

ARTICLE

IMPACTS OF CREATIVITY ON ARTISTIC APPROACH OF HANDICRAFT PACKAGING

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ABSTRACT

Handcrafts are one of the most valuable heritages of the Iranian Art with a great antiquity. Application of packing aims to protect the content, facilitate and help with its application and transportation, as well as its maintenance and distribution. Today, packing is of really high importance around the globe in a way that it is considered to be an art form itself. This important issue is neglected in our country, especially in regard to handcrafts. In this respect, the current writing attempts to study the impacts of creativity on artistic approaches of packing of handcrafts so that it attracts more attention. The question is, what are the major factors affecting creativity in packing and the photo on the wraps. Findings of this study include grace, color, form, application, and important of all the photo or image on the package. The said factors enhance attractiveness of the package which results in more emphasis on the importance of the product inside. The packing overtly and covertly conveys the message that there is something valuable inside the package. The result is helping with more durability and preventing any damage to the product.

INTRODUCTION

Artwork is considered as any kind of creative arrangement of one or more forms of expression whose main function is to proclaim or convey an important and meaningful aesthetic issue. [10] Emphasizing artwork packing is something must be practiced. Indeed, production of artwork package is seen as a serious work for attracting and respecting. Inadvertency regarding handcrafts is an issue that manifests in packing and is an emphatic view on preserving artwork. Moreover, external factors such as a form proportionate to the artwork, used material, color, form and image are useful where the artwork packing is considered to be an art form itself. This is because creativity and function play a major role. The packing is considered as an art because it develops a relationship with artwork. Similarly, when this is explicit it becomes evident that we may face works moving this purposeful chain that are considered to be an artwork due to having creativity and beauty in addition to the function of preserving and protecting artworks. In this research, we practiced the importance of handcrafts packing and factors impacting the creativity. Levinson supports this approach to the art which explicitly is functionalist because the primary goal of the art is focused on "most of identical impacts and values for protection of which the art has attempted".

MATERIALS AND METHODS

The research method here is based on descriptive-analytical approach. This research was performed using documentary and field and data collection and analysis and combination of them. The documentary method in this research deals with data collection from books, journals, papers and websites. The field method was performed attending the place under study and obtaining statistics on the status of Creativity handicrafts packaging. Finally, we attempted to propose solutions for their improvement.

Definition of handcrafts

Different definitions have been provided for handcrafts. Two indigenous definitions are as follows:

- Handcrafts is referred to a field of industries within which few or all of its products making process is performed by hand and is made in the context of culture and philosophical dispositions and taste and art of people living in a region with respect to their tribal heritages.
 - Handcrafts is referred to a set of art-industry that leads to creation of products mostly local material and performing main steps of the process by the aid of hand and manual tools; products within each unit of which the craftsman's artistic taste and intellectual creativity are manifested at any means and this is the main distinctive factor of those products from machine and factory artifacts. [6]
- Our handcrafts and traditional arts with a very long history and relying on millennia and centuries are well exemplified by stone carving, Pottery, glass works, Metalworking, stamping, enamel, jewelry, weaving, engraving, Batik, dental and brocade, embroidery, basket weaving, rural and tribal shoes, felt, rugs, Jajim, Zilu, Dandani, carpet weaving, natural dyeing of Iran, scolding, inlaid, musical instruments, paintings, architecture arrangement. [9]

Packing as an artwork

Packing products is an inseparable part of modern life. World around us is unimaginable as it is without packing industry. This art and industry which has long been accompanied human life developed during last

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one or two centuries with increasing importance day by day. Without colorful and attractive packages, not only economic growth and development would meet a stop but also we'd be deprived of many goods. We are attracted toward goods by their packages and without them it will be difficult to identify quality, quality and producer. Efficiency and impressiveness of packages is closely and directly related to sales. Indeed, packing is an art made by human act of hand which is created and supplied to the art community. Community consists of group of people whose members have partly prepared and ability of understanding an object supplied to them.[13]

Indeed, what is important here is relationship between the work and the artist and with art community or consumer of the artwork. Dickie believes that other entities or professions out of the art world are also contributed in it. For an instance, tourism formal manual which has been published by the board of tourism organization grants special status to what is worthy of admiration. One can imagine that advertisement does so as if certainly is the goal. In fact, there are various systems for producing and supplying handcrafts out of the art world. Those systems are applied wherever a product is produced for consumers. [10] Since packing and distribution of a good play a role preserving and protecting it, it is essential to practice an appropriate form for protection of the product and the way of distribution such that deserves the artwork. They are actually considered to be an art because manifest the historical relationship artists' intent and artworks. Thus, their aesthetic values are essential for their functions. [16] As Levinson points out the artwork is something whose production has been accepted as the artwork for attracting people's attention and respecting them. [16] The artwork packing must be understood and identified. Many examples have been provided seemingly with needed intent but they aren't certainly an artwork. In 1915, Duchamp attempted to transform the Woolworth building to an industrial made object. He failed but not because of lacking suitable intent. [12] Duchamp failed because he was deprived of the right of proprietary. The forger of a painting canvas creates no artwork though with intent of achieving most of respects directly granted to Rembrandt because those respects are directly granted Rembrandt. Other objections result in this question: does a definition predispose required conditions for being considered as an art? There are, may be, objects that achieve a place like an art functionally; objects that respect a set of internal considerations but do not have required intent. It is perhaps derived from a kind of artistic intent based on a misunderstanding on older artworks or from an egotistic intent which leads randomly in emergence of an object with intrinsically valuable properties. [10]

Creativity

There isn't a consensus among thinkers and researchers on the definition of the creativity. For example, Gilford (1962) recognizes the creativity as a set of personal characteristics and abilities. Indeed, Gilford considers the creativity as divergent thinking including various aspects and directions while others like Harington (1990), Amabail (1989) and SikzentMihaly (1989) identify it as a social subject. Hensy and Amabail believe their researches indicated that social and environmental play a major role in a creative work and there is a strong relationship between personal motivations and the creativity main part of which is determined by social settings or at least certain aspects of them. The creativity has three aspects: non-cognitive, cognitive and motivational. Non-cognitive aspects include creative features on motor and artistic subjects and certain capabilities that identical individuals rarely have them in common. [2] Motivational aspects of creativity screen one's internal motivation and persuade one to practice his/ her favorite work continuously without any external reward.

Cognitive aspect

The cognitive theory is based on the divergent thinking. However, the divergent thinking is a kind of thinking with no clear answer for a question and considers various questions in different directions while convergent thinking answers questions clearly. [2]

Alike the art, the creativity is an abstract concept and is fraught with contradiction which hadn't had a clear appearance. The fact is that the artwork isn't created rather with a prudent view and lots of conditions we can say that it is discovered. The artist neither creates the artwork nor in a common sense discovers it. The artwork is manifested in the structure discovery process. We can put it in this way that the artist perform and execute the artwork. In other words, the artist implements his worldview on the canvas and critics and viewers decode and discover it. The painter may change and mislead the reality, emphasize certain aspects in the process of representation and create a new vision which is synonymous to the creativity. [5]

The real theory of creativity is impossible without relative excitement. [2] The creativity isn't considered neither as excitement or multi-talented nor being unconventional. Moreover, the creativity is not just imitation or memorization, is not just an accident like the time a child makes a mistake without perceiving the mistake contains a concept or value. It also isn't seen as strange, irregular or uncontrolled reflections. [2] Definitely, unintentional mistakes may be resulted in more creativity. Alexander Filming was probably the first scientist who exposed randomly a culture to the air until a mold was formed and eliminated bacteria. However, Filming recognized that mold can be very useful for destroying and eliminating bacteria and this led in Penicillin to be discovered. [2]

Ordinary and extraordinary creativity

We are exposed to the expression “creative individual” we probably think of an extraordinary person and definitely popular and famous; one who with unconventional life within which he/ she has fulfilled certain creativities. Unfortunately, this is to say that few of us are creative. [3]

Process of creativity

Being creative is just like preparing soup. During recent decades, researchers and theorists have recognized five stages for creativity. The first step is to present a problem when an assignment is determined. It is where you are asked to prepare soup or you decide to prepare soup. Second step is preparation where you collect information and resources needed for solving a problem or fulfilling a task and it is when you buy from store or take out anything for refrigerator needed for preparing soup. Third step is to propose ideas or provide facilities. In this step, the chef blend ingredients in the best way he thinks. It must be noted that the latency occurs in thus step at times. Latency means that one drops the problem for a while. The fourth step of the process is validation meaning transferring various facilities created over the third step. The fifth step is the final step and assessing the results. In this step, one decides either to stop because the task has been accomplished or to review it because the results were not satisfactory and/ or stops it because it's unlikely to obtain a proper result. [2]

The scope of skills is considered as raw materials of talent, training, and experience in a special field. This scope is inherent relatively. It is quite clear that talent is required for one who wishes to be skillful in a field while most of us ignore this. The second ingredient is the creative thinking and work skills. There are certain thinking practices and personal traits inherently that allow people to implement their scope of skills in new ways. It seems like that some of thinking skills are inherent .

A creative work practice has following characteristics:

A commitment to get a task done well

Ability for concentrating efforts and attention for a long time

Ability to drop non-creative ideas and put away more complicated problems temporarily

Insisting on facing problems

Enthusiasm for hard work

The traditional handcraft is a term that may express these methods well. Most of those who perform creative tasks continuously consider the quality accurately because they develop a personal pride feeling by producing any part or piece. [2]

Third ingredient is intrinsic motivation. That is the desire to do something because the task itself and because it is interesting, satisfactory and a kind of personal challenge. The intrinsic motivation may be partly innate but depends on social environment to a large extent.[2]

Innovation

In case that we accept the creativity is synonymous with innovation and invention at any way means art then it is not consistent with this unknown classification of multiple arts and rendering functional and non-functional attributes for arts and the only attribute which is inseparable her is the attribute of being new and innovative. It means that we cannot call at anyway repetitive production an art. Therefore, the art in general meaning refers to creation of a phenomenon including invention, innovation, initiation and discovery and will be based on design of a new theory or even a new method for old problems. [13] The artistic creativity means creating a work while innovation refers to any phenomenon different from others. However, ingenuity is associated to human's power and capabilities and all these three terms can be taken in account in an artistic expression at time. [7] The innovation has been defined differently in different scientific works based on used analysis. The more macro the approach (e.g. cultural or social), the more different the definitions will be. Some of definitions are general and inclusive while others are focused on special initiatives such as implementing an idea on a new product and service. Innovative examples in an organizational environment is considered as making ideas practical for reorganization or saving costs, improved communication, new technology for production process, new organizational structures and new staff plan. [1] It is the facility of using which may be obtained through de-familiarization when providing product of good packing. The creativity includes, for example, getting rid of established restrictions but one must not hesitantly infer that the artistic regulations are barriers for the creativity.

Artistic aspects of package design

It is sometimes wrongly perceived that the artwork means creating an unusual work which is perceptible only by artists or few intellectuals. Nevertheless, the design carrying whatever message must be perceived by its special addressees in case of applied arts in particular packing. There are few goods that are planned and produced for artists and intellectuals. In case of those products and goods newly introduced into the market or a creative or initiative aspect has played a major role constructing it, innovation in designing package may be very desirable. In addition to attempts for innovation or emphasizing previous methods, when designing a package is the case two factors are influencing package planners and designers' performance; practicing artistic aspects and making a creative package. [8] We investigated certain visual elements to assess artistic aspects of an artwork.

Beauty

According to Kant, fine art is one of aesthetic arts; those arts within which feeling pleasure is something that is considered directly or indirectly. The pleasant art aims making one feel pleasure. Unlike, the pleasure obtained through representing a fine art is the pleasure of interaction. That is to say it is derived from stimulation of imaginative and cognitive faculties. The fine art consists of a method of representation with aspects and makes subjective forces to develop toward establishing social communications. [10] The aesthetics is defined as a branch of philosophy practicing the nature of beauty and judging on it. If the sublime goal of any artistic product is beauty, the beauty will be same as the form. However, beauty of artistic products is not limited to a restricted set of principles. The form approving beauty will not thoroughly be finished at least within our view. The art cannot reveal beauty or form explicitly rather summarizes and simplifies it as philosophy does but never make it equivalent for life. [1]

Form or formalism

Formalists challenge several assignments defining the art. Those assignments are associated to the understanding this point that how we must use the concept of form in a definition. It is not justified to put only that the art is form or it is something with a form because anything has a form in a sense. The most popular formalist definition out of the art has been provided by Clive Bell.

According to Bell and is what having signifying form. Signify say form is a form that makes thing qualified with it rich in a special kind of value that is the effect created in these who perkier it. Bell calls this effect (a esthetic affection).[15]

Color

Although peoples intellectual background or individual experiences is the most effective factor in color effectiveness in them, colors have different meanings in different nations that is maybe related to geographic cultural and social factors to the great extent. Also several studies have been done about form and color harmony and for the three main geometric forms foe shapes. The three main colors have been introduced more harmonic intuitively and empirically, but it should be considered that these conventions can change in today's modern design for people's needs and tastes have changed widely. Color proposes its special possibilities and expression by form contribution. Colors real power and effectiveness becomes impressive in harmony with designs other factors and gives the visual necessary charisma to the package or the same work of art. The effect of color side form is more apparent about glossy and metallic colors. Form and color relationship is a permanent and unbreakable one. No color could be studied separately and without form. This matter is to the extent that estheticians have considered special colors for some forms. They have known red suitable for square objects, yellow for triangular and blue of circles.[17]

Size

Packages size or dimensions or in other words their volume and quantity, give meaning to packaging form and structure as a art work. A small package represents different usage and consumers relative to a large one, even if having common form and design. The size and quantity of a package is selected more based on 3 points : first applicable tasks like carriage and preservation ease , second legal requirements, like export rules and standards and third on is to select packing dimensions according to consumers need, that is the amount of product a consumer needs in consumption course. [17]

Structure

Structure has close relationship with form and like it has expression and offers perceivable identify. A new and intelligent structure can be a new, attractive, interesting and unforgettable experience. In fact, structure is the way to reach a three - dimensional form that have volume. In other words, a special form can be obtained by different methods. These different methods in fact stem from structure and the manner of forming and 3 dimensionality of a flat sheet. The raw material constitutive of package is very effective in structure type.

Although the structure product is the packing form and sometimes these two becomes a unit category in many cases structure is itself distinct a technical and specialized and very important part of the set of works of package design. Structure has also expression and offers a special identity like form, but independently. The raw material making package is very effective in selection of structure type. Also existing technology and machinery have key role in this case. For a constant form of different material different structures should be considered Most probably. Structure has such a link with form that sometimes becomes a unite category with it and of course these two are often separated. [18]

Eye leading

In packages in tense completion in market, this is a key question that which of design factors the viewer should consider before others. In package design like other graphic works and works of other visual arts it is very important that the works designer or creator leads addressee impalpably, that sees which design elements sooner than other ones and with more attention. And of the most determinant factors in an art work success is to decide how and in what stages the viewer and the addresses behavior and response

depends completely on this step by step understanding. Packages form and design Lego and other writings like lines, figures, picture, imaging and tens of other similar cases have all special importance in forming package design. But in each package there exists elements like Lego form or color that are seen and perceived immediately and attract addresses attention. Other parts like secondary writings, advertising slogans, smaller pictures and figures are seen at the second glance. [15]

Picture or Image

Image or picture is a landscape that has been recreated or transcribed. It is a display or a set of displays having separated from their manifestation initial place and time and have been preserved for some moments or some countries. The photographer look manner is reflected in subjects he/ she select for photography. By photo registration from the product that object can become immortal by image and this is a more emphasis on the product. When looking at an objects image we merge ourselves with it. But when looking at a product or goods picture we are usually affected by photographer look and its applicable effect. For what is considered the most in goods photography is goods definition and encouraging addressee to buy it. So the role of picture in introducing a product and increasing sale rate is undeniable. Photos convince us that the object inside the package could be known by the picture on this cover. Since photography changes art concept and intention according to Rolan Bart. it has special place in world line. Photos encourage addressee to buy to object inside the package by image language. ((I said photo and image language)) to call photography a language is both right and wrong. It is wrong in literal and straight meaning for photographic image is a reproduction similar and comparable to reality and has no separate element perse that can be called indication. Without exaggeration there is no language equivalent such as a word or letter in a photo. Photo has been sacrificed for its remarkable power. Transcription of reality has caused nobody to think about its power and connotation up to now. We sometimes consider photos simply as pictorial report of a goods while a concern and idea and emphasis on the objective is hidden in such simple report. In fact commercial and advertising photo is a means for simulating addresses enthusiasm. Have photographer tries (by goods photo) to satisfy our stadium our enthusiasm a way. So all photos can be seen in the directory. The feature of emphasis on reality is of factor having role in sale increase. This precise classification is visual art for organizing the work is called compositions that most of artists know its importance it should be mentioned that photography depends on using these features more than other arts. Photographer can describe a better world when he sees his surrounding world better. That this quality happens in different forms. Its most prevalent form is extent lack of contrast. Contrast means inconsistently and consideration that is created between the lightest and darkest part of the case of image and photo. Low contrast causes the image to become soundless. Lack of specific form and color and subjects results from the not observing technical matters and right viewing angle. Artificially is of categories that discreet the photo. Artificially means damaging subject, scene or an event originality. The most significant of which is taking photo of scenes outside studio inside the studio. For whatever the photographer is innovative and skilled and the studio is equipped there are always points that reveal its artificiality. For example either the background lack depth or shadows interfere with each other or the light artificial. For example either the background shadow. All of these factors can unite and remove the sense of reality and life that the photo target is to show it. [15]

Not using flash is of other factors helping to the attractiveness of image or the goods being advertised. For the flash light shows the part of the subject or flash excessively light and the part far from photos depth. Because the shadows giving depth to photo are those created by side back light. Using very wide angles causes miniaturize and importance of subject having no emphasis on product. Equally using tele lens in the deletion of part the goods and forms selection. So choosing suitable lens that leads to precise and right viewing angle is of great importance in goods display. Perspective part eyes in the center of visible world. Every coverage towards eyes infinite point that erases everything in it. According to this agreement of perspective there is no relationship of vision. Camera says: I am one eye one mechanical eye. I as a machine show life in a way I can see it. I have rescued one and for all from humans movement limitation. I close and gateway from objects I rotate under the above them. I coordinate any world point however I want free from time and place boundaries. My work method results in a novel perception of world. For I introduce you the unknown world with modern clarity. The product viewing point is of the most important points considered by photographers. This important factor in photography. For vision affects perspective from different angles and transforms photo meaning. Up to down viewing point results in non significance of the photography. Conversely down to up viewing point indicates emphasis on products antiquity and importance. [18]

Composition

This is of the most photography important proposed categories. The location of subject or goods in the frame attracts the most attention. For example sometimes it is difficult to distinguish whether the goods photography should be taken vertically or horizontally. Unity in a board composition helps basically its visualization power and this is extent as if composition has been the emotional theme of the work perse. Terms like (harmonious amalgamation) (unforgettable contrast) that reaches the peak of breath taking and power and cases like it show emotional statues that is visualized from life scene and experiences in board will be transferred to incomplete addresses artistic understanding. The significant result is that no negative space on photo. So it is significant to observe that goods neither be in frame cover nor exactly in the centre. What is important is that subject fills the frame. Consequently, considering the golden ratios and golden points in frame is important. That in this case photography for packing handicraft products is

not excluded and the target of a good design or enjoyable composition is not simply to emphasize on photographer capabilities. But it is better introduction of the main subject and attracting viewers attention to the image for some more moments. That in this case, there is an opportunity for transferring the photos concept from inside of the image family photo albums but totally these are results to viewer minds. Its right that pay attention to pictures correct composition. A good photographer has a conscious look to good visual design both while taking photo and while seeing photos. The rule being discussed here is that photography has introduced a new technique of imagery in visual arts. (making image). So photography emphasizes on (choosing) not combining. One of the photography main laws is the process of choosing things that should or should not be in the picture. This process forces photographer to separate the space outside the frame) from the space (inside the frame). [17]

Advertisement

Advertisement stems from humans social life. This is an operation in which seller or producer by doing an action tries to inform potential buyer of the production of this product. This action has at first informing aspect than commercial one. This is done by different methods. Today advertisement is as a kind of investment and is part of goods production. When we talk about a manual work since this product has been produced completely different from other products it absolutely can better find its place among buyers for this work has been created by artists sense and taste. So employing today advertisement method this goods can easily find its place among buyers. Suitable package creates buyers interest and this is the best advertisement for valuing the object inside it. The first thing is seen is package and this is more effective than any advertisement. [14]

Advertisement has another important special and social role. Though this role was not been considered by the one who innovated advertisement but this doesn't decrease its importance. Advertisement sets consumption culture instead of democracy. The selection of food (clothing or car) replaces appropriate political selection advertising notices and brands help hiding whatever the covers of behind its mask. Advertisement links to a kind of philosophic system. It states everything with its special terms. It defines the world. The whole world in the service of advertising for life gives us a happy smile. It offers itself to us and since imagined that they all seem more or less one. By advertisement and brands being sophistry allow us live and it knows nothing but purchasing power and the ability to take. It shows all humans other abilities or needs a secondary matter than this power. The public and produces the last national economy. This statement is very close to special ideals we have about freedom. Choice freedom for buyer. Medium is of communication means having a significant role in products introducing and importance. Media in any range and with any type of facilities either as a previous social communication or a new one have a determinant role in motivating or discouraging by declaring programs and stating each societies aims. The aim is creating entertainment and time passing and increasing quantity in social communication programs production. It is obvious that one can explain culture making and creating high morale. Instead by considering addresses range of each medium. Programs can be codified in life with motivating and the highest national religious power that reaches human ideals realization. So attempts should be done for realizing human targets by creating methods of artistic creativity media in our society have governmental approach so based on a national and design. They can be used to create capability and the ways of making this target. Any narrow mindedness or lack of necessary knowledge about. Correct usage of media results in deterrence of artistic creativity in societies segment that leads to cultural and artistic backwardness and in wider range destruction of individual and social power and cultural and artistic heritage. [11]

Packing, Distribution and Supply

Packing is in fact a granting dignity to the goods being sale and (it is in fact results in the registration of the handmade work created for supplying to art world as a work of art) .

According to Dicky, what is an art work if and (1) is handmade and (2) a set of its aspects has given it a dignity that is understood and admired by those who work in favor of art world. Since granting and the manner of products great seems a kind of action one can ask himself that what is the artist does to yield such a result. This is not absolutely just making this possibility that something with its numerous features is considered for reviewing. Steven Daris said that grantor is one enjoying appropriate authority that makes or proposes such an object.[4]

CONCLUSION

Packing industry and art is so wide deep and has different sights that all of its aspects could not be recognized at once and just an introduction could be written to it. This area is growing , moving and transforming permanently like alive creature and its end seems unattainable like a boundless sea. In this paper tried to address the effective factors in increasing visual appeal of handicrafts package by studying effective factors in the attractiveness of products package. It should be mentioned that many of these features can be compared and studied in all artworks. Since this paper has particularly an artistic look at handicraft products packing. These factors and features were tried to be studied in this format. By this paper the question creation in handicraft products packing is of great importance was answered clearly and factors like goods picture, simplicity kind and material and works maintenance and survival have been enumerated among its most important features.

CONFLICT OF INTEREST

There is no conflict of interest.

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None

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