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Applied Art – A Prominent Choice of Next Generation Artists

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Abstract: ***Applied Art has been prevalent for ages and is being used by the commercial artists in the everyday life to earn livelihood. Applied Art helps to give a look and feel to the product, which attracts customer towards it. Without attraction and beauty, even a very useful thing is not given its appropriate value. Whenever a customer purchases a product, first the customer goes through its packaging design and visual appeal. Once the customers are attracted towards a product, after that only they turn towards its utility and price. In the olden days, the works related to applied art were done manually, hence they were very difficult and challenging. After the introduction of Computer Graphic Software's, designers can turn their visualization into reality in minutes. This has encouraged many youngsters to choose Applied Art as a profession in the field of visual art. This is directly related to their livelihood because there is huge existing demand for designs related to applied art like logo design, brand campaign, product catalogue design etc.***

Keywords: Applied Art, Commercial Art, Fine Art, Advertising, Marketing, Aesthetics, Beauty, Attraction, Applications, Computer Graphic Design, Logo Design

I. INTRODUCTION

Applied Art is a type of art and design which is applied to objects of daily use to make them aesthetically comfortable to the user. In olden days, design and drawings were only used as a part of entertainment like cartoon, drawings, paintings, ceramics etc. But in the modern days, these medium of art are applied to the objects of daily use through packaging, decoration, advertisement etc. This department of applied art in fine art or visual art segment is a very creamy layer for the students, because there is much demand of commercial artists in the market. The consumers get the utility of the product as well as engage themselves in the beauty of acquiring the product in an attractive mode of design. There are many places where Applied Art is used. Some of the major places, where it is used has been tried to explain through this research.

II. LOGO DESIGN

Logo is the primary lifeline of any organisation ranging from a small shop to a multi-national company. The main owners of the organisation are very keen and interested to create a logo which will attract their consumers from in a very easier way. Logo is a unique identity of an organisation and people visually memorize and recognise the logo of a company from distance rather than its name. This creation of logo is accomplished by an Applied Art designer. The portfolio of an applied art designer is not only to use the brush and color, but also to do the research on the company and decide about the shape, size and colors to be used in the logo. This is a combination of aesthetical information as well as scientific process which includes the psychological behaviour of consumers towards a particular design and color.

Image 1: Logo Design
Source: https://dukanpar.online

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III. VISUAL CAMPAIGN PLANNING

Visual Campaign planning includes all the parts of commercial design of an organisation starting from its letter head design to its Website interface design. Most of the components included in the Visual campaign planning of an organisation are logo design, brochure/catalogue design, leaflet design, letter pad design, packaging design, advertisement poster/banner design etc.

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A. Brochure/Catalogue design

Brochure/Catalogue is a very important part of an organisation which includes the details of its products and services. Before the purchase of any product/service, the prospective consumer goes through the catalogue/brochure. A perfect visual appealing catalogue/brochure is equal to the grooming and presentation of a sales representative. The attractive, neat and clean design of the catalogue creates a first impression in the mind of consumer about the organisation. This is a science that if a person is impression over an organisation over a product, then in future, whenever the organisation launches a new product, the consumer will have faith in it. Few of the example of such companies are Tata, Reliance, and Microsoft etc. Whenever consumer come to know about a product being launched by any of the above, they have a trust and faith in that product due to its earlier achievements. Hence, an attractive outlook will create an anticipation of an equivalent product or service, which will tempt the consumer to buy.

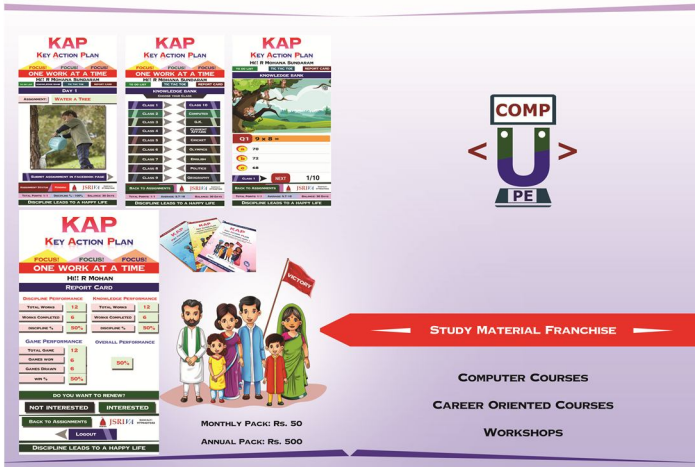

Image 2: Brochure front page Design
Source: https://jsrinstitute.in

B. Leaflet and Advertisement Poster Design

Creating Advertisement has also become one of the most important part of Applied Art. Previously, commercial artists used to paint advertisements on the walls that are in the roadside to attract the customers towards a particular brand. Those manual paintings are now replaced mostly by banners called flex. Big Hoarding designs can be seen on the roadside everywhere, which advertises about brands. Applied Art has changed its mode from manual to digital using Graphic Design software's. Social media platform like Digital advertisement posters are created by applied art graphic designers to be used in various social media platforms also.

Image 3: Advertisement Poster design
Source: https://jsrinstitute.in/key-action-plan/

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C. Packaging Design

When a user is about to decide about purchasing a product, the packaging design plays a big role in the final decision making. The look of the package is like a final trigger for the consumer to decide about the purchase. It is evident from the shop racks full of products, which look attractive due to the exciting packaging design. An applied art designer visualizes about the formation of a package from the eyes of a consumer as well as the die-cutting process and folding procedure. It is not always that an imaginary visualized design is created by an applied art designer and finalised. The design is tested from the all the segments including, availability of paper, appropriate size, availability of dye to cut the package, the manual process of folding the package etc.

Image 4: Packaging Design
Source: https://www.freepik.com/premium-vector/packaging-design-template-box-layout-cosmetic-product_2734067.htm

IV. LIFESTYLE ACCESSORIES DESIGN

Image 5: Lifestyle Accessories Design
Source: https://design.careers360.com/articles/know-all-about-accessory-design

Lifestyle accessories design makes the products used in daily life attractive and fashionable. In the image 5, it can be seen that starting from spectacle, watch, shoes, purse, watch etc. everything looks gorgeous to the eyes. This is an art of choosing the right materials and arranging them in an order of aesthetically pleasing output. The techniques and process used in this applied art needs a highly qualified study which is taught in design colleges. Human beings fascination towards design has brought in many achievements in the field of applied art and design. It has spread itself in every part of life in a wide spectrum.

Design is no more a luxury, but an essential part of human life. The interior and exterior of human life is filled with design. The scope in lifestyle accessories is unlimited, because it mostly targets the higher class segment of people, who are cash rich. These kind of people always have a craze towards new look of a product or a design. Many even prefer custom oriented design, which are very costly. This gives a good scope for an applied art designer to earn a good income and live a sustainable life.

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Along with the aesthetic and beautification, the applied art designer also keeps the culture and tradition of a place in mind. The blend of culture and tradition with modernity along with comfort and beauty is welcomed by consumers everywhere. A good design of lifestyle accessories makes the look of a place magnificent and creates a positive vibe in the environment. Positivity helps in growth of a human being as well as the organisation associated with it. Applied art designer always carves for perfection in work and makes the world beautiful to live in.

V. FASHION DESIGN

Image 6: Fashion Design
Source: https://canadianvisa.org/blog/jobs/immigrate-to-canada-as-a-fashion-designer

Fashion design is one of the form of applied art, where the beautification is done to the clothes to make the wearer fashionable. It is like the packaging done on a human being to make them look attractive. A good fashion design not only make people attractive, but also boosts confidence in them in front of the society. People feels proud in the wardrobe of fashionable clothes at various occasions. Fashion design is derived out of applied art. One has to be creative to bring an art to life. It involves many kinds of skills for being a fashion designer. In the past, the form of clothes were very standardized and the people who sew clothes in the form are called tailors. But, now-a-days, professionals, who sew custom oriented clothes along with creativity are called Fashion Designers.
Fashion Design is more famous in the high class society of people including celebrities. Celebrities are showcased as idols/brands ambassadors of fashion. Even people are used as an applied art material to add charm to the product just like the packaging. Innovation and creativity are the two arms of applied art designers, who use them to impress their clients and earn their livelihood. According to the culture of people, fashionable and new clothes are purchased on festive occasions, personal occasions like birthdays, marriage ceremonies etc. hence the future of an Applied art design in form of a fashion designer is always evergreen and sustainable.

VI. CONCLUSIONS

The beauty of applied art is that the demand of it is evergreen and will always remain the same till the existence of humanity. A brand never sticks to a particular design for a longer period of time. They change in frequent intervals to showcase their customers that they are changing according to the taste and requirement of the consumer from time to time. Keeping updated at frequent intervals is the necessity of an organisation. This gives sustainability and scope to the applied art professional to create new designs forever.

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Computer Graphics with advanced hardware and software's have played a big role in enhancement of the Applied Art segment. The speed of operating a computer has increase manifolds and the software's come in inbuilt varieties of templates and designers. The Applied art design, equipped with skills of software can create designs without any limitation of style as well as time constraint. Anything and almost everything is possible through computer graphics. This has helped a lot in creating a good scope for the Applied Art designers.

The young generation is more interested in this commercial segment of Applied Art design. Now-a-days, smart mobile phones with Android, IoS etc. have play stores, which provides a design platform for designers through Apps. This has widened the scope for a designer to a much more extent. People are creating designs on mobile phone itself and utilizing it for various purposes of Applied Art. Even people without the knowledge of art have started showing interest in this profession at various age levels. This has created a larger scope of employment in the segment of applied art as well.

Applied Art has spread its wings to almost all the segment of commercial design activities. Even the products, which were sold without a brand in an open polythene are changing themselves to a branded pattern. Any artificial thing, which looks pleasing and beautiful is a product of Applied Art. Wherever our eyes revolve, an output of Applied Art design can be seen, which attracts people towards it. There is unlimited scope in the field of applied art, due to which Applied Art is the prominent choice of the next generation artist.

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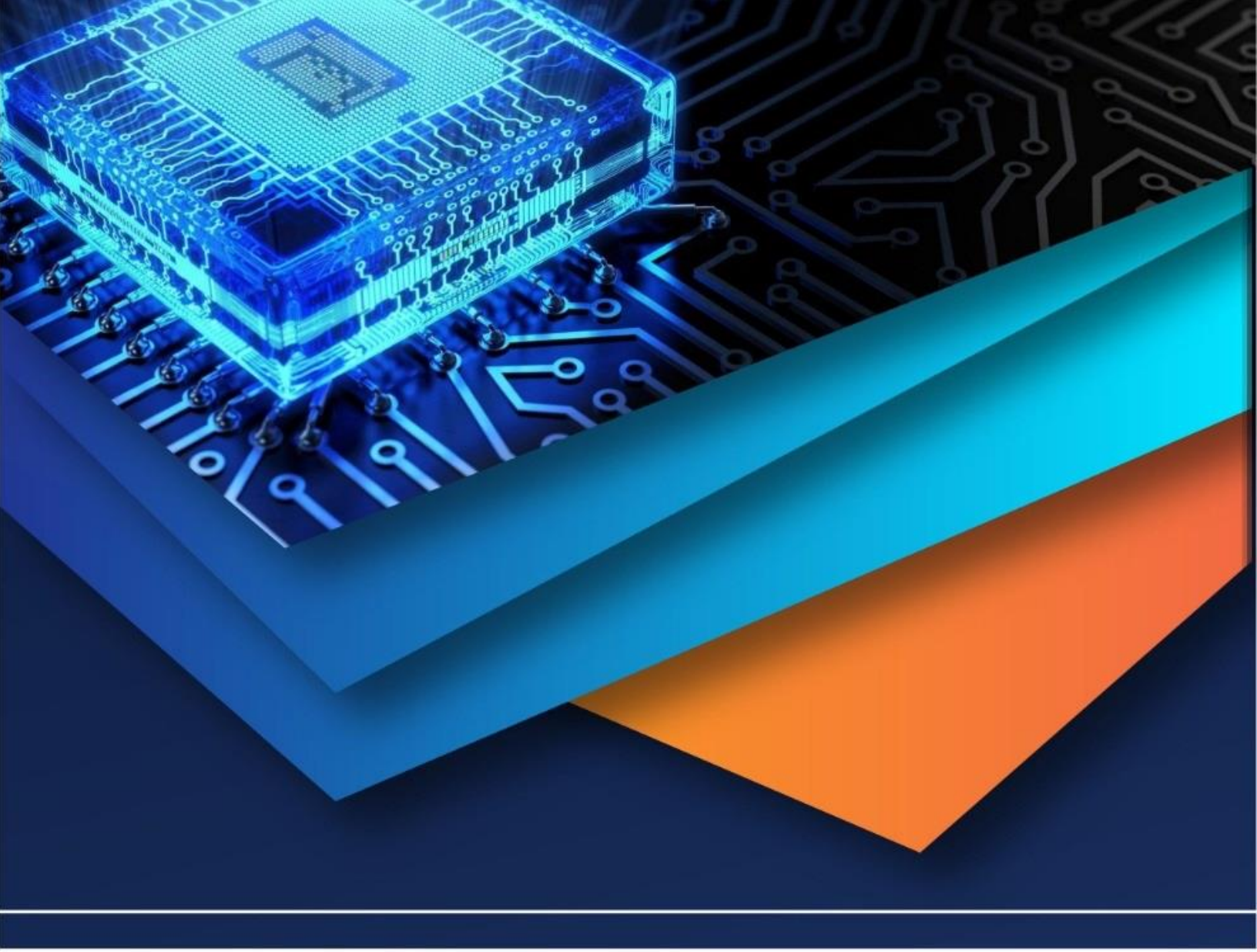

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