

## Studio Technology Logic

**Studio Technology** is used to refer to processes and manipulation of materials and Tools create an artwork.

**Studio** refers to the room where artists experiment on materials and tool in making works of art.

The choices designer or artist can make are determined used and techniques applied to those materials. Therefore the combination of material techniques referred to as the medium

### Visual art

**Visual art:** The power to produce a preconceived result by means of consciously controlled and directed action.

**Craft** is a type of process for producing results which many artifacts are produced.

An artistic object is a combined product of the hand, the eye, and the mind.

Applied art made to e functional, as well as visually pleasing. Crafts are close to the earth and to natural things.

Art as experience dynamically inquires into the aesthetic nature of man. In this respect, art is bonded to human conditions and is a reflection of the cultural fiber of society. *For example:* clay pertains to containers and dishware, wood of furniture and architecture, fabrics to clothing and textiles, metal to tools, jewelry among others.

There is evidence of man's instinctive need to create and to form with his hands throughout the history of civilization. Early man was concerned with the utility of what he created. His art forms were used for dress, for cooking and eating implements, for shelter and tools and recreation and ritual practices. Art and crafts are a universal bond and language among all cultures.

**Note:** Humans are the only creatures who have the unique abilities to create, express ideas and thus reveal through a personal search their inner spirit. Art and craft help to uncover that strength of mind.

It is through intense perception and experience that we are to enrich concepts for all natural and man-made forms.

Through art and crafts, we can make our perceptions, thoughts, and feelings communicate ideas in artistic form.

Creative development through art involves the total individual. This refers to development of artistic skills, awareness and appreciation of natural and man-made objects and an awareness of our rich cultural heritage.

## Objective for Arts and Crafts

**Perceptual experience** is the increased awakening and use of all our senses. Sharpening sensory awareness is the first stage in any discovery process. Our senses are the receptors that are fundamental to the eventual processes of thought, invention, imagination and creative expression.

Intense, self-identification in experiencing art develops an appreciative eye. Crafts as art heritage offer opportunities to gather facts and to practice making discriminating art judgment.

- Individual direction and the development of personal imagery
- Openness or the taking in of fresh ideas
- Experimentation
- Invent perceptual games- potential to observe

**Cultural experience** is the study and understanding of art forms of cultures both past and present. The study of arts and crafts as art heritage enables us to understand the nature of man.

**Note:** arts and crafts also provide excellent opportunities to study past cultures or aspects of them in depth. For example Folk art

**Artistic experience** will increase our understanding and skill in using art media and appreciating the work of other artists.

Artistic experience deals with aesthetic content, media skills, and art judgment.

- **Aesthetic content** refers to our analysis of what other artists have created
- **Media skills** refers to an increase in our ability to perform in a medium such as paint, clay, wood and so on
- **Art judgment** refers to our ability to make informed observations regarding the artistic properties of a product

**Note:** The visiting artist in the studio/ art room can bring a new dimension of understanding to art growth.

## Characteristics of craft

1. Always involves a distinction between **means** and **end** – **means**: loosely applied to things that are used in order to reach the end, such as tools and machines

2. **Planning** and **execution**: the result to be obtained preconceived or thought out before being arrived at. Know what you want to make before you make it. (foreknowledge)

**3. Raw material and finished product:** craft is always exercised upon something and aims at the transformation of this into something different.

**4. Form and matter:** the **matter** is what is identical in the raw material and the finished product.

The **form** is what is different, what the exercise of the craft changes. NB. Raw - formless

5. There is a **hierarchical relation** between various crafts, one supplying what another needs, and one using what another provides. Raw material if one craft is a finished product of another. One craft supplies another with tools

### **Art and Crafts as Creative Experience**

Art and crafts learning can fire the imagination of individuals, for richness in thinking springs from practicing a continuously flowing of ideas.

Seeking out and perceiving the subtle details of experiences provide data that can be transformed into original art product.

Stretching the imagination stretches the mind. A willingness to try more unusual possibilities for ideas and materials often can push artistic discovery to new boundaries.

Encourage seeking new ideas, to keep an endless input of possibilities germinating until an inspirational and unique result occurs.

Art and crafts encourages learners to become fluent in the language of art, open in their appreciation and selective in their awareness of ideas for a project is basic to art growth.

Art and crafts aid in developing originality of thought when an individual expresses his/ her thinking with emphasis on originality of his or her expression. Originality is the key area of artistic growth.

Encourage the students to take creative risks without worrying about mistakes. This opens creative thinking and lets the individual know that there is no fear of failure if he tries and experiments.

Art and crafts teach students greater perception in that all of life's experiences become the fuel for creativity. This means that the eyes are utilized more fully for observing, the ears for listening, the fingers and bodies for feeling, the nose for smelling and the mouth for tasting. Perceptual awareness is essential to creative growth and to experiencing a fuller, richer life style

One of the greatest merits of art experiences is their value as nonverbal that is visual and tactile communication. All language is not necessarily in spoken form. For example when a child creates a product in crafts expresses an idea that he/she is conceived. The product is an extension of oneself.

As a result of art experience in seeing things perceptively and artistically, in building, in creating,  
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in forming, the artist has a unique opportunity to translate his or her aesthetic vision to his community and its surroundings.

### **The importance of visual art in your community**

- Entertainment eg. Puppet theatres
- Improve standard of living: exhibitions
- decorations- appearance
- Identification
- Means of expression/ communication
- Source to tourism
- Educational purposes
- Advertisements
- Increase foreign exchange (Currencies)
- Occupations eg. Welders, carpenters, visual artists- draftsman , painters among others.
- Innovation and invention (improve eg. Architecture, production processes)
- Form for mental therapy
- Gifts
- Product branding

### **The challenges faced by local visual Artists in your country**

- Difficult to convince individual who do not appreciate the beauty
- Poor handling esp. transportation
- Materials for art and crafts are relatively expensive
- Poor qualities of art materials
- Competitions within the fields: a painter takes time in painting a scene whereas a photographer takes short time in production process.
- Improper storage facilities
- Inadequate knowledge of creating standard art piece

- Inadequate exposure
- Poor payment
- Use of low productivity technology
- Poor publicity

### **Importance visual vocabulary to the professional and artists in the make**

- Brings out the minute details about a particular art work
- Acts as building components
- Interpretation within a given art work
- Tells the form of organization
- Outline and define the boundaries
- Analysis
- Judgment
- Adjustment/ improvement
- Centre of interest (create)
- Perspective – depth, overlap

### **Advantages, Benefits – Handicrafts or Hand Made Crafts and Products**

In this industrialized world, people always look out for branded products. Apart from this, some people also buy quality hand made products called as Handicrafts. The handicraft business is growing popular at many parts of the globe. For example: **Handicrafts in Uganda**, such as banana fiber dolls, designed clothes, embroidery materials, wood works, hand painting, gifts, furniture, pottery and a lot more, are much popular worldwide.

Even though handicraft products are considered as traditional work, there are many advantages and benefits in it.

#### **1. Reusability of waste materials:**

The materials which are considered as waste usually fill the trash bin. In this type of business, the most used raw materials are from the recycled wastes, bottles, and the like. Some of the household items such as plastic cups, cans, cardboard box, pins, buttons, magazines and old clothes are also used to make handicraft products. Therefore, it helps to recycle the waste.

## **2. Improves the creativity and skills:**

Whatever talents or skills that you have, can be sold to the customers if it meets the requirement and quality criteria. You have to create handicraft products with your knowledge and skills. At first stage, you may make some mistakes but practicing and improving the creativity can be surely achieved. With proper skills and development, there is a definite chance to grow your own business. It is the best platform to enhance your interests and skills.

## **3. Availability of raw materials:**

Since handicraft is all about making craft with available things (mostly recycled household waste products), the raw materials are very cheap and easy to purchase. Suppose, if it is a small scale handicraft industry that produces handmade furniture, clothes and embroidery designed products, the raw materials are easily available or the industry would also use recycled products.

## **4. Make money with self employment:**

It is one of the best ways to wipe out unemployment. It provides innumerable opportunities to explore the skills and talents. Women who are homemakers and unemployed people can spend their leisure time in learning handicraft skills to earn good amount of income. Income generation depend upon the quality of skills that you have, resources and investment you allot for the handicraft business. It is also necessary to find out function market and target audience to earn high amount of income.

## **5. Strengthens the economic growth:**

Handmade products from a small scale industry or cottage industry (popular in Uganda) can be easily marketed with the help of trade fairs and exhibitions that showcase the unique talents to the world.

Selling unique products or decorative handcrafted items can increase the export rate of a country and hence it boost up the economic growth. The economic growth can also be achieved by employment generation and proper transformation of local raw materials into useful products.

## **6. Minimum investment:**

The business completely depends on individual skills and ordinary raw materials. Therefore, there is no need for big industry or wasting machines.

## **7. Environment friendly:**

The most attractive thing of handicraft items is Eco-friendly property. It uses wood pieces, recycled plastics, bottles and other waste materials which are converted to

beautiful pieces of handicraft items.

They are not machine-made; hence they use less amount of energy and give minimum amount of waste output. Most of the hand made products are more biodegradable and environmental friendly than factory-made products. It is also completely free from hazardous materials and chemicals.

#### **8. Good quality and uniqueness:**

Only hand made products of good quality arrives to the market. Hence, people can completely trust and buy them. Usually, handicrafts are unique because creativity plays an important role in this business. Due to the uniqueness factor, the designs and craft works really amaze many buyers all around the world!

### **The business benefits of using local suppliers and partners**

The message of “buying locally” is questionably at its strongest when aimed at the general consumer. For small businesses, the issue of utilising local suppliers and services does slightly more complex, with multi-faceted questions of cost; efficiency and quality all have to be considered. For small businesses to enjoy local custom, it is surely best that they themselves patronise local enterprise. Here are some further benefits of doing so.

#### **Building the local economy**

When local firms do business with one another, the “flow-on” remains in the local economy. The economic multiplier from local purchases is four times that would occur if transacting with a non-local source. Small business stands to benefit hugely from such healthy local and national economic conditions. Your business’ carbon footprint will be vastly reduced by using local suppliers.

#### **Enriching local culture**

Many local communities have their own histories, traditions and culture, often encapsulated and preserved by local businesses – whether they are taking advantage of a region’s particular produce or qualities or not.

Using local partners allows such businesses to stay afloat and evolve, strengthening the characteristics that define a community and helping to maintain diversity in the face of globalisation and widespread outsourcing to overseas suppliers.

#### **Better relationships**

If a small business relies on local suppliers (ideally through face-to-face communication rather than online), a relationship built on trust, familiarity and personalised service can ensue. The advantages of this include the establishment of new networks and contacts, speed and efficiency of service thanks to a supplier’s familiarity with your business, and the possibility of



special discounts and savings.

### **Environmental benefits**

Your business' carbon footprint will be vastly reduced by using local suppliers. Delivery and collection can become a matter of a short, personal journey rather than trans-hemispheric flights.

Both supporting sustainability and showing a commitment to maintaining local character can have a significant impact on a business's image and reputation, potentially attracting new customers.

### **Employ the elements of art(building blocks)**

1. Line- outline the small details/ mould out
2. Tone – light effects()
3. Texture – feeling of smoothness and roughness of surface quality; value
4. Colour – impress mood and richness
5. Form – structure of the object in 3D or the roundness
6. Shape – give the general out appearance of the object
7. Space – gives the idea of placement

### **Principles (guide line)**

- Proportion – size
- Emphasis – centre of focus
- Variety – employ different types of surface
- Balance- appealing
- Rhythm – continuity
- Movement- action, motion