

Pictorial Art and Its Impact in Higher Education

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ABSTRACT: Certainly, pictorial art forms part of the Education and Culture of peoples, in turn, it gives the opening to great opportunities to know the skills, skills, and creativity in the plastic art embodied in canvases or walls. It is important to develop the abilities of individuals because thanks to the inclusion of art in education, people can change their state of life, turning their environment into a welcoming environment, relaxing and with options to generate economic production for their families. This research work was born of the need to incorporate art to stimulate students and community in general in order to form people with a high degree of sensitivity that creation their emotional spirit through the creation of plastic art. For this purpose, the methods qualitative and quantitative and observation were considered, taking a sample of 702 people from the general community, 98% of these emitted a positive criterion regarding the establishment of pictorial art in education, reflected in this research.

Keywords: Pictorial art, creativity, Higher Education

Date of Submission: 10-09-2019

Date of acceptance: 27-09-2019

I. INTRODUCTION

Painting is a very famous, attractive and relaxing activity inspires the individual to identify with nature across the imagination. It is understood that art liberates people from subjectivity, allows the resolution of conflicts, develops fine motor skills, contributes significantly in the development of multiple intelligences of people, is an excellent impulse for communication, changes the expression and the state of mind of the individuals and makes feasible the interest to continue with this activity.

Plasma images on a canvas, a paper or any surface allows the expression of feelings and thoughts of those who fail to convey their ideas through another approach, or failing that, provide the opportunity for relaxation for people who work or students seeking this art as an alternative and natural therapy, contributing with several health benefits.

Through painting, many people manage to communicate, as they are able to emancipate the barriers that prevent them from being outgoing, that is, they stop being shy and withdrawn, giving free rein to their creative approach to express themselves through painting.

At the beginning, the participants must opt for oil, watercolor or acrylic painting, using brushes on canvas cloth. There is a diversity of materials to be used for this art, such as brushes, easel, papers, canvases, fixers, pencils, charcoal, pens, and paintings of very different types: watercolor, oil, acrylic, gouache, ink, among others.

II. METHODOLOGY

2.1 PICTORIAL ART

For many people, pictorial art is considered as an enigmatic and unstable product, which considers only a simple pictorial expression without reference, which moves away from reality, thus becoming a mysterious and unreal art. (Fandiño, 2004)

According to the story, the arts were born with the artist GIOTTO (1267-1337), after the stage of feudalism since the religious technique was not related to beauty because it did not allow exhibitions of a naked body.

One of the great geniuses without a doubt was Leonardo Da Vinci (1452-1519), the famous painter, sculptor, architect, and inventor, who through his talent demonstrated at that time the presence of a visionary. (Hurtut, Gousseau, Cheriet & Schmitt, 2008)

Paolo Caliari, the Italian painter, was born in 1528, was a genius and is known by the name of "The Veronese". He was the creator of the pictorial art on canvas of Las Bodas de Cana.

The pictorial and sculptural works that were created in the sixteenth century provided the opportunity for the inspiration of the pictorial layer, which means using the appropriate material to be applied according to the different techniques for the correct creation of these works. (Martínez, 2001)

This technique is full of characters because its study is based on human sensibility and motivates the creation of sensitive abilities producing beautiful expressions.

The pictorial art in its beginnings was represented only in the possessed one, the same one that was admired by the aristocracy and the clergy, nevertheless, in the actuality, the art has produced changes and one of them constitutes the painting in different approaches, since it is pursued to reproduce pictorial works to be presented in galleries, murals, walls of museums, houses, entities, reason why it is possible to be affirmed that the art of the painting is considered as the visual summary of the same history of humanity and that is based in the experience of the human being.(Martínez, Diego & Botiva, Álvaro , 2004)

the art of relaxation undoubtedly constitutes a record of great importance to people throughout humanity, in many respects has allowed inclusion in different disciplines and areas of study resulting in, natural motivation strategies systematized through methods and procedures that provide effective inclusive benefits in changing people's attitudes and thus generate an assertive variable in the higher education field.(Shapiro, 2018) These including benefits arising from relaxation and developing relevant aspects in the mood, change of thought and cognitive process of individuals.

2.2 PICTORIAL TECHNIQUES

Without a doubt, any pictorial work is modified mainly by the technique used in its elaboration, since it is not the same to paint a work on canvas as on a wall, to paint in oil or in watercolor, pastel or temple; that is, depends on the pictorial material used, the contours, the surfaces, the colours, the perception applied in addition to the sensation that a task produces.(Restrepo, 2012)Some of the techniques known and applied in pictorial art are mentioned below.

FRESH PAINT

On the other hand, the fresco is a delimited technique of mural painting, whose essential characteristic is that the dissolved pigments are applied on the fresh mortar.

This pictorial technique appeared before the birth of Christ and is composed of a mass of pure lime and sand on a wall where the artist paints his work while the surface of it is fresh. With this technique, a narrow range of colors is used since not all can be combined with lime.(Valencia, 2016)

For example, the frescoes in the vault of the Sistine Chapel, which were painted by Michelangelo Buonarroti are the most recognized in the history of universal art.This painting was started in 1508 at the time of Pope Julius II and ended in 1512.

OIL PAINTING

Undoubtedly, oil painting is the most used painting technique among artists, who have found three types of oil painting techniques: oil-watercolors, oil with acrylic and classic oil, the same ones that are prepared base of glazes with pigments mixed with some drying oil until reaching the expected volume, having as supports the wood and the canvas with frame.(Pachas, 2013)

These techniques workwith layers, such as glazes, the filling, the paint to the strait of the tube, the material mixtures in which you can add various materials such as sawdust, glass dust, and sand, among others.(Comenzar a Pintar al Óleo, 2013)

The initiative of the oil painting is attributed to the brothers Juan and Humberto Van Eyck, who worked in Flanders, Belgium in the mid-fifteenth century and one of his great works of art is the triptych called "The Mystic Lamb".(Albacete)

THE PASTEL PAINT

Similarly, pastel is a pigment compressed with gum Arabic and some substance such as plaster, which is shown as bars and painted on rough stirrups to corrode the bar, being its most common post the paper granulated. (VV.AA. 2008)

The pastel painting was mentioned for the first time by the artist Leonardo Da Vinci in 1495, being a pictorial art that has captured the attraction to diversity of plastic artists from that time until today.(Tappenden, 2016)

WATERCOLOR

It is a pictorial technique that generally uses the colors agglutinated with gum Arabic, the same one that is used diluted in water especially on paper, cardboard, parchment or ivory. (Nuñez, 2009)

This technique is characterized by the transparent use of colors, brush strokes without the possibility of regrets and the use of white background for lights.(Ballart, 2017)

GOUACHE

This pictorial technique is considered similar to watercolor, does not require enough skill to achieve an excellent result. Like watercolor, this technique also uses color dissolved in water to which gum Arabic, also called acacia resin, and is added.

However, for gouache the color used is much lumpier, similar to oil, using white.

TEMPER

They are paintings that do not require adhesive and water is used, therefore, they are usually lean if their adhesive is gum Arabic, natural or synthetic glues, egg white, among others.

In addition, if they are agglutinated with fatty material they are called fatty temples. The readiness of the layers involves a high degree of transparency. In general, this technique is used for its rapid drying as a base for paintings and then be worked in oil.(Andueza, 2017)

2.3 ART IN HIGHER EDUCATION

The Resource Center for Learning and Research of Milagro State University, as a unit directly related to art and culture, presented an alternative to opening a painting workshop on canvas, whose purpose in the first place was the to promote the motivation to art, as part of the program of connection with the students of the career of Graphic Design, who had to perform hours of linkage within the curriculum. However, a study was carried out regarding the degree of satisfaction of the people in terms of the oil paintings on canvas workshop, which was incredibly accepted, since more than those involved have developed motor skills, fine, there has been excellent communication with the staff, it has worked in a very disciplined way, there was no division of students per career, that is, all worked for the same goal, demonstrating their skills in plastic art. Also, they used the extra-curricular hours to carry out these works.

It has had the presence of teaching staff, administrative, workers, children, seniors, people with disabilities, that is, there is the presence of the community in general.

On the other hand, several students of Graphic Design career have done their bonding practices, acquiring several techniques in pictorial art, in the first phase with a time of 30 hours, techniques that were replicated in the different educational centers or citadels of the community, in a time of 50 hours, that is, with a total of 80 hours, these students proved to be multipliers of art and culture, carrying the corporate image of this institution.

III. MATERIAL AND METHODS

3.1 DEGREE OF COMMUNITY SATISFACTION IN GENERAL

The opening of the pictorial art workshop has driven changes both internally and externally since at Milagro State University there is already this space with a high degree of satisfaction, as a result of the surveys conducted at the beginning of this new service, product of which, there is great expectation in those who visit the workshop constantly since they are acquiring practice in different techniques.(López, 2000)

As a result of the acquisition of these techniques, added to the skill and creativity of the people who have participated in this workshop, Resource Center for Learning and Research has presented several Pictorial Art Galleries and maintains the exhibition of these works of art in the interiors of it.

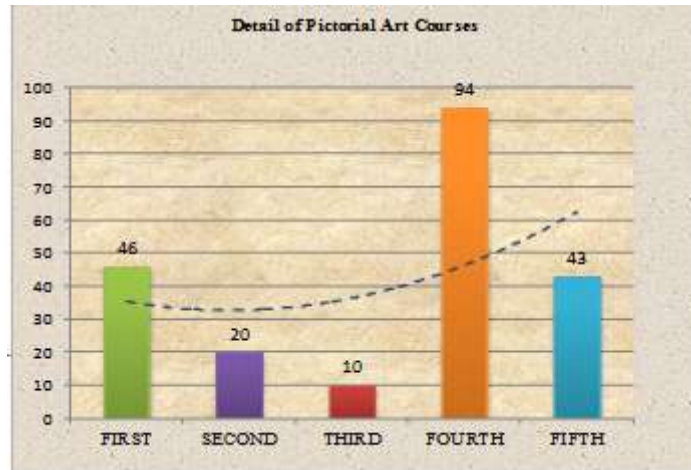
3.2 IMPORTANCE OF THE PICTORIAL ART WORKSHOP

After the result obtained regarding the degree of satisfaction of the Art and Painting workshop, the Director of Resource Center for Learning and Research considered the opening of Plastic Art Courses free of charge for children, youth and adults of the community in general, so that they can elaborate their works of art, demonstrating the acquired techniques demonstrating their creativity and skill in the art.

In 2018, 5 courses of Pictorial Art were given, with the following details:

Table 1 Details of Art Courses

ALTERNATIVE	QUANTITY	PERCENTAGE
FIRST	46	22%
SECOND	20	9%
THIRD	10	5%
FOURTH	94	44%
FIFTH	43	20%
SIXTH	213	100%



Graphic 1 Details of Art Courses

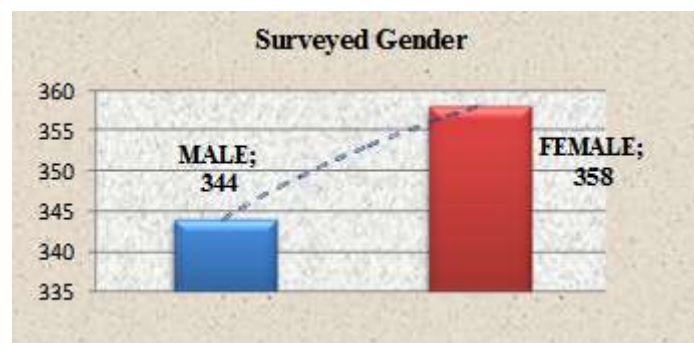
The Pictorial Art courses were given during the months of September, October, November and December of 2018, in which children, young people and even elderly people learned various techniques embodied in their creativities, the works presented in the different galleries, exhibited at CRAI gallery, National Club and Plazoleta, respectively.

3.3 METHOD, TECHNIQUE AND SAMPLE

In this research the method of observation was used together with deductive. A survey was carried out to 702 people of different ages, with the following detail:

Table 2 Gender

GENDER	QUANTITY	PERCENTAGE
MALE	344	49%
FEMALE	358	51%
TOTAL	702	100%

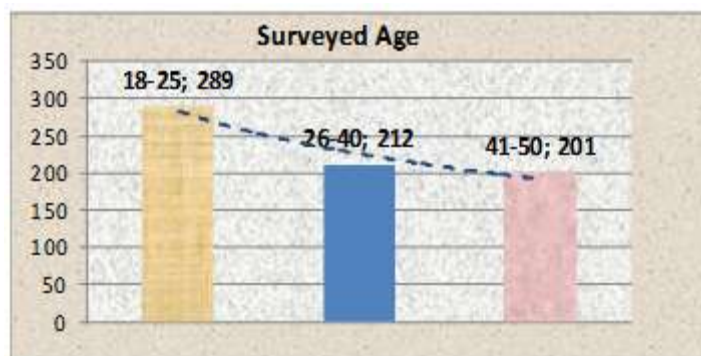


Graphic 2 Gender

In addition, the age scale between the respondents was verified, which is demonstrated below:

Table 3 Age of the respondents

AGE	QUANTITY	PERCENTAGE
18-25	289	41%
26-40	212	30%
41-50	201	29%
TOTAL	702	100%



Graphic 3 Age of the respondents

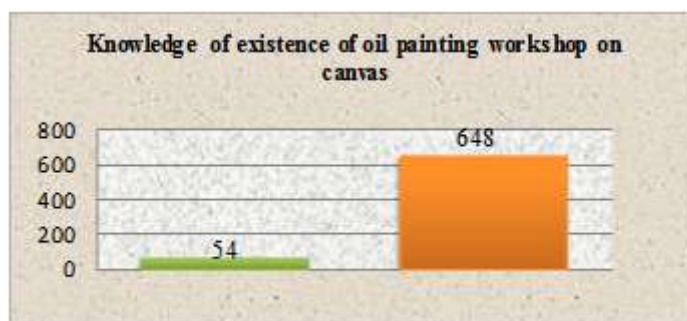
IV. FINDINGS

Next, the results of the survey are presented to the users of the community.

Question No. 1: Do you know if there is an establishment in Milagro city that offers oil painting workshops on canvas?

Table 4 Knowledge of Painting Workshop

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	54	7%
NO	648	93%
TOTAL	702	100%



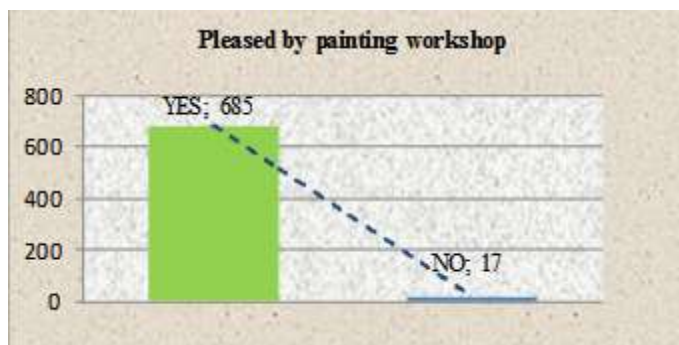
Graphic 4 Knowledge of Painting Workshop

As can be seen in the present table, 93% of the respondents said they did not know about the existence of an oil painting workshop on canvas in the city of Milagro.

Question N°2: Would you like Milagro State University to establish this type of workshops aimed at the community in general?

Table 5 Pleased by this type of workshops

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	685	98%
NO	17	2%
TOTAL	702	100%



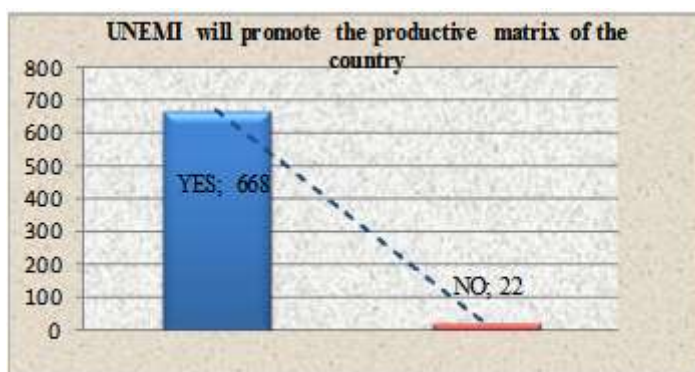
Graphic 5 Pleased by this type of workshops

In the present question, 98% of the respondents indicated that they are pleased to know that Milagro State University is promoting this type of oil painting workshops on canvas for community service.

Question N°3: Do you think that Milagro State University will promote the transformation of the productive matrix of the country with the teaching of oil painting techniques on canvas?

Table 6 Promote of productive matrix

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	668	97%
NO	22	3%
TOTAL	690	100%



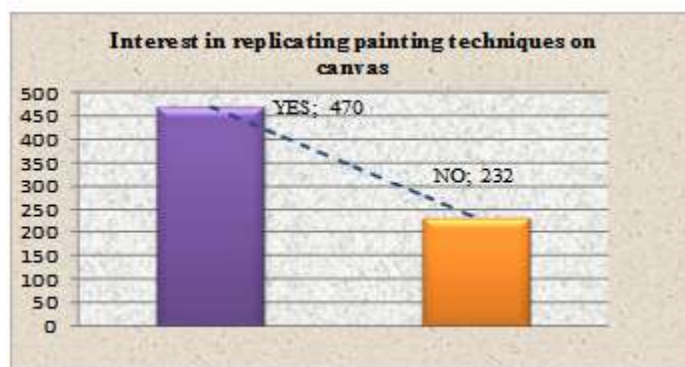
Graphic 6 Promote of productive matrix

In the same way and according to the statistical data it can be seen that 97% of the people surveyed agreed that UNEMI, through this painting techniques workshop, will benefit effectively, thus increasing Ecuador's productive matrix.

Question # 4: Would you be interested in replicating the oil painting techniques acquired in this workshop?

Table 7 Interest in painting techniques

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	470	67%
NO	232	33%
TOTAL	702	100%



Graphic 7 Interest in painting techniques

According to the results, 67% of the users expressed their interest in replicating their knowledge to third parties, that is, they have an absolute predisposition to transfer the learning acquired in this workshop.

Question # 5: Do you consider this kind of workshops to be fun?

Table 8 Workshops will be fun

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	685	98%
NO	17	2%
TOTAL	702	100%



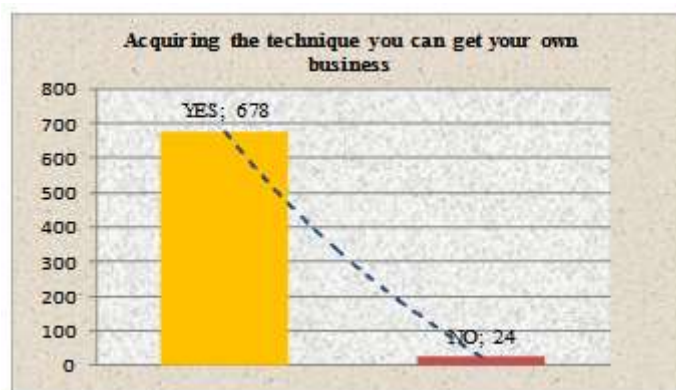
Graphic 8 Workshops will be fun

For the most part, those involved indicated that being part of the workshop seemed enjoyable, since they enjoy creating, developing their artistic skills, which makes the result of their work very satisfactory.

Question # 6: Do you think that practicing oil painting techniques on canvas will help you to open your own art establishment?

Table 9 Get an own business

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	678	97%
NO	24	3%
TOTAL	702	100%



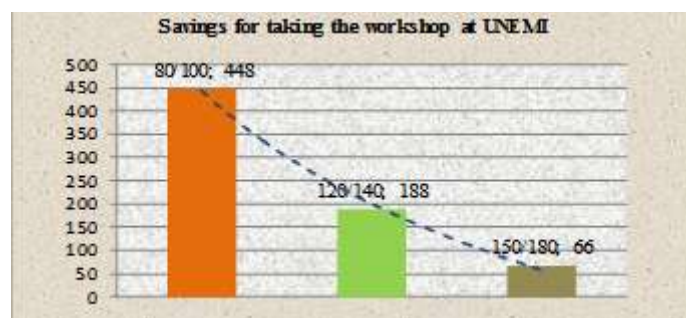
Graphic 9 Get an own business

Regarding this point, 97% of those involved stated that the acquisition of pictorial art techniques will provide them with a new income, as they plan to open their own work site; they consider this because they feel confident about the techniques. They have acquired during the time of the workshop.

Question # 7: How much do you think you would save by taking this oil painting workshop on the premises of Milagro State University?

Table 10 Saving money with painting workshop

ALTERNATIVE	QUANTITY	PERCENTAGE
80/100	448	64%
120/140	188	27%
150/180	66	9%
TOTAL	702	100%



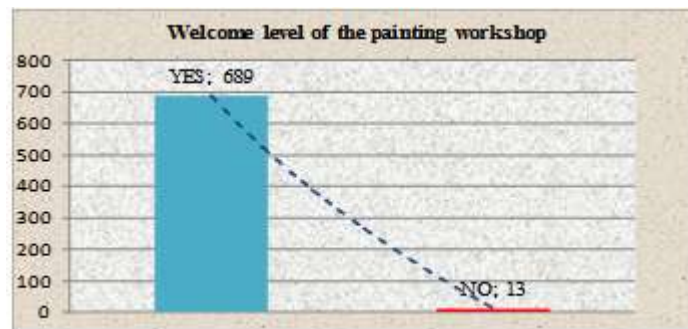
Graphic 10 Saving money with painting workshop

Obviously, Milagro State University through Resource Center for Learning and Research has been providing this service (Pictorial Art Workshop) for free to the community in general, it has been evidenced by the people who have received this induction, which has served to identify the considerable savings that Milagro State University in this type of service to the community.

Question N°8: Do you think that this workshop will have a high level of reception in the inside?

Table 11 Reception level of this workshop

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	689	98%
NO	13	2%
TOTAL	702	100%



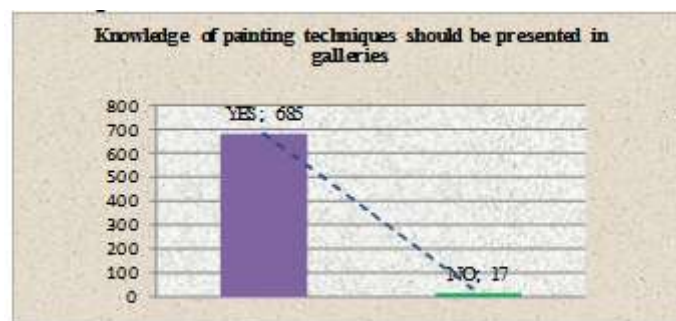
Graphic 11 Reception level of this workshop

This new service offered by the university, according to the results of this instrument, the community in general provided 98% of reception, so, the Pictorial Art Workshop has a high level of acceptance at the community level.

Question No. 9: Do you consider that the knowledge acquired in this workshop should be presented in galleries?

Table 12 Show of galleries

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	685	98%
NO	17	2%
TOTAL	702	100%



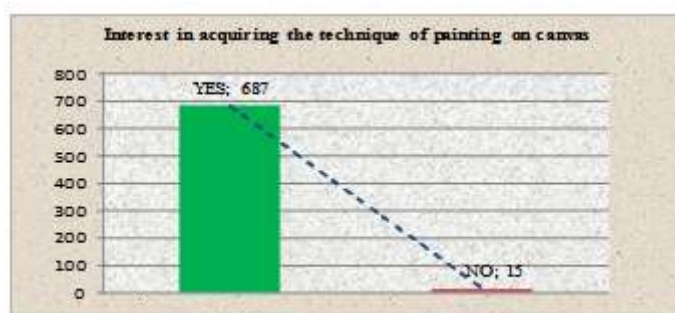
Graphic 12 Show of galleries

98% of the respondents indicated that indeed, the result of the courses held in this Pictorial Art Workshop should be evidenced by the presentation of galleries, so that the community has the opportunity to observe the results of this new service implemented.

Question No. 10: Would you be interested in acquiring knowledge of the art of oil paintings on canvas?

Table 13 Interested in acquiring techniques

ALTERNATIVE	QUANTITY	PERCENTAGE
YES	687	98%
NO	15	2%
TOTAL	702	100%



Graphic 13 Interested in acquiring techniques

98% of the people who attend the courses of the Plastic Art Workshop indicated that they are very interested in acquiring the necessary techniques to express their works on canvas and also have a predisposition to acquire new painting techniques.

The Impact of painting workshop

At present, students and the community know about the benefits of this canvas painting workshop, therefore, this activity has provided interest, motivation, relaxation and professionalism to children, youth and adults.

V. CONCLUSIONS

The pictorial art on canvas has reflected a change of thought in the community in general, since acquiring the necessary techniques to capture their creativity on canvas, has aroused interest not only because it has allowed them to link art with education, but because this knowledge has increased their self-esteem, generating a favorable social impact and even, improving the economic situation, aspects that significantly favor the continuity of this relaxing and active activity that rescues the fine motor skill as a fundamental part for the elaboration of their works art.

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Irlanda Jacqueline Maridueña Macancela" Pictorial Art and Its Impact in Higher Education" International Journal of Humanities and Social Science Invention(IJHSSI), vol. 08, no. 9, 2019, pp. 09-19