

Introductory notes on Basic Design and Creativity

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Edited by:
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DEDICATION

This work is dedicated to the entire newbies in the field of Fine Art and Design, who wish to expand their knowledge in the theory and practice of Visual Arts.

PREFACE

The Dearth of textbooks in Fine and Applied Arts has been one of the major problems militating against the teaching of Art in our Secondary Schools and Tertiary Institutions. It is therefore apt to say that this book “Introduction to Basic Design and Creativity”, is a step in the right direction. The contributors and editors of the book are experienced art lecturers whose views on teaching Arts and the attendant problems should be taken with a very sense of seriousness.

This book begins with introductory chapters aimed at arming the reader with all the information needed to get started. The definition, nature and branches of visual arts were discussed. The final chapter is designed to provide information on basic art-making tools, materials and necessary preparatory techniques. The simple language and rich illustrations employed contributed immensely to the success of the book.

In truth, developing skills is important in art production, but what matters, even more, is that art students and artists take pleasure in what they do. Therefore, this book is a springboard to launch art students into the exciting world of visual Arts.

Clifford Ezekwe Nwanna, FSNA

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FOREWORD

The way an artwork looks matters a lot to the onlooker, so it should also matter the most to the artist. Sculptural pieces, graphic arts, paintings, ceramic wares, and textile arts are more than just mere artworks. How their ideas are arranged and executed in physical forms, whether electronically or on paper, can make a younger artist seem intimidated, confused, or downright unfriendly, even if the artwork itself is nearly perfect. Artwork or a work of design is like a room that encloses the maker's ideas. These ideas translate into some visual expressions in art and design to convey some information to the onlooker. And they contain some elements and principles of art which are the basic design foundation and building blocks for a piece of art to stand firm. If a beginner cannot build a solid foundation in art with these blocks, the entire work that follows becomes a disaster. Therefore, understanding the fundamentals of *design which this book advocates*, gives the beginner the confidence to draw that foremost line in the right direction.

Artwork is not just a product of great imagination or a result of an idea. Rather, it is a product of carefully plotted art/ design elements and principles, chosen to create a visual representation of the idea and the imagination. Art and design are not also about objects or pictures positioned together, painted, sculpted and organized in a way that creates a story. It's about creating harmony

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among the elements and principles of design and harnessing them in a final product that is unambiguously exceptional.

Thus, this work teaches how to invent appropriate compositions using principles and elements of art to form and arrange works that feature creativity by investigating the foundational work and material potential. These elements and principles of art are vital to every work of art. They are the tools that an artist utilizes and will unintentionally use since they create appropriate images and become more visually appealing to the onlooker. Without these elements and principles of art and design, it would be very difficult for the users to understand the type of messages the artist or designer is trying to convey.

This book is an "*Introduction Notes to Basic Design and Creativity*". It encompasses eleven chapters that provide foundation knowledge on basic design, colour theory, drawing as a two-dimensional art, repeat pattern, elements of art and design, creativity, children and classroom, visual arts and its branches, modelling, clay and paper mache, art tools and materials, lettering and layout, local crafts and indigenous technology and basic photography. The evaluation at the end of each chapter aims to challenge the understanding of the reader after each read. It is an invaluable tool for new students of art as well as older ones and anyone requiring to understand basic design ideas.

I thank all the members of our team who have helped in the preparation of this book. It is an eye-opener to the concept of basic design and a pleasant surprise. It will also help to answer some unending questions as regards basic design and creativity by younger students of arts.

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