

CULTURAL AND CREATIVE ART

PACKAGE DESIGN (FOODS AND PRODUCTS)

Package design is any container or wrapper designed to hold a particular product. Examples of package design are: box, bag, [paper or polythene], container or other material designed to package a particular product

Functions/Uses of Package

- i. Package design helps in the protection of the contents or the product from dust, damage, dirt, leakage, e.t.c.
- ii. It can sell the product more easily as it acts as a promotional tool. This means that it does self-advertising, displaying, and acts as an advertising medium.
- iii. It facilitates easy identification of a product.
- iv. It helps for easy carrying around a product from one location to another.
- v. It helps in the storage of products.
- vi. The aesthetic appearance of a package enhances the product appeal to customers.

Materials and Tools Used for Package Design

- i. Paper
- ii. Plastic
- iii. Poster colour
- vii. Straw board
- viii. Wood
- ix. Brush
- iv. Scissors
- x. Adhesive
- v. Glass
- xi. Ruler
- vi. Metal
- xii. Pen and Ink

Caption On Package for Advertisement.

A caption is a brief description written under an illustration.

- i. It differentiates a product from another.
- ii. It is used to arouse the interest of consumers for a particular packaged product.
- iii. It is used as a promotional tool to advertise a product.
- iv. It enhances patronage.
- v. It creates awareness about a particular product.

Different Kinds of Packaging

- i. **Cans /Tins:** These types of packaging retain the durability of a food product, e.g. table water, soft drinks, sardine, alcohol, etc.
- ii. **Tetra-Paks Range Packaging:** This is a kind of packaging used for beverages, dairy products such as milk and butter, etc.
- iii. **Frozen Foods Packaging:** This is freezing of foods such as fish, chicken, etc.
- iv. **Form Fill Seal (FFS) Packaging:** This is a type of packaging where machines form the package, fill it with dry or wet product and seal it up.

One that is specialized in making packages is called a graphic designer or industrial designer.

SOME NIGERIAN MUSICIANS/COMPOSERS

Music is the succession of organized sounds that are pleasant to the ears, whether produced vocally or instrumentally.

Nigerian Musicians can be categorized into three namely:

1. **Academic/Art Musicians/Composers:** These are specialist in music. They studied music in the higher institutions and teach music. e.g Prof. Lazarus Ekwueme, Daniel C.C. Agu, W.W.C. Echezona, Fela Sowande, Jessie Obiecheta, Okechukwu Florence, Felix Nwuba, Mikky Nzewi, June Mmeka, e.t.c.

2. **Popular/Pop Musicians:** These are musicians who make music for entertainment, commercial purposes and livelihood.

They play music of the present time which appeal to a wide range of audience. They play Reggae, High Life, etc. E.g. Oliver De Coque, Stephen Osita Osadebe, Fela Anikulapo Kuti, Sir Victor Uwaifo, Onyeka Onwenu, Bright Chimezie, Sunny Okosun, Lagbaja, P-Square, etc.

3. **Church Musicians:** These are Nigerian musicians who composed their music to praise and worship God. E.g Ikoli Harcourt Whyte, Theophilus K. Ekundayo Philips, Chika Okpala, Evangelist Sunny Okosun, David Okongwu, Rev I.O. Kuti, Patty Obasi, Gozie Okeke, Frank Edward, e.t.c.

William Wilberforce C. Echezona was the first Nigerian to obtain a PhD degree in music.

Prof. Lazarus Ekwueme is the first professor of music in Nigeria.

UNITY

Unity means the quality or state of being one. It also means oneness or togetherness.

DISUNITY is the opposite of unity. It means disagreement and conflict within a group.

Causes of Disunity in Homes, Schools, and Society.

IN HOMES

- i. Marital instability: This includes polygamy, infidelity, divorce or separation, either of the couples involving in an addiction to smoking or drinking can cause disunity in the home.
- ii. Lack of understanding or education.
- iii. Distrust amongst couples.
- iv. Favouritism: When parents favour one child over the others, there is bound to be disunity in the home.
- v. Peer group influence on the children.
- vi. Infertility of the wife/husband or childless marriage can be another cause of disunity in homes.
- vii. Lack of truthfulness by either the couple to each other or the children can lead to distrust and promotes disunity, etc.

MARKETING OF ARTWORKS

Marketing is the activity of trying to sell a product by advertising or using attractive packages, etc.

Marketing of artworks is the activity of trying to sell artworks by advertising them.

To market artworks, one needs the following guidelines:

1. **Technicality:** You must have special knowledge of your product or artwork to enable you to convince people.
2. **Package:** Artworks e.g. painting should be well framed to make it attractive to the would-be buyer. Framing enhances, protects and adds significance to the artwork.
3. **Creating awareness:** Using advert medium such as TV, Radio station, Mass media, handbill, billboards, etc.
4. **Pricing:** Proper pricing makes your artworks affordable to buy.

Outlets for Marketing Artworks

Marketing Outlets are the means through which artworks are marketed.

1. **Hotels and Supermarkets:** One can make use of these outlets to sell artworks on commission basis.
2. **Galleries:** Curators can get your artworks enlisted for competition or display your works of art in their galleries.
3. **Airports:** Most airports have a display area where goods are displayed for sale.
4. **Festivals:** Artworks can be displayed for sale at the venue of festivals such as New Yam Festivals, Cultural Day Festival, etc.
5. **Trade fair:** This is another avenue to market and sell artworks. Trade fair is a commercial exercise where varied goods are displayed.
6. **Online Galleries:** Artworks are displayed and sold online.

Sources of Funding

Funding is the money that is provided by an organization, community or individuals for a particular purpose. Sources of funding for art projects and exhibitions include:

1. Personal funding.
2. Parental Funding.
3. Government agencies.
4. Non-Governmental Organization (NGO).
5. Financial Institutions.

Galleries and Museums: A gallery is a room where artworks are displayed for people to see and buy while Museum is a building or room where artworks, scientific specimens, or other objects of permanent value are kept and displayed. They are not for sale.

EMBROIDERY

This is the art of sewing patterns unto a cloth, leather or any other material using needle and thread or it is the art of decorating the surface of a fabric or other materials with thread or yarn.

Types of Embroidery

These include:

1. Needlepoint.
2. Quilting.
3. Patchwork.
4. Appliqué.

- 1. Needlepoint:** This is embroidery done on a canvas commonly in simple stitches across counted threads. Examples of a simple stitch are diagonal or cross stitches.
- 2. Quilting:** This is the joining together of two pieces of materials with a padding such as pieces of foam or cotton wool, etc, placed in between the two fabrics and then, held together with stitching.
- 3. Patchwork:** This is the sewing together of pieces of clothes of various colours or design and different shapes and sizes.
- 4. Applique:** This is the addition of a contrasting piece of cloth to background material.

Types of Stitches Used in Embroidery

Below are the types of stitches used in Embroidery.

- i. Running stitches.
- ii. Back stitches.
- iii. Buttonhole stitches.
- iv. Loop stitches.
- v. Chain stitches.
- vi. Stern stitches.
- vii. Feather stitches.
- viii. French knot.
- ix. Lazy daisy stitches.
- x. Cross stitches.
- xi. Herringbone stitches.
- xii. Split stitches.
- xiii. satin stitches. etc.

Embroidery Tools

- i. Scissors.
- ii. Needles.
- iii. Embroidery hoops and frames.
- iv. Sewing machine.
- v. Thimble.
- vi. Stiletto pointed implement.
- vii. Ruler.

Embroidery Materials

- i. Thread.
- ii. Cloth.
- iii. Leather.
- iv. Tracing paper.
- v. Masking tape.

Methods of Transferring Embroidery Design

The following are used in transferring designs in embroidery work:

- i. Carbon paper.
- ii. Tracing paper.
- iii. Pricking.
- iv. Tracing wheel.
- v. Direct drawing method.
- vi. stencil.

Sources of Embroidery Designs

- i. Natural environment: flowers, trees, animals, plants.
- ii. Man-made: geometric shapes, magazines, gift wrappers, etc.