

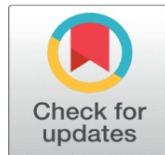
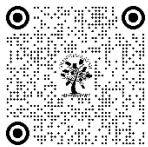
DECODING TIME HONORED TRADITIONAL ROGAN ART THROUGH THE LENS OF DESIGN PRINCIPLES

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ABSTRACT

Rogan art is a time honored Indian traditional art. In India, Gafur family in Kutch, Gujarat, only practices it. The Rogan art is performed live without using any prior designs. They are painted on fabric using color made from castor oil and natural pigments. The Rogan artisan faces difficulties in selling their products due to the unavailability of an organized market. Due to which, the young generation are not willing to practice this traditional art making it at the verge of extinction. As a design student, I found Rogan art to be a perfect blend of traditional knowledge and cultural heritage. Its vibrant colors and intricate designs make it distinct from other art forms. The use of natural colors and oil offers us the opportunity to explore sustainability, which is the need of this hour. In this paper, I tend to study Rogan art and artisan's creativity through the lens of design principles.

Keywords: Rogan art, Artisans, Design Principles, Motifs and Gujarat

1. INTRODUCTION

Indian art has existed since antiquity. Indian states are known for their diverse and distinctive cultures of art. Gujarat is one such state known for its culture, dynasty, and civilization. It is also notable for its divergent geographical and physical conditions, from coastal to arid regions and fertile plains. This state carries the legacy of rich and diverse communities fostering vibrant and dynamic art culture. Gujarat is renowned for producing traditional and exotic artwork. It is a homeland to one such rare art form called Rogan art. Though there are no historical evidence,

it is widely accepted that Rogan art originated in Persia. However, around four centuries ago this art travelled with people from its origin and landed in the Kutch region of Gujarat (Jauhari, 2021). Though Rogan art was practiced in the villages of Khavada, Chaubari, and Nirona, it remained unexposed due to its rare qualities and is now being practiced only in the Nirona village of Gujarat (Shwetha, 2017).

Rogan art is a unique form of art owing to its different patterns, styles, and techniques; though it is a painting, it appears like embroidery and gives an embossed effect. It is a handmade craft in which the artisans use their live imagination without using any sketch or draft as a reference (Cscope Staff, 2022). According to Sumer Gaffur Khatri, 'Live painting gives us freedom and scope of creativity, further making it almost impossible to replicate'.

The name Rogan art is inspired from its Persian origin; in Persia 'Rogan' means 'oil'. This art is performed on fabric using special paint made from castor oil and natural pigments (Vellat, 2019). Most of the designs are symmetrical in type where, half of the design is painted, and the other half is created by folding the fabric forming its mirror image. And hence, this art is also called as art of mirroring without a mirror (Jauhari, 2021). Traditionally, the designs are mostly floral, calligraphic, geometrical, or include birds. Unlike other arts, Rogan art is performed using a needle without touching the fabric. The commonly available Rogan art products are Ghaghara, Odhana, Chaddar, Shawl. When Rogan art landed in India for the first time, only local communities of farmers and animal herders practiced it. The art was culturally passed on from one generation to another. But during the partition of the country, the art couldn't be practiced due to which it failed to move on to the next generation (Shwetha, 2017). Further, the Industrial revolution made fabric painting cheap and fast which caused the traditional Rogan art to go extinct. However, the Khatri family stuck to this art form and is keeping it alive till date (Jauhari, 2021). They are practicing it from the last eight consecutive generations. And hence, the community art has now become a prized heirloom (Cscope Staff, 2022).

Currently, only the senior members of the family are inclined towards preserving this art, while the young generation is not willing to practice their traditional art because of the unavailability of organized market. The family creates eclectic items like wall hangings, bedsheets, shawls, pillow covers, and tablecloth that exhibit the fusion of Persian art and local folk art. Mostly only foreign tourists are their possible customers and hence the products are largely for the international market. Rogan art demands strenuous hard work, high skill, patience, concentration, and time to produce single product and unfortunately, the artisan does not get sufficient amount on selling it (Agnihotri & Patel, 2018). Increase in foreign tourist visits has given a hope to Rogan artisans. Traditionally, only men used to practice Rogan art, but now women are breaking this old-age tradition and practicing it (Shwetha, 2017).

Knowing this fact, in 2010 Pandya and Vishwakarma conducted detailed documentation of Rogan art by collecting information about Khatri family's history, tools, equipment, process, colours, and fabric (Pandya & Vishwakarma, 2010).

According to India Magazine, Rogan art has been a marginal tradition because Rogan oil was associated with hides and leather and hence, only lower caste people were involved. And therefore, it remained unpopular in upper caste Hindu community and Rogan art couldn't fetch much respect (Rathi, 2019).

This unique art needs a special type of paint, which is made up of castor oil and natural pigments. Making this paint is a strenuous process, where the oil is extracted from castor seeds, which is then boiled for 12 to 14 hours (Tiwari & Joshi, 2021).

The hot castor oil is mixed with cold water giving the oil thick texture and slimy golden-brown color called Rogan (Shwetha, 2017). Further, using pestle, natural colors are added producing the Rogan paint. Earlier, natural colors from stone and plants were used, but these days artisans are switching from natural to naphthol based synthetic colors (Sachwani, 2017). In order to avoid their drying, Rogan paints are stored in water (TRT, 2021). The knowledge of making paint is restricted to Gafur family and Rogan artisans (Jauhari, 2021).

The selection of dark fabrics and vibrant colors make the designs appealing. The artisan creates elegant designs using palm of the hand and a simple tool, which looks like a rod, or a needle called 'stylus or kalam'. The body temperature of artisan's palm is enough to melt the paint to form a thread. The artist lays the paint in the form of threads on the fabric creating eye-catching designs. This requires a great deal of skill where the artisan applies the color out of kalam onto the fabric. Twirling is an essential step that gives necessary texture and pattern to the paint. Next, half of the design is painted, and the cloth is folded forming the painted mirror image on the other half (TRT, 2021). Further, the sketches are allowed to dry by exposing it to sunlight for 4 to 5 hours and this is how Rogan art gets ready for the market. Their unique colors, texture, pattern, designs and skilled artwork are valued at a high price. Rogan art consist of three main parts of painting – Main Motif, Print, and the Border.

As a design student, I am keen to explore and delve into its intricacies and nuances through the perspective of design principles. This study will allow in-depth analysis of Rogan art and will also provide insights of artist's creative process and technique. This will give deeper understanding of artisan creativity, expression, stylistic element, and technique of Rogan art. It will also explore comprehension of contemporary expressions rooted in traditional art forms.

2. MOTIFS AND ITS TYPES

The concept of motifs is from archeology, architecture, sculptures and paintings and not from textiles (Lynton & Singh, 2002). Motifs are an element of design which are distinctive and recurring. Design patterns which consist of motifs that are interrelated, varied, repeated, alternating, symmetrical or nonsymmetrical shapes make the design attractive (MUSA, 2019). The arrangement of motifs makes the hand-crafted Rogan art more exquisite (Agnihotri & Patel, 2018).

The Rogan art motifs are inspired from nature which consist of humans, animals, floral, geometrical, and calligraphy. These motifs are handed from one generation to another. The symbolisation of these motifs in different art form and in different era might not be the same. Because as time passes, the knowledge, culture, and symbolisation also evolve and are also influenced by religion, environment, and culture. Rogan art is renowned for its beauty and its motifs which signify important aspects of our life (Rathi, 2019). Few of the most commonly used motifs are discussed in this paper.

2.1. NATURE INSPIRED MOTIFS

2.1.1. FLOWERS

Flowers are frequently used as motifs in the Rogan art and are depicted in different sizes and shapes. They are often used to create intricate designs. Most common flowers like Lotus, Rose, and Daisy are used to create intricate floral motifs. The floral motif symbolizes love, purity, and divinity. Flowers represent culture, religion, and society (Rani & Kumar, 2017).

2.1.2. PEACOCKS

Peacocks are often used in Rogan art. They are mostly depicted with their wide opened feathers and beautiful eyes creating beautiful and attractive motif. Peacocks represent beauty, grace, and abundance (Kaur & Gupta, 2016).

2.1.3. BIRDS AND ANIMALS

Birds and Animals are integral part of Indian art and Rogan art is no exception. The birds are portrayed either in flight or perched on a branch. Different animals are used to create attractive designs and patterns. Among animals, elephants are frequently used to represent battles or to symbolize honor. Elephants are considered as icons of sovereignty, wealth, and power (Ahuja, 2019). The second most commonly used animal is horse which symbolizes power and progress (Khandelwal, 2019).

2.1.4. TREES AND LEAVES

Trees and leaves are also routinely used as motifs in Rogan art. They are depicted in different shapes, colors, and sizes to create intricate designs and patterns (Klimkeit, 1998).

2.2. GEOMETRIC SHAPES MOTIFS

Geometric art is inspired from geometry. It consists of lines, circles, triangles, squares, points, and spaces that are used together to create different aesthetic designs. Geometric motifs are renowned for their sacred significance explaining principle beyond the material. Multiple geometric patterns represent infinity whereas single element or shape represents divine/divinity (Byon, 2023).

2.3. PAISLEY MOTIFS

The Paisley Motifs originated in Persia, and they were introduced in India during the Mughal era. They are named after the Scottish town 'Paisley' (Kallan, 2018). The motif represents Cypress tree, which is the symbol of life and eternity among Zoroastrians (Baker, 2017). In India, it is referred as Ambi or Kairi which means mango seed (Patel, 2022). In India, paisley motifs are commonly known as 'Buta'. The paisley motifs look like reverse tear drop with a curved end. Like other motifs, they are often repeated to create intricate and flowing pattern. In Rogan art, paisley motifs are often combined with floral motifs to create appealing designs. The teardrop shape is styled in different shapes like round or elongated to create multiple designs. In Rogan art, paisley motifs add classic design element and provide flow to the overall design.

2.4. TREE OF LIFE

One of the most prominent motifs in Rogan art is the Tree of Life motif. It symbolizes the interconnection between living beings and the cyclical nature of life and death. Abdul-Gafur-Khatri came up with this motif in 1985. The Tree of life symbolises a primordial tree representing the cultures of Europe, Asia, Africa, and Oceania. The motifs show upright tree with various and distinct branches coming

out of it carrying either leaves, fruits, or flowers (Map Academy, 2022). The different parts of tree are made using contrast color making the motif eye catching.

The Tree of life has its roots in science, mythology, philosophy, and religion. It has been found in the art and culture of different countries (Shahanamahdi, 2022). In Gujarat, it represents growth, prosperity, and interconnectedness across various culture and traditions. In Hindu and Jain culture, tree of life is depicted as “Kalpvriksha” meaning wish fulfilling tree.

In Islamic architect, Tree of Life motif has been significantly used in their building’s design. In the Islamic culture, it symbolizes growth, unity, and interconnectedness. This motif has been prominently observed in several architectural wonders of India namely Rani ki Vav in Gujarat, Adalaj Stepwell, Sidi Saiyyed Jali, Jama Masjid, and others.

2.5. PRINTS

In Rogan art, prints are created using motifs, but they cover larger area of the fabric. In Rogan art prints like floral, geometric, and abstract are commonly found. Repeating lotus and rose flower create a beautiful floral pattern. Similarly, repeating geometric shapes like squares, triangles or circles, and abstracts creates eye-catching designs.

2.6. BORDERS

Border designs are a crucial element of Rogan art. The borders are often used to frame the inner larger design. Similar to print, border may have different motifs like geometric, organic shape patterns, or floral. As a design student when I observed Rogan art, I found that the patterns of Rogan painting follow the design principle like symmetry, asymmetry, contrast, proportion, balance, repetition, movement, unity, and emphasis. This paper focuses on studying how artisans from generations have been implementing the design principles in Rogan art. This is the first attempt of studying Rogan art through design principles.

3. DESIGN PRINCIPLES

According to Interaction Design Foundation, design principles are those fundamentals that advice the designer to create and organize the elements in their design (IDF, 2016). In this paper, Rogan art is studied through the lens of Design Principles namely symmetry and asymmetry, contrast, proportion, balance, repetition, movement, unity, and emphasis.

3.1. SYMMETRY AND ASYMMETRY

According to Interaction Design Foundation, Symmetry does not always means identical mirroring. From design perspective, one can manipulate user’s eye by creating very close effect. On the contrary, asymmetry is the absence of symmetry of any type. In asymmetric designs, the distribution of elements around an axis or central point is uneven. The asymmetric designs are preferably used to show movement or dynamism (Soegaard, 2020).

According to Dagobert Frey, symmetry manifests binding and rest, whereas asymmetry reveals loosening and motion. Symmetry follows law, order, formal rigidity, and constraint; however, asymmetry shows accident, arbitrariness, freedom, play, and life (Frey, 1949).

According to UXpin, symmetry brings a sense of order and harmony in design. The elements of symmetrical designs create natural flow, which navigate the user's eye to understand the information. Symmetrical designs also appear aesthetic and very pleasing to the eye. By default, our brain recognizes and appreciates symmetrical patterns. The perfect symmetrical designs showcase consistency and stability. As a result, the user is able to build trust, and a brand is able to foster loyalty.

Mathematicians and scientists often claim that symmetry and beauty are linked. However, historians and philosophers are of a different opinion; they believe that symmetrical structures seem to be rigid which makes it less beautiful than asymmetrical structures. They also believe that asymmetry is more dynamic and less predictable. But yes, excess of asymmetry may result in chaos (McManus, 2005).

In Rogan art, symmetry is a key design principle. The designs are often symmetrical, with elements and motifs being repeated in a balanced and harmonious way. This creates a sense of visual stability and order. Rogan artists use a method of creating symmetrical designs by folding the fabric in half and drawing the design on one side, which is then transferred onto the other side to create a symmetrical composition. This technique is often used to create floral motifs, where the same design is mirrored on either side of the fold. This not only makes it easy to duplicate designs, but it also helps to ensure that the paint adheres well to the surface. This technique allows achieving symmetrical design in Rogan Art, as depicted in Fig.: 1.

However, it's important to note that this technique is not always used in Rogan art, and asymmetry is still a common characteristic of the art form. Rogan art is a style of Indian folk art that is characterized by its organic and free-flowing designs, which are often inspired by nature. The motifs used in Rogan art are typically floral, and they are arranged in a way that feels natural and spontaneous. This means that the placement of the motifs is not necessarily symmetrical or ordered, but rather organic and asymmetrical.

Figure 1

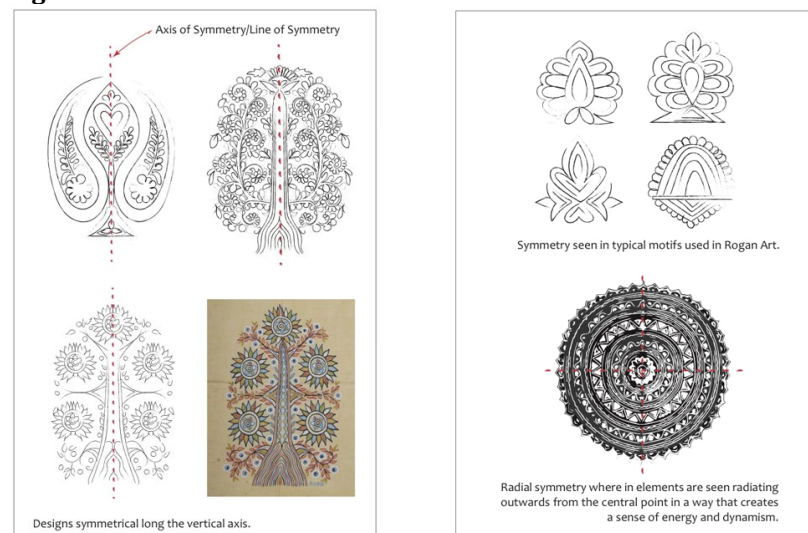


Figure 1 Rogan Art Follows Symmetry (Illustrated by Sruthi Sunil, 2nd Coloured Image in the Lower Row is Sourced from Dsource)

3.2. CONTRAST

In Design, contrast is defined as the difference between two or more elements. The difference could be the shade of color (dark and light), size (small and large), thickness (thick and thin), and color saturation (bright or dull). The contrast concept is highly associated with legibility, readability, and accessibility (Invision, 2024). Contrast produces visual interest and shows dynamics. It highlights the important element of the design while providing an exciting look. The contrast is significantly used to create emphasis and manifest hierarchy. It's a useful design technique that can help make designs more engaging and visually interesting.

In Rogan Art, the artist often uses contrasting colors and shapes to create visual interest and drama in the design. This can help to highlight certain elements and motifs in the design, making them more visually appealing.

3.2.1. COLOR CONTRAST

In Rogan art, different colors are used to create visual interest and hierarchy. Rogan art often features bright, vibrant colors, which are used to create contrast between different elements in the design. As in Fig. 2, the contrast has been created by painting red tree on a black background with green leaves.

Figure 2

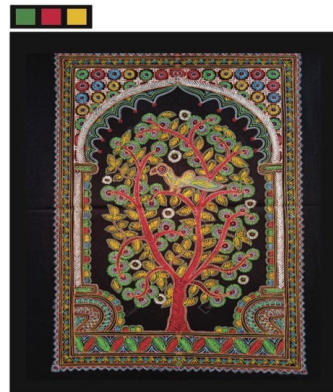


Figure 2 Contrast of Colors in Rogan art

Source Megastore

<https://www.megastores.com/seller/de4e50bd-fea6-4403-b226-a2aa969a0097/product/45614>

Figure 3



Figure 3 Selection of Colors to Create Contrast (Illustrated by Sruthi Sunil)

As in Fig. 3, we can see that the use of light colors like light green and yellow on a dark navy-blue background creates a better contrast than the red and blue colors on dark blue background. It makes the design stand out better and makes it visually more appealing.

3.2.2. SHAPE CONTRAST

This design creates a very interesting contrast. The use of dome-like shape that is filled with intricate flowing designs creates good contrast and a visual impact as shown in Fig.4.

Figure 4

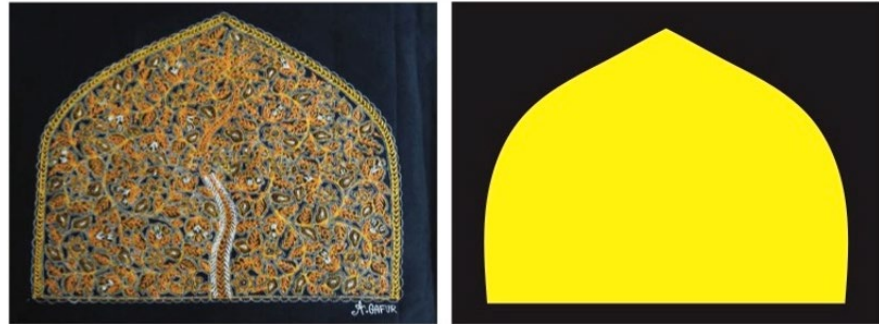


Figure 4 Contrast of Shape in Rogan Art

Source D Source and Illustrated by Shruti Sunil <https://www.dsource.in/gallery/traditional-rogan-art-2-nirona-gujarat>

3.2.3. TEXTURE CONTRAST

Rogan art is renowned for its unique texture, which is created by using a special type of paint made from castor oil. The thick oily paint is applied to the fabric using a stylus, and the resulting texture creates a contrast with the smoother areas of the design. The resulting embossed texture is three-dimensional, with raised areas that stand out from the fabric surface, creating a tactile and visually interesting effect. The raised areas can be shaped and arranged to create a variety of patterns and designs; from simple geometric shapes to intricate floral motifs. The embossed texture is a key element of Rogan art and is often combined with vibrant colors to create bold and striking designs. It is a unique and beautiful feature that adds depth, texture, and tactile interest to this traditional art form.

3.2.4. SIZE CONTRAST

Different size elements are used to create emphasis and visual hierarchy. Rogan art often uses varying sizes of motifs to create contrast and visual interest in the composition. As in Fig. 5, we can see a larger flower in the foreground while the smaller flowers are in the background.

Figure 5



Figure 5 Contrast of Size in Rogan Art

Source Deccan Herald and Illustrated by Shruti Sunil
<https://www.deccanherald.com/features/rogan-revival-734554.html>

3.2.5. LINE CONTRAST

Different line weights or styles are used to create emphasis and visual hierarchy. Rogan art uses a stylus to apply the thick oily paint to the fabric, which creates varying line thicknesses and styles. The artists exhibit their skilled expertise by regulating the stylus & the paint flow in order to draw thick or thin lines thereby giving contrasting line weights and styles that display emphasis and visual hierarchy in the composition as perceived in Fig. 6.

Rogan art is a great example of how contrast can be used effectively in a design to create visual interest and emphasis. The use of vibrant colors, unique texture, varying sizes and shapes of motifs, and contrasting lines all work together to create a vividly striking composition.

Figure 6



Figure 6 Contrast of Lines in Rogan Art

Source Only My Footprints and Illustrated by Shruti Sunil
<http://www.onlymyfootprints.com/2023/01/26/grooving-around-gujarat/>

3.3. PROPORTION

Proportion is the size of elements with respect to each other. The Proportion Principle considers scale, size, and spatial distribution of elements to generate balance between the elements within the design and ensures that there is no

domination of any element. The larger elements are more important as they attract viewer's eye and make it visually pleasing. It also assures elements to work together perfectly to create harmony. Proportion can also be defined as the ratio of difference element size. The elements could be object, image, or text (Cameron, 2024).

Proportion principle allows the designer to understand and distribute space for different elements of the design. Correct spacing generates sense of order and balance. The unified look of any design can be generated using proportion principle. Proportion also plays a vital role in specifying focal points and also in emphasizing a particular element. (Invision, 2024). By changing proportion, designers can highlight an important element. Hence, proportion is used to convey message or to engage audience and it is also a powerful tool to achieve aesthetic appearance (Teresa, 2012).

Figure 7

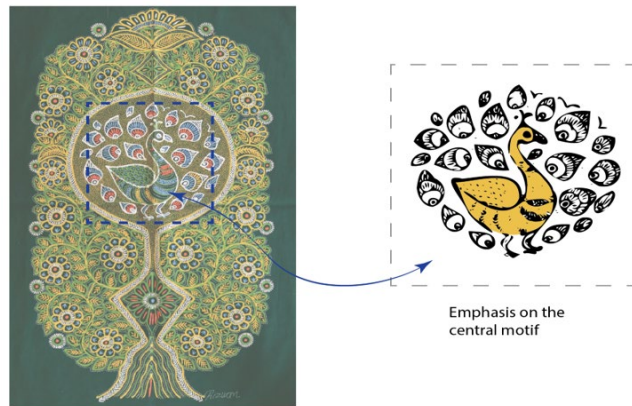


Figure 7 Use of Proportion in Rogan Art

Source Mytr.in and Illustrated by Shruti Sunil <https://mytr.in/blogs/news/rogan-art-the-almost-lost-persian-art-revived-by-kutch-s-khatri-clan>

As in Fig. 7, we can see that the big arrow is pointing at the large central motif of a peacock. The large central motif is surrounded by smaller motifs or patterns. The central motif is larger in proportion to the surrounding elements, which helps to create a focal point and draw the viewer's eye. This also helps create depth and perspective.

Figure 8



Figure 8 Use of Movements in Rogan Art (Illustrated by Shruti Sunil)

The artist may also use proportion to create a sense of movement and flow in the design. As in Fig. 8, by gradual increase in the size of certain elements as they are moving across the design, the artist has created a sense of progression and movement.

There are some guidelines for applying proportion principle, which are based on mathematical ratios. Proportion rules are namely Golden Ratio, Rule of Thirds, and Golden Spiral. The golden ratio of 1:1.618 has been found to be visually pleasing in art and design, and hence it creates aesthetic beauty. The rule of thirds is a composition guideline that divides an image into thirds both horizontally and vertically, creating nine equal parts that can be used to create a balanced composition. Hence, rule of thirds, divide the design into a grid that guide the placement of elements. The golden spiral is a spiral that is based on the golden ratio and can be used to create a sense of movement and visual interest in a composition. Pictorial presentation of types of proportional guidelines is presented in Fig. 9.

Figure 9

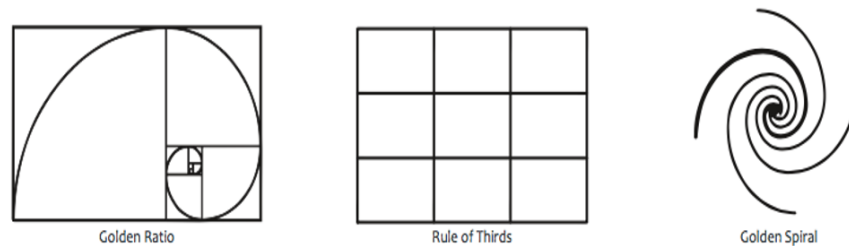


Figure 9 Types of Proportional Guidelines (Illustrated by Shruti Sunil)

While proportional guidelines are not always intentionally used in design, they can be observed in many successful compositions. Designers who are familiar with these guidelines can use them to create compositions that are balanced & visually appealing, while those who are not familiar with them may still find that their compositions follow these guidelines instinctively, like in the case of Rogan Art.

While proportional guidelines like the golden spiral, rule of thirds, and golden ratio are not intentionally followed in Rogan art, they can still be observed in some compositions. Rogan art is a traditional Indian folk art that has been passed down through generations of artists, and as such, it is not typically created with a deliberate consideration of western design principles.

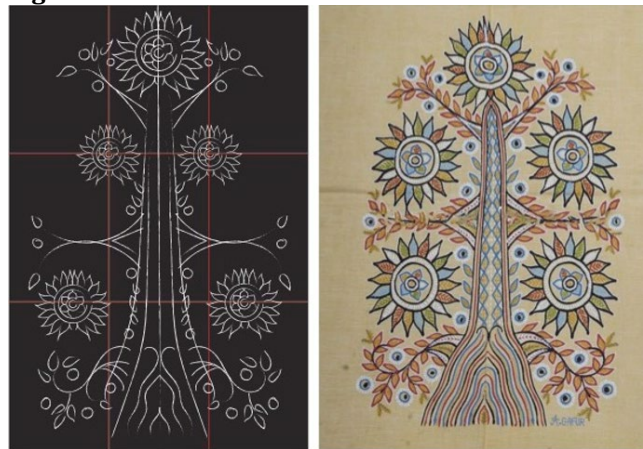
However, many of the same principles of balance and proportion that underlie western design principles are also present in Rogan art, albeit in a different form. For example, Rogan art often features intricate patterns and designs that are repeated and balanced throughout the composition. These patterns may follow a natural sense of proportion and balance that is inherent to the artist's cultural heritage and personal aesthetic sense.

Similarly, the use of color and contrast in Rogan art creates a sense of balance and proportion that is not necessarily intentional but is nonetheless effective in creating a visually pleasing composition. The vibrant and contrasting colors used in Rogan art are often carefully balanced to create a harmonious overall effect, even if the artist is not intentionally following any specific proportional guidelines.

Figure 10**Figure 10** Use of Golden Ratio in Rogan Art

Source Archizy and illustrated by Shruti Sunil <https://www.archizy.com/product/rogan-art-work-11221>

As in Fig. 9, the leaves are seen spiraling inwards and repeated around it in a direction can be associated with the golden spiral that is based on the golden ratio. This can be observed in many natural forms, such as the spiral shape of a seashell or the spiral arms of a galaxy. The resulting spiral has a pleasing and natural appearance and can be used to create a sense of movement and visual interest in a composition. Although it appears to be a design followed by using the golden spiral guideline, it is not certain as Rogan art relies on the artist's intuition, creativity, and aesthetic sense to create visually pleasing compositions.

Figure 11**Figure 11** Use of Rule of Third in Rogan Art

Source Dsource and Illustration on the Left is Done by Shruti Sunil <https://dsource.in/resource/traditional-roagn-art-nirona-gujarat/products>

This is an attempt to recreate the Rogan design on the right side, which was originally created by Sir Abdul Gafur. The recreation was an experiment using the Rule of Thirds grid. We have tried to place the floral motifs in the intersection and along the line. From this attempt, we perceive that Rogan art follows the Thirds Grid Rule.

3.4. BALANCE

Balance principle determines the distribution of visual weight on different sides of the design. According to ENOU labs, unity navigates the viewer's eye, it evokes human specific emotions, and communicates the message clearly (ENOU labs, 2023). Rogan artisans beautifully employ unity in their art. Visual weight refers to the perceived "heaviness" or "lightness" of an element within a design. Balance plays a significant role in achieving a pleasing effect in any given design. Balance ensures cohesiveness and provides the effect of completion and satisfaction. Balance is of different types viz- horizontal, vertical, diagonal or background versus foreground. Balance can be referred by shape, size or even contrast. Balance can not only be achieved in symmetry but also in asymmetry. In asymmetry, balance is achieved by the even distribution of elements across the axis (Invision, 2024).

Balance is an essential design principle in Rogan art. The artist must create a balanced composition that is pleasing to the eye. This can be achieved through the use of symmetry, repetition, and other design principles. In Rogan art, balance refers to the distribution of visual elements within a composition to create a sense of equilibrium and stability.

Figure 12

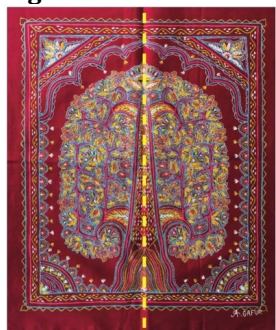


Figure 12 Balance and Symmetry in Rogan Art (Base Image Clicked by Ashwin Kumar; Study Indication Illustrated by Sruthi Sunil)

While asymmetry is a common characteristic of Rogan art, there are still instances where symmetrical designs are used; we can observe this in Fig. 12. These designs are balanced and stable because the visual elements are mirrored on either side of the composition.

Figure 13



Figure 13 Balance, Size and Placement in Rogan Art

Source Memeraki and Illustrated by Shruti Sunil <https://www.memeraki.com/products/rogan-art-by-rizwan-khatir>

Rogan artists carefully consider the size and placement of each motif within a design to create balance. As in Fig. 13, a large motif may be placed on one side of the composition, balanced by several smaller motifs on the other side.

Figure 14

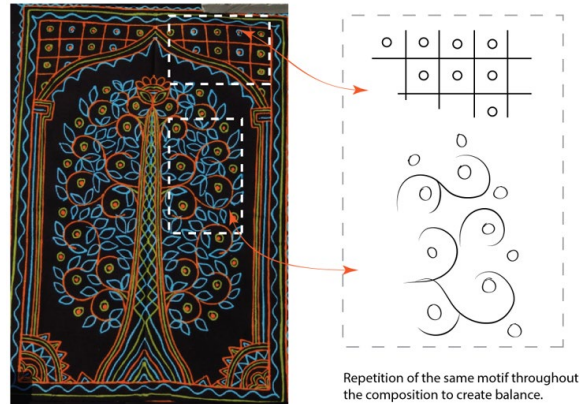


Figure 14 Repetition of Motifs to Create Balance (Image on the Left Clicked by Ashwin Kumar, Study Indications and Illustrations on the Right Side Done by Sruthi Sunil)

Rogan art often employs repeating motifs and patterns, which can create a sense of balance and rhythm within a composition. By repeating the same motif or pattern throughout the composition, the eye is drawn across the design in a harmonious way as shown in Fig. 14.

Figure 15

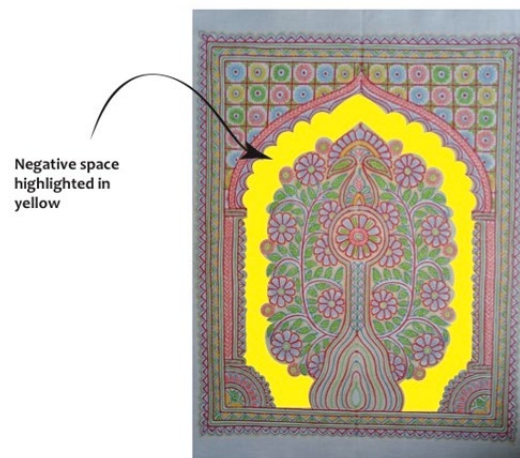


Figure 15 Use of Negative Space to Create Balance

Source Memeraki Illustrated by Shruti Sunil <https://www.memeraki.com/products/tree-of-life-rogan-art-by-rizwan-khatri-1>

As per FMoPA, a negative space is a space behind the subject that has no elements. This dead space can sometimes be eye captivating (FMoPA, 2019). In Fig. 14, we can see that in Rogan art, that such Negative space (the space between the visual elements in a composition) has been used to create balance. By manipulating the size and shape of the negative space, Rogan artists can create a sense of equilibrium within the composition.

Figure 16



Figure 16 Selection of Colors to create Balance

Source Megastore illustrated by Shruti Sunil <https://www.megastores.com/seller/de4e50bd-fea6-4403-b226-a2aa969a0097/product/45614>

In Fig. 16, we can see how artisans select color to create balance within a Rogan art composition. Complementary colors (colors that are opposite to each other on the color wheel) can be used to balance each other and create a sense of harmony. In this case, observe how green and red are used in this composition. Due to limitations in how much color the artisan could use, the complementary colors could not cancel each other out. However, with the addition of yellow in some of the leaves, the artisan manages to perfectly balance out the colors visually.

3.5. REPETITION

Repetition means the use of same visual element multiple times within the composition (Getty Edu Museum, 2011). In Rogan Art, the artist often repeats certain elements and motifs throughout the design, creating a sense of unity and cohesiveness. Repetition can also help to create a sense of movement and rhythm in the design.

Figure 17



Figure 17 Use of Repetition Principle in Rogan Art (Illustration on the Left Side Done by Sruthi Sunil, Ref Image on the Right Sourced from Pinterest)

Source <https://in.pinterest.com/pin/764063893028499952/>

Rogan art often employs repeating motifs or patterns throughout a composition as shown in Fig. 17. These motifs may be repeated in a regular pattern, or they may be varied slightly to create interest and visual impact. The white floral motifs have been repeatedly used symmetrically in the design giving a balanced and harmonious visual effect.

Figure 18

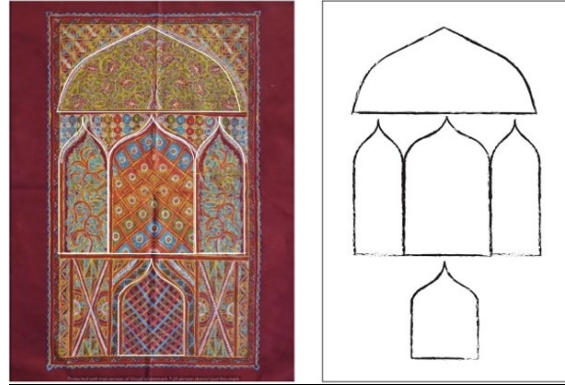


Figure 18 Repetition of Shapes in Rogan Art

Source Dsource and Illustration by Shruthi Sunil <https://www.dsource.in/gallery/traditional-rogan-art-1-nirona-gujarat>

Repetition of shapes is another common technique in Rogan art as shown in Fig. 18. Repeating shapes throughout a composition can create a sense of rhythm and balance and can also help to unify the design.

Figure 19

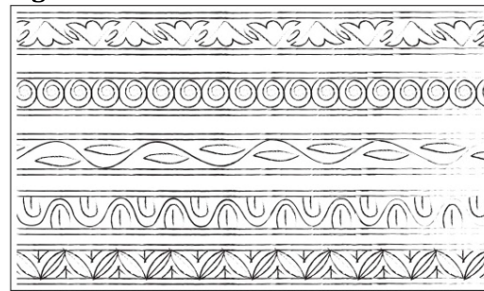


Figure 19 Repetition of Lines in Rogan Art (Illustration by Shruthi Sunil)

As depicted in Fig. 19, Rogan artists also use repetition of lines to create interest and visual impact. Lines may be repeated in a regular pattern, or they may be varied slightly to create a more dynamic composition.

Figure 20



Figure 20 Repetition of Colors in Rogan Art

Source Design Dekho and Illustration by Shruthi Sunil <https://www.designdekko.com/featured/rogan-art-how-to-use-it-for-home-decor>

Color repetition is also used in Rogan art to create a sense of harmony and unity within a composition as shown in Fig. 20. Repeating the same colors throughout a design can create a cohesive and visually pleasing composition.

3.6. MOVEMENT

Movement is the illusion of motion created within the design. The use of flowing lines and shapes can give the impression of movement, making the design more dynamic and engaging (Cameron, 2024). Movement, a design principle can be used to create a sense of energy, flow, and dynamism in a composition (Jessie, 2021). Rogan art is a style of Indian folk art that is characterized by its intricate and flowing designs, which often conveys a sense of movement and dynamism.

Figure 21

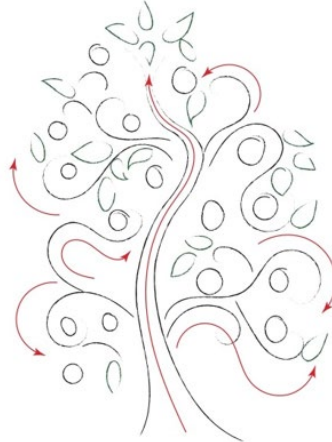


Figure 21 Movement Observed in Rogan Art (Illustration by Shruthi Sunil)

The use of curving lines in Rogan art is common, and these lines can create the impression of movement and flow. As shown in Fig. 21, a curving line that winds its way through a floral design can create the impression of a plant growing and reaching towards the sun.

Figure 22



Figure 22 Repetition of Pattern and Motif to Create Sense of Movement in Rogan Art (Illustration by Shruthi Sunil)

Rogan art often uses repeating patterns and motifs, which can create a sense of movement as the eye moves across the design as shown in Fig. 22. The repetition of motifs can create a rhythmic flow that suggests motion.

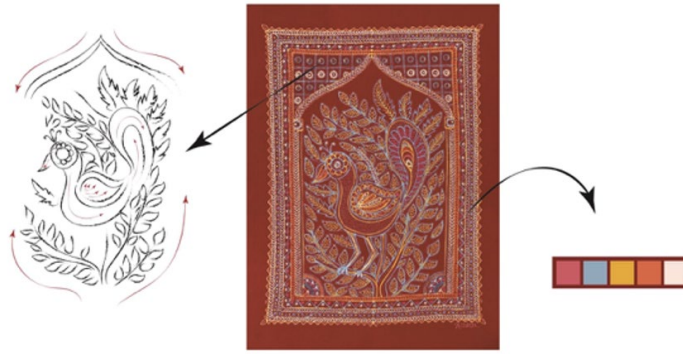
Figure 23

Figure 23 Repetition of Colors in Rogan Art (Illustration on the Left by Sruthi Sunil, Ref Image in the Centre Clicked by Ashwin Kumar, Colour Palette on the Right Illustrated by Sruthi Sunil)

The overall composition of a Rogan art piece can convey a sense of movement, with different elements arranged in a way that suggests motion and flow. For example, a composition that features a winding vine or a flowing river can suggest movement and dynamism. Rogan art often employs bold and vibrant colors, which can create a sense of energy and movement. Bright colors can suggest vitality and movement, while contrasting colors can create a sense of tension and motion.

3.7. UNITY

Unity is the concept of bringing all the elements in the design together to create a cohesive whole (Invision, 2024). It's the sense that everything in the composition works together and is unified. Unity is important because it creates a sense of order and balance, which can make a design more visually appealing and easier to understand (Getty Edu Museum, 2011). The artist achieves this by using a limited color palette, repetition of motifs, and similar shapes throughout the composition.

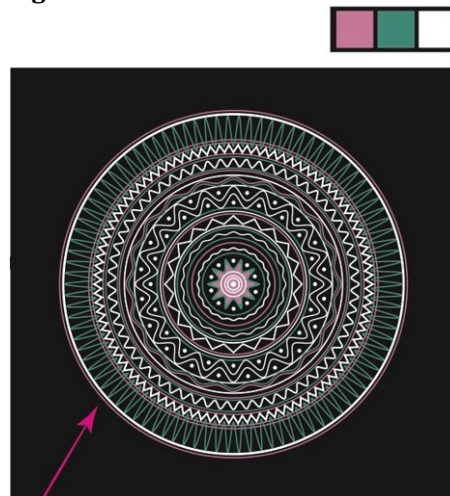
Figure 24

Figure 24 Unity Observed in Rogan Art (Illustrated by Sruthi Sunil, Inspired by Rogan Art Motifs and Designs)

From Fig. 24, we can observe that unity has been achieved using different parameters like color, repetition, composition, and balance.

3.7.1. COLOR

Color is an important consideration while creating unity within a Rogan art composition. By using a limited color palette, Rogan artists can create a sense of harmony and cohesion within the design. Colors may be repeated throughout the composition to create unity and visual interest. The colors are usually bold and vibrant, but they don't clash with each other, creating a sense of unity and balance.

3.7.2. COMPOSITION

Rogan art often features a central focal point or motif that ties the entire composition together. This focal point could be a stylized flower, animal, or human figure, and it's usually the largest and most prominent element in the design. The other elements in the composition are arranged around this central motif, creating a sense of unity and balance.

3.8. EMPHASIS

Emphasis is a design principle that refers to the creation of a focal point or center of interest in a composition (Invision, 2024). Emphasis is used to draw the viewer's eye to a specific part of the design and create a sense of hierarchy within the composition (Mads, 2015). The artist may use a larger or more intricate element in the design to draw the viewer's attention to a specific part of the composition. Emphasis is a key element in Rogan art, as it helps to draw the viewer's attention to certain parts of the painting. Rogan artisans create emphasis by varying size of elements, contrast, placement of visual element, or by adding more details in certain area of the paintings.

3.8.1. SIZE

One way to create emphasis in Rogan art is by varying the size of visual elements within the composition. By making certain elements larger than others, Rogan artists can draw the viewer's eye to a specific area of the painting as shown in Fig. 25. The flowers in the center are larger than the surrounding elements, which draw the viewer's attention to them.

Figure 25

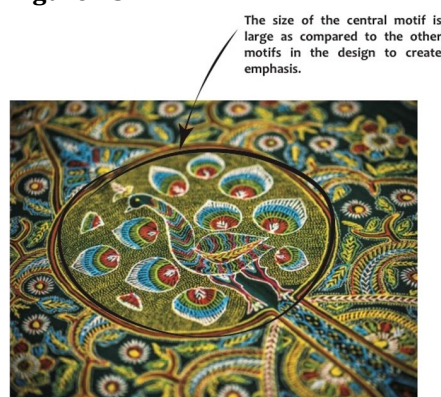


Figure 25 Use of Different Size Element to Create Emphasis in Rogan Art

Source Shreyakalemedium, Illustrated by Shruthi Sunil <https://shreya-kale.medium.com/rogan-art-a-journey-into-luxury-a0aa2cbf0195>

3.8.2. CONTRAST

Contrast is another technique used to create emphasis in Rogan art. By contrasting colors, shapes, and lines, Rogan artists can create a focal point within the composition that stands out from the surrounding elements. In Fig. 26, the artist has used a bright yellow color for the central flower, which makes it stand out against the darker background.

Figure 26

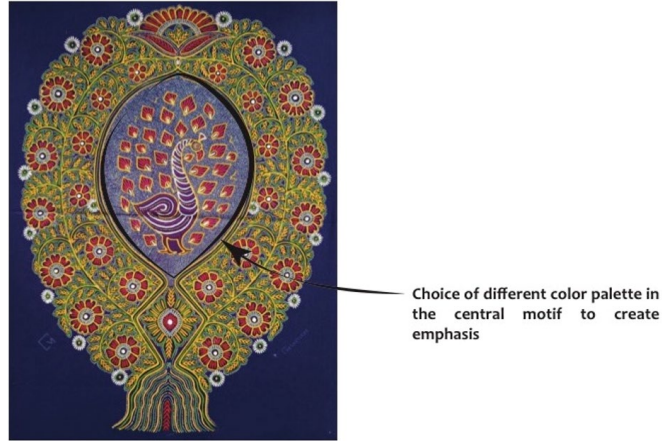


Figure 26 Use of Contrast to Achieve Emphasis in Rogan Art

Source Tvami and Illustrated by Shruthi Sunil <https://tvami.com/collections/rogan-art>

3.8.3. PLACEMENT

The placement of visual elements within the composition can also be used to create emphasis. By placing a design element in a prominent position within the composition, Rogan artists can draw the viewer's attention to that area of the painting. The central flower is placed in the foreground, which makes it the focal point of the painting as shown in Fig. 27.

Figure 27



Figure 27 Placement of Elements in Rogan Art to Create Emphasis

Source Gaatha.Com <https://shop.gaatha.com/buy-indian-crafts/Buy-rogan-art-online>

3.8.4. DETAIL

Another way to create emphasis in Rogan art is by adding more detail to certain areas of the painting. By making certain elements more intricate or detailed than others, Rogan artists can create a focal point within the composition. The artist has

added more detail to the central flower, which makes it more prominent than the surrounding elements as seen in Fig. 28.

Figure 28



Figure 28 Emphasis Achieved in Rogan Art by Adding Details (Storyltd and Megastore)

Source <https://www.storyltd.com/auction/item.aspx?eid=3844&lotno=2&https://www.megastores.com/seller/de4e50bd-fea6-4403-b226-a2aa969a0097/product/45594/Black+Rogan+Art+Tree+of+Life+Painting+by+Sun+Rogan+Arts>

4. CONCLUSION

These aforementioned design principles are used in different ways to create a balanced, harmonious, and visually appealing Rogan art design. Artists may use these principles in their own unique way, resulting in a wide range of styles and designs within the art form. Overall, the design principles used in Rogan art are focused on creating a harmonious and balanced composition that is aesthetically pleasant. These design principles have been developed and refined over centuries through tradition and continue to be an important aspect of the art form today. The design principles in Rogan art are interrelated and often work together to create a visually cohesive and pleasing composition. For example, the use of balance, unity, and proportion can help create a sense of harmony in a Rogan painting, which in turn can contribute to a sense of visual interest and movement. Contrast and emphasis can be used to create a focal point within the composition, while repetition can help to create a sense of unity and cohesiveness. Overall, the design principles in Rogan art are interconnected and can be used together to create a harmonious and visually engaging composition.

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CONFLICT OF INTERESTS

None.

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