
Eloquence of Communication System Through Arts and Design

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Abstract: The existence of any community is realizable as a result of the common means of communication where human relationship is created. There are numerous means of communication such as writing, gestures, words, printing, telephones, means of transportation, modern telecommunication gadgets and many others. Within the context of this study, effort is made to examine the role of arts and design in communication system. Art and design give focus to utilitarian and aesthetic functions basically. It is important to realized that the ideas carried in the mind to communicate are better expressed with tangible mechanism. Areas of arts and design which boost or give eloquence to communication include graphics, painting, sculpture, textiles and ceramics. Arts and deign are viewed from a multi directional perspective as human vocabulary which meets global acceptance, since most common aspects of our day-to-day encounter could be described through arts and design. Arts and design speak eloquently and also enhance other means of communication.

Keywords: Conveyance, Gestures, Human Vocabulary, Eloquence and Transformation

1. Introduction

The loudness of communication is not only envisaged in sound communication but also in the eligibility of visuals representation. It is on this note that eloquence of communication emanates to reflect on the importance of visible and eligible visual art and design based on their ethics of execution. The creation of art and design for cultural and universal communication are actualized through the creative exploration of potentials of environmental elements. The quality of this concept in the visual art making by the artist and designer is inspired and boosted by creatively articulated basic senses of sight, touch, test, smell and hearing. The implication is that one can derive motifs for eloquence visual communication purposes within the immediate environment and application of creative intellect. The available elements in our locality contain abundant design motifs for two and three dimensional art and design. The issue of plagiarizing other people's art and design to make eloquence communication is unethical, since copy-right laws are on ground to protect such creative works.

It is established that the exchange of feelings and ideas from one person or group of people to another makes communication a reality, but in arts and design such feelings

and ideas are expressed in Visual forms (such as: [13]. The areas of visual expression which are both two dimensional and three dimensional include; graphics, painting, textiles, sculpture and ceramics. These areas of concern have the capacity to express ideas and feelings capable of some unique expression through other means of communication such as writing, gestures, words, telephones, modern telecommunication and others.

2. Method

A survey design is adopted to guide the activities of the research. The instrument for data collection was of research structured. The thrust for this study is to investigate the use of arts and design as an eloquent means of communication system. The use of interview schedule as an instrument for data collection is applied in this study. Data gathered revealed that the use of symbols or materials which are hardly distorted or experience any breakdown is the basis for making cultural and traditional communication materials or motifs adoptable for eloquent visual communication. Data for this study are photographs of art and design works. Information from secondary sources and eyewitness accounts are also considered

2.1. Conceptual Framework

Investigation into eloquence of communication system through art and design by the researcher is realizable in the conceptual framework of communication design, which is a mixed discipline between design and information development (such as: [2]). This concept shows the communication ability of media intermission such as crafted, printed, electronic media or presentations with people. In this conceptual framework it is noted that “the communication design approach is not only concerned with developing the message aside from the aesthetics in media, but also with creating new media channels to ensure the message reaches the target audience”. Eloquence in communication system using arts and design approach as investigated by the writer falls into the communication design concept. The consideration of two and three dimensional art design to generate art forms for communication with a view of the peoples culture is endearing and captivating. The message within the culture in consideration with the ethics in design approach are bound to communicate more eloquently. The concepts further indicates that the design skills must be tailored to fit to different cultures of the people, while maintaining pleasurable visual design. This is the envisaged idea of communication to utilize the cultural symbols with the elements and principles of art and design in channeling visual messages to a people for clarity and eloquency.

2.2. Implication of Culture in Visual Communication

The people's culture has an outstanding link in visual communication expression. According to Braimoh, “Culture communicates in different dimensions with ranging magnitudes. Culture not only communicates, but also serves as a reinforcement of social control and a vehicle for the transmission of moral values including aesthetics appreciation from person to person and from generation to generation” (such as:[1]). The various people from various cultures deserve having access to information or communication which is relevant to them, especially now that the world is no longer restricted by distance or space. “The whole world has virtually been reduced to what he called the “global village, perhaps with the advent of the electronic age” (such as: [5]). The gap between the rural and urban settings has to be bridged through visual communication. Peters explains that “we belief that no matter how constant information disseminated through the mass media channels to the rural public, the role of traditional media (motifs), always remain insurmountable, if only the rural populace enjoy the same degree of creativity, acceptability, and recognition” (such as:[8]). Although the concern of this study is on the eloquence of communication through arts and design, the different means of communication which would remain, the bases for the visual expression deserve being indicated. Cooley (such as: [3]) emphasizes;

Communication means the mechanisms through which human relations exist and develop by using all the symbols of the mind, together with the means of conveying them through space and preserving them in time. It includes the expression of the face, attitude and gesture, the tones of the voice, words, writing, painting, railways, telegrams, telephones and whatever else that may be the latest achievement in the conquest of space and time.

Cultural or traditional communication systems depend majorly on inter-personal and non-verbal dispositions. The use of symbols or materials which are hardly distorted or experience any breakdown is the basis for making cultural or traditional communication materials or motifs adoptable for eloquence visual communication.

Cultural symbols which are conventionally used give instruction and are effective means of communication. In Nigeria, especially among the Yorubas, uses of tribal marks are done to enhance non-verbal communication to identify people of some villages or lineage groups, and also for aesthetic purpose to the cultural values of the people. Numerous traditional means of communication are engendered to enhance eloquency in communication such as folksongs, proverbs, traditional marriage ceremonies, mode of dressing, traditional writing such as nsibidi and ulli, traditional religion and cultural display relics and symbols. It is known that culture is a pride of the people, the verbal and non-verbal aspects of the traditional communication should be cherished accordingly. The non-verbal symbols require understanding of the instruction attached to the non-verbal symbols to boost eloquently visual communication in the light of the global practice in information dissemination. According to Harrison (1975), non-verbal is an aspect of communication and the codes are categorized into four broad divisions to encompass all forms of communication for example, performance codes, artifactual codes, mediatory codes and spatio-temporal codes.

Utilization of cultural verbal and non-verbal communication means to develop two dimensional and three dimensional art and design to communicate more eloquently in the modern application is unique. The means or devices envisaged for dissemination of such visuals include, billboards, phones, cinematography, news papers, books, television, online and other modern gadgets for visual communication.

3. Result

There is general acceptability among the people contacted that cultural elements for design makes communication more distinctive. The devices for such visual communication include, the billboard, books, cinematography, newspapers, phones, television, online and modern gadgets for visual communication.

The different areas have unique media expression of ideas. Painting and drawing use oil paint, acrylic, pen, water colour, pencil crayon, poster colours, locally sourced materials and a combination of many media (mixed media). Graphic design

makes use of rapid graphic pens, printing and other media used in painting and drawing areas. Textiles use dye, woven Yarn, printing ink, wax, other textile materials for appliqué, sewing of different products in textiles and modeling. Sculpture makes use of cement, metal, clay, stains, resin, wood, bronze, wax, fabric and other found objects.

Ceramics use clay majorly and other items such as glaze and oxides. All the areas are capable of expression of a particular concept from one theme to represent or speak the same mind eloquently.



Figure 1. Sculpture (Art+history+main+banner+page) online.



Figure 2. Title: celebration, medium: ceramics by Edem Peters.

4. Discussion

The role of two dimensional and three dimensional art and

design communication system

It is necessary to note that there is much capacity in art and design to adequately communicate and also enhance other means of communication. One's feelings and ideas carried in the mind have better expressions with tangible mechanisms. The known utilitarian and aesthetics functions of art and design are important, but the role of art and design to eloquently communicate non-verbally and bridge the gap between cultures, people, time and places is very necessary. The elements and principles of art and design are guides to appropriate communication through visual arts as well as the making of visual arts Okejiji (such as: [6]) observes;

These artists do not see themselves as reaching against any external distortion of their identities. Rather, they are free to focus on producing the creative definition of their identities as citizens for an emergent nation. They regard their art as an exploration of the important issues of the times in which they live. Most of these artists began to explore their cultural heritage without the need to demonstrate to Europeans or anyone else that they could paint in realism.

The visual arts communicate the culture of a people to another and from one generation to another. They are human production which emanate to the imagination from human mind. Such human expression in visual form connotes the use of a medium of one's choice. The medium of expression speaks of the dimension of art to be executed, either two or three dimensional. Two dimensional arts include areas such as drawing, painting and graphics. Three dimensional arts are sculpture, textiles and ceramics. Ideas, feelings, cultural symbols and people's way of life are conveniently communicated through the different areas of two and three dimensional art and design.

The content of visual art in the areas of art and design give adequate consideration to aspects such as; subject, theme, medium, product, function, design and style. The mentioned aspects would boost the eloquence in visual communication through art and design. The artist or designer and the art critics have vital role in determining the works of art or design which speak eloquently in the context of this study. The legibility of a billboard art work which possesses the requirement such as the aspects of subject, theme, medium, product, function, design and style as well as meeting the needed acceptance is indeed visually in communicating eloquently. According to Peters (such as: [9]) the processes involved in achieving an eloquently communicating art work or design are:

- a) Discovering ideas for art or design in personal experience.
- b) The transformation of ideas to create art or design work.
- c) The actual working with different media to produce the artwork or design product.
- d) Ability to perceive and describe the work of art or design adequately.
- e) Interpretation of works of art and design properly.
- f) Ability to judge or assess the works of art or design

appropriately.

Visual communication or language gives greater impression in the minds and boost easy remembrance of such visuals. The application of familiar and cultural motifs or symbols to communicate through art and design makes the works of art and design eloquently expressed. The size and proportion are important in the making of the artwork, while the elements and principles of art and design are unavoidable ingredients in the creation of two and three dimensional arts and designs which communicate eloquently.



Figure 3. Title- *Ukpono (honour)*, medium: ceramics by Edem Peters.



Figure 4. Painting. Amber art and design (www.amberartanddesign.com).



Figure 5. Graphics, Art and Design (online).



Figure 6. Title: *bumper harvest*, medium: ceramics by Edem Peters.

5. Conclusion

The works of art and design are displayed on the clothes found commonly, the sculptures are found on the roadsides and recreational parks, moral paintings in recreational parks and walls of public buildings, ceramics wares in homes and public places, and graphic design on television and billboards on highways. At a glance the visual form catches interest of the viewer and generates interpretations, as well as lasting in the mind longer. A picture or art work can give various interpretations as well as boosting the aesthetic implication of such art work to entertain the viewer by appealing to his or her emotions. Eloquent art communications pays attention to relevant cultural symbols and proper utilization of art and design norms or ethics. According to Okediji (such as: [6]) "At the end of world war II, Akinola Lasekan and Justus Akeredolu pioneered the movement to revive and rehabilitate African values and present African individual and cultural identities as positive, progressive and humanistic. These artist developed spectacular and fascinating cartoons, portraits and landscapes forms from their hybrid aesthetics, based on the creative conjugation of Yoruba and Western ideas. The creation of works of art and design in collaboration with the use of cultural identities and relevant art ethics with also inspiring creative approaches will boost the eloquent visual communication through art and design making.

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