



The Achievers Journal

Volume 4, Issue 4

ISSN (ONLINE): 2395-0897 / ISSN (PRINT): 2454-2296 October to December, 2018

Interactivity in Creative Arts and Design

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Abstract

Profound knowledge reveals art as the expression or application of individual artistic skill and imagination. Artists, art students or designers choose this medium since they love challenges in both academics and articulations of the human experience. The art, at its least intricate, is a form of communication to the viewers. It suggests something it is expected to mean by the artist himself/herself, and this significance is shaped by the materials, methods, and styles of the artwork, moreover the thoughts and sentiments it prompts in the viewer. The design is a work process which has a client perspective and drives development in light of the creator/ designer specific customers' needs. Furthermore, the design plan is a multi-faceted practice, wherein creative and technical solutions are carried out inside a structure to build a good attitude and environment. This paper is an attempt to show these powerful tools for influencing every heart and mind and furthermore promoting creative wondering and human attention.

Keywords: individual artistic skill; articulations of the human experience; human attention

Introduction

Ever since pre-historic ages, cave and rock art, and additionally visual art have been assuming the job of connection which is profoundly set apart in individual character; the demonstration of tolerating art and stylish happiness in the "recipient," likewise has the impact of



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critical thinking outcomes whenever amid individual development. In the ingenious field, compositional universals have been shown to supervise the structure of visual centerpieces over the ages and societies (Christopher & Likova 2). Art is an expressive style or mechanism of one's self-articulation as well as his/her inventive thoughts or feelings. Art isn't, on the grounds that the metaphysicians say, the indication of some strange thought of beauty or God (Tolstoy 3). It is always tough to explain because it tends to require an abstract shape. Populace usually understands the specific word 'art' to mean paintings or sculptures. Yet 'art' has a various scope of appeals in numerous fields. The design is usually defined as the conception of a creative designer, which is implied to solve any critical as well as explicit design. An effortless sketch of the peripheral part of a building also comes under design (O'nolan1).

Thus, the phrase is functional in various fields and thanks to its sensitive handling. Each art and design is associated with the composition of visual images in a very strong manner. Art is made to be seen. Celebrates the flower that “waste their sweetness on the desert air” and the treasures lie hidden in “the dark unfathomed caves of ocean”. But the art is diametrically opposed to such “waste” and “desert air.” It is focused, concentrated, intentional, and intent. It is specifically called into material being by the creative activity of a gifted human being, and its primary purpose depends on its being viewed. It would be naive, though, to consider this act of looking a simple one. Life is so multifarious in its impact that we can only move through it by rationing our attention. We semi look, we skim. Indeed, it requires an effort to look in a serious, focused manner (Beckett 1). Art cannot be absolutely experienced without viewers/art lovers' cooperation, and this includes, exceptionally, the viewers' sacrifice of time. Sociologists, lurking inconspicuously with stopwatches, have located the average time museum traffic spends looking at a piece of artwork: its miles more or few seconds.

Obviously it is true that... in art colour is a matter of taste (Vangogh 1). The audience or viewers walk all too casually through museums, passing objects as a way to yield up their



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meaning and exert their strength only if they may be seriously contemplated in solitude (Beckett 2). Art lovers could have seen Van Gogh's irreproducible fusion of idea, concept and content are so powerful; at the same time dramatic, lyrical, rhythmic, inventive, emotionally gripping, and exquisitely poetic. It stirs up in oneself a sense one has once old and having elicited it in oneself, then, by suggesting that of movements, lines, colors, or forms offer birth of expressive words. I dream my painting, and then I paint my dream. Vincent Van Gogh quoted while he painted "The Starry Night" (Tolstoy 11). Art might evoke through the route of a dream that will be deeply communicative. Art additionally used dream imaging during a bid to access and unleash authentic human expertise. Though art cannot expose the complete depth of one's mind, likewise, the psychoanalyst Sigmund Freud said mind like an iceberg (Freud 1), however, a design seldom surpasses this sort of experience.

Art and Design can be on a Distinctive Tune, but enabled to Bridge the Gap:

Art is related to the artistic style and freedom of a creative soul, whereas design is related to the organizational and practical aspects. Art is motivated by an innate creative force that is obligatory by the artists themselves. On the one hand, the design is mostly driven by peripheral constraints, which is mainly commercial purpose. On the other hand Art is created by a creative individual by adding elements of thoughts, imagination, and skill. In any case, designs are organized as they have the inclination to turn so as to unravel a specific problem; as an answer. As per present context, one ought to be determined rigorously that there is not much more distinction between art and design. If any discrepancy arises between art and design, it can be compensated by installation art. It is a fact, the 'art' is the creation of an artist significantly related to incredible. Often stunning, generally beautiful and appreciated by the art enthusiast. Mostly, art relates to the attractive visual compositions. The relationship between the art and design is defined in the different process by various people (O'nolan 2). Nonetheless, the vast majority of them feel that even if they thought to have appeared as something else, they tend to



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overlap with each in some cases (Bilge Mutlu, Bilge & Alpay 22). Scholars reinforced that Art and Design are two vital segments of visual art. Art is all talk about artist's own expression while the design is intended to correspond the purpose, so one can solve the problem. Art may be interpreted in numerous ways, whereas design cannot be explained, alternatively, they need to communicate efficiently.

The art of looking at Art and to Appreciate Art

Art is the expression or application of human creative skill and imagination, such as Painting and Sculpture (Quara 1). The art and creativity range from "That seems beautiful" to "would humans be able to envision this" is their dwelling room? Author's favored stand to get through scholarly discussions approximately about art and artist and writer don't get incorporate him interrupting the dialogue with feedback about being 'Dynamic', 'Conceptual', or author's most decent loved word about art 'Meditative'... Art is focused, concentrated, intentional, and meaningful. It is specifically called into material being by the creative activity of a gifted human being, and its primary purpose depends on its being viewed (Beckett 2). It would be naive, though, to consider this act of looking a simple one. The philosophical usefulness of a definition of art has also been debated (Adajian 2). While appreciating art Stephen Davies wrote in his book chapter-II, it is impossible to define art (Davies 10).

Design concept boosts in Fashion Design

To design fabrics and its resources involves producing patterns for cloth used in clothing, household textiles such as towels and decorative textiles such as carpets. The Indian designing field encompasses the actual pattern making as well as supervising part or all of the production process. In a different way, one can say fabric design is a process from the raw material into a finished product. Fiber, yarn and finishes are the key elements to be considered during the textile design procedure. Though researcher a painter, but he has created a few designs and he would like to sell a line of accessories. The researcher will be working on broadening his distribution, to increase the availability of his designs. If a researcher himself or someone would like to execute



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little unique fabric design without any option, they must have a look to the past to this country. One cannot refuse his/her cultural root and heritage. Indian Folk and Traditional Arts and Crafts obviously will provide them a lot of inspiration to create something extraordinary. To strengthen his research, he has to start his journey in search of handcrafted textile of India. Obviously, the researcher's dream will be materialised with the juxtaposition of village floor art and hand crafted textiles. *Rangoli* or *Alpana* art (Researcher view) will motivate any Indian designer to execute innovative fabric design.

The difference between the Art and Design

The concern of what splits art and design is complex and has been debated for a long time (O'nolan 2). Artists and designers both create visual compositions using a shared knowledge base, but their reasons for doing so are entirely different. Designers do not forget themselves to demand as artists, but few artists remember themselves designers. An artist unit out to deliver a standpoint or emotion that, is not to say that the perspective or emotion has a single meaning. Design or fashion designer performs its role the very contrary. Many will say that if a design can be "interpreted" at all, it has failed in its cause. In the unique sense, Scholars must be saying if a design can be "interpreted" at all, probably it has failed in its purpose. The suggestion is an element of intellectual experience that includes no longer just cortical circuitry structure, however the amalgamation with the limbic device and middle frontal systems which might be understood to mediate the experience of arousing desire, motivational rewards, and the appreciation of the integrative esthetic values (Tyler, Christopher W. and Lora T. Likova 3) of the invading stimuli (Damásio, 1994).

While discussing time and space in art, the fundamental themes are always those of non-possibility, of elusiveness, of the uncertainty of existence, of the emptiness of reality, and the need to fill that void human endeavor and artistic creation. Nor are those born of an imperious creative will, but of the contradiction which exists between an understanding of the anguished uncertainty of everything and



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our indestructible awareness of existing, and of existing by necessity in one time, in one space, and one world (Palu Klee 6).

The situation makes a society amendment:

Visual artists or creative artists are embracing technology. Technology is part of the design (Queensland University Guide 1). To express own feeling if required they can easily welcome design help. Similarly, the artistic sense blended with aesthetics and innovation to inspire the creator to broaden design innovation spontaneously. Artistic design summarises the creativity, feeling, queries and newness. Artistic design is both inspiring and motivating. Many designers will look at another's work and want to jumpstart a project of their own. Starting from Larry Lessig's statement that, "a new technology (the internet source) has given us a new freedom" we next explore the new possibilities for sharing creative works and mixing them to create new art forms (Lawrence 2). Artistic indigenous element and creative impulse inspire one to execute a good design. 'Art as a Compass for Design' said by Marc Hohmann, The high-profile designer, whose client list includes Dell, branding expert and partner at the global design and brand firm Lippincott, the answer is a lot (Petrovic 3).

Art and Design sometimes run in a closed Periphery

Scholars opine art cannot be restricted to any limit. The artist was looking at an abyss, gazing into the unknown of a new era, when Kant solved the problem of art and shaped its definition for the next two centuries (Willette 1). It spread its wings depending upon the artist's creativeness; however, the design is generally convinced to look at a certain pattern. Actually, art does not follow any specific commercial purpose rather than being an artistic expression. While talking about the designer, they are mostly aware of many components related to design even before starting work. That is why Art and Design sometimes run in a closed periphery,



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sometimes maintain a gap with their principles and interpretations. Art provides freedoms to be taken in numerous ways in which people allow to experience a sense of emotion (Neil Lock 3). On the other hand, design is a method needs to just convey the message as desired by the designer (Hayward 2). An artist or associate creative person is most often born with the god gifted talent of getting the flexibility to create art. Art can be judged as an imaginative form of expression. In this context design is the tool that can streamline one workflow.

Enforcing mode of expression artists accepts design or Design product as an Art

Present day visual artists are embracing technology. Technology is part of the design. To express own feeling if required they can easily welcome design help. Similarly, the art sense blended with aesthetics and innovation, which inspire to the creator to broaden design innovation spontaneously. Artistic design encapsulates creativity, feeling, question and answer, and newness. Artistic design is both inspiring and motivating (Web Art Design 2). Many designers will look at another's work and want to jumpstart a project of their own. Nowadays, scholars are looked with a new terminological utilization of 'design' and 'innovation' ideas, particularly in design fields, in another way of expression one can say of ' design innovation. "The word" design innovation,' while not having a universally settled upon definition, is progressively utilized as a part of scholastic and professional outline talk or discourse, e.g. popular design magazines, academic journals, and so forth for the last 15-20 years (Bilge Mutlu, Bilge & Alpay 3). The Fountain (1917) by Duchamp, a conceptual art as well as installation art is bridging the differences between Art & Design. The Bull's Head (1943) by Picasso, a conceptual art as well as Installation art is made possible to bridging the relationship between the Art and Design.



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The Bull's Head



The Fountain

A comparison between Art and Design

	Art	Design
Appropriate Definition	While talking about 'art' is the self-articulation of an artist's innovative or creative thoughts or feelings. One says art is thought-provoking. Simultaneously Art is the self-manifestation of an artist.	The design is by and large is characterized by the creation of a designer which is the product of an arrangement and has been intended to take care of a particular issue
Actual Controlled by	It is an Internal Constraints	It is an External Constraints
Generally Driven by	The Art is generally driven by, experience	The Design is generally driven by, solution
The Scope	The scope is limitless	The scope is generally fixed
Visual Interpretation	The various ways it has to be interpreted	Visually, it should be conveyed the message as desired
The way taught and learned	Art may not teach, but enabling to acquire skill	In the case of Design answer is mostly yes



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Type Learning	The cognitive processes involved in teaching and learning	The Instrumental processes involved in teaching and learning
Intended for What	The Art is intended for correspondence or communication, and articulation	The Design is intended for use, as well as reuse and sustainability
Attributes	The art attributes a creative, innovative, expressive power	The design attributes practical, smartly drafted skills

The challenges in the motion

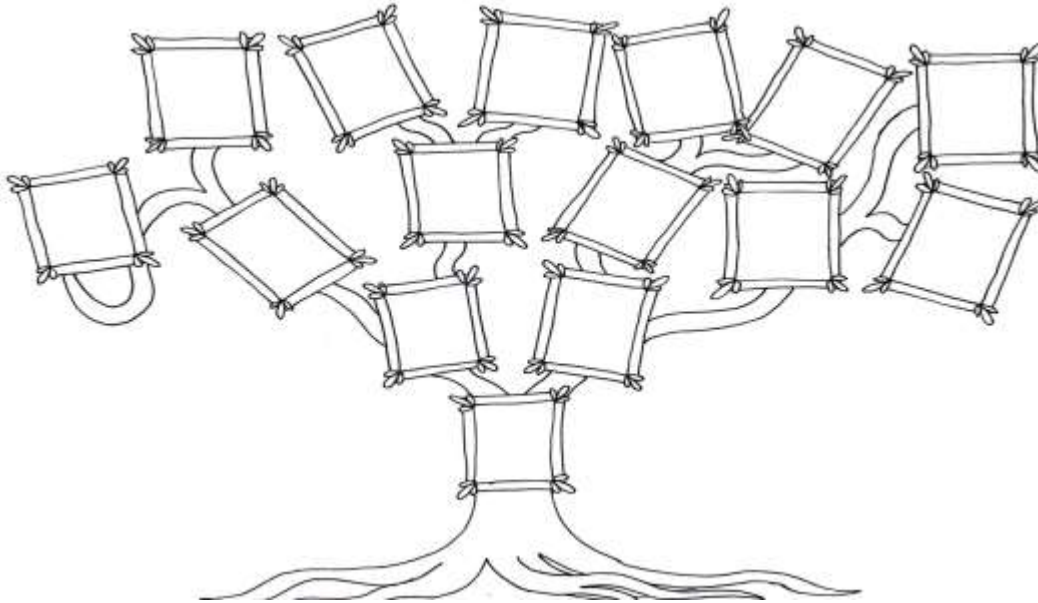
The arts and expressions of the human experiences are marginalized in schools. In the light of this marginalization or minimization, teachers have tried to legitimize the art of the human experience as far as their instrumental importance in promoting thinking in non-arts subjects considered more essential, for example, such as the reading of science subjects or mathematics (Murfree, 1995, Tyler, Christopher W. and Lora T. Likova 5). In any case, there has been small convincing research that the study of art and expressions of the human experience advances scholarly performance or raises standardized test scores (Winner and Hetland, 2000). One has to really understand whether learning of the art transfers to scholarly performance, its require first to evaluate what is really realized in art and design of the human experience and afterwards to indicate the components that underlie an exchange of hypothesis. Though many schools are having an association intended to provide learning spaces and learning environments for instructing of the students (or "pupils") under the direction of teachers. As per researchers survey most of the countries having the frameworks of formal education, which is usually obligatory. As alternative option schools may provide nontraditional educational modules and strategies (Joethe Peacock 2).



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Even despite the fact, the hypothesis of innovation originating from the theory of economics and studies on methodical change or ‘invention’ are mostly recognized to generate innovations, some attention to gaining knowledge refer to ‘design’ at the core of the innovation process indicates the implementation of a new or significantly improved production or delivery method (Freeman, 1982; OECD, 1992, Dewulf 2).

These studies call attention to emphasize the function of ‘design’ as the innermost part of the innovation process. Although Freeman (1982) mentions that innovation involves resources such as Research and Development and Design; OECD (1992) Cooperation Development, highlights the essential role of design in the innovation process. According to OECD (1992), the design is “the very core aspect of innovation... the moment when a new object is envisioned,



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devised, and shaped in prototyped (Christensen, Poul Rind, and Sabine Junginger 4) structure.” Lorenz (1990) also accentuates the budding central role of ‘design’ from a strategic perspective. According to him (1990), “the old weapons for achieving real demarcation have become inadequate. No longer can comparative advantage be sustained for long through lower costs, or higher technologies. The design facet is no longer an optional part of marketing and corporate strategy, but has to be at their very core.”



Kaleidoscopic Collage, this artwork will be able to bring closure to the design and creative art, (Tanja M. Laden 2) Google Image

Findings and Conclusion

Art and design are integral parts of Visual Arts education. It depends upon one’s mood or sentiment to accept, appreciate and pursue. Art has become a freer concept that can embrace different forms and modes of expression with the help of the design process. Striking examples of this evolution are Andy Warhol and Nam June Paik (Evan, Walker, and Andreas, Gursky 1).



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The readers can recall Andy Warhol's artistic expression through painting/collages and also through film direction (e.g. "Sleep"). Many researchers efforts are ensured regular and consistent collaboration between Creative Arts and Design, which are still a popular subject groups having some strong interlink in twenty first century. There is no flower, there is no bees, if there are flowers then there will be the existence of bees.

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