

# Engagement Of Art And Design Together: A Varied Study

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***Abstract: Art and Design is a medium of communication. It reflects the artistic talent and thought process of an individual or a group. This medium is chosen by artists, art students, or designers because they enjoy challenges in both educational and human experience articulations in the mode of communication so that art is multi phased and complicated. But the design is a customer-focused workflow that drives the development with regard to the customer's needs. It is the perfect mix of creative ideas and technology within a framework for adequate communications. This study is articulated in the time of the Pandemic (Covid-19) when all the conventional mediums of art are not feasible as a medium of interaction so that art and design are shifted on the different platforms. This research is motivated to find out the correlation between art and design and to examine their roles in the contemporary situation; they are important instruments for manipulating every heart and mind.***

***Keywords: Art, Design, Artistic, Communication, Creative, Technology.***

## 1. INTRODUCTION

Since prehistoric times, grotto and rock painting art, also visual art, have taken over the job of ties deeply distinguished in individuality; the display of tolerating art and stylish joy by the 'recipient' also has the influence of vital thoughts whenever they take place. In the smart field, the visual central structures of the ages and social orders were monitored by compositional universals (Arnheim, 1988; Tyler, 1998, 2007; Ramachandran and Hirstein, 1999). Art is an imaginative form or method of an innovative thinking or feeling's self-articulation. The manufacturing is not the result of some crazy conception of beauty or of God, because the metaphysicians say. It is always difficult to explain because an abstract form is needed. Populace usually means paintings or sculpture by the specific word 'art.' But "art" in many ways has a range of appeals. In general, the design is defined as the design of a creative designer, which resolves any crucial, explicit and ergonomic design. A simple drawing of the perimeter of a building is also consider as design.<sup>1</sup>

The phrase is therefore functional through its sensitive handling in different fields. The composition of visual images is very closely associated with each art and design. Art cannot be experienced without the cooperation of spectators and art enthusiasts and this includes the sacrifice of time exceptionally. Sociologists have noticed an acceptable amount of time spent in the museum on artwork, which is hidden in the dark with stopwatches.

Of course, color is a matter of taste in art. It's true... The audience or spectators move by museums too easily, pass artifacts as a means to give up their importance and to exercise power even if they can be considered seriously in isolation. The irreproducible combination of thought and concept with substance by the lovers of art could have seen Van Gogh; dramatic, lyrical, rhythmic, imaginative, and emotional at the same time. This evokes the feeling that one once has and has produced in himself, then it suggested that expressive words are born from gestures, curves, colors, or shapes. I dream my work and then paint my dream. I dream my dream. While painting "The Starry Night," Vincent Van Gogh quoted him. Art might invoke a vision that is profoundly communicative through the lane. In an attempt to reach and release genuine human experience, art also used dream imagery. Although the art cannot show the full extent of one's mind, psychoanalyst Sigmund Freud often says "heart like an iceberg," a model seldom reaches this type of experience.

## **2. THE METHODOLOGY OF THIS STUDY**

There is no definition of art, but the general consensus is that art is the sensitive creation, using skill and imagination, of a beautiful or expressive thing. But art is subjective and throughout history and cultures the definition of art has changed. The foremost step was to categorically identify the descriptive nature of the study. Descriptive research includes different concepts and fact-finding enquiries of an unconventional kind. The purpose is to describe the state of affairs as it endures at the contemporaneous. Descriptive research conducts different methods of various kinds, including relative and correlational methods. This research paper may inspire the art activities to promote sensitivity towards an enjoyment and appreciation of the visual arts to provide chances for the youth to explore how the work of artists, artisans and craftspeople might relate to his/her own art work.

### **2.1 Art and Design are two faces of the coin**

Art is linked to the artistic style and freedom of the creative spirit, while the design has connections with organizational and practical aspects. Art is motivated by an innate, compulsory creative force of the artists. Firstly, the construction is driven mainly by peripheral restrictions, which are mainly commercial. At the same time, art is generated by a creative person through the application of thoughts, creativity and skills. In any case, designs are organized so that a certain problem can be uncovered; as a response. In the current context, the distinction between art and design will strictly be decided that there is no much more. If there is a difference between art and design, then installation art compensates. It is a fact that 'art' is an artist who has much to do with the unbelievable. Always fantastic, typically stunning and loved by art lovers. In particular, art deals with attractive visual works. Through different processes, different people describe the relationship between art and design. However, the vast majority of them believe that they tend in some cases to overlap, even if they think that they have seemed to be something else. Students have reinforced that the two essential segments of art and design are visuals. Art can be interpreted in numerous ways, although architecture cannot be clarified, it also requires effective and constructive interaction.

### **2.2 The Art and Design arguments**

The question of how art and architecture are separated is complicated debated for a long time. The artists and designers also create visual objects with experience and criteria of their own. As makers, designers don't hesitate to order. An artist unites himself to offer a point of view or

emotion that does not mean a single meaning. Designers or designers of fashion play their very opposite role. Many will say it has failed in its cause if a design can be "interpreted." In a unique sense, if the design can be "interpreted," scholars must say that it has probably failed. The idea is an aspect of cognitive awareness that not only just involves cortical circuits, yet blends with a limbic network and middle frontage structures, which can be interpreted as mediating the experience of thrilling desire, inspiring rewards and appreciation for the holistic approach to beauty and the principles of the invading challenges.(Damásio, 1994).<sup>2</sup>

The fundamental themes of space and it's time in the art are always those of impossible, elusiveness, incertitude of being, of the emptiness of reality and the need to fill this void human undertaking and artistic creation, while discussing time and space in Art. Nor are those who are born from an imperious, creative will but of the contradiction between our understanding of the fearful uncertainty of all and of our indestructible awareness of existence in one place and of the one world by necessity.<sup>3</sup>

### **2.3 Art and Design are closely associated**

Art cannot be limited in the opinion of the scholar. The artist looked at a gap, and looked into the unknown new era when Kant solved the problem of art for the next two centuries and shaped his definition. It spreads its wings according to the imagination of the artist but usually the model is persuaded that it looks at a certain pattern. Although the designer is mostly aware of many design-related components before the work starts. That's why art and design go hand-in-hand with their values and perceptions at times. Art offers expression in many respects to be taken. Only the message must be transmitted according to the designer's wishes by a process. An artist or a partner of creativity also carries the gift of Christ, who loves the ability to create art. Art can be considered a form of imagination. The tool to simplify a workflow is the design here.

### **2.4 Coding the Visual World through expression**

Much modern art is no longer about the cultivation of an aesthetic and display of skill by the likes of Rembrandt or Leonardo, but rather about the interesting messages and perspectives that artists convey about our relationship to our world. Marcel Duchamp places a men's urinal in an exhibition space and the context transforms that functional object into a statement about what constitutes art e.g. popular design magazines but does not have a universally-defined meaning.<sup>4</sup>

John Cage gets us to listen to four minutes and thirty-three seconds of silence, and we begin questioning what music is. We start listening to the sounds that creep in from the outside and appreciating them in a dif-ferent way. Robert Barry takes his pencil to a white gallery wall and writes in fine block letters:

*“ALL THE THINGS I KNOW*

*BUT OF WHICH I AM NOT*

*AT THE MOMENT THINKING”*

(1:36 PM; JUNE 15, 1969)

And thus, he challenges the viewer to negotiate the idea of absence and ambiguity. So, does computer art represent a similar political challenge? If you laugh at a joke, what difference does

it make if subsequently you are told that the joke was created by an algorithm? The fact that you laughed is good enough. But why not other emotional responses? I suspect you might feel cheated or duped or manipulated. This raises the question of whether we are truly connecting with another human mind when we experience art, or just exploring untapped reaches of our own minds. This is the challenge of another's consciousness. All we have to go on is the external output of another mind, since we can never truly get inside it. As Andy Warhol declared, "If you want to know all about Andy Warhol, just look at the surface: of my paintings and films and me, and there I am. There's nothing behind it."

But for many, using computers in their art is simply using a new tool. We have always regarded cameras not as being creative but rather as allowing new creativity in humans. The practitioners of computer art are experimenting in the same way, exploring whether the restrictions and possibilities take us in new directions.

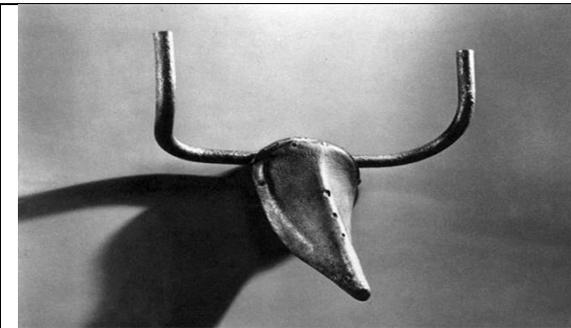


Figure 1, Pablo Picasso. Bull's Head. Paris,



Figure 2, Marcel Duchamp Fountain, 1917, photograph by Alfred Stieglitz.<sup>5</sup>

## 2.5 The technology makes changes in social amendment

As a product of the introduction of technology, the technology is used by visual artists and designers. Technology now forms part of the project. If possible, they incorporate technology to make art and design to communicate their own feelings. The artistic sense mixed with esthetics and innovation likewise inspires the creator to spontaneously expand design innovation. The creativity, feelings, queries and innovation are summarized by artistic design. Artificial intelligence encourages and motivates creative development. Most designers will see the work of others as an inspiration and would like to start their own project. Starting with the statement from Larry Lessig that "New technology (the web) gives us new freedom," we then explore the new ways to share and blend creative works to create new forms of art. Artistic and creative element inspire you to carry out a good design. 'Art as a Compass for Design' said by Marc Hohmann, the high-profile designer, (Dell, marketing specialist and international development partner and product agency Lippincott are included in the customer list).<sup>6</sup>

### 3. CREATIVE ARTS&DESIGN:A GRAPHICAL PRESENTATION

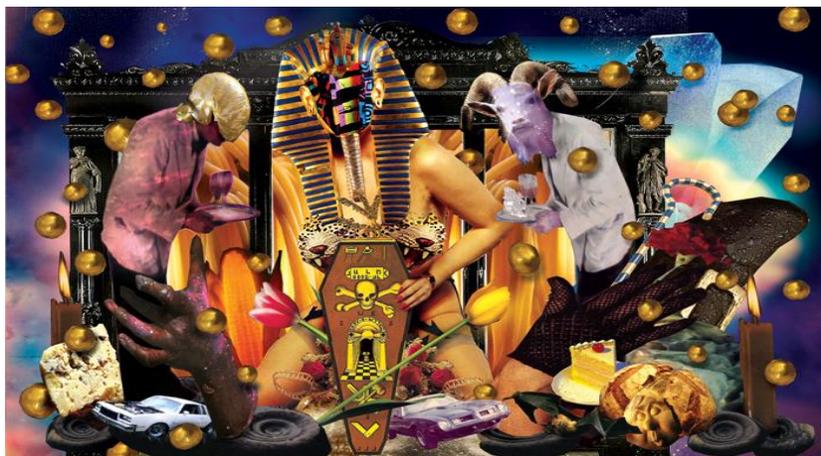
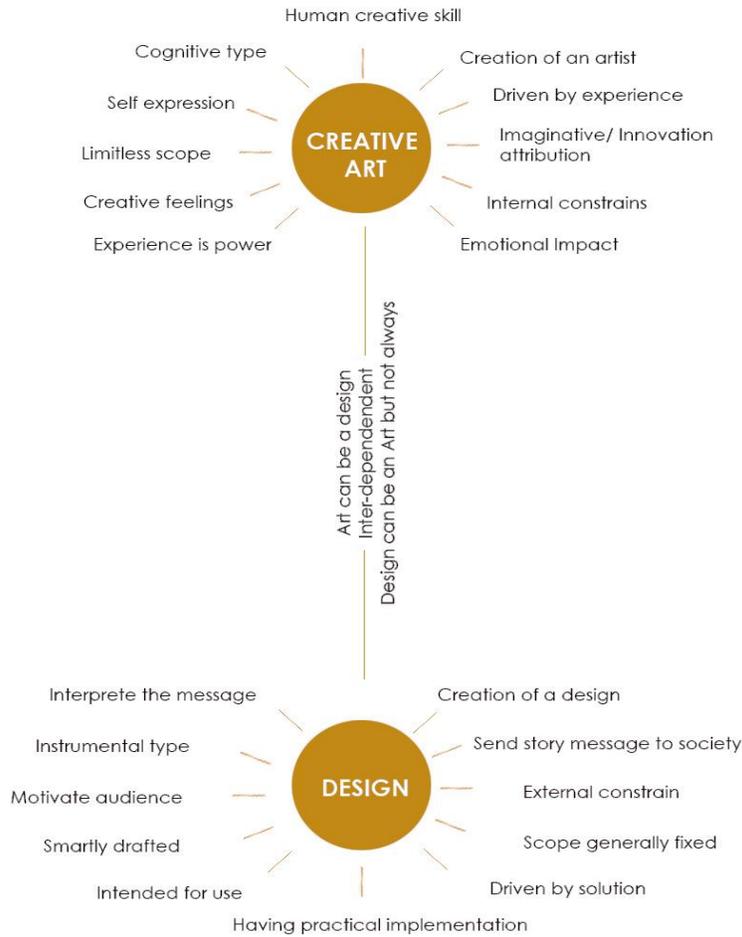


Figure 3, This artwork is very close to design and artistic art, Kaleidoscopic Collage.GAWDOFGAUDS. IMAGES COURTESY THE ARTIST<sup>7</sup>

#### 4. FINDINGS AND CONCLUSION

The visual arts include art and design. The acceptance, appreciation and pursuit depend on your mood or feelings. Art has become a freer term which, through the design process, can take various forms and modes of expression. Andy Warhol and Nam June Paik are striking examples of this creation. The readers will remember the artistic expression of Andy Warhol through paintings/ collages and also films. (e.g. "Sleep"). The creative thinking process is changed dramatically by new technologies such as artificial intelligence. Software is designed for highly creative works of art, music and architecture. The machine is a canvas, a pen, a musical instrument, etc., already. Computer creativity is an analysis of construction software which display conduct that is known in human beings to be artistic. Such creative software is meant for creative self-governance, the software is a creative designer instead of a simple tool, for example, inventing mathematical concepts, making poems, painting images and creating music. In the past, we have no idea that machines are intelligent and even harder to admit they are creative as well. Thus, in the 21st century, Art and Design intertwined.

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