



MINISTRY OF EDUCATION
ART TEACHERS
ASSOCIATION OF GHANA



ART AND DESIGN STUDIO

for Senior High Schools

Year 3

Ernest Kwasi Elelakpodia



Ghana Education
Service (GES)





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ISBN:

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FOREWORD

Ghana's new Senior High School Curriculum aims to ensure that all learners achieve their potential by equipping them with 21st Century skills, knowledge, character qualities and shared Ghanaian values. This will prepare learners to live a responsible adult life, progress to further studies and enter the world of work. This is the first time that Ghana has developed a Senior High School Curriculum which focuses on national values, attempting to educate a generation of Ghanaian youth who are proud of our country and can contribute effectively to its development.

The Ministry of Education is proud to have overseen the production of these Learner Materials which can be used in class and for self-study and revision. These materials have been developed through a partnership between the Ghana Education Service, teacher unions (Ghana National Association of Teachers- GNAT, National Association of Graduate Teacher -NAGRAT and the Coalition of Concerned Teachers- CCT) and National Subject Associations. These materials are informative and of high quality because they have been written by teachers for teachers with the expert backing of each subject association.

I believe that, if used appropriately, these materials will go a long way to transforming our Senior High Schools and developing Ghana so that we become a proud, prosperous and values-driven nation where our people are our greatest national asset.

Haruna Iddrisu MP

Minister for Education

SECTION

1

ART BUSINESS REGISTRATION POLICIES AND LAWS



MEANINGS, SCOPE AND ROLE OF ART AND DESIGN STUDIO

INTRODUCTION

Welcome to Year 3, Section 1. In Year 1, Section 1, you learned about what art means, how art is made, and why studios are important in Ghana. In Year 2, Section 1, you studied the good manners and professional rules required in a studio and why they are necessary. In this Section, you will learn about four important laws in Ghana that support and protect artists and their artworks: the Copyright Act of 2005, the Patent Act of 2003, the Trademarks Act of 2004, and the Company Act of 2019. It is important to note that these laws help artists own their artworks and start real businesses. Also, registering your art business creates opportunities for getting loans, signing contracts, and reaching more customers. In addition, as an artist, you must respect culture, care for the environment, and follow these rules to protect your artworks and help Ghana grow.

At the end of this section, you should be able to: *Demonstrate knowledge and understanding of the Creative Art industry laws, ethics and their effect on art and design studio practices.*

KEY IDEAS

- Art businesses are registered to attract bigger opportunities.
- Artists maintain records to protect their artworks and ensure professionalism.
- Copyright law of Ghana protects eligible artworks
- Cultural appropriation is the use of existing designs, elements or ideas without permission.
- Environmental ethics require artists to create artworks without hurting nature.
- Organisations like the Ghana Association of Visual Artists (GAVA) and the Copyright Office provide business and legal advice to artists.

CREATIVE ART INDUSTRY LAWS, ETHICS AND THEIR EFFECT ON ART AND DESIGN STUDIO PRACTICES

Special laws in Ghana, including the Copyright Act, Patent Act, Trademarks Act, and Company Act, protect original artworks, designs, and inventions from being copied or used without permission. It is important to be an ethical artist by respecting Ghana's culture, being honest in business, and giving credit to others who inspire you. Knowing and following these rules helps to operate an art business properly, sign contracts confidently, get support such as loans, build a good reputation, make money fairly and respectfully, and help Ghana's economy to grow.



Figure 1.1: Creative art industry protection

Laws in Ghana's Creative Arts Industry

The Copyright Act of Ghana (Act 690, 2005)

The Copyright Act is the foundation of intellectual property protection for Ghanaian artists. The Act protects the original works of artists even without any formal registration. However, registered artworks attract a lot of benefits.



Figure 1.2: Copyright signs

What the Copyright Act protects

- a. Visual artworks (paintings, sculptures, photographs, installations)
- b. Graphic designs, illustrations, and technical drawings
- c. Literary works (including books about art, artist statements, critical essays)
- d. Musical compositions and sound recordings
- e. Films, animations, and audio-visual works
- f. Computer programmes and software designs
- g. Architectural works and models
- h. Maps and technical renderings
- i. Dramatic works and choreography



Figure 1.3: Works protected by copyright

Protection under the Copyright Law

Three (3) groups of rights protect original works under the copyright law, that is,

- a. **Economic rights** involve reproduction, distribution, public display, and adaptation of original works.
- b. **Moral rights**: acknowledgement and protection for creators and their works.
- c. **Resale rights**: payments received by a creator every time an original work is resold, even if they no longer own it.

Duration of Protection of the Copyright Law

In Ghana, copyright protection covers the lifetime of the creator, and 70 more years after they die. That is, their family continue to benefit from their art even after death.



Figure 1.4: Duration of copyright protection

Examples of how the Copyright Law Protects Artists in Ghana

In 2022, famous Ghanaian artist Amoako Boafo went to court to file a report about his portrait paintings being sold in markets in Accra and exported to other countries without permission. The Copyright Act helped to stop this copying and ensured his original artworks are protected. This case emphasised the interest in Ghanaian artworks and the need to have them protected.

In another instance, someone copied Ibrahim Mahama's jute sack installations for outdoor decoration purposes without acknowledging and asking for his permission. With the assistance of the Ghana Copyright Act, Mahama proved ownership over the artwork and was fully compensated.



Figure 1.5: Ibrahim Mahama and his jute sack installation

The Trademarks Act (Act 664, 2004)

The Trademarks Act of Ghana protects special signs, logos, and brands or trade names that artists and designers create. Once a trademark is registered, the law permits the owner to stop others from using it. This protection lasts for 10 years and can be renewed.

The law helps artists create brands that people can easily recognise and trust. To register a trademark, ensure the mark is original and apply through the Registrar General's Department of Ghana. For young artists, learning about this law is important to equip designers in creating original marks that can be easily identified in the busy marketplace



Figure 1.6: Trademark signs

The Trademarks Act has practical benefits for Ghanaian artists and designers, including:

- a.** It helps to protect artists' original works. For example, a textile designer can create a pattern called "Accra Sunset" and register it as a trademark, but other designers cannot use that name for similar products.
- b.** Registered trademarks help businesses to grow. For instance, a ceramic artist having a registered logo for a pottery studio can permit others to use the studio or use it as an important property to get loans from the bank.
- c.** The Act prevents customer confusion. In the case where two woodcarvers in Kumasi have similar business names, trademark registration can help customers differentiate between them. In another instance, a graphic designer who creates a logo for her digital art business can register it so that it prevents others from using the same logo to confuse her customers.
- d.** Other practical examples are;
 - i.** A group of bead artists from the Volta Region registered their trademark mainly for the protection of their product image and to take lawful actions against imitators who copy their style and brand name.

- ii. The “CHALE WOTE Street Art Festival” has a name and logo that are protected by the Trademark Act to ensure that the festival’s identity is preserved and not misused for any commercial purpose. This protection has been particularly important as the festival is well-known globally.



Figure 1.7: Ghana’s CHALE WOTE Street Art Festival

Registration of Trademarks

Trademark registration in Ghana involves the following steps.

- a. Searching carefully at the Registrar General’s Department
- b. Filing an application form
- c. Responding to areas of disagreement
- d. Paying the approved fees
- e. Receiving the trademark certificate valid for 10 years



Figure 1.8: Registrar General’s Department, Ghana

The Patent Act (Act 657, 2003)

The Patent Act protects new creations and processes, also known as inventions. It is not usually connected to artworks, but it relates to industrial designers and artists who mix art with technology.



Figure 1.9: Patent sign

Innovations that can be protected include;

1. New techniques for creating art products
2. Innovative tools or equipment for producing artworks
3. New processes for textile production, pottery making, or metal works (metallurgy)
4. Useful parts of design objects
5. Methods for preservation or restoration of artworks

Some Real-life Examples

Students at a university in Ghana invented a way to create fabric from old plastic using traditional weaving, and they got special permission, that is, a patent for their new creation and also to be the only ones who can use this new method. This shows how people can protect their creative ideas. Because their invention helps to reduce environmental pollution, create jobs, and preserve the tradition and skill of weaving alive.

The Centre for National Culture in Kumasi helped kente cloth makers to lawfully protect newly created parts of their weaving looms that improved their weaving while maintaining the traditional quality. This shows that patents can protect new inventions, even in old techniques like kente weaving.

Meaning of Patent in Art

Patent in art refers to using the law to protect artists' new creations and processes. It includes special ways of making art, such as a new oven for baking clay or a new method for dyeing fabric. This is different from copyright in terms of protecting the artwork itself. In Ghana, under the Patent Act (2003), a patent lasts for 20 years and gives the artist the right to make, use, or sell their invention, meaning others must ask permission and often pay to use it, which is important for art students creating new tools or techniques.

Practical example: A sculptor in Takoradi invented a special chisel that makes detailed carving easier. With his tool lawfully protected, he can choose to use it only by himself or let other carvers use it for a fee.

Having learned about the Copyright Act and the Patent Act, you will now compare the differences between them as shown in Table 1.1.

Table 1.1: Differences between Patent and Copyright

What to look for	Patent	Copyright
What it protects	New inventions, processes, or tools	Creative works, including artworks, music, and writing
What is expected	It must be new, useful, and not easy to copy	It must be original and in its physical form
Registration	Apply and get approval from the patent office	Application is not compulsory. Works are protected when created
Length of protection	Lasts up to 20 years in Ghana	Lasts the lifetime of the creator plus 70 years
Cost	Expensive to get and maintain	Free to create, small fee to register
Examples	New pottery kiln design, innovative textile dyeing method	Paintings, sculptures, photographs, poems
Signs of copying	If an invention works in the same way	If the works look alike
Information to give	Full details must be shared in how to use it	Work is protected without revealing how it is created
Owner	Can be sold or licensed to others	Can be sold or licensed to others

Patent Requirements

Here are some factors to consider about patent works:

- a. It must be new or original
- b. It must not be known to someone skilled in that practice
- c. It can be produced or used efficiently
- d. Full details must be shared on how to use it, such as in the user manual

The Companies Act (Act 992, 2019)

Artists who intend to set up a studio business individually or as a group need to follow the Companies Act. This law shows how to register and manage a business. The government of Ghana recently changed some rules in this law to help creative businesses more.



Figure 1.10: Companies Act

Benefits of Formal Registration

- a. It makes the business officially known and protects the owner financially.
- b. It allows the business to enter into formal contracts with customers, galleries, and suppliers.
- c. It provides support to the business to open accounts with banks, borrow money, and get financial support from investors.
- d. Registering businesses demands you follow tax rules, but doing this can also help you get free grants from the government or other important groups.
- e. It makes the business more trusted by foreign companies and people it owes money to.

- f.** It creates rules for how to manage the business well, help it grow, and prepare new people to take over leadership without problems.
- g.** Business owners can sell parts of their business as shares to bring in new investors if they want to.

Types of Business for Artists

The art [business](#) can take any of the following forms.

- a.** Sole proprietorship: a business for one artist.
- b.** Partnership: a business set up by two or more artists and easier to create.
- c.** Limited Liability Company: a business owned by one or more individuals. It takes more work and money to set up, as it involves large operations with employees.
- d.** Not-for-profit company limited by guarantee, such as ‘art collective’: refers to a group of artists who team up to create artworks, often working together on projects mainly to help not for money.

For example, the Nubuke Foundation, an art group or collective in Ghana, signed official papers to become a registered organisation. This enabled them to get money from other countries, exhibit artworks in museums and galleries all over the world and build a strong team that can help many artists while following the laws.



Figure 1.11: Nubuke Foundation

WAYS TO APPLY RULES AND SOLVE PROBLEMS

Here, you will learn about ways to make sure rules are followed and how to solve problems. For instance, if someone steals or copies an artist's work in Ghana, the artist can get help by reporting it to the Copyright Office or going to court. The court can make the one who copied or infringed stop, pay the artist money for damages, and the offender might even pay fines or go to jail. To get this help, artists need to prove they own the work, act fast when someone copies their work, and prepare to pay for legal costs. The Copyright Office can help artists register their artworks and handle issues about copying. Some of the ways to ensure rules are followed, and problems are solved include:

1. A court order to stop copying immediately.
2. Seizing all the copied items.
3. Paying money to the artist to cover losses.
4. Handing over profits made from the copying to the artist.
5. Serious punishments, including paying big fines or even going to jail.



Figure 1.12: Court order to stop copying original works

Copyright Laws Applied in Ghana

1. In 2019, musician Kirani Ayat told the Ghana Tourism Authority that they cannot use his “Guda” music video for a national campaign without his permission. The Authority had to pay him money. This helped people understand why it is important to ask before using someone else's work.



Figure 1.13: [Kirani Ayat](#) and Ghana Tourism Authority reach a settlement

2. In 2018, the Copyright Office in Ghana stopped people from selling Ghanaian music and movies without permission from the artists. They took thousands of fake CDs and DVDs from shops, arrested and punished the sellers.
3. In 2020, Elizabeth-Irene Baitie, an author, told a publishing company that they cannot print her children's books again without asking her. The court ordered that the company pay her money and stop printing the books.



Figure 1.14: Elizabeth-Irene Baitie and her children's books

4. In 2017, Nana Kofi Acquah, a photographer, told an advertising agency not to use his special pictures of northern Ghana in their works without asking him or paying him. He took them to court and won.



Figure 1.15: Nana Kofi Acquah (photographer)

5. In 2021, textile designer Abrima Erwiah complained about a large company that copied her special designs without permission. The Copyright Office took up the matter, which led to the store removing the copied items. Now, the company has signed an agreement to pay for the use of her designs in the future.

Other Means of Settling Disagreements

There are other ways to solve disagreements without going to court. These ways cost less money and work faster than court cases. It includes:

- a. Seeking help from the Copyright Office.
- b. Consulting the Ghana Arbitration Centre to help in making decisions.
- c. Reaching an agreement with lawyers to solve the problem.
- d. Effective border control to protect original works.



Figure 1.16: Other ways to solve disagreements

Practical Examples of Settling Disagreements Out-of-Court in Ghana

In 2020, highlife musician Bisa Kdei found his songs being used in a TV advert without permission. Instead of going to court, he asked the Ghana Music Rights Organisation (GHAMRO) to help solve the problem. GHAMRO reached an agreement with the company, including paying for using the songs and telling the public the work belong to him.



Figure 1.17: GHAMRO

In another instance, the Copyright Office in 2019 helped in solving a disagreement between Bright Tetteh Ackwerh, a visual artist and a beverage company. The company had used his special art style in an advertisement without asking. They agreed the company would pay for the past use and get permission for any future uses.

Also, a fashion designer named Ophelia Crossland in 2021 found people selling copies of her designs in Makola Market without permission. She got help from

GAVA. This made the sellers admit they were wrong, remove the copied items, and agree to sell only original works.



Figure 1.18: Ophelia Crossland designing fashion

In 2018, a writer named Ayesha Harruna Attah found out that a theatre group in Ghana had used her story without permission. Instead of going to court, she got support from the Ghana Culture Forum, which made the theatre group give Ayesha credit for her story, pay her money for the performances, and sign an agreement to ask permission next time.

Ethical Guidelines Followed in Creating Artworks

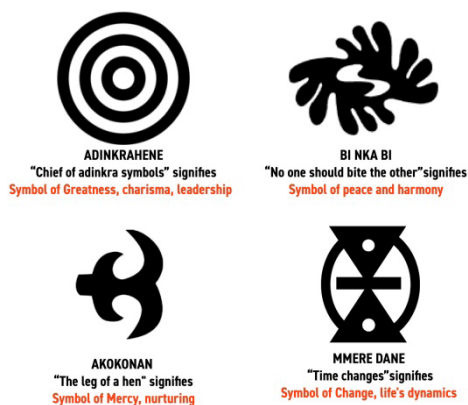
Cultural appropriation happens when an artist uses indigenous symbols or elements from a culture, such as Dagomba drum patterns or Ewe Kete cloth designs, without permission or appreciating where they came from.

Indigenous knowledge includes skills and designs passed down for generations, like Gonja leather crafting or Frafra wall painting. Ethical artists respect these cultural treasures by researching their meaning, asking permission when needed, and giving credit to the communities which are the source. For example, an artist should learn about Krobo bead-making before using similar techniques. This respectful approach honours Ghana's cultural history and encourages the sharing of new ideas.

Ethical Guidelines in Art and Design

Ethical considerations require that artists respect people, cultures, and the environment by making good choices. This means avoiding copying other artists' works, or claiming it is yours (plagiarism), rather, ask permission before using cultural ideas, use eco-friendly materials, and be fair in business. Following these rules helps Ghanaian artists create honest work that makes a positive difference in their community. Some ways of practising ethical consideration are:

- a. Give credit to the source where indigenous designs, patterns, and skills came from and show respect.
- b. Ask permission before using cultural designs that are identified with a particular or protected.
- c. Where you make money using a cultural design, compensate the community.
- d. Make an effort to understand the meanings of symbols and how special or sacred they are to the community.
- e. Know the difference between appreciation and appropriation, which is showing respect, not copying without permission.
- f. Work together with people from the community who know the culture.



Adinkra symbols



Krobo beads



Stool



Dagomba drum

Figure 1.19: Some cultural designs in Ghana

Some Ethical Guideline Evidence in Ghana

- a. A European home décor brand copied the indigenous Nankani wall patterns in 2018. They used the designs to sell home décor items without asking permission, giving credit to the Nankani people, or paying them any money.



Figure 1.20: Indigenous Nankani wall patterns, Ghana

- b. At a 2019 fashion show in Accra, Dagbon royal emblems were seen to be placed wrongly in a clothing style. This offended Dagbon traditional leaders, who spoke against it publicly in the news.
- c. A study conducted in the market in 2015 showed that cheap copies of Ghanaian Kente cloth have been made in China. These copies hurt Ghanaian weavers because they take away customers and make it hard for the weavers to sell their real cloth and earn money.
- d. In 2020, some visitors took pictures of private Damba festival ceremonies even though community leaders asked them not to. When these photos were shared on social media, it upset people because it was done without permission.
- e. A 2021 report by the Ghana Tourism Authority found that special Frafra pottery designs were being copied without permission and used on souvenirs sold in cities.



Figure 1.21: Frafra pottery designs, Ghana

- f. A researcher in Ghana, Dr. Obádélé Kambon has found many examples around the world where Adinkra symbols were used wrongly without permission. He is pushing for stricter rules to keep Ghana’s cultural heritage safe.

Ghana has a “Folklore Board” that watches over and protects Ghanaian cultural works, including traditional symbols and designs. People or businesses who want to use them need to ask for permission or pay a fee.



Figure 1.22: Ghana Folklore Board

A 2016 update to the Ghana Copyright law is meant to protect Ghanaian stories, songs, and cultural designs as part of the country’s heritage. This means no one can own rights over them except the government, which is the caretaker on behalf of the communities they came from.

AUTHENTICITY AND ATTRIBUTION

Authenticity in art means creating original work that shows the artist’s own ideas and where the idea is gotten from, without copying others. *Attribution* means always giving credit to the owners of ideas, techniques, or cultural elements. Following these rules helps artists in Ghana to be honest, respect cultural traditions, and keep creativity strong and real.

Ethical Practices in Authenticity and Attribution

The following are some of the aspects of authenticity and attribution to know.

1. Always differentiate between works you have created and others you got ideas from.
2. Give credit to anyone who helped to make the artwork or worked with you.
3. Keep records of the history of artworks; who made it, when, and where.
4. Be truthful about the materials used and steps taken to create artworks.
5. Show the number of copies available, such as in printed works.
6. Where a part of another artist's work is used, show respect for it.
7. Do not lie about how old an artwork is, where it came from, or why it is important.

Example: The Artist Alliance Gallery in Accra checks artworks very carefully to make sure they are real before they exhibit or sell them. This builds trust among people who buy art and helps Ghanaian artists be known for their good artworks. They give a certificate for original artworks as proof of who made them.

According to Professor Ablade Glover, the founder of Artists Alliance Gallery, proving art is real is very important for Ghana's art market. He explains that real art builds trust, and without this trust, Ghanaian artists cannot get the global respect they deserve.



Figure 1.23: Professor Ablade Glover, founder of Artists Alliance Gallery

Environmental Ethics

In art, respect for the environment means making earth-friendly choices that cause less harm. This means using recycled or eco-friendly materials, avoiding harmful chemicals, and disposing of waste safely. Artists can also use their art to teach

about the environmental problems facing Ghana. These actions help to protect nature while still allowing artists to create beautiful and meaningful artworks.

Responsible practices in environmental ethics include:

1. Using materials and methods that do not cause harm to the environment.
2. Throwing harmful substances such as liquid chemicals, photo chemicals, and metals away safely.
3. Using art to talk about pollution, climate change, and other dangers to our planet.
4. Being mindful when sending art far away or setting up large exhibitions, as planes and trucks create pollution (also known as carbon footprint).
5. When using natural resources such as wood or plants, ensure to protect the ecosystems.
6. Consider turning waste materials from the studio into something new instead of throwing them away. This is known as the circular economy.
7. Using art to encourage everyone to care for and protect the environment.



Figure 1.24: Using art to talk about pollution and climate change

Artworks Created Based on Environmental Ethics in Ghana

Here are some artworks by Ghanaian artists to solve environmental problems.

- a. Ghanaian sculptor Serge Attukwei Clottey creates [large artworks](#) out of old plastic water containers to show people the problem of plastic pollution in Accra.



Figure 1.25: Serge Attukwei Clottey uses plastic jerrycans to solve the plastic waste problem

- b. Ceramic artists in Vume used an indigenous firing method that uses less power than modern kilns to create pottery with available clay.
- c. The art group “blaxTARLINES” at Kwame Nkrumah University of Science and Technology helps artists to create large-scale artworks using waste materials found in the city of Kumasi.



Figure 1.26: Large-scale artworks made from waste materials

- d. Textile designer Akosua Afriyie-Kumi works together with indigenous weavers in northern Ghana, and using natural raffia and eco-friendly dyes, they created beautiful [AAKS](#) handbags.



Figure 1.27: AAKS handbags (Akosua Afriyie-Kumi)

- e. Artist Constance Swaniker produces modern furniture and sculptures from old wood and metal scraps found at construction sites instead of new materials as a means of protecting the environment.



Figure 1.28: “Butterfly furniture” by Constance Swaniker

- f. The art group called “The Noldor Residency” in Accra uses eco-friendly studio activity to manufacture paints from local plants, turn waste materials into art, and use photos and mixed media to exhibit environmental problems faced by coastal communities.

Artist and Customer Relationships

Ethical behaviour also includes treating clients or customers, galleries, and art collectors honestly and fairly. Artists should ensure the deadlines in contracts are clear to understand, meet payment plans, deliver artworks to clients on time, charge fair prices, and keep client secrets private. When working on a task for a client, artists should respect the client's wishes but also stay true to their artistic values. Ethical artists say no to projects that spread bad messages, even for money. Doing these things builds trust and a good reputation in Ghana's art world.



Figure 1.29: Customer relationship

Ethical practices in artist and customer relationships include:

- a.** Show customers exactly how much cost is involved in producing the artwork.
- b.** Honestly make known how long it will take to finish the work.
- c.** Describe the materials to be used.
- d.** If the work demands printing or copies, tell exactly how many will be made in total.
- e.** Do not share private information about clients unless you have their permission.
- f.** Do not allow personal friendships or interests to affect your work decisions.
- g.** Give credit to anyone you take a photograph of or include in your work.
- h.** Ensure models and anyone who helps with the work get paid well for their work.
- i.** Keep records of work done and receipts of business. This protects you legally and builds trust.

Helpful Guidelines in Creative Work

Artists should have written agreements, be clear about the work and costs involved, ask for deposits, keep good records, deliver works on time, keep client information private, charge fair prices, and communicate honestly. These habits build trust for success in Ghana's art market. Examples of best practices are:

- a. Keep a record of your sketches and drafts to show how your idea was generated.
- b. Take a photograph of your finished artwork with dates and details attached to the photo file.
- c. Keep a portfolio showing dates of production, where exhibition was done, and records of sales.
- d. Register important artworks with the Copyright Office in Accra.
- e. Keep record of partnership with others; write clear agreements about who did what.
- f. When you sell an artwork, give the buyer a certificate to confirm it is real.
- g. Keep copies of flyers, invitations, articles, or photos from any exhibitions or publications.
- h. Check the condition of artwork before you lend it to someone or exhibit.
- i. Keep a backup of your artworks safely on a computer or online (cloud storage).

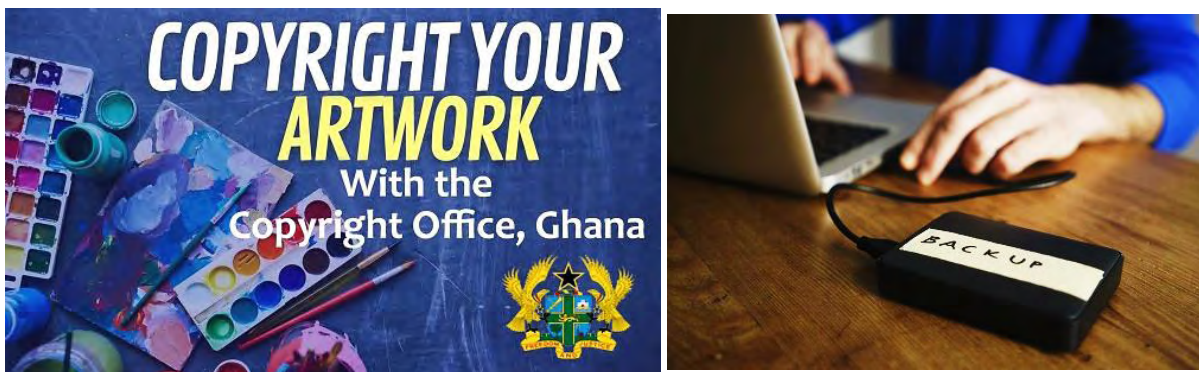


Figure 1.30: Best practices in creative art

COLLECTION MANAGEMENT SOFTWARE

Collection management software is a computer program that helps artists and museums keep track of artworks and protect them from unauthorised copying or copyright infringement. The program stores important details about each artwork, like who created it and where it is. Museums in Ghana use programs such as PastPerfect and ArtLogic to add pictures, check the condition of the artworks, and plan exhibitions. The tool helps to stop artworks from getting lost and makes it easy to find information. Some ways of managing software effectively include:

1. Keep files safe online using storage with strong security locks or passwords.
2. Store digital artworks in a digital notebook or blockchain to prove it is yours.
3. Add a digital signature with the exact date and time to your artwork.
4. Hide information about you and your artwork in the image file itself, like a hidden tag.
5. Use written agreements when someone else wants to use your work, showing exactly what they can do and not do.



Figure 1.31: Collection management/museum software

Introduction to Art Contracts

An **art contract** is a set of written rules that an artist and another person agree to follow when working together. It makes sure everyone is treated fairly and knows exactly what to expect.

In signing contracts, artists should clearly state who pays for the artwork, who owns it, and how it can be used. Without agreements, arguments can destroy working relationships. Good contracts protect both artists and clients from unfair treatment. In Ghana's art world, using proper contracts shows you are professional and helps to set fair rules for everyone to follow. Some areas of art contracts include:

1. **Commission agreements** contain rules for making art for someone, including payment, due date, who owns it, and approval.

2. **Exhibition contracts:** covering insurance, sales made, promotion or advertising photos, and helpers.
3. **Licensing agreements:** involving permission to reproduce the artwork in books, on t-shirts, or online.
4. **Collaboration agreements** provide rules for working together on an artwork.
5. **Gallery representation agreements:** rules for working in an art gallery, including exhibition fees, where to display artworks, and the profit made.
6. **Sale agreements:** rules for selling an artwork, including who owns it now and who keeps the copyright.
7. **Model release forms** are used to record permission from people captured in photos or artworks.
8. **Non-disclosure agreements (NDAs):** legal documents used to keep a record of private or sensitive art projects.
9. **Teaching/workshop contracts** identify guidelines for teaching art classes or studio practice.



Figure 1.32: Art Contracts

Digital Artwork Protection

Artists can use [digital protection](#) to stop people from stealing their artworks online. However, sometimes online protections make it harder for people to see and enjoy the art. For this reason, artists need to think carefully because strong protection might stop people from buying the art or help to share it.



Figure 1.33: Digital artwork protection

In Ghana, artists are trying to find ways to protect their digital works while still letting people see them easily. Examples of digital protections are:

1. Using watermarks on images displayed in an online portfolio to show ownership.
2. Sharing pictures with low resolution (smaller sizes) so that they cannot be copied and used.
3. Know the rules on social media sites, including Facebook, Instagram or WhatsApp, about who can use the pictures you post.
4. Use copyright notices such as 'Name/Year' on artworks displayed online.
5. Registering digital artworks with the Copyright Office.
6. Activate right-click protection on the website displaying the works to make it hard for people to easily save it.
7. Use computer technology, that is, blockchain, to own your digital art.

8. Create a 'limited edition' notice online for your artworks to show that only a few copies are available, and how people can use it using [NFTs](#) (Non-Fungible Tokens).
9. Regularly check the websites or apps to see if anyone is using your artwork without permission.
10. When you notice your work being used wrongly online, send a message to the website to take it down.

An example: Some artists in Ghana discovered their digital artwork was copied and sold online as NFTs without permission or payment. This shows why artists need to carefully watch where their art appears on the internet. To help fix this problem, the Ghana NFT group has created fair rules for how people should use and sell digital art.



Figure 1.34: Watermarks in a photo on the internet

Important Groups in the World that Protect Original Works

Ghanaian artists are working more with people around the world and are determined **to know** the rules and protections available for artworks and related ideas from different countries. Important **international agreements** that set **rules to protect artists' works** include:

- a. **The Berne Convention** is a copyright protection that protects books, music, and art around the world.
- b. **WIPO Copyright Treaty:** rules for digital and internet protections, including online music, movies, software, and digital devices.
- c. **UNESCO Convention on Cultural Diversity:** an agreement which states that countries have the right to make rules to protect and support their own cultures, such as local movies, music, and traditions.

- d. **WTO TRIPS Agreement** a trade-related intellectual property agreement that sets rules that all countries in the World Trade Organisation must follow to protect inventions, brands, and creative works.



Figure 1.35: International organisations that protect the arts

Available Protective Supports for Artists in Ghana

Specific organisations help artists by giving them support and information about laws on protection and fairness for original works. Among them are:

- a. Copyright Office registers who own creative work, helps to stop unlawful copying, and teaches about copyright rules.
- b. GAVA and the Arts Centre, Accra, helps artists learn skills, fights for their rights, gives standard contracts, and solves disagreements.
- c. Creative Arts Agency, including the Ministry of Tourism, Arts and Culture are part of the government that supports creative businesses and promotes Ghanaian arts worldwide.
- d. Ghana Design Network sets good work standards for designers, guides them with clients, and provides ready-made contracts.
- e. Law and Development Associates (LADA) is a group that provides help from the law just for artists and creators.



GAVA



Arts Centre

Figure 1.36: Protective supports for artists in Ghana

BUSINESS REGISTRATION

Business registration is the steps taken to inform the government about your new business. In Ghana, the office responsible for registering new businesses is the **Registrar General's Department (RGD)**. Business registration provides information on:

- a. the ownership
- b. activities performed
- c. the name of the business
- d. location of the business

Table 1.2: Importance of Business Registration

Purpose	Benefit to Art Studios
Protection by the law	Avoid trouble for running an unregistered business.
Ownership of Studio Name	Only you can use your art studio's name.
Create Professional Look	Clients respect increase for registered studios.
Provides Help	Offers opportunity to apply for funding, grants, and join art fairs or exhibitions.
Handle Taxes	Get a tax ID, that is, a TIN, and pay the correct taxes.
Business Growth	Allows you to open a business bank account or join other groups.

Registering an Art Studio as a Business in Ghana

The first step to start an art business in Ghana is learning how to properly register it. Knowing this helps to make your art career real and lawful. Understanding registration helps you run your art studio every day and is very important for your career. Learning the rules of registration also helps to turn your art passion into a lasting job that can help develop Ghana. These skills let you pay attention and handle your art business effectively.

Benefits of Registering Art Studios

- a. Protects and makes the studio official without problems from government officials.
- b. Builds trust with clients to know you are serious and reliable.
- c. Helps to get more work as clients and companies want to hire studios that are registered.
- d. Makes it easy to get help, such as applying for money and training from the government or others.
- e. Helps to prove the art business belongs to you and stops others from copying it.
- f. The studio can take part in exhibitions, competitions, and work with people in other countries.
- g. It makes the studio known and successful.



Registration is voluntary
but has **many benefits**

Figure 1.37: Benefit of registering a business

Examples of registered Art Studio Businesses in Ghana

- a. Artist Alliance: Sells paintings and other artworks
- b. Kwame's Creative Studio: Sells paintings and mural arts.
- c. Vision Ink Designs: Creates graphic designs and logo designs.
- d. Nhyira Fashion Art: Produces already-made clothing for various occasions.
- e. Studio Lumière: Runs photography, video, and editing services.



Vision Ink Designs



Studio Lumière

Figure 1.38: Registered Art Studio Businesses

Registering your art business protects your ideas, shows people you are a serious artist, and helps you become successful. You must make your artworks official, whether you create them at home or in a studio.

Table 1.3: Types of Art and Design Businesses You Can Register

Art Business	What it does
Freelance Artist/Designer	Create artworks including drawing, painting, and digital for clients.
Fashion Brand	Design and sell clothing and accessories.
Graphic Design Services	Create logos and advertising tools for clients.
Crafts/Handmade Goods	Sell handmade items such as souvenirs, jewellery and home décor.
Art Classes/Tutorials	Teach art skills in-person or online.

How to Register an Art Business in Ghana

Registering your art business is the proper way to ensure that it is official and the government recognises it as such. Here are simple steps to follow [to register your art business in Ghana](#):

- Choose a creative and unique business name** for your studio.
- Go to the Registrar General's Department** office to register or use the website www.rgd.gov.gh.
- Complete the business name registration by filling out a form.
- Pay the registration fee, which costs** about GH¢60–100 for small studios.
- Get a certificate** to show that you have registered.

- f. Apply for a TIN, that is, a Tax ID number from the Ghana Revenue Authority (GRA).

Figure 1.39: Filling a form

HOW LAWS HELP SOCIETY TO IMPROVE

In previous lessons, you learned that Laws are government rules that tell people what is right or wrong and what is allowed or not allowed. Applying these rules helps keep order, protect rights, and ensure fairness. Examples include:

1. avoiding theft
2. payment of taxes
3. safety in the community
4. obeying road signs
5. protecting the environment

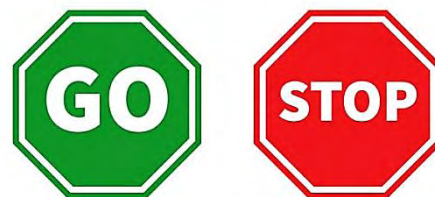


Figure 1.40: Obeying road signs

We also learned that the growth of a society can be seen in the areas of:

- a. access to education
- b. proper healthcare
- c. available jobs and money
- d. **innovations/technologies**
- e. respect for human rights
- f. good roads, electricity, and clean water
- g. providing safety and treating everyone fairly



Proper healthcare



Respect for human rights

Figure 1.41: Some areas of societal growth

HOW LAWS HELP TO MAKE A SOCIETY BETTER

Table 1.4: Areas for growth in Ghana

Area of Growth	How the Law Helps
Education	Laws provide for everyone to go to school and learn to read and write.
Health	Laws on health ensure that hospitals are safe and that sicknesses are treated.
Business	Business laws help to create jobs and protect sellers and buyers.
Environment	Laws that protect the environment from pollution also protect plant and animal life.
Human Rights	Laws that protect every citizen, especially women and children, from harm.
Security	Laws that make a country safe and stable for people to live and work.

How Laws Contribute to Ghana's Growth

Laws help countries grow and get better. In Ghana, laws affect important areas listed below.

1. **Education:** Laws on education make basic school free and necessary. This helps more children of school-going age to attend school for better education. This leads to new ideas, good jobs, and stronger towns and cities.
2. **Health:** Laws about healthcare make sure hospitals are clean, medicines are safe, and diseases are controlled from spreading. This means people stay healthier. Healthy people work better and help the country grow.
3. **Business Growth:** Business and tax laws protect buyers and traders and make it easier to start and run a business. These laws help to create more jobs for people, help the country's economy grow stronger, and help reduce poverty.
4. **Environmental Protection:** Environmental laws help to keep our environment safe from pollution and ensure waste is handled properly. This law ensures that communities are clean to live in, which is good for farming, tourism, and our health.

5. **Peace and Safety:** Criminal laws punish people who break the rules or commit crimes. This helps to keep our societies orderly and peaceful. As a result, it attracts businesses and creates jobs.
6. **Human Rights and Fairness:** Laws made specifically to protect countrymen and women, especially women, children, and people with disabilities. These laws are made so that everyone gets fair treatment and helps the country grow and improve.



Vision Ink Designs



Studio Lumière

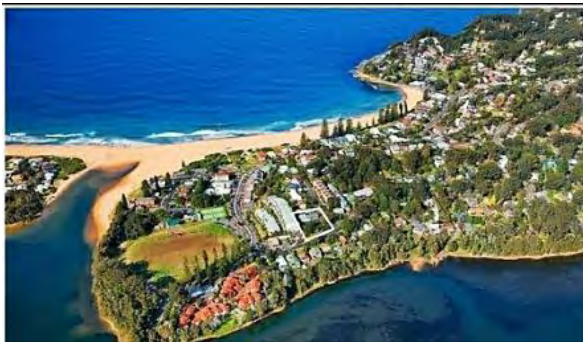
Free basic school



Business and tax laws



Criminal laws punish offenders



Tourism sites

Figure 1.42: Ways the laws make Ghana grow

Good laws help citizens feel safe, stay healthy, learn more, and work better. This makes everyone's life better.

Laws Protecting Art

Art laws or laws made to protect art are rules that support artists and protect their art, including how it is shared, sold, and used. These rules include:

1. **Copyright laws:** Keep artists' works safe
2. **Cultural heritage laws:** Protect old, indigenous arts
3. **Public art policies:** Rules for art used in public places
4. **Intellectual property laws:** Protect creative ideas like designs, music, and videos

How Art Laws Help Society to Grow

Art laws help to build a strong and lively society by:

- a. Protecting artists' ideas so that they feel safe to create more works.
- b. Ensuring artists earn money fairly from their work to support their businesses, families, and avoid poverty.
- c. Protecting and preserving Ghanaian indigenous art, music, and important symbols for the next generation.
- d. Stopping people from copying or selling artists' works without permission.
- e. Making it easier for towns/cities to support artworks that were done the right way and are perfect to beautify or teach people.





Figure 1.43: Ghanaian indigenous art

Activity 1.1 Understanding Ghana's copyright laws

1. Read the following scenario carefully.

Scenario

A student artist in Tamale produced a beautiful design for her classroom wall. A businessman photographed the artwork and sold it to make a profit without seeking permission or giving credit to the student artist.

2. Now answer the questions below.
 - a. How will the student artist prove that the artwork belongs to her/him?
 - b. How will you describe the action of the businessman in relation to copyright?
 - c. Who has copyright benefit over the artwork and why?
 - d. What steps can the student artist take to ensure she/he benefit fully from the artwork under the copyright law?
3. Discuss with a colleague, what punishments are there for people who break the copyright law?

Activity 1.2 Creating artworks that can be registered for trademark

1. Select 10 different works from your Year 1 and Year 2 portfolios.
2. Gather your tools and materials.

3. Work with A3-sized hard cardboard.
4. Create a photomontage using your selected works.
5. Label each artwork on the photomontage with your name, title, location, and trademark symbol (™).

EXTENDED READING

- Copyright Act 2005. (2005). The Copyright Act, Act 690. Retrieved from [https://lawsghana.com/post-1992-legislation/table-of-content/Acts%20of%20Parliament/COPYRIGHT%20ACT,%202005%20\(ACT%20690\)/139](https://lawsghana.com/post-1992-legislation/table-of-content/Acts%20of%20Parliament/COPYRIGHT%20ACT,%202005%20(ACT%20690)/139)
- Curriculum Resources. (2024). Business Studies: Forms of Business Entities. Retrieved from https://curriculumresources.edu.gh/wp-content/uploads/2024/10/Business-Studies-Section-1_LV.pdf
- Oze, C. (2023). How to register your small business in Ghana. Retrieved from <https://getoze.com/blog/how-to-register-your-small-business-in-ghana/>
- Companies Act 2019 (2019). *Companies Act, Act 992*. Retrieved from <https://www.gipc.gov.gh/wp-content/uploads/2023/04/COMPANIES-ACT-2019-ACT-992.pdf>

REVIEW QUESTIONS

1. How can a school protect its logo legally under the Trademarks Act?
2. What are the benefits of registering a trademark?
3. How does the Trademarks Act, 2004 (Act 664) support young entrepreneurs in creative industries?
4. How can Ghanaian artists protect digital work shared online?
5. What are the challenges of enforcing copyright in digital spaces?
6. “As a future visual artist or designer, how can knowledge of Ghana’s intellectual property laws (copyright, patent, and trademark) help protect your career?”
7. Kofi Bassaw wants to gain admission into an art college. He buys a well-designed portfolio from the market and submits it as his own to impress the review panel.
 - Analyse the ethical issues in Kofi’s actions using principles of professional ethics in art.
 - Why is personal integrity important in creative professions?
 - How should Kofi approach portfolio development ethically, even with limited resources?



SECTION

2

MAKING ART MEDIA AND SOFTWARE APPLICATION

MATERIAL CLASSIFICATION AND METHODS

INTRODUCTION

In Year 1, Section 2, you learned about the concept of art media, classification of art media, mixed media, natural and man-made art materials, and how to store them safely. Building on that, Year 2, Section 2 also introduced you to key categories of analogue media and digital media. In this section, you will learn more about traditional and digital art media production techniques. Specifically, you will learn how to create art media from both natural and artificial materials from your environment. Also, you will be guided to use special computer software to imitate the appearance of different art media found in your environment. Through this, you will compare and analyse the characteristics of physical and digital art media to understand their uniqueness. This will help you to combine traditional and digital art media in your personal style to create innovative art and design works to solve real problems in your community.

At the end of this section, you should be able to: Demonstrate knowledge and understanding of art and design media formulation and use in creating art and design.

KEY IDEAS

- Human beings make artificial art media.
- Computer software can be used to imitate the appearance of physical art media.
- Digital art tools allow easy editing, saving, and sharing of designs compared to physical media.
- Mixing natural and artificial media creates unique artwork.
- Natural art media come directly from nature.
- The source of art media affects its properties.

NATURAL AND ARTIFICIAL SOURCES OF ART MEDIA

Art media refers to the materials and tools artists use to create their art and design works. These can be things like dyes, paint, clay, pencils, brushes, or even computers. Art media comes from two main sources: nature and man-made materials. Understanding the sources of these materials helps you, as an artist, to choose the best ones for your artwork. It also helps you see how art connects to nature and industry.



Paint and brushes



Clay



Computers

Figure 2.1: Natural and artificial art media

Natural Sources of Art Media

Natural sources are materials that come directly from nature. Such materials can be used with little or no chemicals. Some examples of natural materials can be observed in *Table 2.1*.

Table 2.1: Examples of Natural Sources of Art Media

Natural Source	Art Media Derived	Example of usage
Plants	Dyes, inks, paper	Dyes can be used to change the appearance of a fabric
Minerals	Pigments, clay	Red, White or black stone can be ground into powder and mixed with water or binders for painting
Animals	Brushes, skin, glue	Goat hair can be fastened onto a stick and used as a brush
Earth	Clay, sand, stone	Clay can be mined and prepared to produce pottery wares. Stone can also be carved into a sculpture
Trees	Wood, bark	Wood can be carved into a sculpture

Advantages of Natural Art Media

Natural art media come with significant advantages. Some of them are explained below.

- a. **Natural art media are eco-friendly and biodegradable:** This means that because they come directly from nature, they easily and safely decompose (return into soil over time), causing little or no harm to the environment, unlike plastic art materials.
- b. **Natural art materials are used to promote and preserve cultural identity:** People use special things from nature, like clay from a particular river to make important pots, plants to dye cloths (like kente), or certain wood and animal skins to produce stools or thrones for chiefs. Using these specific natural materials shows who the people are, tells their history, and shares their ideas. **This helps keep their culture alive and strong.**

**Figure 2.2:** Natural dye and its use

- c. **Natural art materials are also usually cheap and easy to find:** Artists do not need to spend a lot of money or travel far to buy them. For example, they can collect clay from their local area to make pots, find plants around them to make colourful dyes for cloth, or use wood from nearby trees to create sculptures. Because these materials are cheap and available, artists can easily make their cultural art, which helps keep their traditions alive.
- d. **Nature provides artists with inspirations and ideas:** By observing and interacting with natural things like pebbles, leaves, tree bark, shells, soil, moss, stones, and wood, artists discover interesting ideas and artistic inspirations. They notice specific **shapes** (such as round stones or pointed leaves), **textures** (like rough bark or smooth shells), **colours** (including brown earth or green moss), and **patterns** (for example, markings on stones or the grain in wood). Artists then use these natural elements to create their own new artworks and designs.
- e. **Natural art materials provide unique Looks:** They create special colours and textures that cannot always be found in man-made art materials.

Artificial (Man-made) Sources of Art Media

Artificial sources refer to art media that are manufactured by human beings using chemicals or other non-natural (synthetic) materials. *Table 2.2* shows some examples of artificial materials.

Table 2.2: Examples of Artificial Sources of Art Media

Artificial Source	Art Media Derived	Example of usage
Factories	Acrylic paints, synthetic brushes	Acrylic paint can be used for painting
Plastic materials	Markers, stencils, drawing tools	Markers can be used for still-life drawing
Industrial chemicals	Synthetic dyes, resins, and glues	Used in modern textile design and mixed media
Processed paper	Art paper, canvas	Used for sketching, painting, and printing

Advantages of Artificial Media

- a. ***They are readily available in varieties of colour and texture:*** Because they exist in so many kinds, artists can experiment and choose the materials they like best to create interesting art and design works. These effects or designs may be difficult or impossible to make with natural materials.
- b. ***They have longer shelf life and resistance to fading:*** Some artificial art media **can last for a long time without going bad or fading.** This means that using such artificial media will make your artwork look fresh and colourful for a very long time.
- c. ***Artificial art media are suitable for mass production and modern art styles:*** Because artificial art media are easy to find in large amounts and are all the same, artists can use them to make many copies of the same artwork, like prints or posters. Also, artworks made of these materials often look different from traditional arts made of natural materials. So, artificial art media give artists freedom for both mass production (reproduction of the same artwork) and the creation of new, exciting kinds of artworks.

Comparison Between Natural and Artificial Media

To clearly understand the differences between natural and artificial media, take a close study of **Table 2.3**.

Table 2.3: Comparison between natural and artificial media

Feature	Natural Media	Artificial Media
Source	From Nature Such as plant dyes, skin, clay and others	Human-made Such as paper, acrylic paint, among others.
Cost	Often cheaper	Sometimes more expensive
Durability	Can fade or decay	More durable and may decay
Environmental impact	Environmentally friendly	May cause pollution

How to Use Natural and Artificial Sources as Art Media

Having learned about natural and artificial art media, their sources and differences, you will now learn how to use them to create beautiful and meaningful artworks to address important societal problems.

How to Use Natural Sources as Art Media

Nature provides a lot of materials for artistic creation. Knowing how to use them to create specific artworks is very important. **Table 2.4** provides some examples of natural materials and how they can be used to produce artworks.

Table 2.4: Common natural media and their uses

Natural Material	How to Use It (Learners are expected to explore more uses)	Examples in Ghanaian Art
Clay	- Collect clay from riverbanks or valleys. - Dry sufficiently and pound it into powder. - Sieve and mix it with water into a thick ball of clay. - Knead (roll-roll) the ball of clay to make it soft and ready for use. - Shape it into wares. - Dry and fire them to become hard for use.	People in Vume, Kpando, Sirigu, Dangi (Dangi), Afari, Mfensi, among others, make beautiful pots in Ghana .
Charcoal	- Cut sticks or wood into desirable shapes. - Burn and allow them to cool. - Shape them into a desirable size and tip for drawing and shading.	Sketching and preliminary drawings
Plant Dyes	- Harvest desirable leaves, bark, or roots. - Boil them in water to turn them into dye. - Apply the coloured water (dye) on fabric, paper, pottery wares and others to produce an interesting effect.	Adinkra dyeing in Ghana using badie and kuntunkuni dyes

Natural Material	How to Use It (Learners are expected to explore more uses)	Examples in Ghanaian Art
Wood	● Harvest desirable wood, preferably dried wood. ● Cut it into desirable sizes ● Use safe tools like chisels, adze, and knives. ● Carve them into a desirable shape.	Wood sculpture and stool carvings in Ghana
Stone	● Pick a desirable stone from your environment. ● Use safe tools like hammers and chisels ● Carve or chip the stone into shapes and patterns.	Traditional stone carvings in northern Ghana
Animal Hair	● Collect hair from animals (like a goat) as the bristles of the brush, and a stick as the handle of the brush. ● Arrange the hair ends together. ● Use a rubber band or any suitable material to tie the hair near the top. Leave the tips of the hair loose for painting. ● Spread glue on one end of your stick. ● Press the tied hair onto the glue for some for about 30 seconds. ● Make it Strong by wrapping a string over the rubber band and glue. ● Let it dry flat for 1 hour. ● Test your brush by dipping it in paint and making strokes on a surface like paper.	Animal hair brushes locally prepared by Ghanaian artists for painting.

Things to Consider When Using Natural Media

You have learned in *Table 2.4* how to make amazing art media from nature. However, when sourcing art media from nature, be guided by the following tips:

- a. Always collect materials responsibly (avoid harming the environment).
- b. Prepare and test materials before using them in final work.
- c. Combine materials for creative results (e.g., wood and natural dyes).
- d. Always put in place safety measures when using sharp tools, fire, or handling unfamiliar materials. This includes wearing protective gear, gloves, and appropriate handling of tools.
- e. Always keep your working environment tidy and safe.



Figure 2.3: Safety measures

How to Use Artificial Sources as Art Media

Having also learned that artificial art media are made by humans, *Table 2.5* provides examples of common artificial art media and their uses. However, you are expected to explore many different artificial art media to produce various interesting art and design works of your choice.

Table 2.5: Common Artificial Media and Their Uses

Artificial Material	How to Use It	Examples
Acrylic Paint	● Gather your Acrylic paint, which comes in different packages, a plate for mixing the paint (palette), a paintbrush, water, and a printing surface (paper or shirt). ● Depending on how it is packaged, squeeze or fetch a considerable quantity of the acrylic paint onto your plate (palette). ● Mix it with water if necessary, using a palette knife. ● Apply with a brush to paint on the paper or shirt to achieve the desired design or pattern.	Acrylic Paint can be used for: Canvas painting Mural painting Paper illustrations Priming Interior and exterior wall decorations
Synthetic Brushes	Dip the tip of the brush (bristles) into paint or ink and apply to surfaces to produce your desired design or patterns.	Used as a tool to apply paint on canvas, paper and other surfaces Used for lettering Used to give finishing touches to paintings and letterings.

Artificial Material	How to Use It	Examples
Markers and Crayons	Draw directly on paper, fabric, or other surfaces to create your design.	Markers are used for illustrations, creating designs, and for lettering. Crayons are also used for colouring of patterns, shapes or designs.
Plastic Stencils	• Place the plastic stencil flat on your desired surface. • Make sure it is firmly positioned. • Carefully paint or spray over design areas. • Carefully take off the plastic stencil to see the design. • You may put finishing touches to areas that have not well received the paint. The work is ready for use.	They are used for teetering. Design or pattern-making.
Canvas or Processed Paper	• It is used as a surface for painting or drawing. • To use it, paint or draw directly onto it using paint and brush, markers, crayons, or pencils. • You may put finishing touches to the work. The work is ready for use.	Used as a surface for: Painting Drawing Designing or pattern making.

Artificial Material	How to Use It	Examples
Glue and Synthetic Resin	- Glue is used to stick pieces together in collage or mixed media. - To use glue, spread or squeeze it onto things (like paper, cardboard, fabric, or buttons). - Press the pieces together firmly and wait for the glue to dry. - You may put finishing touches to the work. The work is ready for use.	Glue can be used to create paper mosaic and collage works. Synthetic resin can be used to create sculpture works.

Tips for Using Artificial Media

To effectively use artificial art media, consider the following tips.

- Always keep your tools clean after work to be able to reuse them when in need.
- Use protective gear (aprons, gloves and others) when working with chemicals, fire and others.
- Store materials properly to prevent damage or accidents.
- Always keep your working environment tidy and safe.
- Use the right media for the right work.



Figure 2.4: Keep the studio environment tidy and safe

Combining Natural and Artificial Art Media

Although it is interesting to work with natural and artificial art media separately, many modern Ghanaian artists mix natural and artificial materials to produce artworks with unique effects. Some of these mixtures may include.

1. Printing patterns and designs on a gourd using acrylic paint.
2. Applying plant dyes on fabrics to produce interesting effects.
3. Decorating wood carvings with oil paint.
4. Combining strings of beads with gourds to produce a rattle.

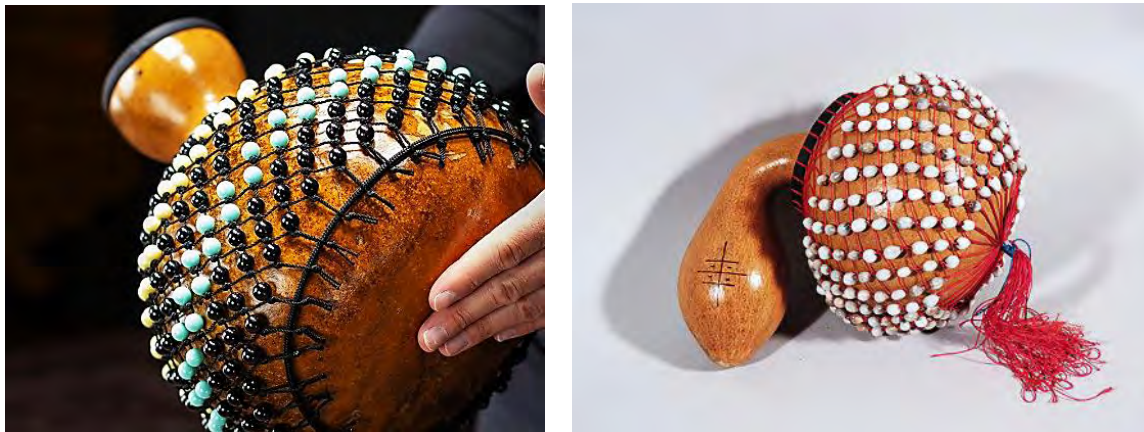


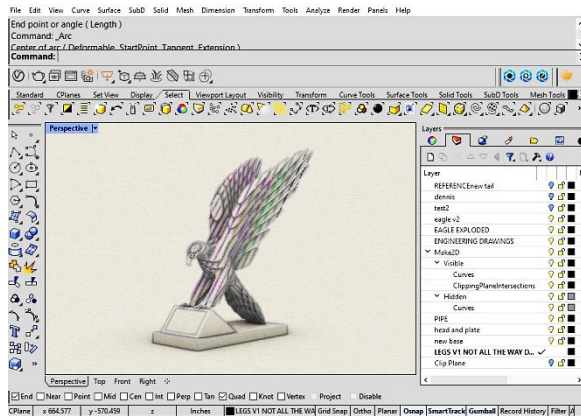
Figure 2.5: Indigenous rattles made from beads and gourds

In conclusion, you have learned about natural and artificial media, their sources, differences and how to combine both of them to produce unique artworks. By using both natural and artificial art media, you show how creative, skilful, and smart you are as an artist.

COMPUTER-AIDED DESIGN (CAD)

Computer-Aided Design, or CAD for short, is all about using special computer programmes (software like Adobe Photoshop, CorelDraw and others as seen in **Table 2.6**) to create very precise or accurate drawings, designs, and models (3D prototypes) of things people want to design or build. Think of CAD as a digital drawing, but far more accurate and powerful than using paper and pencils. Instead of sketching by hand, designers, whether they are working on architecture (buildings), engineering, fashion, or product design, use these CAD applications (programmes or software) on their computers to do so. It is much faster to work with CAD than drawing with the hand. Computer-Aided Designs are also very accurate, with few mistakes. Even if a mistake is made in CAD, it can easily be corrected with no need to restart. You can also edit, modify or change your design

anytime you want. Also, with CAD, it is easy to check your design and find ways to improve it. **Figure 2.6** shows examples of computer-aided designs.



A



B

Figure 2.6: Computer-Aided Designs

Common CAD Software

There are many different CAD programs (software) out there, each with its own strengths. **Table 2.6** presents some of the most common CAD software and their uses.

Table 2.6: Common CAD Software

Software	Description	Common Uses
AutoCAD	One of the most popular CAD programs	Architectural and engineering drawings
SketchUp	Simple 3D modelling software	Interior design, 3D modelling, landscaping
TinkerCAD (Free)	Beginner-friendly, online tool	Basic 3D design and printing
Fusion 360	3D CAD for engineering and product design	Used in technical fields
CorelDRAW	Vector-based design software	Used in graphic and textile design

The Importance of CAD in Art and Design Practice in Ghana

Art and Design is not just about creating pretty pictures. It is about creating useful things to solve problems. In Ghana, experts (like architects, engineers, and artists) use Computer-Aided Design (CAD) software every day. They use it to design buildings, clothes, machines, posters, furniture, and many other things to help solve problems in our communities. Learning CAD is also very important for *you* as a student. The following are some of the reasons.

1. CAD helps you to create designs that look neat, precise, and ready to be shown to clients or used in real projects, just like the experts do.
2. It allows you to play with interesting software to bring your ideas to life on the computer screen, in ways pencil and paper cannot.
3. Learning CAD opens doors to exciting careers right here in Ghana, like:
 - a. **Architecture:** For designing houses, schools, and hospitals.
 - b. **Graphic Design:** For creating logos, posters, websites, and advertisements.
 - c. **Engineering and Technical Drawing:** Helps engineers to plan machines, roads, and bridges very accurately on the computer before building them, saving time and preventing mistakes. Schools studying technical subjects use CAD for **technical drawing**.
 - d. **Interior and Fashion Design:** Used for planning beautiful room designs or creating attractive clothing styles.
 - e. **Product Design:** CAD is used to model tools, furniture, or crafts before physical production.



Figure 2.7: Interior design

4. CAD is a super-fast drawing and designing tool and is fast to work with for students to produce works without stress and in a short time.
5. You can build your design on the computer screen and then *rotate to see all parts* or even create a realistic image of a house to show to people exactly how it will look before it is built. This is much clearer and better than flat drawings.
6. Computer-Aided Designs can easily be shared digitally with clients and others or printed perfectly.
7. Learning CAD teaches you valuable computer skills and makes you comfortable with technology.

Uses of Computer-Aided Design (CAD)

CAD (Computer-Aided Design) is like having super-powered digital drawing tools on your computer. Instead of paper and pencil, you use the computer to create and edit designs with amazing accuracy and speed. Think of it as your special helper for making any kind of design, plan or prototype. **Table 2.7** presents a breakdown of what you can do with CAD.

Table 2.7: Uses of CAD

Application	Description
	<i>CAD can be used to:</i>
2D Drawing	Create flat designs like logos, floor plans, and diagrams
3D Modelling	Build objects with height, width, and depth (furniture, buildings and others)
Technical Drawing	Produce detailed plans for construction or manufacturing
Fashion and Textile Design	Design patterns, garments, and layouts digitally
Product Design	Create models of products before they are built or printed

Basic Features of CAD Software

CAD software has many features. Some of them are explained below:

- a. **Drawing tools include lines, shapes and curves:** *Used to draw simple lines, circles, squares, rectangles, curvy and other shapes.*
- b. **Measuring tools like a ruler:** *Used to check the accuracy of the size and position of your lines and shapes.*
- c. **Layers are like sheets of paper:** *Used to organise different parts of a design on separate sheets.*
- d. **Zoom and Pan Tools:** *This tool can be used to zoom in on a design to make a small part look bigger to see the details. It is also used to zoom out a design to make the whole design smaller to see everything at once. The pan tool is also used to move around the screen to see different parts of your design.*
- e. **Editing tools like eraser, rotate, copy, scale and others:** *Used to change drawings or designs by deleting, turning, making copies, or making parts larger or smaller.*
- f. **3D tools:** *Used to add depth, texture, and movement to designs to make flat shapes look like real objects.*
- g. **Colour adjustment tools:** *Used to change or add colours to shapes, lines or designs.*

Advantages of Using CAD

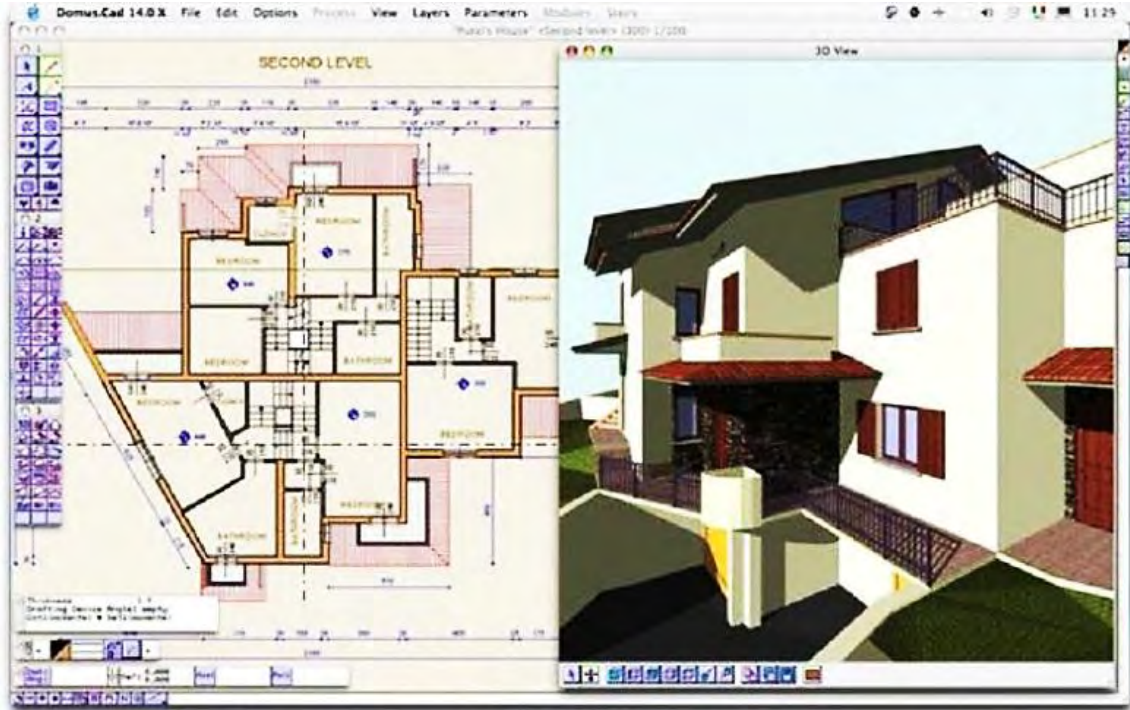
Using CAD comes with many advantages compared to drawing or designing things by hand. Some of these advantages are presented in **Table 2.8**.

Table 2:8: Advantages of Using CAD

Benefit	Explanation
Accuracy	Allows for precise measurement and proportion of drawings and designs
Speed	Faster in drawing or designing than doing it by hand
Editing	Easy to edit, modify or make changes to drawings or designs without starting over
Presentation	Designs can be printed or shared digitally or online for feedback
Storage	They save space. This is because designs are saved on the computer or online, unlike physical artworks that require much space to occupy.

Examples of How CAD is used in Ghana

The following are some examples of how CAD is used in architecture, graphic design, engineering, technical drawing, interior and fashion design, and product design in Ghana.



Computer Aided Design Software

Figure 2.8: Computer-aided design software used in Architecture



Figure 2.9: Computer-aided design software used in Fashion Design

Using Computer Software Applications to Simulate Effects of Art Media

Nowadays, artists do not only use physical art media like paint, brushes and pencils, but they also use computers to make art. Special computer software can simulate (copy, mimic or imitate) real or traditional art tools and materials like watercolours, charcoal, and oil paints and more. Here, you will be guided on how to use the software on these computers to combine traditional artistic skills with modern technology to produce useful and interesting art and design works.

What does it mean to simulate Art Media?

To *simulate* art media means to use digital tools (computer software) to imitate the look, feel, effect, or behaviour of real art materials and tools like paint, ink, pastels, chalk, pencils, brushes and others. For example, a digital paintbrush in computer software can make brush strokes that look like real brush painting of oil paint or watercolour on a canvas.

Importance of Using Computer Software to Simulate Effects of Art Media

Using computer software to create art and design works is fun and interesting. Instead of using real materials or tools, paint, clay or brush, the computer can be used to try out many different art styles. This is really helpful to you as a student-artist. Some of the reasons include:

- a. Helps students to experiment with new designs over and over on the computer without wasting physical materials.
- b. Practising to produce artworks with computer software develops your digital art skills for jobs in graphic design, animation, advertising and others.
- c. It is useful when it is difficult to get real art media for your artistic creations.
- d. It encourages creativity and innovation in art and design practice.

Common Computer Software for Simulating Art Media

Several computer software applications act like digital paints, pencils, and brushes, letting you create amazing artwork without needing physical supplies. While **Table 2.9** shows some common computer software and their features for simulating art media, **Table 2.10** gives examples of simulated art media and their uses.

Table 2.9: Computer Software that can be used to Simulate Art Media

Software	Key Features	Ghanaian Application
Adobe Photoshop	Digital painting, using layers, brush effects	Used by designers and photographers for Graphic design work and photo editing.
Corel Painter	Realistic painting tools like oil paint, watercolour and others	Used by artists and Illustrators to create digital paintings and illustrations.
Krita	Open-source painting tool with natural brush effects	Suitable for students and beginners to learn how to create digital
Paint Tool SAI	High quality and lightweight painting software	Suitable for both beginners and professional artists for painting comics and animation.
Autodesk Sketchbook	User-friendly with digital drawing, painting, and sketching tools	Suitable for both beginners and professional artists for making quick sketches, painting, and animations.
Procreate	It is touch-based painting and drawing using fingers or stylus. Feel real when using it for sketches, paintings, illustrations, and animations.	Used by artists who have iPad.

Table 2.10: Examples of Simulated Art Media in Use

Art Medium	Simulated Tool in Software	Description
Pencil	Pencil brush tool	It allows the artist to make thin marks (lines) and shade darker or lighter areas on the computer screen, like how you sketch and shade with a real pencil on paper.

Art Medium	Simulated Tool in Software	Description
Watercolour	Watercolour brush	When you use this tool, the digital colours flow into each other and blend softly, just like how real wet watercolour paint does when you are painting on paper.
Oil Paint	Oil brush	This tool makes digital marks that look rough like real oil paint. It also allows the artist to blend different colours on the screen.
Ink	Ink Pen or Calligraphy Pen	This tool creates sharp, flowing, and consistent lines. It is perfect for making outlines or detailed drawings, just like using a real pen or calligraphy nib.
Pastels/Charcoal	Chalk or Smudge Brushes	This tool makes marks that have unclear edges (fuzzy) and look powdery (like real chalk or charcoal). You can also use it to rub or blur those marks together with your finger (smudging), similar to how you can smudge real chalk, pastels, or charcoal on paper.

Basic Steps to Simulate Art Media Using Software

1. Open the software and start a new project (canvas).
2. Select a brush or tool that matches your chosen medium (e.g., watercolour, pencil).
3. Adjust settings like opacity, size, and pressure to control how the brush behaves.
4. Choose colours from the colour palette.
5. Start drawing or painting on the digital canvas using a mouse or graphic tablet.
6. Use layers to separate parts of your artwork and make editing easier.
7. Save and export your artwork when done.

Tools You May Need

- a. A computer or tablet
- b. A mouse or graphic tablet (for better drawing control)
- c. Installed art software (e.g., Krita or Adobe Photoshop)
- d. Internet access (optional for tutorials and software downloads)



A



B

Figure 2.10: Art Media Simulation Tools

Activity 2.1 Producing charcoal as a dry medium

1. Gather dry wood sticks from your environment.
2. Cut them into pieces.
3. Prepare an empty container of your choice, such as a Milo tin and punch small holes (5–8 mm) in the lid for smoke to escape.
4. Place the dry pieces of stick inside the tin and close the lid tightly.
5. Set fire and put the tin with the sticks into it to burn the sticks into charcoal.
6. While the sticks in the tin are burning, watch the smoke coming out of the holes in the tin. After some time, the smoke will change from white to thin blue to show that burning is nearly done (about 20–40 minutes, depending on heat).
7. Remove the tin from the fire and allow it to cool down completely. This can take between 40 and 60 minutes. Do not open while hot to avoid burning yourself.
8. Open the lid of the tin and check if the sticks are well burned. The stick inside should be black, that is, charcoal.

9. Gently take the charcoal pieces out of the tin.
10. Store the charcoal safely in a dry container or paper bag and label it “Charcoal as a dry medium for art”.

Activity 2.2 Using charcoal as a dry medium to create an artwork

Use the charcoal you have produced in *Activity 2.1* to create a still life artwork of your choice. Follow the steps below.

1. Pick an object of your choice from your environment.
2. Choose your paper size.
3. Carefully observe the object and draw using the charcoal stick.
4. Shade the work (object, background, and foreground) with the charcoal to show dark, middle, and light tones. Pay attention to the source of light.
5. Sign your work (name, date, and signature).
6. Spray fixative over the whole work to preserve the charcoal and prevent it from dirtying the user.
7. Wash your hands to clean the charcoal.
8. Add the finished work to your portfolio.

EXTENDED READING

Artlex.com (2024, May 14). *The Art Dictionary and Encyclopaedia*. Retrieved from <https://www.artlex.com/>

REVIEW QUESTIONS

1. Why is it important for visual artists in Ghana to follow professional and environmental ethics, and how can you apply these values in your work?
2. As an artist, discuss specific ways you can work responsibly and reduce environmental harm during your creative projects.
3. During a school-wide mural painting event, many students leave paint containers, brushes, and plastic wrappers on the ground. Rainwater washes the paint into nearby drains, affecting the plants around the school compound.
 - a. What environmental ethics have been ignored in this situation?
 - b. What are the possible short- and long-term effects of this waste on the school environment?
4. Explain the differences between digital and physical media.
5. How could digital media enhance or limit your artistic expression?

Multiple Choice Questions

1. Which of the following software can be used to simulate art media effects?
 - A. Adobe Photoshop
 - B. Microsoft Excel
 - C. Microsoft Word
 - D. PowerPoint
2. What tool is typically used to draw on a computer screen like paper?
 - A. Camera lens
 - B. Graphic tablet
 - C. Paper pad
 - D. Paint roller

3. In digital painting, what does a “layer” help you do?
 - A. Heat the paint faster
 - B. B. Print the image
 - C. Save your file in different folders
 - D. Work on different elements separately
4. Which brush setting is most likely used to simulate watercolour in software?
 - A. Clone stamp
 - B. Hard round brush
 - C. Pencil hard-edge brush
 - D. Watercolour soft-edge brush
5. Why might a student prefer using digital tools over real paint?
 - A. Computers do not allow saving
 - B. Digital tools are easier to correct
 - C. Paint is always cheaper
 - D. Traditional painting is always faster

SECTION

3

ETHICAL CONSIDERATIONS IN ART



PROFESSIONAL PRACTICE AND ETHICS

INTRODUCTION

Welcome to section three. In Years 1 and 2, you learn about professional practice, code of conduct and ethics in Art and Design studio practice, and how to apply them as an artist. In this section, you will learn more about professional conduct in art and design practice. Specifically, you learn about the relationship between creativity and ethical responsibility. That is, how to respect people from different cultures, or how to use other people's cultural ideas respectfully. How to handle sensitive topics with care. How to care for the environment. And how to give credit to people whose works inspired your art and design practice. Additionally, you will learn about *censorship*, which is about your freedom to create art and design works, and the end of your freedom as an artist. Through this, you will understand your freedom to create art, and design works respectfully and ethically.

At the end of this section, you should be able to: Demonstrate knowledge and understanding of ethical considerations in the use of others' art and design work to create.

KEY IDEAS

- Artists have the freedom to create, but should respect the culture of other people.
- Caring for the environment is an ethical consideration in art and design practice.
- Credit should always be given to people whose works inspired artists
- Censorship is important in art and design practice to prevent the creation of works that will affect society negatively.
- Ethical consideration is a critical aspect of art and design practice.
- Sensitive topics should be handled with care in art and design practice.

ETHICAL CONSIDERATIONS IN ART AND DESIGN STUDIO PRACTICE

Meaning of Ethics

In Year 1, you learned about the need for artists and designers to observe professional ethics when creating art and design works. This is to make sure that your work does not encourage bad behaviour or things that are harmful to society. You learn that ethics in art and design refers to rules about what is right and wrong. This means that when creating art and design works, you need to always ask yourself whether what you are creating is right or wrong, can hurt, respect or disrespect someone, or whether it's fair or unfair to other people in society. If your work strongly goes against the wishes of society, people will say it is wrong (unethical).

For emphasis, *ethics* generally refers to a set of principles or rules that help people decide what is right and wrong. They guide how we behave and interact with others in our homes, schools, workplaces, and communities. Ethics helps us distinguish between good and bad behaviour. This means that as a student artist, you must think carefully and consider what is good when creating your art and design works in order not to hurt other people in your society.



A



B

Figure 3.1: (A) Ethics in Art and (B) Design Studio Practice

Importance of Ethics in Ghanaian Society

In Ghana, ethics are important for the following reasons.

1. Ethics help us to learn how to live in peace with other people.
2. They help us to respect our elders and leaders.

3. Ethics help us to be honest, trustworthy, and do the right thing at all times.
4. They help us to promote justice and treat everyone fairly.
5. They help us to avoid wrong things like lying, stealing, cheating, bribery and corruption.
6. They help us to take care of public property.
7. Ethics help us to be responsible citizens.
8. They help us to promote peace and unity in society.

Some Examples of ethical values in Ghana are listed in **Table 3.1** below.

Table 3.1: Ethical values in Ghana

Ethical value	Who to show it to	Examples of how to show respect	What it means
Respect	Everyone	• Greeting • Assisting others • Giving a seat to elderly people. • Listen quietly to others.	Showing honour to make people feel important and special.
Honesty	Everyone	• Tell the truth always • Return lost but found items to their owners. • Do not copy homework from your classmates.	Being truthful and real.
Hard work	Everyone	• Always do your best in school. • Finish your house chores well in time. • Do not give up on the things you do.	Being serious and always doing your best.
Responsibility	Family, school, community, and others.	• Learning in class. • Doing exercises and homework. • Sweeping at home and at school.	Taking charge of your actions and duties.

Ethical value	Who to show it to	Examples of how to show respect	What it means
Kindness	Everyone	• Share your food with other people, particularly the needy. • Help a friend who is hurt. • Say sorry to others when you hurt them. • Smile at others.	Being caring and helpful to others.
Loyalty		• Stand with friends when they are in difficult times. • Always help your family members. • Keep secrets. • Supporting Ghana Black Stars during international matches	Being faithful to your family, friends, or nation.

Sources of Ethics in Ghana

Ghanaian ethics come from many sources. Some of these sources include;

1. Traditional customs and cultural values like respect for elders.
2. Religious teachings from Christianity, Islam, and African traditional religion.
3. The laws of Ghana, like the 1992 Constitution, Laws of Parliament, and other rules of society.
4. The family, like parents and guardians, teaches children right from wrong.

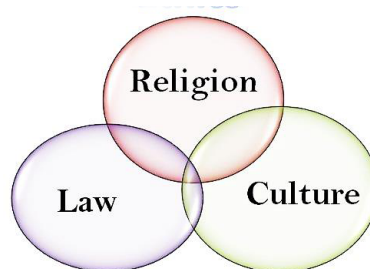


Figure 3.2: Sources of Ethics in Ghana

Reasons Why It Is Important to Understand Ethics

In summary, note that ethics are not just rules in a book, but they are about doing the right thing every day, even when people are not watching you. The following are some of the reasons why you need to understand ethics.

1. It helps you to make good choices even in difficult situations.
2. It makes you a responsible citizen.
3. It helps you to resist bad peer influences.
4. It helps build strong character in you for your future.
5. Also, learning ethics prepares you to be a good citizen in school and society, playing your part in building a better Ghana.

Top 10 Importance of Ethics in Research



Figure 3.3: Importance of Learning about Ethics

Ethics in Art and Design Studio Practice

Since studio practice commonly involves creating art and design works in an art studio, it is important to be guided by ethics (rules). Ethics in studio practice are the rules and principles that guide how artists behave and work in the studio. They help to ensure that the creative environment is safe, respectful, honest, and responsible.

Importance of Ethics in Art and Design Studio Practice

The following are some importance of ethics in studio practices.

- a. Safety rules keep artists healthy:** *When we follow safety rules, we protect ourselves from harmful materials like chemicals or sharp tools. For example, wearing gloves or masks helps us stay safe while working.*
- b. Respecting others means valuing their work and ideas:** *This means we never copy someone else's art and pretend it's ours. If we want to use another artist's idea, we always ask permission first.*
- c. Studio ethics promote originality and creativity:** *When you focus on creating original work, your art becomes unique and exciting. Not copying others helps us grow our imagination and find new ideas.*
- d. It helps build discipline and professionalism in artists:** *Cleaning our workspace and finishing projects on time shows that we take art seriously. Acting professionally helps others trust us and makes us better artists.*
- e. It is a way of showing good morals or character:** *Our art tells people about our honesty and kindness. When we create art truthfully and respectfully, it makes others feel inspired and happy.*

Some examples of ethical principles in studio practice are listed and explained in **Table 3.2**.

Table 3.2: Key Ethical Principles in Studio Practice

Ethical Principle	Explanation
Respect for Others	Do not damage or destroy other students' work. Treat everyone with dignity.
Originality	Create your work. Avoid copying or stealing ideas from others (no plagiarism).
Responsibility	Take good care of studio tools and materials. Clean up after working.

Ethical Principle	Explanation
Honesty	Be truthful about your contributions to group projects or classwork.
Safety and Care	Follow safety rules when using sharp tools, chemicals, or machines.
Discipline	Manage your time well and work seriously. Do not disturb others in the studio.
Sustainability	Use materials wisely to avoid waste. Recycle when possible.
Cooperation	Work peacefully with your classmates in group projects.
Hard work	Be serious and work to complete assignments and exercises on time.
Cleanliness	Keep the studio neat and hygienic.

Other Key Ethical Areas to Consider

In addition to the ethical principles explained in *Table 3.2*, you need to consider the following key ethical areas as an artist.

Cultural Sensitivity and Representation in Art and Design Practice

Cultural sensitivity and representation mean being careful and respectful when you make art about other people's cultures or traditions. To ensure this, consider the following:

- a. ***Respectful use of Ghanaian cultural symbols and traditions in art and design works:*** When using Ghanaian cultural or traditional symbols, patterns, or elements in your art, do it in a way that celebrates their importance. Treat them carefully and rightly to show that you value Ghanaian culture and traditions.
- b. ***Understanding the significance of traditional motifs before incorporating them in your art and design work:*** Before using Ghanaian cultural symbols, patterns, or elements in your work, find out what they *really* mean to the Ghanaian people. Do not just copy and use them because they look nice.
- c. ***Avoiding cultural appropriation while promoting cultural appreciation:*** Do not use Ghanaian cultural symbols or elements in your work without permission. Instead, learn about it properly, and always give credit to the people who own such symbols or elements.



Figure 3.4: Cultural Sensitivity in Art and Design Practice

Environmental Ethics in Art and Design Practice

Generally, environmental ethics is about taking good care of the environment. For artists and designers, it means being careful with the materials you use from nature to produce your works. This involves creating your art and design works without hurting the environment. It is important to know that it is part of your responsibility to treat the environment well. This helps keep nature safe and beautiful for us now and for people in the future. **The following are some ways of ensuring environmental stewardship:**

1. ***Responsible sourcing of materials from the environment:*** This means carefully picking art materials like wood, clay, plant dyes and others from the environment to create sculpture, ceramics, and textile works without causing serious harm to the environment.
2. ***Sustainable studio practices that minimise waste:*** Plan your work to use fewer materials. Try not to create a lot of trash or waste. For example, you can draw your ideas on a computer instead of using lots of paper. Also, reuse or recycle leftover materials like clay bits, fabric scraps, plastic, or metal pieces.
3. ***Considering ecological impact in material selection and disposal:*** Always think about how the materials you use to create your works affect nature,

both how you get them and when you throw them away. Use natural materials like clay (which breaks down) instead of plastic (which lasts forever).



Figure 3.5: Environmental Ethics in Art and Design Practice.

Intellectual Property and Copyright Ethics in Art and Design Practice

Intellectual property means that the things you create with your mind, like drawings, stories, songs, or designs, belong to you. Also, copyright is a set of laws that protects your works by giving you control over who can copy or use them. The key ethical principle here is fairness. That is, just as you would not want someone to use your works without asking, you should not also use the works of other people without their permission. Therefore, it is important for you to:

1. Respect intellectual property laws in Ghana.
2. Understand when and how to properly credit others when you pick up ideas from their works.
3. Protect your original work while respecting the copyrights of other artists.



Figure 3.6: Intellectual Property and Copyright Ethics in Art and Design Practice.

Ethical Representation

Ethical representation means showing or representing people, cultures or sensitive topics fairly and respectfully in your art and design works. The following are key ethical things to consider when representing people, images, cultural symbols or traditions of people in your art and design works:

1. Think about how your art and design work affects different groups of people. Before you create, ask yourself how people from different cultures, genders, or religions might feel or interpret the story, characters, colours, or images in your work. What feels familiar to you might carry a very different meaning for someone else. This means that you must carefully consider what goes into your work to avoid hurting other people.
2. **Handle sensitive topics carefully and respectfully in your work.** If your art deals with serious or difficult topics like violence, discrimination, or sacred beliefs or traditions, you must be extra careful and respectful in how you show them. Contact the right people for the right information and get permission on how to present sensitive topics in your work. You must also avoid mocking or making fun of sensitive issues in your work.
3. **Pay attention to whether your work supports unfair ideas (stereotypes) or helps stop them in society.** Carefully ensure that the way you present people or situations in your work does not repeat unfair ideas (stereotypes) about other groups of people, such as gender, people with disabilities, and

people suffering from some diseases, among others. Your work should rather challenge or help to stop these unfair ideas.

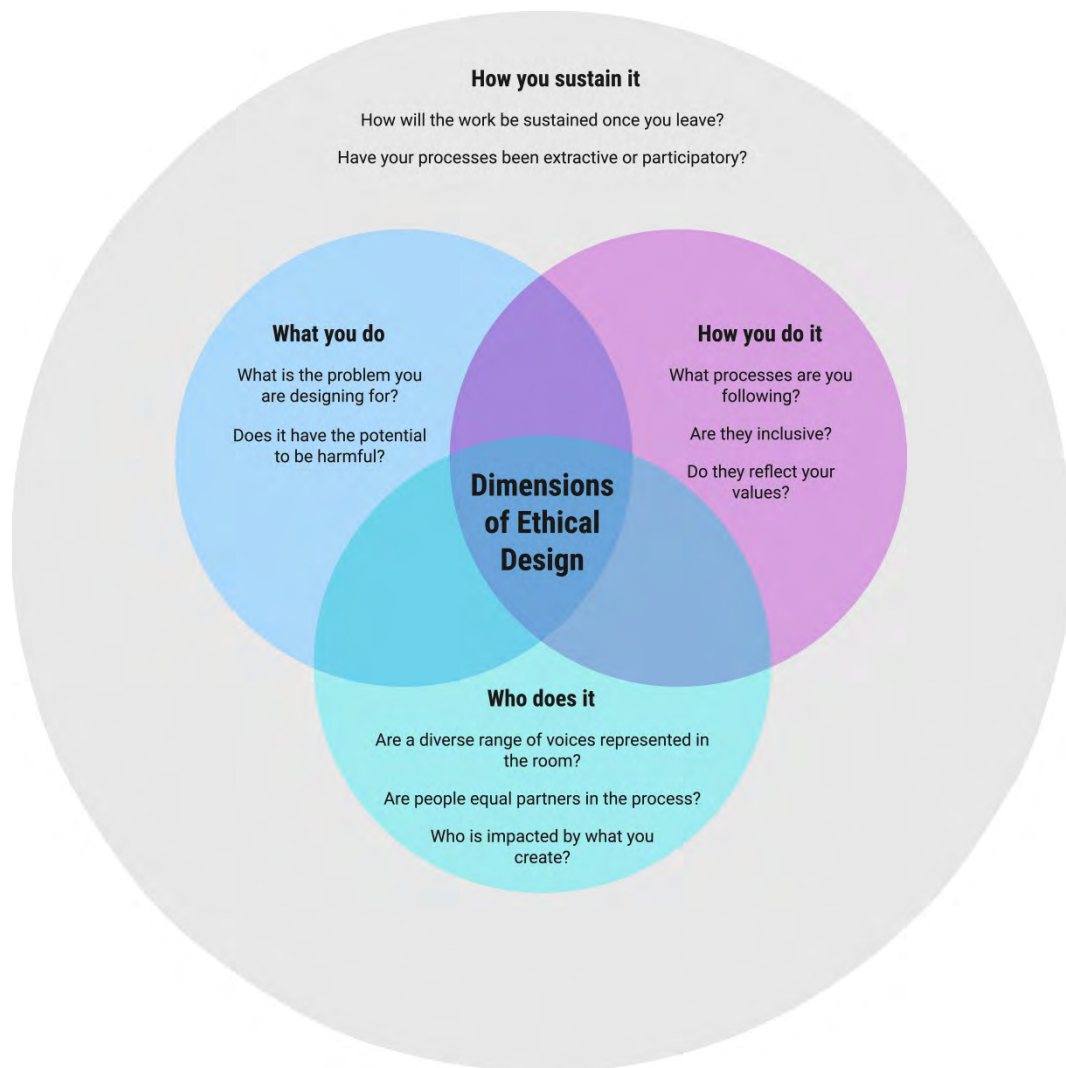


Figure 3.7: Ethics in Creating Art and Design Works.

Unethical Behaviour in Studio Practice

Some examples of unethical behaviour in art and design studio practice include:

1. Copying the design or artwork of other people or your classmates without their permission.
2. Destroying or damaging art materials, tools or artwork.
3. Misusing art materials, tools or equipment.
4. Being careless when working with dangerous materials.
5. Taking art materials and tools in the studio without asking for permission. That is stealing.
6. Disrespecting classmates or teachers in the studio.

7. Refusing to follow safety rules.

Showing National Values in Art and Design Works

As a Ghanaian, it is important to create works that show Ghana's national values. Showing Ghanaian national values in your work helps teach everyone about what makes Ghana special. Also, such works remind people to respect and practice Ghanaian values in their lives. This keeps motivating the next the current and future generations to live by these good values of Ghana. The following are some Ghanaian national values to show in your art and design works.

1. **Empathy:** It means putting yourself in someone else's place to understand and share their feelings. In art and design, empathy can be shown by using caring gestures, kind images, and emotional scenes that reflect real-life experiences like joy, sadness, or hope. This helps others connect with the artwork and feel that someone cares about how they feel.
2. **Transparency:** It means being open, honest, and clear about your actions, ideas, and intentions. In art and design, it involves sharing the purpose of your work, giving credit to those whose ideas inspired you, and clearly explaining the materials, techniques, and meanings behind your works.
3. **Patriotism:** It is about showing love, loyalty, and pride for your country. In art and design, it can be shown by using national symbols, colours, heroes, or scenes that celebrate the country's culture, history, and values.
4. **Charity:** It means giving help, showing kindness, or supporting people in need without expecting anything in return. In art and design, charity can be shown by creating works that encourage others to care and support those in need, such as posters of people sharing food, giving clothes, or helping their neighbours. This helps to promote the good Ghanaian value of sharing and kindness.
5. **Tolerance:** It is about accepting and respecting people who are different from you in their ideas, beliefs, or ways of life. In art and design, tolerance can be shown by creating works that celebrate different ideas, promote peace, and show people of different backgrounds living or working together in harmony.
6. **Loyalty:** It means being faithful and supportive to people, groups, or things you believe in, like your family, friends, culture, or country. You can show loyalty in art and design by creating works that honour and support the culture, values, and traditions of your community or Ghana.

By following these good behaviours in your art and design studio practice, you are doing what is right and being fair to others. It helps you grow into a better artist who respects people and their culture. This also allows you to protect and promote Ghana's rich cultural heritage through your art and design work

Censorship and the Art and Design Studio Practice

Meaning of Censorship

Censorship is the act of controlling, limiting, or removing parts of information, speech, books, art, music, films, news, or other forms of expression. This is done when a government, school, media organisation, or religious group believes that such information or work is harmful, offensive, or not good for the public. In simple terms, censorship means stopping people from seeing or hearing certain things. *Figures 3.8 (A) and (B)* show examples of censorship.



A



B

Figure 3.8: Censorship.

Uses of Censorship

Censorship is often used to do the following.

- a. Protect national security:** Governments block sensitive information, like military secrets, from the public. This prevents enemies from using those details to harm or attack the country.
- b. Prevent the spread of false information or hate speech:** Censorship can stop deliberate lies (misinformation) and harmful speech targeting specific groups from circulating widely. This helps avoid people being misled or communities being attacked and harmed.
- c. Protect public morals and cultural values:** Governments sometimes block or remove books, pictures, or songs if they go against what is considered

right in the society or country. They do this to prevent people, especially children, from seeing or hearing things that are not good in their culture.

- d. Stop the display of violent or sexual content:** Censorship stops very violent or sexual pictures, videos, or stories from being shown in the public or media. These things are not good for people to see. It helps keep children and adults safe from things that may be bad or make them feel uncomfortable.
- e. Maintain peace and order in society:** Censorship is used to stop messages that may cause fights, violence, or break the law. This helps keep the society calm and safe for everyone.
- f. Respect religious and traditional beliefs:** Censorship can stop books, pictures, or videos that make fun of religion or traditions. This is done to protect people's beliefs and help to prevent anger, fights, or problems in the community or country.

Types of Censorship

There are different kinds of censorship. *Table 3.3* shows the types and gives examples to help you understand them better.

Table 3.2: Types of Censorship

Type	Example
Media censorship	Stopping certain radio or TV programmes that promote violence.
Art censorship	Stopping the display of artwork that is seen as disrespectful to culture.
Internet censorship	Blocking websites that contain harmful or false information.
Book censorship	Removing books or artworks from schools that contain inappropriate information.



(A) Media censorship



(B) Internet censorship

Figure 3.9: Types of Censorship

Censorship in Ghana

In Ghana, censorship is usually guided by;

1. The 1992 constitution. It allows people to speak freely, but they must do so responsibly.
2. The National Media Commission and Film Classification Board. They check and control what is shown on TV, radio, and in films.
3. Traditional and religious values of society. They influence what is right or wrong in society.

Examples of Censorship

- a. Films showing naked bodies or violence are rated or banned.
- b. Music with offensive lyrics may be removed from the airwaves.
- c. News outlets (media) must avoid spreading lies or inciting fear.



A



B

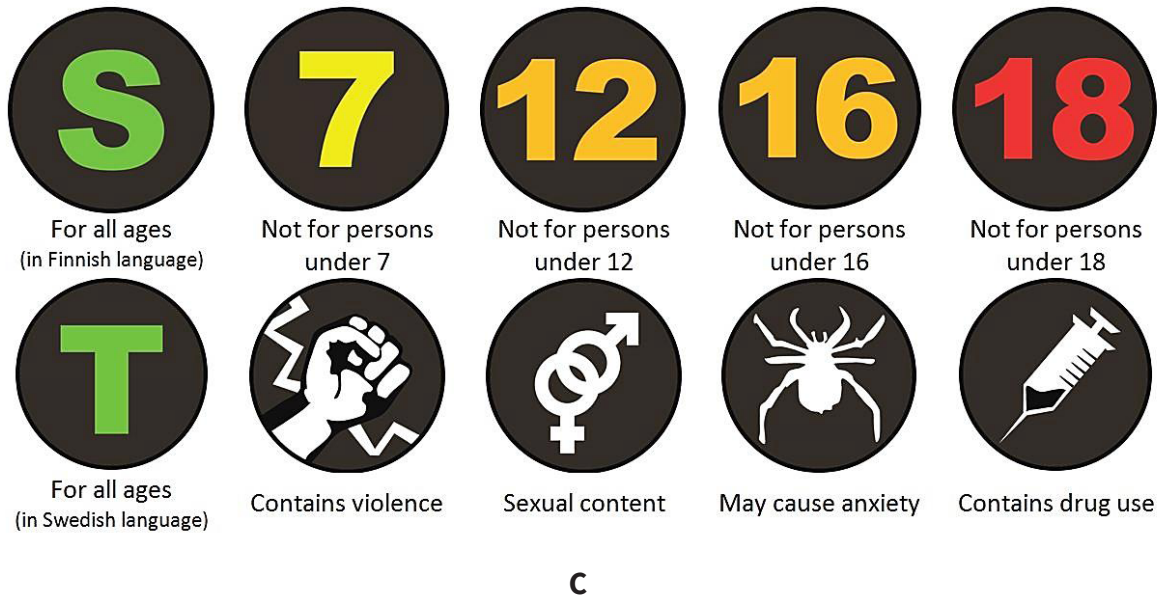


Figure 3.10: Examples of Censorship

Advantages of Censorship

Censorship has many benefits. It keeps people safe, protects cultural and moral values, and stops bad information from spreading. Here are some key advantages of censorship.

- a.** It keeps children safe from bad or harmful things in books, movies, or online.
- b.** It maintains unity and peace in the country.
- c.** It helps to preserve Ghanaian culture and traditional values.
- d.** Helps prevent crime or violence in the country.
- e.** It stops fake news or wrong information from spreading.
- f.** Controls bad language or bad behaviour in public.
- g.** Prevents fear and panic in society.
- h.** Supports learning by making sure students get the right and safe information.

Disadvantages of Censorship

Despite the advantages of censorship, it also has a bad side. Here are some disadvantages of censorship.

- a.** It can stop people from being creative or sharing their ideas freely.
- b.** It can be used by governments to stop people from complaining or speaking against it.
- c.** It may hide the truth from the public.

- d. Limits access to new ideas and information.
- e. It can make artists and designers afraid to share bold or new ideas.

In conclusion, censorship helps protect society, but it should be used wisely. In Ghana, we must balance freedom of speech with respect for culture, safety, and good behaviour. Also, you should learn to speak or create art respectfully and understand why some things are not allowed in the media or public

Art and Design Censorship and Its Impact on Societal Ethics

Art and design censorship is the process of blocking, changing, or removing parts of art and design works like paintings, sculptures, posters, songs, music, movies, illustrations, and others that are offensive, immoral, or harmful to society.

This is done to stop bad or harmful art and design works from being accepted by society and only allow those that respect society's culture, rules, morals, beliefs and values. This helps keep art respectful and safe for everyone.

Societal Ethics

Societal ethics are the moral rules or values that guide good behaviour in society. In Ghana, key ethics include the following listed below.

- a. ***Respect for elders and authority:*** In Ghana, everyone is supposed to always be polite and respectful to older people and listen and obey leaders.
- b. ***Modesty and decency:*** The Ghanaian society expects everyone to dress and act in a way that is proper and respectful. Avoid showing off or doing things that may upset others.
- c. ***Honesty and integrity:*** Always tell the truth, even when it is hard. Doing the right thing builds trust and respect for you.
- d. ***Cultural and religious tolerance:*** Ghanaians accept and respect people of different backgrounds, like beliefs, culture and traditions. Everyone deserves kindness, no matter their background.
- e. ***Peace and unity:*** Live in harmony with others and avoid fights. Working together makes the community stronger and happier.

Artists and designers must ensure that their works show respect for these ethics to be accepted by society. If art or design work breaks any of these rules, it may be censored.

Why should art be censored to match societal ethics?

Censoring artworks helps for the reasons explained in *Table 3.4* below.

Table 3.4: The reasons for censoring artworks

Reason	Explanation
Protect moral values	Prevents exposure to nudity, violence, or offensive content that may corrupt minds.
Respect cultural and religious beliefs	Ensures art does not insult traditions, religions, or sacred practices.
Prevent conflict or violence	Stops artworks that promote hate, discrimination, or division.
Promote public decency	Ensures that artworks shown in public spaces are appropriate for all ages.
Guide young people	Protects students and children from harmful or confusing content.

Examples in the Ghanaian Context

- a. A painting with nudity might be censored in a school or public exhibition to uphold modesty.
- b. A film with religious insults could be banned by the National Film Authority to maintain peace.
- c. An artwork that promotes drug use or violence may be restricted by school authorities to guide students ethically.
- d. Songs with bad words could be banned on the radio (to protect children).
- e. Posters making fun of chiefs may be taken down (to show respect).

The Role of Artists in Society

Artists and designers create works that can change how people think and live. They are free to share their ideas through their art and design works, but they must also do so responsibly. In Ghana, people value respect, good behaviour, and peace. Artists should remember that their work can help or harm others. Even though they have the freedom to create artworks, they should not use it to insult or hurt people. Art should build society, not break it down or cause problems. As a student artist, you should know how to balance freedom to create artworks with your responsibilities to society. Some of these responsibilities include;

1. **Respecting the cultures and beliefs of people:** Artists and designers should not make fun of people's culture, religion, or way of life through their works. They should show respect to everyone through their art.
2. **Considering the Audience:** Artists should think about who will see their work, especially children and people with strong religious beliefs. Their art should be respectful and suitable, so it does not confuse or offend other people.
3. **Promoting positive values in society:** They should use their artworks to help people learn good values like peace, love, and respect. Their art and design works should make people feel happy and do the right thing.
4. **Avoiding harmful content:** Artists should not create art that shows hate, violence, or bad behaviour. Their work should not hurt people.
5. **Telling the truth:** Artists should not lie or spread wrong information through their artworks. Their works should communicate nothing but the truth.
6. **Caring for the environment:** Artists should use safe materials that do not damage the environment. Also, they should not create too much waste or pollution when producing their works.
7. **Being sensitive to serious topics:** They must balance creativity with sensitivity to avoid offending other people. For example, their artworks should not joke or make fun of things that hurt others.

Censoring artworks means checking them to make sure they match the culture, values, and beliefs of society. This helps protect what people respect and believe in. It also keeps peace in society. In Ghana, artists are, therefore, encouraged to make art that is respectful, meaningful, and helps society to develop. As a student and future artist or leader, it is important to know how art and good behaviour work together. This will help you create positive art and design works to bring good change to your community.

Activity 3.1 Creating a Ghanaian Unity Visual Diary

Follow these steps to create a visual diary that shows unity and togetherness in your community or Ghana

1. Choose 10-20 artworks from your year 1 and year 2 portfolios that show unity in your community or national unity.
2. Take a photograph of each of the artworks you have selected.
3. Get a blank notebook or sketchbook to use as your visual diary.

4. Paste one artwork neatly onto each page of your diary using paper glue.
5. Write the artwork's name under it.
6. List 2-3 things you see in the artwork under its name. For example, «red, gold, green,» or «holding hands.»
7. Write one sentence explaining how this artwork shows Ghanaian unity under your list. Example: «These are the colours of the Ghana flag.»
8. Decorate your diary pages with borders and Ghanaian patterns such as Adinkra symbols.
9. Design a front cover for your diary with your name, class, year, and «Ghana Unity Art Diary» on it.

To do this using the computer;

- a. Take photographs of your artworks or search the internet for artworks showing Ghanaian unity.
- b. Open CorelDRAW or Photoshop and start a new project with many pages for a visual diary.
- c. Put the photo of each artwork on a page using the «Import» or «Place» button.
- d. Move and resize your photo neatly using the Pick Tool (CorelDRAW) or Move Tool (Photoshop).
- e. Click the Text Tool and type the artwork's name under the picture.
- f. Type 2-3 things you see under the name. Example, «red, gold, green» or «hands shaking,» and a sentence explaining how it shows unity. Example, «These are the colours of the Ghana flag.»
- g. Decorate the pages with Adinkra symbols.
- h. Create a cover page with your name, class, year, and «Ghana Unity Art Diary» using the Text Tool.
- i. Add Ghana flags or patterns to your cover using imported images.
- j. Save your work using the «Save» button.
- k. Export your finished diary as a PDF file to share or print.

Activity 3.2 Group discussion on why some artworks can be offensive or unacceptable

Here is a step-by-step way to do this.

1. Choose a group leader to guide the discussion and another person to write down important points.
2. Make sure everyone understands what is to be discussed, that is, why some people see certain artworks as offensive or unacceptable.
3. Each member of the group shares any ideas or examples they already have about offensive or unacceptable artworks.
4. Find out from your learner material or the internet examples of offensive or unacceptable artworks and the reasons they were seen that way.
5. Talk about how religion, culture, morals, or personal views can change how people see art.
6. As a group, write the main reasons why some artworks may be seen as offensive or unacceptable by certain groups.
7. Group your reasons into religious, cultural, moral, or gender.
8. Prepare a short presentation and decide who will speak and what to say.
9. Share your group work with the class. Listen to other groups' presentations and compare ideas.

EXTENDED READING

Soucek, B. (2023, August 16). Censorship and Selective Support for the Arts.

Retrieved from <https://doi.org/10.1093/oxfordhb/9780197539798.013.41>

Read the Oxford Handbook chapter (may require subscription)

REVIEW QUESTIONS

1. Identify and describe two unethical behaviours that can occur in an art or design studio.
2. Show two ways that studio artists can show respect for cultural heritage in their design work.
3. Match the following studio actions with their ethical or unethical outcomes (e.g., using original ideas, failing to credit sources, safe disposal of art chemicals).
4. Develop a short case study about a local artist or designer who faced an ethical challenge. Describe how they responded and whether their actions were justified.
5. Design a studio policy that addresses one of the following ethical issues:
 - Use of culturally sensitive symbols
 - Plagiarism
 - Fair pricing for creative work
6. Explain two reasons why a government or community might censor an artwork.
7. Identify an example of a censored visual artwork (local or international) and describe what element triggered the censorship.
8. Classify the following scenarios as “ethical censorship” or “unethical censorship” and justify your choices:
 - a. Removing explicit sexual imagery from a school mural
 - b. Banning a mural criticising government corruption
 - c. Altering adverts to remove culturally sacred symbols
9. Assess whether digital platforms (Instagram, Facebook) should self-censor artworks that local laws forbid. Argue your position with at least two artandsociety principles.
10. Critique an existing Ghanaian advert or poster (print or digital) that censors or modifies. What would you have done differently to preserve the artist’s intent while respecting community standards?

ANSWERS TO REVIEW QUESTIONS

SECTION 1: *Art Business Registration Policies and Laws*

1. The school must register the logo as a trademark with the Registrar General's Department in Ghana under the Trademarks Act, 2004 (Act 664). The school must ensure the logo meets Trademark registration criteria, that is, the logo must be:
 - Distinctive (easy to recognise),
 - Not misleading or offensive,
 - Not identical or confusingly similar to an existing trademark,
 - Fill the trademark application form,
 - Provide a clear image of the logo, and
 - Pay the registration fees.
2. Registering a trademark offers several legal, commercial, and strategic benefits, especially for institutions like schools, businesses, and creators. Here are the key advantages: Gives the trademark owner exclusive rights to use the mark for specific goods or services. Enables the owner to take legal action against anyone who uses the mark without permission (infringement). It proves brand ownership and shows quality. Trademark registration grants protection throughout Ghana and protects original works even outside the country. Also, a trademark is a valuable business asset.
3. The Trademarks Act, 2004 (Act 664) of Ghana offers protection and support to young art entrepreneurs by empowering them to protect and make money out of their creative works. Young artists can register their logos, names, or unique symbols as trademarks. This gives them exclusive rights to use those marks on their artworks, products or brands. This Act allows artists to take legal action against people or businesses that copy their names, branding or product labels. A registered trademark is the artist's business property, which gives respect and helps them secure partnerships, grants, or exhibitions. It also makes the artist professional in the Creative Art Industry.

4. Ghanaian artists can take several practical and lawful steps to protect their digital artworks shared online, especially in today's fast-moving creative and digital economy. Under Ghana's Copyright Act, 2005 (Act 690), any original artwork (including digital art) is automatically protected once created. This includes digital paintings, illustrations, animations, music, photographs and all original files (with creation dates) and backups.

They can also apply to use Creative Commons Licenses, which allow people to use your work *under certain conditions*, choose a Creative Commons License (e.g., for attribution, non-commercial use).

Avoid uploading high-resolution files, but share only low-res or compressed versions online and use Online Platforms with Copyright Controls to avoid uploading your full work to insecure sites. Another way is to seek legal support from a copyright lawyer or the Ghana Copyright Office.

5. There are challenges with ensuring copyright due to the nature of the internet, **easy copying of works, and the limited laws available.**

Digital content (artworks, videos, music) can be easily copied, altered, and distributed globally with a few clicks. There's no degradation in quality, making unauthorised reproduction quick and effective.

- **Ease of Copying and Sharing:** Very often, online infringers use fake profiles or anonymous platforms, making it hard to identify and pursue legal action against them.
- *Copyright laws vary across countries:* An infringement in another country may not be easily prosecuted under Ghanaian law.
- *Limited Awareness of Copyright Law.* Many internet users, especially on social media, do not understand that online content is protected. This leads to unintentional infringement, such as reposting or using images without credit.
- *High Cost of Legal Action,* especially in a digital and international sense, is expensive and time-consuming.
- *Widespread Online Piracy:* Digital works are often posted on illegal download or streaming sites. These platforms are usually based in countries with weak copyright enforcement, making takedown nearly impossible.

- *Lack of Technical Skills:* Many creators may not know how to watermark, register, or digitally protect their works using metadata or blockchain.
6. As a future visual artist or designer, knowing Ghana's intellectual property (IP) laws, including copyright, patent, and trademark, is essential for protecting your creative work, brand identity, and innovations. Here's how it supports and safeguards your career:
- *Protection of Original Creative Works:* Under Ghana's Copyright Act, 2005 (Act 690), the artist and designer's drawings, paintings, logos, illustrations, animations, and digital content are automatically protected once created.
 - *It secures Brand Identity (Trademark Law):* A registered logo, brand name, or design style as a trademark gives the artist and designer legal ownership and prevents others from using a confusingly similar name or logo.
 - *Protection of Unique Design Ideas or Tools (Patent Law):* A patent gives you exclusive rights to produce, sell, or license the invention for up to 20 years, thereby assuring the artist and designer of income from the business. You earn royalties from others using your work legally.
 - *Helps Prevent Exploitation and Plagiarism:* IP knowledge equips you to detect and challenge misuse of your work.
 - *Enhances Your Professional and Global Reputation:* Clients, galleries, and agencies take registered and protected works more seriously.

7. *Response*

Kofi Bassaw's action is unethical because it involves plagiarism and misrepresentation, violating professional ethics like honesty, originality, and respect for others' work. In creative professions, personal integrity is essential as it builds trust, credibility, and respect. Instead of using someone else's work, Kofi should develop his own portfolio by showcasing simple, original artworks, even if made with limited resources. This reflects his true ability and growth potential.

SECTION 2: *Making Art Media and Software Application*

1. It is important for visual artists in Ghana to follow professional and environmental ethics to build trust, protect their reputation, and contribute positively to society. Professional ethics, such as honesty, originality, and respect, ensure fair practice, while environmental ethics promote sustainability and reduce waste. Artists can apply these values by using eco-friendly materials, recycling art waste, crediting sources, and creating works that promote social and environmental awareness. This makes their work more meaningful and responsible.
2. As an artist, I can work responsibly and reduce environmental harm by:
 - Using eco-friendly materials like recycled paper, natural dyes, or biodegradable clay.
 - Reusing and repurposing old artworks, fabric scraps, or found objects in new creations.
 - Minimising waste by planning projects carefully and using materials efficiently.
 - Properly disposing of paints, chemicals, and other harmful substances.
 - Choosing non-toxic and water-based paints instead of oil-based or solvent-heavy ones.
 - Creating awareness artworks that educate others about environmental issues.
 - Participating in clean-up and community art projects that support sustainability.
 - These practices help protect the environment and promote responsible artmaking.
3. a. In this situation, students ignored key environmental ethics such as responsible waste disposal, care for nature and sustainable art practices. They failed to clean up after the activity and allowed harmful materials to pollute the environment.

b. Short-term effects

- Blocked drains and flooding
- Damaged plants or grass due to chemical paint runoff
- A dirty and unsafe school compound

c. Long-term effects

- Soil and water pollution
- Harm to insects, birds and plants around the school
- A poor environmental culture among students

To prevent this, students should clean up properly, use eco-friendly materials, and follow responsible art-making habits.

4. Digital media refers to artwork created or displayed using technology such as computer graphics, digital painting, photography, or animations. It exists in electronic form and can be edited, shared or stored digitally.

Physical media, on the other hand, includes traditional art materials such as paint, charcoal, clay, canvas or wood. These artworks are tangible and created by hand.

Key Differences

Digital Media	Physical Media
Created with computers or devices	Created with hands and physical tools
Easily edited and duplicated	Difficult to change once completed
Stored and shared digitally	Stored physically, displayed in galleries
Requires software and hardware	Requires physical art materials

Both media offer unique creative possibilities depending on the artist's goals and tools.

5. Digital media can enhance artistic expression by offering powerful tools for editing, layering, and experimenting without wasting materials. It allows for quick corrections, easy sharing online, and the use of various effects and styles that are hard to achieve by hand. Artists can also collaborate and reach wider audiences globally.

However, digital media can also limit expression if artists become too dependent on software tools or lack hands-on experience with textures and materials. Some feel it lacks the emotional depth and physical presence of traditional artworks.

In summary, digital media offers flexibility and speed, but may reduce the tactile and personal feel of physical art.

Multiple Choice Questions

1. A
2. B
3. D
4. D
5. B

SECTION 3: *Ethical Considerations in Art*

1.

- **Plagiarism:** This is when an artist copies another person's artwork or design and presents it as their own. It is dishonest and disrespects the original creator's rights.
- **Improper use of materials:** This includes wasting supplies, damaging tools, or using harmful substances without care. It shows a lack of responsibility and can harm both the environment and studio safety.

2.

- **Research and seek permission:** Studio artists should learn about the meaning and origin of cultural symbols or styles and ask for permission or give credit when using them.
- **Use cultural elements respectfully:** Artists should avoid distorting or misusing traditional designs and instead represent them in ways that honour and preserve their original value.

3. Here is a matching of studio actions with their ethical or unethical outcomes:

SN	Studio Action	Outcome
1	Using original ideas	Ethical
2	Failing to credit sources	Unethical
3	Safe disposal of art chemicals	Ethical
4	Copying another student's artwork	Unethical
5	Respecting cultural art forms	Ethical
6	Leaving paint containers in the open	Unethical

4. Case Study: Ama Mensah – The Fabric Pattern Dilemma

Ama Mensah is a young textile designer in Accra who gained popularity for her vibrant African-inspired prints. One of her most popular designs closely resembled a traditional Kente pattern, but she did not credit its cultural origin. Her customers praised the work, but a local cultural expert publicly questioned her for not acknowledging the source of her inspiration.

Ama was accused of cultural appropriation—using a sacred and symbolic cultural pattern for commercial gain without permission or credit. This raised ethical concerns about respect for cultural heritage and honesty in design practice.

Ama responded by:

- *Publicly acknowledging the origin of the pattern in a social media post.*
- *Collaborating with a Kente weaver from Bonwire to redesign the fabric pattern respectfully.*
- *Adding an educational tag to her product packaging explaining the cultural significance of the original design.*

Justification: Ama's actions were considered ethically responsible. She took accountability, respected the cultural origin, and used the situation to educate others. Her response helped rebuild trust with her audience and set a positive example for young designers.

5. Studio Policy on Plagiarism

Policy Title: Originality and Ownership of Creative Work

Purpose: To maintain professional integrity and promote originality in all studio practices by preventing plagiarism and encouraging respectful use of sources.

Definition of Plagiarism: Plagiarism is the act of copying, imitating, or presenting someone else's creative work, ideas, or designs as one's own without proper credit.

Acceptable Practices

- Submit only original work for assessment or exhibition.
- Reference or credit any borrowed ideas, inspiration, images or techniques.
- Use source materials for learning, not direct copying.
- Ask permission to use another person's design when required.

Unacceptable Practices

- Copying another student's or professional artist's work and submitting it as your own.
- Tracing, downloading or reproducing work from the internet without citation.
- Using AI-generated or pre-made content without acknowledgement or approval.

Consequences of Unethical Practice

- *First offence:* verbal warning and required resubmission.
- *Second offence:* project disqualification and written notice.
- *Severe or repeated offences* may lead to academic penalties or suspension from studio privileges.

Signed: *Studio Coordinator*

Date: _____

6.

- **To protect public morality or cultural values:**

Governments or communities may censor artworks they believe contain nudity, violence or themes that go against social, religious or cultural norms.

- **To prevent political unrest or criticism:**

Artworks that challenge government authority, expose corruption or promote activism may be censored to avoid public protests or maintain social control.

7. Example: “Holy Virgin Mary” by Chris Ofili (1996) – International

Description: This mixed-media painting by British-Nigerian artist Chris Ofili portrayed the Virgin Mary surrounded by images cut from pornographic magazines and used elephant dung as part of the artwork.

What triggered the censorship: The artwork caused outrage during its exhibition at the Brooklyn Museum in New York. Religious groups and public officials, including then-Mayor Rudy Giuliani, condemned it as blasphemous and offensive to Christians. The use of religious imagery combined with controversial materials led to calls for the artwork’s removal and funding cuts to the museum.

8.

a. Removing explicit sexual imagery from a school mural

Classification: *Ethical Censorship*

Justification: This action protects age-appropriate content and ensures a safe, respectful environment for young learners. Schools have a duty to uphold community standards and child protection policies.

b. Banning a mural criticising government corruption

Classification: *Unethical Censorship*

Justification: This restricts freedom of expression and silences social or political commentary. Art is often used as a tool for accountability and social awareness, and censoring it for political comfort is unethical.

c. Altering adverts to remove culturally sacred symbols

Classification: *Ethical Censorship*

Justification: This action shows respect for cultural heritage and beliefs. Sacred symbols should not be used casually or commercially in ways that offend or misuse their meaning.

9. **Position Statement:** Digital platforms like Instagram and Facebook should self-censor artworks that violate local laws, but with careful consideration for artistic freedom and cultural context.

Supporting Argument Using Art and Society Principles

- **Respect for Cultural Sensitivity and Local Norms:** Art does not exist in a vacuum; it interacts with the values of the society it reaches. If an artwork offends or breaks local laws (e.g., depicting religious blasphemy or nudity where such content is banned), platforms should responsibly limit access in those regions. This avoids conflict and respects diverse community standards without banning the art globally.
- **Balance of Freedom of Expression and Social Responsibility:** While artists have the right to express their ideas, platforms also have a duty to prevent harm or incitement in sensitive environments. Self-censorship, when done transparently, can help maintain this balance, especially in multicultural online spaces where what is acceptable in one country may be illegal in another.

10. Critique of a Ghanaian Advert

Advert: A 2022 billboard promoting a local fashion line featured a female model in a bold, high-slit traditional dress. The advert appeared in Accra but was later altered — the slit was digitally extended into a full-length skirt, and the model’s chest area was blurred after community backlash.

Critique

- **Artist’s Intent:** The designer aimed to celebrate modern African beauty and confidence by blending traditional textiles with contemporary fashion. The visual concept expressed empowerment, identity and body confidence.
- **Censorship Action:** Due to complaints about “indecent,” the image was digitally censored and replaced on public billboards. Critics said it was not appropriate for children or conservative audiences.
- **Impact of Censorship:** The modification weakened the visual message, stripping away the boldness and style that made the campaign unique. The fashion brand lost part of its voice, and the original creative vision was diluted to please public sentiment.

Alternative Approach (What I would have done differently)

- Use audience segmentation: Keep the full artistic version for digital platforms where viewers choose to engage, and create a more modest version specifically for public spaces like schools or markets.
- Include context: Add a brief text on the billboard or social media explaining the concept, example, “Modern African style meets tradition: celebrating fashion and identity” to shift focus from the body to the artistic and cultural meaning.
- Educate through design: Collaborate with community leaders to help the public understand evolving art trends, rather than erasing them.

GLOSSARY

Artificial Media: Art materials made by humans using chemicals or factories.

Biodegradable: Materials that break down naturally into the environment safely.

Business registration: A government process that officially recognises and protects a new art business.

CAD (Computer-Aided Design): Using computer programs to create accurate drawings and models.

Censorship: Controlling or removing art seen as harmful or offensive.

Combining Media: Mixing natural and artificial materials to create an artwork.

Company Act: Ghana's 2019 law governing how businesses register, manage, and operate legally.

Copyright: Automatic legal protection for original creative works without formal registration. **OR** Legal protection stopping others from copying your artwork.

Cultural appropriation: Using another culture's designs or symbols without permission or proper credit. **OR** Using another culture's symbols wrongly or without respect.

Cultural Sensitivity: Respecting traditions and symbols when using them in art.

Digital simulation: Software tools that imitate real art media effects and textures.

Digital Tools: Computer software used to create or simulate art.

Eco-friendly: Things that cause little or no harm to the environment.

Environmental ethics: Creating art in ways that minimise harm to nature and ecosystems.

Ethics: Rules about what is right and wrong behaviour.

Honesty: Telling the truth about your work and ideas.

Indigenous knowledge: Traditional skills, designs, or techniques passed down through local communities.

Intellectual property: Legal rights protecting creations of the mind, such as art, designs, and inventions. **OR** Owning the ideas and artworks you create.

Layers: Separate editable sheets in design software to organise artwork elements.

Natural Media: Art materials that come directly from nature, like plants, animals, or earth.

Originality: Creating your own work, not copying others.

Patent: Exclusive right granted for a new artistic tool or process, lasting up to 20 years.

Patriotism: Showing love and pride for Ghana in your art.

Plagiarism: Using someone else's work or ideas without permission or credit.

Processed paper: Manufactured paper or canvas prepared for drawing, painting, or printing.

Professionalism: Behaving responsibly, respectfully, and reliably in the studio.

Protective Gear: Clothing like gloves or aprons worn for safety when making art.

Respect: Treating people, their work, and tools with care and value.

Responsibility: Taking care of tools, cleaning up, and finishing work.

Safety Measures: Steps taken to prevent accidents while working with art materials.

Software: Computer programs like Photoshop or CorelDRAW used for digital art.

Stencil: Reusable template for applying repeated shapes or patterns with paint.

Sustainability: Using materials wisely, recycling, and reducing waste.

Trademark: Registered sign, logo, or name that legally identifies and protects a brand.