SECTION

1

INTRODUCTION AND COMPONENTS OF ART AND DESIGN STUDIO

Art and Design Theories and Application

Meanings, Scope and Role of Art and Design Studios in the Ghanaian Society

INTRODUCTION

In this section, you will explore the different meanings of art and design concepts. You will also study the scope and role of art and design studio practices in Ghanaian societies. Looking around your community, you come across many traditional and contemporary art studios, workshops, and craft centres. These art and design centres contribute in diverse ways to creating jobs for people and the production of our daily decorative and functional needs. Art and design also help in sharing ideas and communicating with one another. You will also observe that art and design studios and workshops produce artwork that helps maintain our Ghanaian culture and traditions. This section draws your attention to these and other inevitable art and design practices in Ghanaian societies.

At the end of the section, you will be able to:

- Document the components of Art and Design Studio: sculpture, painting, graphic design, ceramics, jewellery, leather work, pliable arts (basketry, fibres and fabrics).
- Document the roles of the various components of Art and Design Studio.

Key Ideas:

- What is considered art has been influenced by time, place, culture, and history.
- There is no generally accepted definition of art.
- There are different components of art and design, such as sculpture, painting, graphic design, ceramics, jewellery, leatherwork, pliable arts (basketry, fibres, and fabric art), and fashion design.

MEANING OF ART

In our daily lives, we come into contact with art. Everyone can experience art, interact with art, and live with art. All cultures have used and developed art, and as a result, what we consider art has been influenced by time, place, culture, and history. Based on

this theory, the term ***art*** has received different definitions from scholars and writers. This makes it difficult to assign a universally accepted meaning to the term ***art***. While the term art has received diverse meanings, the following common definitions of art have been shared by scholars and writers:

- Art involves communication.

- Art expresses emotions.

- Art involves imitation of nature.

- Art involves beauty.

- Art tells history.

- Art involves higher and more critical thinking.

- Art involves creative imagination.

- Art involves abstract works.

- Art has a subject matter (content).

- Art is complex yet coherent.

- Art involves a high sense of creativity.

- Art should be part of an established artform (for example, ceramics, sculpture, textiles, among others).

- Art should be a product of an artistic intention.

Observe **Figures 1.1, 1.2, 1.3, 1.4**, and **1.5** and reflect on their characteristics in terms of what constitutes art. In the Ghanaian context, no collective term for the word "**art**" seems to exist. Both design and craft are considered forms of art.

In Ghana, both craft and design are considered art, provided the design or craft meets the purpose for which it was produced. Art, in the Ghanaian sense, is a way of life expressed through creativity to solve the daily problems of society.

Activity 1.1

Visit a local art gallery, museum, art and craft centre, or chief's palace in your community. Observe the various artworks on display and write down your thoughts and interpretations. In your notebooks, describe the artworks you observed, comparing them with the general characteristics or features of artworks.

Activity 1.2

1. Examine **Fig. 1.1** closely, and in your notebooks, note your observations regarding the colours, shapes, lines, textures, form, and composition. Also, write down how these visual elements contribute to the artwork's overall

meaning or impact. Relate your observations to the attributes and definitions of artworks.

Fig. 1.1. Komaland sculpture. Equestrian figure. 700AD. Yipabongo. Northern Ghana.

2. In groups of three, compare the notes you wrote in your notebooks and briefly discuss **Fig. 1.1** based on the following guidelines:
- What are your thoughts on the production date of the work?
- Describe the activity in the artwork.
- What do you think the material used to produce the work is?
- What emotions or feelings does the work express?
- What do you think about the culture of the people who produced this artwork?

Write a report based on all that you have discussed and present it to the class and your teacher for review.

Activity 1.3

Class Discussion: Discuss the following artworks in line with the identified characteristics of artworks.

Guidelines for the discussion have been provided for each artwork.

Artwork 1

Fig. 1.2. Philip M. Amoono. *Naming a child.* **1950s? Size and medium unknown.**

Guidelines/Prompts for discussion:

a. Would you consider Fig. 1.2 realistic or abstract art?
b. Give reasons for your answer. Identify the figures in the work.
c. What do you think the materials used to produce this artwork were?
d. What emotions or feelings does the artwork express?
e. What does the composition tell you about the culture of the people?

Artwork 2

Fig. 1.3. Kofi Antubam. Unknown title. 1959. Size and medium are unknown.

Guidelines/Prompts for discussion:

a. Describe the activities you observe in the artwork.

b. What atmosphere is created in the artwork?

c. What materials do you think were used to produce this artwork?

d. What emotions or feelings does the work express?

e. What suitable title would you suggest for the artwork?

Artwork 3

Fig. 1. 4. E. Oduro. Unknown title. 1981. Wood.

Guidelines/Prompts for discussion:

a. Describe the activities you observe in this artwork.

b. What does this artwork remind you of?

c. What message does the artwork communicate to you?

d. What type of artwork is this?

e. What emotions or feelings does the work express?

f. What suitable title would you suggest for this work?

g. What does the composition tell you about the culture of the people?

Artwork 4

Fig. 1. 5. Abusuakruwa (literally means 'family bowl'). *Terracotta.*
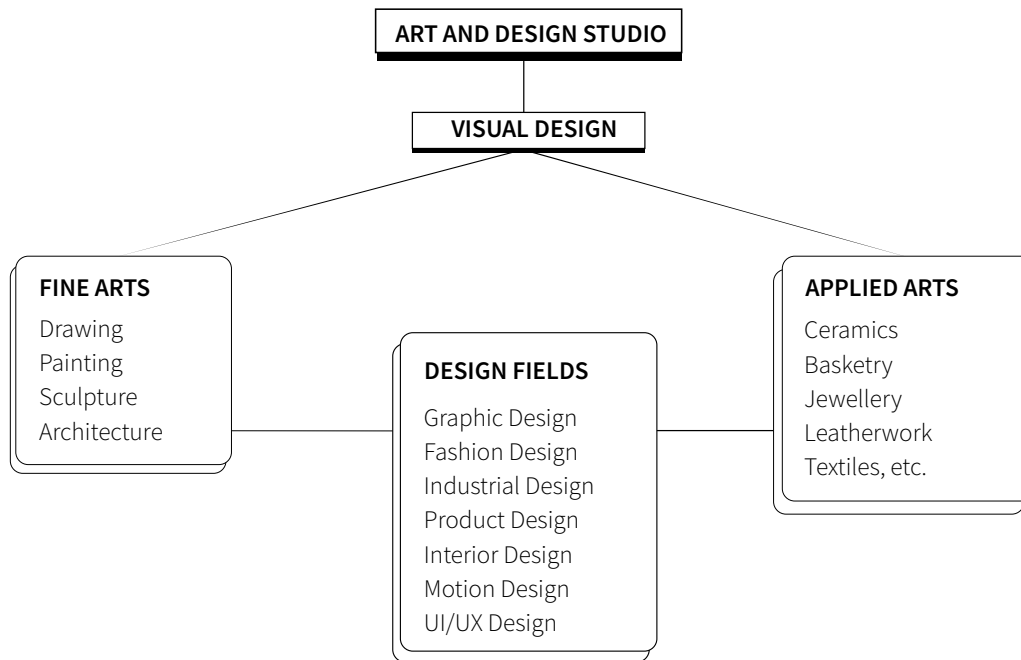
Guidelines/Prompts for discussion:

- What type of artwork is this?
- How are the shapes arranged in this work?
- What do you think are the uses of this artwork in the community?
- What does the composition tell you about the culture of the people who produced it?

SCOPE OF ART AND DESIGN STUDIO

In this lesson, we will focus on the various forms of artistic expression and discuss them. Generally, the visual arts can be classified into two major branches: fine arts and applied arts. These broad categories of art are also considered in defining what art is. You will note in the diagram that graphic, fashion, interior, product, and industrial

design fields straddle, interrelate, and interact with the fine and applied arts categories. Now, study **Fig. 1.6** on the scope of art and design.

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                    │  ART AND DESIGN STUDIO    │
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FINE ARTS

Drawing
Painting
Sculpture
Architecture

DESIGN FIELDS

Graphic Design
Fashion Design
Industrial Design
Product Design
Interior Design
Motion Design
UI/UX Design

APPLIED ARTS

Ceramics
Basketry
Jewellery
Leatherwork
Textiles, etc.

Fig. 1.6 General overview of the scope of Art and Design Studio

Fine Arts

Artforms such as drawing, painting, sculpture, and architecture, enjoyed for their visual satisfaction, pleasure, emotional, and communicative power are termed **Fine Arts**. Let us now focus on and discuss the various aspects of fine arts, as shown in **Fig. 1.6.**

i.   **Drawing:** It involves creating images on surfaces. Various tools and materials are used for drawing. Some of the materials include paper, canvas, crayons, pastels, charcoal, poster colour, sketchpads, walls, and more. Drawing tools include pencils, pens, markers, brushes, digital tablets, palette knives, digital brushes, spray guns, and others. Note that any surface on which a work of art is created is called *support*. There are several types of drawing techniques, including contour drawing, scribbling, sketching, shading, and digital drawing. These techniques can be used to create different types of artwork, such as figures, still life, landscapes, seascapes, imaginative, abstract, and realistic drawings.

Fig. 1.7: Still life drawing

ii.   **Painting***: In the context of fine arts, painting is the process of applying colour to a surface to produce an impression or image. The techniques of painting can be either digital or manual. In the manual format, colours are creatively applied to a surface in a wet or dry state using brushes, knives, and other associated painting tools. Digital paintings are created using a digitiser, a light pen, and related instruments, along with art-related software installed on computers. Some examples of painting techniques include collage, mosaic, pyrography, sgraffito, fresco, mural, impasto, spray painting, marbling, reverse painting, digital painting, and others.

Fig. 1.8: Otofo Yoo (Dipo)

iii. **Sculpture:** The art of producing three-dimensional, realistic, or abstract artworks, whether in *relief* or *in the round*, is called *sculpture*. Techniques like carving, modelling, casting, assemblage, or construction can be used to create sculptures.

In the creation of sculptures, both synthetic (inorganic) and natural (organic) materials are used. Natural materials include wood, bones, ivory, shells, sand, sawdust, stones, clay, leather, feathers, and more. Cement, plaster of Paris, silicone, gelatin, polymers, wax, metals, plasticine, and papier-mâché are examples of artificial materials.

There are two main categories of sculpture: in-the-round and relief sculptures. Sculpture in-the-round refers to any sculpture that is able to stand alone and can be viewed from different sides. Relief sculptures, on the other hand, are fixed to a background, making them pictorial sculptures. In relief sculpture, there are two main types: raised and sunken. Sunken relief is also known as intaglio, incised, reverse, engraved, or hollow relief.

Fig. 1.9: Ghana's Presidential Seat

iv. **Architecture:** The planning, designing, and building of a place for human habitation is referred to as architecture. In the prehistoric era, people once lived in caves. They then began constructing their own homes and communities using materials found in their surroundings. Some architectural materials include wood, bamboo, clay, mud, cement, thatch, stone, plaster of Paris (POP), glass, tiles, zinc, and other metallic materials.

Fig. 1.10: Indigenous Talensi Architecture, Northern Ghana

Fig. 1.11: Indigenous Thatched Architecture

Fig. 1.12: Contemporary Ghanaian Architecture

Having discussed the various aspects of fine art, let us now shift our attention to **applied art**.

Applied Arts

Applied arts refer to functional and decorative objects with aesthetic qualities. This category of artwork is primarily valued for its beauty, but it can also serve practical purposes. Often, artworks that combine both aesthetic and functional elements may fall into either the fine arts or applied arts categories. The distinction between fine and applied arts can be blurred due to their roles in everyday life. Applied arts are typically mass-produced by their creators or designers and include fields such as ceramics, basketry, jewellery, graphic design, fashion design, leatherwork, interior design, and textiles.

Ceramics: The art of creating wares from clay by firing them to achieve durability and usability is known as ceramics. Traditional ceramics, or pottery, mainly uses clay and is typically fired at temperatures below 1200 degrees Celsius. Advanced ceramics incorporate a broader range of inorganic non-metal elements, including glass. Examples of ceramic or pottery wares used in Ghana include drinking pots, cooking pots, earthenware bowls, cups, plates, and tiles.

Fig. 1.13: Ceramic wares

Basketry: The term "basketry" generally refers to the craft of making baskets. However, basketry extends beyond baskets to include functional items such as mats,

hats, jewellery, strainers, sieves, furniture, and containers. The art of basketry involves designing and creating woven products. Common natural materials for basketry include palm leaves, leather, wool, rushes, straws, cane, and twigs. Artificial materials used in basketry include plastic and nylon.

Fig. 1.14: Ghanaian baskets

Jewellery: This involves the creation of fashionable ornaments such as waist beads, bracelets, necklaces, earrings, pendants, wristwatches, beaded bags, and sandals, typically worn or carried as accessories. Materials used in jewellery can be natural or synthetic, precious or less valuable. Examples of natural materials include pebbles, wood, metals, stones, bones, seeds, feathers, tusks, and shells. Synthetic materials include leatherette, paper, plastic, and fabric beads.

Fig. 1.15: Ghanaian Jewellery

Graphic Design: Graphic design, often referred to as visual communication, involves planning and creating visual communication products using text, colours, images, and other visual elements for a target audience. Graphic design employs both simple and complex hardware and software. Products of graphic design include books, brochures, posters, labels, flyers, diaries, and websites. In essence, graphic design is the process of creating visual content for print and digital media, including logos, brochures, websites, and user interfaces (UI). Graphic design is also known as communication design.

Fig. 1.16: Poster

UX/UI Design: UX/UI design focuses on enhancing user experience (UX) and creating user-friendly interfaces (UI) for digital products like websites and mobile applications.

Motion design involves creating animated graphics, motion effects, and visual effects for films, videos, and interactive media.

Fashion Design: This is the art of creating and producing garments and lifestyle accessories for adornment. It includes two categories: ready-to-wear and haute couture (high fashion). Ready-to-wear items are mass-produced for the consumer market, while haute couture items are unique and made-to-measure. Fashion design involves creating apparel and accessories, considering elements such as style, material, and functionality. It encompasses a broad range of creative skills in planning, designing, processing, formulating, and decorating both wearable and non-wearable art.

Fig. 1.17: Ghanaian Leather footwear

Leatherwork: This involves crafting a variety of objects from leather, including wallets, purses, belts, bags, jackets, watch straps, hats, gloves, and furniture. Working with leather requires an understanding of different types of leather and their properties, as well as skills in using tools such as punches, cutting knives, and sewing equipment. Techniques employed in leatherwork include cutting, sewing, stamping, carving, dyeing, and moulding.

Fig. 1.18: Ghanaian Leather footwear

Interior Design: Interior design, also known as interior decoration, is the art of decorating the interior spaces of buildings or environments. Interior designers are employed by both public and private organisations, as well as residential and non-residential institutions, to make interior spaces attractive. This involves adding elements such as lighting, furniture, carpets, colour schemes, and artefact placements that are appropriate for the specific environment.

Fig. 1.19: Indigenous Ghanaian Interior Design

Textiles: Textiles involve processing fibres into fabrics. Various processes are used to convert fibres into fabric, including netting, bonding, felting, weaving, knitting,

crocheting, tatting, and lacing. The choice of decorative techniques, such as dyeing, patchwork, embroidery, applique, and quilting, depends on the fabric's purpose and nature. Thus, textiles encompass the skills of designing, processing, embellishing, and creating fabrics from fibres.

Fig. 1.20: Ghanaian fabrics

Product Design: This design focuses on creating tangible objects, considering user experience, usability, and aesthetics. Product design helps in designing visual elements like posters, commercials, and logos to communicate ideas clearly.

Fig. 1.21: "Made in Ghana" Product Design

Industrial Design: Industrial design involves designing mass-produced consumer goods such as electronics, furniture, and appliances.

Fig. 1.22: Industry and Innovation

Activity 1.4

Discover and showcase a diverse selection of artworks from your surroundings, each representing different styles, art movements, and techniques within the visual arts. Your task is to identify and categorise these artworks to reflect the various components of art and design.

Use the guidelines below to complete the activity:

a. **Find artworks:** Look around your environment (like at home, school, or in your community) for different artworks. These could be paintings, drawings, sculptures, or any other visual art.

b. **Identify styles:** Try to notice the different styles or movements in the art you see. For example: realistic art, abstract, modern art, etc.

c. **Categorise the artworks:** Group your artworks based on their styles and techniques. For example: painting, sculpture, graphic design, etc.

d. **Describe the art:** For each artwork, write a few sentences about:

- What style is it?
- What technique or materials were used?
- What do you think the artist was trying to show or express?

e. **Share your findings:** Put together your notes and talk about your selection with your classmates. Explain what you found and how different artworks represent various styles and techniques.

The Various Methods of Art and Design Production and Techniques Involved

Now, let us look at the methods of designing and production, as well as the applicable tools, materials, and equipment used in producing the various forms of art and design. It is important to note that each art form has its own unique way of designing and producing. Here are some of the methods used in producing art and design:

- Drawing and illustration
- Computer-aided design (CAD)
- Painting
- Printing
- Pattern making
- Weaving
- Modelling
- Carving
- Metalsmithing

- Fashion designing
- Assemblage and construction
- Digital art
- Collage
- Textile
- Installation art
- Mixed-media art

Drawing and Illustration: Drawing and illustration are not new to you since you already make drawings. In simple terms, drawing and illustration involve creating images on surfaces using various tools and materials. Some of the materials include paper, canvas, crayon, pastel, charcoal, poster colour, sketchpad, and wall surfaces. Drawing and illustration tools include a pencil, pen, marker, brush, digital tablet, palette knife, digital brushes, and spray gun, among others. Note that any surface on which a work of art is done is called a ***support***.

Fig. 1.23: Drawing and Illustration

Computer-Aided Design: The use of computer and art-related software to produce artworks falls within the broad term Computer-Aided Design (CAD). It includes the use of software such as CorelDraw, Adobe Photoshop, InDesign, Illustrator, etc. The hardware used in computer-aided design includes a printer, plotter, digital tablet, and stylus.

Painting: This involves the application of colours to render an artwork on a support. Tools and materials used in painting include a brush, canvas, easel, paint (oil, acrylic, or watercolour), palette, palette knife, spray paint, and paint thinner.

Printing: This is the transfer of an image from an ***image carrier*** (i.e., plates, rollers, stencils, screens, etc.) onto an ***image receiver*** (i.e., paper, fabric, metal, etc.). There are several methods of printmaking, some of which include direct printing, relief printing, frottage, stencil printing, screen printing, lithography, gravure, flexography, xerography, and digital printing. Examples of tools and materials used in printmaking are ink, paper, fabric, plates, rollers, cylinders, laser printers, inkjet printers, and 3D printers.
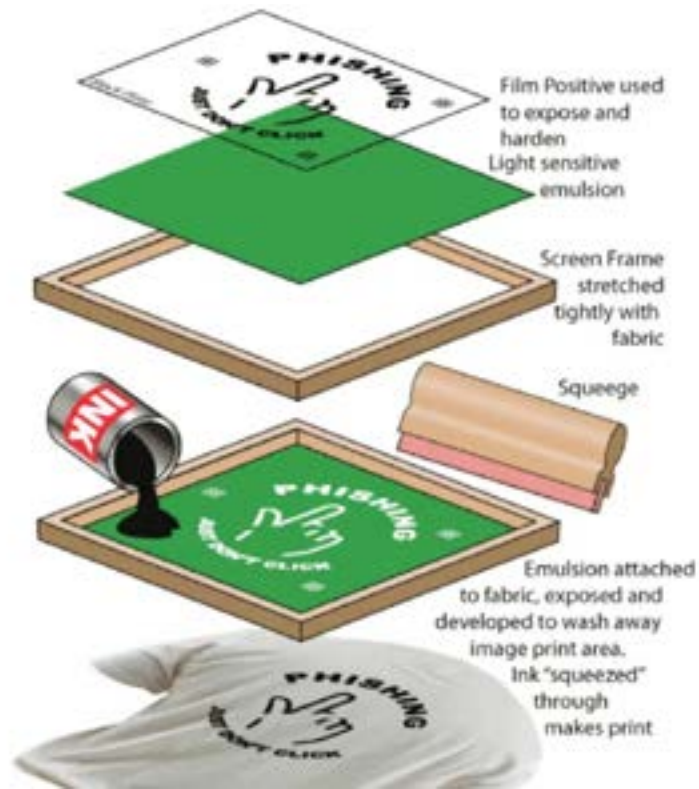
Fig. 1.24: Screen printing

Pattern Making: This involves creating templates or guides used in creating artworks such as fashion design and printmaking. Paper, pencils, pens, markers, rollers, curves, pairs of scissors, computer-aided software, digital tablets, stylus pens, 3D modelling software, and printers are some of the tools and materials used for pattern making.

Fig. 1.25: Print Making

Weaving: This is the process of interlacing thread and other materials to produce artefacts. In weaving a loom, yarns, fibres, and other materials are used to produce the woven cloth.

Fig. 1.26: Weaving

Photography: This involves using a camera and different lighting and compositional techniques to take pictures. Black-and-white photography, colour photography, computer modification, and alternative methods like cyanotype or platinum printing are among the techniques used.

Modelling: The art of shaping or sculpting clay to create three-dimensional forms. In doing this, clay, cement, plaster of Paris (POP), and other materials are used.

Fig. 1.27: Sculpting clay

Carving: The art of removing material from wood, stone, soap, and other substances with the use of appropriate carving tools to create a desired form. Other tools and materials include a knife, axe, cutlass, chisel, ivory, bone, laser cutters, electric carving tools, power sanders, hot wire form cutters, and fibreglass.

Fig. 1.28: Wood Carving

Metalsmithing: The art and craft of shaping useful items out of various metals through forging, soldering, casting, and hammering to create jewellery, sculptures, tools, and other objects. It involves the use of hammers, anvils, tongs, files, saws, soldering iron, and various metals like gold, silver, copper, and brass. Other tools include hydraulic presses, laser cutters, and 3D printers.

Fig. 1.29: Metalsmithing

Fashion Designing: The activity of sketching designs, pattern making, selecting fabrics, sewing, and overseeing production in creating clothing. Tools and materials include scissors, tape measure, sewing machine, tracing wheel, needle, pencil, French curves, iron, ironing board, sketchbook, Adobe Illustrator, Adobe Photoshop, and embroidery machine.

Assemblage and Construction: The process of creating a complete artefact by bringing together separate parts or components using bonding techniques. Tools include scissors, knives, staples, rivets, clamps and clips, rulers, rivet guns, 3D printers, nails, and screwdrivers. Materials include tubes, plastics, metals, and fabrics.

Below are some art and design techniques:

Digital Art: This involves the use of computer hardware and software to create works of art. Techniques include digital painting, 3D modelling, picture editing, vector graphics, and generative art.

Collage: This involves assembling different materials, such as paper, photographs, fabric, or found objects, to create a cohesive composition. Techniques include cutting, tearing, layering, and glueing materials together.

Textile Art: This involves processing, designing, and decorating fibres into yarns to create two-dimensional or three-dimensional artworks. Techniques are generally classified into structural (weaving, knitting, felting, bonding, crocheting, netting, lacing, tatting, etc.) and non-structural (quilting, embroidery, appliqué, dyeing, printing, etc.).

Installation Art: This is the practice of producing immersive, site-specific artworks that frequently include repurposing found objects or modifying the physical environment.

Techniques used include assemblage, interactive components, lighting, music, and sculpture.

Mixed-Media Art: This involves using several materials, methods, and mediums to produce a single piece of art. It may combine aspects of digital art, printmaking, sculpture, collage, painting, and drawing.

Fig. 1.30: African carved group of women

Activity 1.4

Select any **two (2)** methods of designing and production in Art and Design, such as painting, drawing, sculpture, photography, or digital art. **Research and prepare a presentation** focusing on the **key processes and procedures** associated with the chosen methods or techniques. Highlight the **unique characteristics** and **challenges** of each method of design and production.

Follow the guidelines below to complete the activity successfully.

1. **Choose two methods:**
   • Pick any two methods from the following: painting, drawing, sculpture, photography, or digital art.

2. **Research:**
   • Use textbooks, the internet, or ask your teacher for information on your chosen methods.
   • Look for details about how each method is done, what tools and materials are used, and any special techniques involved.

3. **Prepare your presentation:**
   • **Introduction:** Briefly explain what each method is and why it is interesting.

- **Key processes:** Describe the main steps involved in each method. For example, if you chose painting, explain how to prepare the canvas, mix colours, and apply paint.
- **Unique characteristics:** Mention what makes each method special. For instance, digital art uses computers, while drawing can be done with just pencils and paper.
- **Challenges:** Discuss any difficulties or problems that artists might face using each method. For example, painting might involve dealing with paint spills, while digital art requires learning software.

4. **Create visuals:**
- Include pictures or examples of artworks created using each method to make your presentation more engaging.

5. **Practice your presentation:**
- Rehearse explaining each method clearly and confidently.

6. **Present to the class:**
- Share your findings with your classmates and teacher, highlighting the key points and showing your visuals.

Role of the Various Components of Art and Design Studio in the Ghanaian Society

The various components (activities) in an art and design studio contribute to its efficiency, creativity, and overall atmosphere. In this lesson, you will learn the techniques and processes artists and designers use to create their artworks and projects. This section will highlight the different components of the Art and Design Studio and examine its role in Ghanaian society.

Art and design encompass a broad field with many branches and sub-branches. As you have learned from **Fig. 1.6**, the visual arts are broadly divided into **Fine Arts** and **Applied Arts**. Each of these categories has its own sub-fields, which require different creative skill sets.

Sub-fields under Fine Arts include drawing, painting, sculpture, and architecture. Examples of sub-fields within Applied Arts are ceramics, basketry, jewellery, leatherwork, and textiles. Additionally, fields such as graphic design, fashion design, interior design, product design, and industrial design overlap and interact with both Fine and Applied Arts.

Fine Arts

Drawing is a creative skill that expresses thoughts, emotions, and ideas visually, enabling stories to be communicated across cultures. Visual communication through drawing can convey complex ideas and concepts more effectively than words alone. Artists contribute to the economy through their drawings by engaging in sales, exhibitions, and tourism.

Painting acts as a visual record of a particular time, place, or event. It is valued not only for its aesthetic qualities but also for its therapeutic benefits. Paintings are bought, sold, and collected as investments, status symbols, and commodities within the art market. Through their work, artists preserve cultural heritage and contribute to the nation's economic growth.

Sculpture enriches our lives by adding beauty, meaning, and a sense of identity to our surroundings. Public sculptures often become gathering places, offering both visual pleasure and therapeutic benefits. Sculpture also plays a role in the tourism industry, attracting visitors and generating revenue. It provides employment for artists, artisans, and craftsmen involved in the creation, installation, and maintenance of sculptures.

Architecture primarily provides shelter. Well-designed architecture enhances the functionality of spaces where people live, work, and play. It serves as historical landmarks and heritage sites, creates healing environments, and acts as a means of diplomacy between nations.

Activity 1.5

1. Research the various ways in which the fine arts contribute to people's lives within the community.

   Hints on gathering data for the research:
   a. You can gather information from books, the internet (online resources) and local resources such as art galleries, museums, and community art centres. There, you can speak with the curators, artists, and even the visitors.
   b. You can also interview local artists, community leaders, and residents to understand their perspectives on how fine arts influence their lives. Prepare questions that focus on personal experiences, community projects, and economic impact.
   c. Observe and document community art projects, exhibitions, and public art installations. Note how these projects engage with the community and what benefits they provide.

2. Imagine your school is hosting a community event to celebrate and showcase the role of fine arts in national development. As part of the event, your task is to create a chart that highlights how different types of fine art and the artists who practise them contribute to national development and promote national shared values.

   Steps to complete the activity
   a. **Research**: Investigate how various forms of fine art contribute to the development of communities and promote national values. Consider all the different types of fine art and their impact on society.

b. **List examples:** Identify and list examples of how these types of fine art and the artists who practice them contribute to areas such as education, culture, tourism, the economy, and social cohesion.

c. **Create a chart:** On an A3 cardboard or manila card, design a chart that clearly illustrates the contributions of each type of fine art and the artists involved. Include sections for each type of fine art and detail its contributions to national development and shared values.

d. **Presentation:** Present your chart to the class, explaining how each form of fine art and its practitioners contribute to enhancing and developing national and community life.

Applied Arts

Ceramics have been a form of artistic expression for centuries, used as household items, home décor, and construction materials such as tiles and bricks. The ceramics industry provides employment opportunities, helping to reduce unemployment rates and stimulate economic growth.

Basketry serves practical purposes such as storage, sorting, and transporting items, making daily tasks more manageable. Learning basket-making teaches skills like patience, attention to detail, and problem-solving. Basket-making provides income through selling crafts, creating employment opportunities, and supporting local economies.

Jewellery plays an important role in traditional ceremonies, including marriages, funerals, and festivals in Ghanaian society. It symbolises wealth, status, and prestige. Gold jewellery, in particular, is highly valued and considered a symbol of royalty and divine protection. Beyond its symbolic and emotional value, jewellery generates revenue through sales, exports, and tourism, contributing to the Gross Domestic Product (GDP) and creating jobs.

Graphic design enhances communication, simplifies complex information, and creates memorable experiences. It effectively conveys messages through visuals, making information more accessible and engaging. Graphic design helps create a unique national identity and brand, and supports educational initiatives by developing engaging learning materials and software. The industry contributes to economic growth by providing employment opportunities and driving innovation. With the advancement of digital technology, graphic design integrates with new technologies such as augmented reality, virtual reality, and interactive media.

Fashion design is an expression of personality, creativity, and identity through clothing, accessories, and textiles. Each ethnic group in Ghana has a unique fashion identity that reflects cultural, social, and historical influences. The fashion industry creates jobs and drives economic growth. Fashion designers introduce new materials, techniques, and styles to satisfy the local market and attract tourists interested in local fashion trends.

Leatherwork produces a wide range of products, from clothing and accessories to furniture and home décor, meeting diverse needs and preferences. Leather goods are durable and long-lasting with proper care. High-quality leather products become major export commodities, bringing in foreign exchange and enhancing the country's international trade balance.

Interior design plays a crucial role in planning and enhancing living spaces in commercial, residential, and public infrastructure projects for both safety and aesthetics. It influences moods and improves living standards. The industry creates jobs for designers, architects, and craftsmen, helping to reduce unemployment rates.

Textiles are primarily used for clothing, providing protection, comfort, and style. They are also used in curtains, upholstery, carpets, tapestries, and bedding to enhance comfort and aesthetics in homes. In medical settings, textiles are used for bandages, surgical sutures, and other healthcare products due to their absorbency and comfort. The textile industry promotes skill development and vocational training. In Ghana, textile avenues include Kente weaving, batik and tie-dye, wax print fabrics, textile manufacturing, textile trade and export, fashion design, and textile education and training.

Activity 1.6

1. Imagine you are a student tasked with exploring how artists in the applied arts enhance the lives of people in Ghana. You are asked to research and present the diverse ways in which these artists contribute to society.

   Here are the steps to complete the activity
   a. Begin by investigating or researching how different forms of applied arts impact Ghanaian society. Look into how these arts influence daily life, culture, economy, etc. Research by reading books (from the library or ones you own), the internet, visiting and interviewing artists that practice these forms of art
   b. For each form of applied art, identify and list specific contributions to various areas such as tourism, culture, etc.
   c. Write your findings in a form of report and submit it to your class teacher for review.

2. In groups of five, discuss the various ways in which artists working in applied arts contribute to national development and promote shared values within the country.

   Here are the steps to complete the activity
   a. **Research**: Investigate how various forms of applied arts contribute to the development of communities and promote national values. Consider all the different types of applied arts and their impact on society.

b. **List examples:** Identify and list examples of how these types of applied art and the artists who practice them contribute to areas such as education, culture, tourism, the economy, and social cohesion.

c. **Create a PowerPoint presentation:** Design a PowerPoint presentation that clearly illustrates the contributions of each type of applied art and the artists involved. Include sections for each type of applied art and detail its contributions to national development and shared values.

d. **Presentation:** Present your work to the class, explaining how each form of applied art and its practitioners contribute to enhancing and developing national and community life.

Review Questions for Section 1

1. Reflecting on your daily experiences with artworks in your community and drawing from your cultural background, provide your own definition of what art is.

2. Using examples from both fine arts and applied arts, outline and explain the different components that make up an Art and Design Studio.

3. Create a list of twenty public artworks of national significance and identify the methods used to produce them.

4. Analyse how the various components of an Art and Design Studio contribute to and impact Ghanaian society.

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List of Contributors

Name	Institution
Prof. Osuanyi Quaicoo Essel	UEW, Winneba
Emmanuel Aklasu	Takoradi Technical Institute
Cynthia Tettey	Ghanata SHS, Dodowa
Nyamawero Navei	Tumu SHTS, Upper West