



OPEN ACCESS INTERNATIONAL JOURNAL OF SCIENCE & ENGINEERING

COMMERCIAL ART: DOORS OF SUCCESS FOR AN ARTIST

Dr. Uzma Saeed Waseem

Department of fine Arts, Aligarh Muslim University, Aligarh, UP, India

Abstract: The objective of commercial art is to encourage, clarify and educate architecture. Commercial art is an art of artistic services, which refers to art produced for marketing purposes, mainly ads. Generally, advertising art involves the creation of books, ads for different goods, signs, posters as well as other displays to encourage the selling or approval of items, services or ideas. We make art and express ourselves, and the most important of these days it has been considered a great career. The study shows that the young aspiring artist will take on an occupation and brighten up his life.

Keywords: Commercial Art; Fine Art; Graphic Design; Artist; Employability

INTRODUCTION

Commercial art is artwork created for advertisement or marketing purposes. Commercial artists produce art used to promote goods, such as commercials in newspapers, social media, and other outlets. It is an art that is mass-produced and intended to sell items, to increase the popularity of goods, or to express a particular message. Often the illustration of a book is considered a commercial craft. You may often also see the term graphic design, which involves using words and pictures to create ads, used in the sense of commercial art.

Commercial art is an art that is produced for commercial purposes in order to sell programs, goods and ideas to audiences. Audiences are taken into consideration in the process of producing consumer art when designing and/or shaping products that are advertised / promoted. The example of this can be seen in the works of the American painter and market ad designer. Consumer daily goods, recreated a visually appealing image through pop art that advertises goods through customer consumption habits. Consumerism was present at a time when pop art was popular. Pop art may involve mainstream cultural objects and/or celebrities (popular culture and mass media) to promote markets and products. Commercial art, also referred to as commercial art, is used for the selling of products and services. This is distinct from the fine art that exists for its own sake. There are a few different professions that one may pursue in

commercial art, all of which include the completion of a degree program in commercial art or a related field.

By commercial art, we mean any creative work created in series and directed at the needs of the user. This is made of rather heterogeneous techniques and materials, ranging from printing methods to digital ones. It reflects on the talent of its creator in terms of his technological skills and involves words such as graphics, branding, logo design, illustrations replicated in series and advertisement campaigns. Precisely for these reasons, it contrasts with the visual arts, which then assert the uniqueness of the art and favor the technical talent of its creator. Advertising graphics are known as graphics that serve a specific visual purpose. This is typically created by the graphic designer. They include, but are not limited to, book graphics, official printing, typeface and typography, bank notes, stamps, film posters, bookmarks, booklets and advertisement graphics. The sub-area is also a graphic tool. In fact, almost all computer graphics are included in the field. In comparison to her, the original artwork and the creative use of computer graphics are part of media art.

Skills in Commercial Art: Most commercial artists have the ability to coordinate information and expertise in fine arts, design and media. This is widely used in the promotion of products and services. The fine arts, on the other hand, are for the artist. Commercial artists creatively think of ways to engage the viewer with digital art and photography. Communication is also key in this area. The art department is typically fairly small, consisting of art directors, perhaps

assistant directors, and a small team of design and marketing employees. Commercial artists work in a variety of contexts, doing other things in the art world, such as advertisement, illustration and animation. Commercial artists should have expertise in free-hand drawing and painting, experience in graphic design and editing, and practical knowledge of advertising concepts. Commercial art is typically done for mass display and distribution. Commercial art provides a way to give consumers a product or service by using an illustration that can catch one's eye. This is a one-way street for companies to promote and market their goods and services.

Consumer art extends artistic concepts to a wide range of fields. Commercial artists create posters, banners, billboards, brochures, book covers, food packaging and similar pieces of art. Their work is often used to sell, promote, explain, narrate, and inform people. Commercial artists may specialize in graphic design and illustration, among others. Illustrators are making pictures for use in books, magazines and stationery. Graphic designers produce artwork and layouts for books, newspapers, magazines, television, product packaging and the Internet. Graphic design professionals often work in advertising, marketing and related fields. In the context of copyright, commercial graphics are works of applied art in which more creative heights have to be achieved than in other types of work. As a result, logos do not fall within the scope of copyright as long as their design does not significantly exceed the average and commonplace. They may, however, be registered as a design if they have a peculiarity, that is to say, if they produce a different impression than the logo previously designed.

Objective: To find out the importance and the brighter side of commercial art in making a career or in finding employability.

Who's doing commercial art?

Ideas originate in the artist's head and the aim are self-expression or, perhaps, a personal statement, commercial art is intended for external audiences who are often potential consumers of products. Think about things like food labels, posters for sporting events or concerts, or the logo of your favorite sportswear or tech company. Commercial artists and graphic designers were hired to produce these images. Fine artists and commercial artists often use similar instruments and materials. But unlike someone who makes fine art, a commercial artist creates the art of paying clients. When the work is finished, it can be seen in many magazines or on many labels, but the artist remains anonymous.

Historical perception of commercial art

The variation between commercial art and fine art was quite clear until the middle of the 20th century. Commercial art

included television and print advertising campaigns as well as mass-produced images. Fine art consisted of unique objects, such as paintings, sculptures and works on paper, exhibited in galleries and museums. Then, in the 1960s, the art movement known as pop art subverted and merged these diverse aims. Pop artists such as Andy Warhol have mass-produced images using the tools of a commercial artist. Although all art is an expression of creativity, emotion and imagination, there is a distinct difference in commercial art and fine art. Commercial art consists of advertising, graphic design, branding, logos and book illustrations. Fine art includes paintings, sculptures, printmaking, photography, installation, multimedia, sound art, and performance.

Difference between commercial and fine art.

Commercial art, which would be very seldom shown in a social place outside the context in which it was designed, is typically designed specifically to sell something and is used in everything from advertising to packaging. Conversely, although some fine art is available for purchase, artistic shows are not usually designed or planned to encourage audiences to buy or take action of any sort. The original objective of fine art is usually for composers to share their artistic perceptions and expressions that can be observed, interpreted and admired by others. Fine art is often respected and critically acclaimed, while commercial art may be appreciated and recognized, but it is unlikely to hang in the Louvre. Commercial art tends to draw on acquired skills, while fine art requires inborn talent.

Artist: The creator of the idea

Artists are people who communicate their ideas or their feelings through their art. They create unique works out of their imagination. Based on the field of training and experience, artists may be self-employed or may work in teams during the creative process to complete a project or produce a product. To be in this profession, one can choose one's career as an illustrator, graphic designer, sculptor or multimedia artist. Artists can be classified into two categories: Fine Artists and Commercial Artists. Visual art consists of graphic design, ads, branding, logos and book illustrations. The work of commercial artists involves meeting clients to determine what type of product they are looking at, talking to clients, reviewing proposed plans and offering suggestions to their clients. Commercial artists take the client's vision and figure out the best way to present such a vision to the public.

Fine art involves paintings, sculptures and drawings, and the creation of original works of art for their esthetic value rather than for their practical value. The work of fine artists and craftsmen includes the production of innovative ideas or new methods for creating art, using techniques such as weaving,

knitting, blowing glass, painting, drawing or sculpting, and the creation of sketches or models to direct their work.

To be a Commercial Artist:

This is the requirement to become a commercial artist

- ★ Applicants must have completed Class X, followed by a 5-year degree course in painting. Many art schools also offer art courses after class X.
- ★ Applicants must have finished Class XII with any source, but Art subject is preferred.
- ★ Applicants will have a Bachelor's degree / Diploma in Art specializing in the area of interest.
- ★ The Art Schools also offer entrance examinations for school leavers for Bachelor of Fine Arts (BFA) degree courses.

Forms of Job Positions Creative Artist

One should have imagination and physical dexterity to pursue a career as an artist. There are various career profiles of artists that can be targeted on the basis of their particular areas of interest. Below are some of the artist's job profiles.

Artist are responsible for visual designs and photographs in newspapers, magazines, food labeling, and film and television productions. They oversee and direct artists and creative staff in the art department to design artwork and layouts.

- ★ **Graphic Artist:** create graphics and models for product images, company logos and websites and work in a variety of industries where the need for visually appealing designs is required.
- ★ **Cartoonists:** their job is to draw political, comic, advertising and sports cartoons and to create plots and to write lyrics.
- ★ **Photographers:** use their imagination, technical knowledge, creative skills, compositional skills and business skills to create and preserve photographs that tell a story or document an event.
- ★ **Illustrators:** they produce images for magazines, books, newspapers and commercial items. They combine hand-drawing and painting with digital media to create complete illustrations.
- ★ **Jewelry Artists:** Jewelry artists use their creative and practical skills to design jewelry. We build or draw designs or models using a computer or on paper and fulfill customers ' needs by using metal, gems or stones according to their interests.
- ★ **Sculptors:** Their job is to use a variety of techniques to mold and create aesthetically pleasing three-dimensional objects, including carving, forming clay, chisel, whittling, etc. They cut and carve photos out of wood, plaster or stone blocks.

- ★ **Tattoo Artists:** Using stencils and draw by hand to create original images and text on the skin of their clients. Such artists use a range of designs and colors, depending on the tastes of their clients, using specialized needles.

Sector Employment / Industry of Artistic Creative Arts

There are great job opportunities for artists in different sectors / industry that can allow artists to sell their artwork. Several of the top sectors needing artists are described below:

Manufacturing firms	Photography
Corporate businesses	Television
Teaching	MNCs
Fashion houses	Publishing houses/Art Studios
Advertising companies	Freelance projects

CONCLUSION:

The study reveals that commercial art is produced for commercial purposes in order to sell programs, goods and ideas to audiences. In the course of making commercial art, the public is taken into consideration when designing and/or shaping products that are advertised / promoted. The study shows that the young emerging artist will take on a profession and brighten up his life so strongly.

REFERENCE

- Andersen, I., & Munroe, R. (1948). Personality factors involved in student concentration on creative painting and commercial art. Rorschach research exchange and journal of projective techniques, 12(3), 141-154.
- Bogart, M. H. (1995). Artists, advertising, and the borders of art. University of Chicago Press.
- Hoffman, B. (2003). The fine art of advertising. Stewart, Tabori & Chang.
- Suga, Y. (2006). Modernism, Commercialism and Display Design in Britain: The Reimann School and Studios of Industrial and Commercial Art. Journal of Design History, 19(2), 137-154.
- Walczak, D. A., Sammet, D. L., & Reuter, M. E. (2010). A program for introducing information literacy to commercial art and design students. Communications in information literacy, 3(2), 12.
- Winkleman, E., & Hindle, P. (2018). How to start and run a commercial art gallery. Simon and Schuster.
- https://en.wikipedia.org/wiki/Commercial_art
- https://study.com/commercial_art.html

<https://smallbusiness.chron.com/advantages-commercial-advertising-18312.html>