education and a new assimilation of reality, forms color skills, reveals and develops the creative abilities of students.

**Main part**

The work of the American writer, designer, Aysmen Litres "Dao color" (2008) [1]. This book gives information about color and color combinations. This book is extremely easy to read, written in simple language. In addition, it is illustrated with bright color photographs and tables showing the best combinations of colors, arousing interest in beauty and harmony.

The work of a teacher of fine arts, artist G.V. Beda "Fundamentals of visual literacy. Picture. Painting. Composition" (1981) [2]. The book describes the most important methodological and theoretical issues of visual literacy. The publication is devoted to the peculiarities of drawing from nature, pictorial literacy. It can be useful for drawing teachers, students of children's art schools, art studios, as a theoretical and practical guide.

The work of the Swiss artist, Johannes Itten "The Art of Color" (2015). [3] The book is written on the basis of the study of color in works of art, in nature. The artist analyzes the patterns of color design, color contrasts, color harmony.The publication is useful for reading to artists, designers and architects.

Study guide E.V. Vasilyeva, O.G. Kurmysheva "Life in color" (2011) [4, 233]. The manual outlines the theoretical foundations of the nature of color and the development of the doctrine of it. It is proposed to get acquainted with color symbolism, with the psychophysical influence of color on a person, color systems. In the theoretical part there are tables, illustrations, in the practical part there are examples of students performing creative tasks.

The program is given by year of study. For each year of study, a certain minimum of skills, knowledge in the visual arts is assumed, in subject areas that have a mandatory and optional part, consisting of academic subjects: Mandatory part of training:

**Artistic Creativity:**

✓        Painting;

✓        Picture;

✓        Easel composition.

**Art History:**

✓        Conversations about art;

✓        History of fine arts.

Plein air classes: Plein air.

Variable part: Computer graphics.


The section "Information about the educational organization" provides basic information about the school:documents, educational standards, information about the technical equipment of the institution. The section "About the School" describes in detail the history of the Mikhailovskaya Children's Art School. The "Parents" section provides detailed information about the educational programs of the school, helping to decide on the choice of a program for your child.The "Useful Links" section lists interesting art sites that can interest children and their parents.In the guest book of the site, you can leave comments about the activities of the school. The site also provides a version for the visually impaired. This version allows you to change the font size, turn off images, change the background.

The following methods were used in the research process: analysis of psychological, pedagogical and methodological literature on the research problem in various scientific fields: psychology, pedagogy, aesthetics, art history, color science, theory and methodology of teaching fine arts and painting; methods of comparative analysis. Collected, studied and analyzed the material on the research topic, which was used to develop and conduct classes in the discipline "Computer graphics".


"The use of new information technologies in education improves the results of memorizing educational material." [5, 102] Scientists have found that memorization with the help of the organs of vision is more effective than with the help of the organs of hearing, and with simultaneous auditory and visual perception, memorization of information proceeds even more efficiently.This proves the importance of using technical means, which, as visual means of teaching, can influence various sensory organs.

To create conditions for effective learning, it is necessary to use technical teaching aids. The need for these tools is due to the significant complication of learning objects; it is impossible

to describe an artist's reproduction or demonstrate a technological process only with the help of a teacher's speech. "TCO allows you to go beyond the classroom; make visible what is impossible to see with the naked eye, imitate any situation.

TCO includes devices and devices designed to improve the effectiveness and quality of education:

✓ visual - filmstrips, transparencies and slide projection equipment;

✓ audiovisual - video recordings, films, television programs, cinema, video and television equipment;

✓ manipulationsimulators;

✓ automatic - computer equipment and materials.

A distinctive feature of these devices is the transformation of educational material into a form suitable for perception. Being a carrier of a high degree of visibility,teaching aids make it possible to organize the transfer of information at a generally understandable level for students.

Functional - the ability of the equipment to provide the necessary modes of operation (sound quality and volume; versatility of the device). Pedagogical - the correspondence of the capabilities of the technical means to those forms and methods of the educational process that are consistent with modern requirements. Ergonomic - comfort and safety of using devices; the least number of operations in the preparation and operation of the device.

Aesthetic-proportionality of the form; unity of composition, presentation. Economic - relatively low cost with high quality and durability of the use of technical means. Technical teaching aids should be used in combination with traditional teaching aids (textbooks, instruments, models)."Besides, TSO cannot force out direct observations of the studied phenomena in nature or real life from the educational process."

"To the greatest extent, the most commonly available technical means of education, today, is a computer" . The current society assumes the mandatory use of computers in the educational process, which is designed to ensure the computer literacy of students. The use of computer technology enhances interest in the subject, makes the lesson exciting, individualization of training is carried out, control and summing up are carried out impartially, in a timely manner. Personal computers are used in the classroom both systematically and irregularly, depending on the goals and methods of teaching.

Teaching computer graphics promotes creative self-expression, expands the possibilities of students' creative projects. Additional opportunities for the development of creativity appear in the process of implementing projects and creative tasks. A huge number of software products are designed to work with computer graphics. Programs: *"Corel Draw", "3D max", "AutoCAD", "Flash", "Expression"* use vector graphics. And programs such as *"Photoshop", "Premiere"* use raster graphics. It is difficult to distinguish among them the best or the worst, especially since the applications often complement each other very well.

The image in vector graphics is represented as a graphic matrix consisting of pixels of a fixed size. Each pixel of the graphics matrix in the bitmap is assigned a color attribute. A set of multi-colored pixels of a raster matrix forms an image. When output to matrix display devices (monitors), vector graphics are converted to raster graphics.

"I would like to know only one thing: what is a color?" thought Pablo Picasso. Since ancient times, philosophers, alchemists, writers, psychologists, artists, have tried to answer this question. Goethe wrote: "Color is the action of light, action and suffering ... All nature is revealed to the sense of sight through light."

Plato believed: "Color is a flame streaming from each individual body and consisting of particles commensurate with the ability of our vision to feel." [6, 31].

The discipline "Painting" is aimed at developing students' perception of color harmony, the basis of which is drawing from nature with paints. Painting lessons help art school students to develop artistic taste. "Children convey their impressions of the color richness of the world around them when performing plot-thematic drawings on a wide variety of topics. Color remains the most important means of expressiveness in a plot-thematic drawing".

Coloristic skills are acquired in the process of learning practical activities. Since picturesque relationships can only be seen by considering the state, direction of lighting, analyzing the spatial position, shape, volume of objects, comparing color and spatial relationships.In the process of such perception, color vision is sharpened, a picturesque vision is formed. Coloristic vision is an artistic vision. [7] It can arise only in the creative mind of the artist, working on the creation. The coloristic vision is determined by the idea and serves to express it.

**Results**

The development of coloristic vision among students will be more effective if certain conditions are met:

✓ developed a methodological system for the formation of students' color vision;

✓ if a set of tasks and exercises is developed aimed at forming a coloristic vision of students in a children's art school;

✓ if the information is provided taking into account new developments in the field of color science;

✓ if non-traditional technologies are used to create a favorable atmosphere in painting classes;

✓ if each student's work is checked, according to the developed evaluation criteria, taking into account the psychological and age characteristics of each child.

Growing up, in a child very often this ability fades away and disappears without a trace. If a student is not taught visual literacy on the basics of color science, then in the future he begins to understand that his drawing is completely implausible.Disappointment in one's abilities sets in, interest in drawing disappears.When depicting a landscape, scenes of human life, the drawing must be convincing and similar to the original.

In the visual arts, an important expressive means is the color that students get acquainted with in painting lessons, according to the basics of color science, using color to convey the image in their image.Painting classes allow students to develop skills in working with color, the ability to use colors as a means of expression in visual creativity.The most significant achievement of the educational process for students is the level of formation of their color vision.

**What does a graphic artist do?**

The graphic artist uses the graphic technique to create illustrations, draw characters for computer games and cartoons, advertising products, interior painting, fabrics and furniture. What duties a graphic artist performs depends on his specialization. It is extremely difficult to be a versatile fighter and well versed in all areas of art graphics, so usually a graphic artist specializes in one of the following areas:

**Computer graphics.** The profession of a computer graphics artist is perhaps the most sought-after direction in this area.Such specialists are involved in the creation of virtual worlds:

✓      draw the interfaces of sites and applications;

✓      games;

✓      films and cartoons.

The main work of computer graphics artists is carried out with the help of special software.

**Design of printed matter.** This specialty is necessary if you want to design printed products:

✓      Books;

✓      Magazines;

✓      Newspapers;

✓      advertising posters, etc.

**Easel graphics.** The direction assumes that the specialist will create independent graphic works in the form of drawings and prints. The result of his work is author's works of art, including for the design of printed materials.

Graphic artists work in publishing houses, private studios, art workshops, fashion houses, advertising and architectural bureaus. In a word, wherever the skills of applied drawing come in handy.Some specialists also work as freelancers — they draw illustrations or patterns for the tasks of customers.

Curricula are designed specifically for each category of students:

**Fornewbies:**

▪      "Drawing: from basics to digital techniques". This is a 3-month program for those who are just starting to draw or who want to turn their hobby into a profession. On the course, you will get acquainted with the concepts of color and composition, master various freehand drawing techniques, gain skills in working in graphic editors for creating digital illustrations - Adobe Photoshop and Adobe Illustrator CC.

▪      "Academic Drawing: Perspective, Head, Figure". This is a 2-month course that teaches drawing from the very basics. Its author is a graphic artist with more than 15 years of experience Denis Aleshin. At the end of the program, you will be able to realistically depict objects and the interior, the figure of a person.

▪      "Designer-illustrator". On this program, in 8 months you will turn your passion for drawing into a profession that can bring from 50,000 USD per month. You will master the basic principles of design, work in popular graphic editors, sketching techniques, the process

of creating illustrations of various types, learn how to communicate with clients and promote your services.

▪ **For those who want to get a narrower specialization:**

"Illustration in advertising".This is a 2-month program for those who want to learn how to create spectacular visual images for various advertising media: packaging, labels, posters, souvenirs.

"Commercial Illustration". This 3.5 month program is for designers and artists who want to learn how to create illustrations for brands. You will learn how to use the techniques of book, magazine, advertising illustration for the design of advertising and souvenir products, the development of infographics.

We also have many short professional development programs for artists and designers. Each of them is devoted to a specific issue - working with watercolors, creating infographics, book and magazine illustrations.

**What Skills Does a Graphic Artist Need?**

To build a successful career as a graphic artist, you cannot do without the following skills:

▪ mastery of drawing - from creating a sketch to the finished product;

▪ the ability to draw by hand;

▪ understanding of the principles of graphics;

▪ understanding of the principles of decorative design;

▪ the ability to adjust the composition, color, perspective, chiaroscuro and other elements of art;

▪ work in graphic editors (Photoshop, 3ds Max, etc.);

▪ understanding the basics of marketing (if you have to develop logos, trademarks, promotional products);

▪ communication skills, because usually the work is a team work.

**Is it worth studying to be a graphic artist: the pros and cons of the profession:**

**Pluses:**

▪ Large selection of specializations within the profession.

▪ The ability to choose the format of work: freelancing or in the office, with Russian or foreign companies, with permanent or one-time projects.

▪ The opportunity to develop creatively, to realize the most creative ideas.

▪ Constant development, there are no restrictions for professional growth.

▪  Easy transition to related professions: design, animation, etc.

demand in the labor market.

**Minuses:**

▪  You need to be able to justify and defend your decisions.

▪  To become a sought-after specialist, you have to work hard.

**How much do graphic artists earn**

The salary of graphic artists varies greatly depending on the specialization, the region of residence, the format of work and the available competencies.On average, based on office work in Canada, a graphic artist earns 39,980 CAD. By regions, this figure is much less - 37-47 thousand CAD.

But you can work remotely and not on one, but on several projects at the same time. Then the place of residence will not matter, and the monthly income will reach 150 thousand rubles or more. At the time of this writing, there are 859 vacancies posted on hh.ru alone to search for a graphic artist. And among them there are offers with payment of 200 and more thousand rubles.

**Conclusion**

In an atmosphere of high humanitarian culture and only on the basis of a broad humanization of school education, mastering the wealth of world artistic culture, it is possible to educate a person who strives for self-actualization and has a sense of social responsibility, who knows how to use and appreciate the spiritual and material wealth of society and contributes to the restoration and enrichment of its spirituality.

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