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# The Significance Of Decorative-Applied Art In The Educational Process Of Higher Education

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**Abstract.** *In the following article the significance of decorative-applied art in the educational process of higher education is analyzed based on the comparative data derived from different sources. The higher educational system of Uzbekistan is intensifying its efforts to consolidate the innovational technologies in the decorative art such as 5 Cutting-Edge Innovations, Decoration Technology of Tableware and others. Uzbek traditional technologies of decorative-applied art passes through the generations is indicated based on the relations of master and disciple.*

**Keywords:** *decorative-applied art, masters, disciples, handicrafts, traditional technology, art-festivals, composition, tonality, “en plein air” & sketch*

## 1. INTRODUCTION.

Decorative-applied art and handicrafts in Uzbekistan is in the process of rapid changes. Decorative and applied art of Uzbekistan is an original and exclusive work of folk craftsmen, artisans who pass their skills from generation to generation. Putting a part of their soul into each piece, they have created unique samples of products over the centuries: whether it is household utensils or home decoration, unique fabric for a festive dress or special dishes.

**Main Part.** Indigenous knowledge refers to knowledge that has evolved over time and has been transmitted from generation to generation by inheritance. The combination of native knowledge with the knowledge of the day leads to the development of a native sustainable development. In this regard, the recognition of indigenous knowledge and traditional methods of production and knowledge of day-to-day knowledge will play a key role in achieving sustainable development indicators. In recent years, the use of advanced technology in applied arts has caused environmental problems.





Figures 1, 2, 3

The creations of masters of Ferghana, Samarkand, Bukhara, Khiva and other cities have long been famous far beyond the borders of their homeland and continue to arouse the interest of lovers of beauty from all over the world. Various schools of suzani embroidery and ceramics, skullcaps of various types and purposes, national knives for every occasion, silk and wool carpets, silk and coinage-wonderful works that have been created by the hands of local craftsmen and craftswomen for many centuries make up the unique exoticism of Uzbekistan. Over the centuries, unique centers and schools of folk art crafts have been formed on the territory of Uzbekistan. Each region has its own direction. Chust in Namangan region is widely known for its skullcaps and knives, Ferghana's Rishtan - azure ceramics, ancient Margilan-iridescent Atlas, sacred Bukhara-gold embroidery. The decorative and applied art of Uzbekistan has developed from century to century, leaving a legacy of unique products of famous and nameless masters, striking with the richness of artistic composition [1].

During the lessons at the HEI's the following schools of art can be taught.

**Ferghana valley.**

- Blue ceramics – symbol of Rishtan school of ceramists;
- Hand made Silk items;
- Chust / Shakhrikhan knives.



Figure 4. **Khiva**

- Camel wool socks; Carved wood products; Wool carpets; Chugirma - hats handmade; Ceramic figurines and statuettes.



Figure 5. Samarkand



Figure 6.

Ismaili paper from stem at the “Meros” factory; Silk carpets; Dried fruits, seeds, nuts and local sweets; Clothing from local designers; Silk carpets; Clothes by local designers.

#### Tashkent

- Тюбетейки
- Skullcaps;
- Clothing made of leather and traditional materials from local designers



- Carved wood products
- #### Marghilan

Figure 7



Figure 8. Silk clothes “Adras”; Silk items

### Bukhara.



Figures 9, 10

- Scissors as a bird; Ceramics (Gijduvan school); Suzani; Silk and wool tapestry; Woodcurving items

- the role of decorative applied art in the educational process of higher education.

In 1927, the first exhibition of best works of Uzbek masters was conducted. Subsequently it has grown to a permanent one and became known as “National Exhibition of Uzbekistan”. In the following years, the exhibition was enriched with different works of art. Along with it, other samples like hand-made embroidery, jewellery, carpets and other works of applied art that were made in past centuries were bought and demonstrated at the exhibition. Namely these collected samples of applied art were demonstrated in the Museum of Handicraft Art which was opened on 7 of July 1937 in Tashkent. In 1960, the museum was renamed to “Permanent Exhibition of Applied Art of Uzbekistan”. In 1997, the museum was handed over to the Ministry of Cultural Affairs of the Republic of Uzbekistan and received a status of the “State Museum of Applied Art”. At present time, priceless samples of applied art created by golden hands of masters from the first half of 19<sup>th</sup> century to the present time are collected in depository of the museum.

Works of applied art that are kept in depository of the museum could be divided into 3 groups. Firstly, these are works of applied art that were created on the basis of ancient traditions and are related to different schools which reflect originality of individual region. Secondly, these are more enriched by ornamental patterns works that were developed since the second half of 20<sup>th</sup> century and which were made using traditional methods of folk



masters. And the third group consists of works of applied art that meet requirements of contemporary art and which are decorated by rare multicoloured ornamental patterns [2].

Collected in the depository of museum works of art are kept in collections that are divided into 20 titles and demonstrated in expositions by its kind. In 1927, the first exhibition of best works of Uzbek masters was conducted. Subsequently it has grown to a permanent one and became known as “National Exhibition of Uzbekistan”. In the following years, the exhibition was enriched with different works of art. Along with it, other samples like hand-made embroidery, jewellery, carpets and other works of applied art that were made in past centuries were bought and demonstrated at the exhibition.

In 1960, the museum was renamed to “Permanent Exhibition of Applied Art of Uzbekistan”. In 1997, the museum was handed over to the Ministry of Cultural Affairs of the Republic of Uzbekistan and received a status of the "State Museum of Applied Art". Uzbek people are known to the whole world for its ancient applied art. The art of making jewellery is considered as one of the most ancient. Rare samples of folk art remained in carving, coining, jewellery, ceramics, carpet weaving, sericulture, embroidery and in other dozen of kinds of applied art. At present time these priceless samples of our heritage are kept in our museums.

Applied arts is a broad subject area that combines aesthetics, design, consumer need, and finding practical solutions to problems.

It is an area in which design and decoration come together to create objects and ideas that are both useful and beautiful. Specific areas of study include graphic design, fashion design, architecture, automotive design, advertising, and ceramics. The applied arts are very distinct from fine art, where the aim is to produce an aesthetic that is beautiful for its own sake or that consciously places itself within an artistic tradition or movement [3]. And although the boundary between the two areas is often blurred, it can be summarized in the following way: fine art is essentially an intellectual pursuit, whereas applied arts focuses on utility and usefulness. Fashion is an excellent example of the divergence between the two forms of art. Just compare some of the more extravagant outfits modeled on a catwalk to the kind of clothing you can buy in the high street from the same designers. Applied arts is very similar to fine arts but instead, you are implicating the art on, for example, a shirt and it has to look good on the shirt while maintaining the quality of the shirt. With fine arts, you can create whatever you want. It doesn't have to function like a shirt so you have more leeway. The fine artist selects forms and designs based on subjective choice, whereas the applied artist must take a more objective approach, tailoring their aesthetic choice to match the needs of a client, consumer, or a business. With all that in mind, here's why you should think about studying the applied arts.

- **Excellent career prospects.** The image of the “starving artist” is a romantic notion idealized through recent ages. However, the realities of being a young artist are very different from such caricatures. First of all, it's much harder to focus your creative talents when you're worried about paying the rent or counting up the pennies for another pack of instant noodles. This isn't to say that you should let the odds deter you from following your passion, but it's a good idea to apply your skills in more accessible areas of the market that guarantee a steady and decent income. In addition to concentrating on the practical side of design and innovation, many applied arts course have direct links with companies that offer internships to the most talented students, which is one of the bests ways to make a positive impression on potential employees or bolster your CV [4].

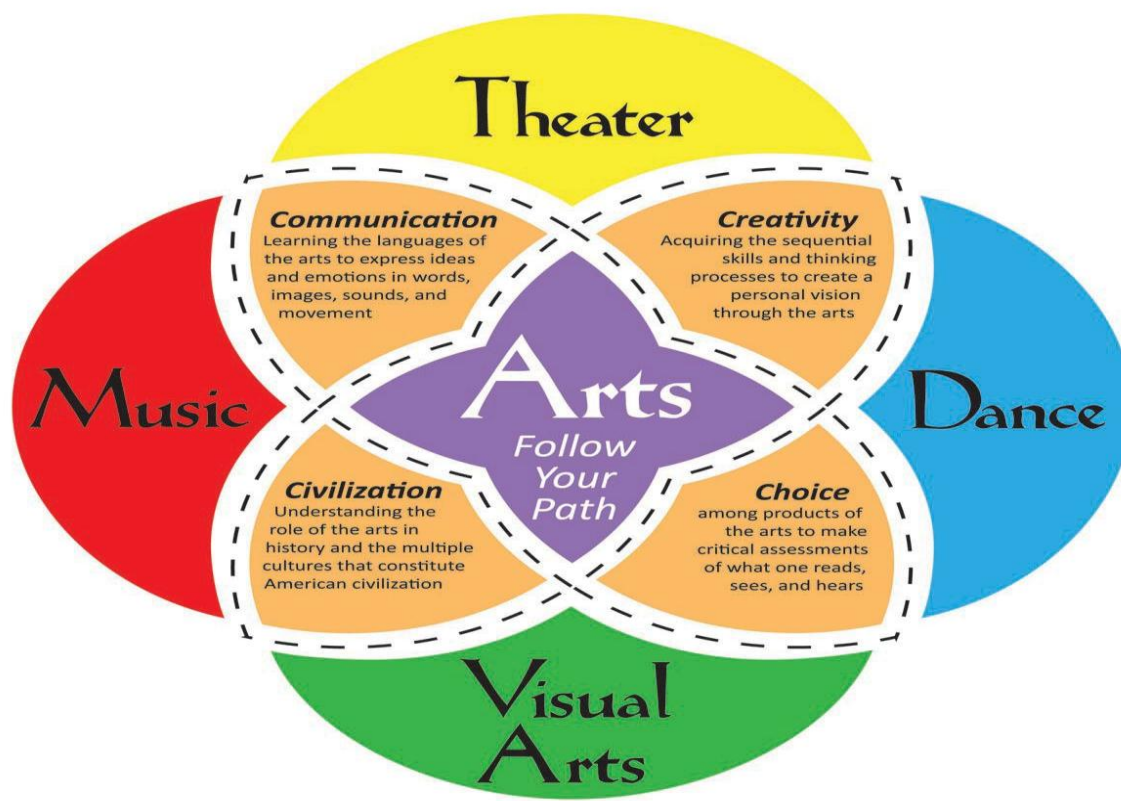
- Designers who can respond creatively to applied art and design problems are always in high demand and can build successful careers in education, restoration work, advertising, museums, and retail. Many go on to start their own creative businesses or work freelance as designers, and craft workers. An applied arts course takes a comprehensive approach to the whole design process and encourages students to engage with as many different mediums as possible. During a three-year undergraduate program, students will work with a diverse range of artistic forms, such as film, photography, textiles, and ceramics. As such, the applied arts graduate has more skills to market and promote. They're also better prepared for the fluid and dynamic nature of the modern job market.

- **It will prepare you for the realities of the workplace.** The applied arts are driven by innovation and creative thinking. Creativity is associated with emotion, empathy, intuition, and novelty, traits which are essential for any creative pursuit. Subsequently, an applied arts course will typically include several modules dedicated to the practical side of operating within a business where customer satisfaction and profit are the primary motivators. So in addition to creativity, on an applied arts course or degree you will also probably study topics such as marketing, the psychology of leadership, and communication in the workplace. An applied art course isn't about reining in or dampening your creative drive. Instead, it encourages students to harness their natural talents towards a objective [5].

- **Your work can change people's lives.** Great works of art inspire countless people. Some of these people go on to create works of their own, while others simply enjoy the emotional or intellectual thrill of being in the presence of a masterpiece. Still, the vast majority of this art is contained within galleries or museums, quasi-sacred places that are ring-fenced off from the "real" world.

- We rarely praise the efforts of the applied artist, which generally means they are doing something right. After all, good design is about solving problems and preventing any further issues. As such, their work often goes unnoticed or underappreciated, even when it has a beneficial impact on our lives and communities. Even the most successful applied artist will rarely (if ever) garner the same kind of praise and adoration as a "real" artist, but the work they do can be just as profound in shaping the present and the future. By the time he was 25, Steve Jobs had designed and created a product that would go on to change the world. It was called a personal computer. But the young Jobs had a big problem - nobody knew what it was, how to use it, or why they needed one.

- By subverting the title of George Orwell's dystopian classic of autocratic power and technology, the team behind the campaign created an alternative future in which faceless corporations or governments would not dominate tech - a future which, ultimately, would be democratic and liberating. From its earliest appearance within the public space, Apple presented itself as a liberator, a new kind of benevolent company ushering in a new type of world based upon openness, inclusivity, and freedom.



*Coming to Our Senses:  
The Significance of the Arts  
in American Education*

Mcgraw-Hill, 1977

Figure 11.

**Top 10 skills students learn from the arts.** 1) creativity; 2) confidence; 3) problem; solving; 4) perseverance; 5) focus; 6) Non verbal communication; 7) receiving constructive feedback; 8) collaboration; 9) dedication; 10) accountability.

**Competitiveness of students.** According to the agreement with the Estonian Academy of Arts, students are awarded grants of the HEI for studies and performing creative projects in English. Also the foreign student exchange program FIRST is actively developing, within which students are provided with an opportunity to obtain a scholarship in order to have internship and work experience in HEIs of Finland. The educational process is carried out using active and interactive methods of learning. Students successfully present their creative and research works at national and international exhibitions, contests and annual research and practical conferences “Days of Youth Innovation”. Students are involved in designing and manufacturing products on orders.

**Interaction with employers.** Students acquire deep theoretical knowledge in the field of design and technology of applied art products and have a unique opportunity to put their creative ideas into life in workshops of stone and bone carving, mosaic, weaving, jeweller workshops, etc.

**“The art of teaching is the art of assisting discovery”. Mark van Doren.**

In US Many states offer a K-12 certification in art that can lead to a career in teaching art from the elementary level through high school. The teachers can continue their studies in prospective art teachers may also decide to focus on art education at a specific grade level, such as middle school or high school. On any of these pathways, students in bachelor’s degree programs can expect to take two years of liberal arts and science courses, as well as art courses. After being admitted to the teacher preparation program at their university, which typically happens in the junior year, students will begin taking courses on methods of teaching specific to the grades they wish to teach. After passing the state tests for teacher certification and completing observations and student teaching, a graduate will be eligible to obtain state teacher certification. For those who already have a bachelor’s degree in art but did not complete an approved teacher preparation program, there are also alternative paths to teacher certification in most states. Earning a master’s degree that includes a teacher preparation component is another common path to initial teacher licensure [6].

**Cultivating Student’s potential from Pre-K through High School.** In higher education field trips to famous centers of handcrafts such as Bukhara, Gijduvan, Baysun, Nurata, Urgut, Kokand, Shakhshabz, Khiva and others can be completed in a 2-3 journeys to these places.

**Study Art.** When you choose to study art in France, it may be possible to visit the many museums and galleries in Paris and the rest of France, including the Louvre, Musee d’Orsay and Musee Rodin. You may also marvel in the beautiful architecture in Paris, such as the Notre Dame Cathedral, Eiffel Tower, Montmartre and Versailles Palace. The courses at the art schools in France may also have special excursions or guided tours of these locations, and you may also get to experience places that most people do not get to visit. Some programs may also provide a chance to take guided tours of areas outside of your principal location, such as Belgium, Germany or other provinces of France. Even if your school does not have an official tour, it may be possible to take a trip to one of the nearby European countries while you are studying in France.

Studying art in one of the French art schools may provide a once in a lifetime opportunity to enhance your artistic skills and knowledge while getting to see some of the most famous masterpieces in the world. There are many considerations you may need to make, including how long you wish to study and in what location. Visual Art Summer Programs for Higher educational institutions can be arranged for the students to get introduced with the new trends in the decorative- art and applied sciences.

During the lessons in the HEI’s top art and culture festivals around the world:

1. Adelaide fringe (Australia)
2. Hong Kong arts festival (HongKong)
3. South by southwest
4. Afrikaburn
5. Art market in San Francisco
6. Smithsonian folklife festival
7. Bluedot festival (UK)
8. Boom festival (Portugal)
9. Port Elliot (UK)
10. Edinburgh gringe festival.
11. First Kokand International Handcrafters festival(Uzbekistan) [7].



## 2. RESULTS.

I Want to Learn the Basic Skills of Painting. In the structured lessons, you will learn or relearn the basic skills of painting. These are practical, hands-on and where you experiment with the core components of painting in the course of study in the higher educational institutions:

- Learn how to look in a way that will help you paint;
- Drawing;
- Tonality;
- Colour;
- Composition;
- Materials & Basic Techniques;
- How to paint “en plein air” & sketch on the spot.

As a professor of art education, author, and consultant, the author emphasizes a “Yes, We Can” approach.

**Conclusion.** It is essential that it provides educators at all levels of experience, students, and others interested in art and education a sense of empowerment as they learn innovative methods for teaching, learning, creating, managing, and assessing art. The research and creative scholarship of students provide pathways for success in today’s diversified classroom and community settings in universities.

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