



## Role of Visual Art in Society and Marketing

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### KEYWORDS

The fusion of trends and tradition expressing in one's emotions along with creativity is visual art. Visual arts have a strong influence on the development of society. Creative thinking for social change can come from politicians, economists or business leaders just as it can come from musicians, journalists and visual artists. Not only do visual arts provide pleasure and creative inspiration, but they also helps foster dialogue and bring important issue to the public eye.

Art can have amazing power to foster collaboration between different societies. For example cooperation between artist from conflicting people of touring art shows that bring real-world issues to distant population essential to raising levels of understanding between cultures.

Art education let the future generations see the rich history of artistic movement by observing natural pieces from different time periods in their own community. The rich heritage of art will be passed down to the next generation. Appreciation of different cultures, sharing a common human experience and making significant point in history are all part of the amazing functions that art gives to society. Using drawing for learning is useful, innovative and fun way to for students to learn. while engage in drawing activities, children develop there aesthetic sense, with the implementations of art activities, children's positive attitude such as motivation are developed contrary to the negative attitudes towards school. Students become more enthusiastic, motivated and improve their interpersonal skills like teamwork.

Art is growing popular by day and is a favourite Among art lovers and collectors. This worldwide popularity of artworks owes to the amazing culture, which is all powerful and exotic with lot of artistic things in its Heritage since ages. Art has been reached at the highest pinnacle at the international level without giving up its own uniqueness. It is gaining growth commercially thereby flourishing culture and society. Anything like clothing jewellery monuments or even foods have traditional touch of artistic beauty in them.

Visual art has emerged as a major carrier option at the present time there are many divisions (paintings, sculpture, architecture) and subdivisions in the field of visual art that are getting attention of youngsters, there is a graphic or professional artist, behind every work related to visual media. There are graphic artists, web design, computer graphic artist, animators, working in the various industry such as film, television, computer, games, art gallery museum interior design, shop window, textiles and cloth designs and photography. The demand of visual art rapidly increasing day by day in the society and marketing.