

# **The enriching role of the artist's book in visual photography among students of visual arts at the Faculty of Design and Arts at Princess Nourah Bint Abdul Rahman University**

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## **Introduction:**

Blogging ideas and sketches of the artwork appeared since the Renaissance, with the discovery of the special brochure of the artist Leonardo Da Vinci, which contains preliminary drawings and layouts, some of which are made with inks and others are colored images that were interspersed with pages written in various written directions, in which the artist recorded ideas in a simplified manner about his own vision of things for those who were around him, for example; stages of the evolution of the design of the helicopter through study and modification of the insect (dragonflies) and study and analysis of the human body and the golden ratio.

In 1903, Follard published a book on the depiction of the artist Bonard. During the following years he published picture books of distinguished artists from the Paris School, such as Dufy, Chagall, Rouault and Picasso, who used all the traditional methods of creating their books. The Avant Garde art movements such as Cubism, Futurism, and Dada also produced works that included many writings and images within the artist's own book, then the activities of these movements decreased during World War I.

With the contemporary scientific revolutions, artists have turned to what is known as the visual magazine as one of the methods of artistic expression of their ideas and techniques, so the visual magazine depends on all forms of contemporary art, such as drawing, photography, artistic printing, installation art, conceptual art and expressing the artist's ideas in various materials. It is believed that this openness stems from the artist's urgent needs to communicate with his audience and the public's interest in the narrative content of artwork, as artists have found that this unique form of the book is an artistic expression close to the heart, flexible and can contain many forms of artistic expression at the same time. The artists also developed the artistic book into a visual magazine that carries the idea of freedom in all its forms, including freedom of thought, expression, and materials. The artist's book went out of the ordinary to an innovative visual magazine that simulated the desire of artists and educated society. From this standpoint, the research sought to apply free thought in the visual magazine in terms of producing innovative artistic works and educating the community in plastic arts, on the students of the Department of Visual Arts, Faculty of Designs and Arts. The visual magazine helps students produce creative and abundant artworks as they are means of mental perceptions that can be converted into simplified works in a visual magazine that contains a simple written aspect.

## **Research problem:**

Given the ambiguity associated with the name of the visual magazine and confusion in the concept, it led to the suffering of many artists, in the numbers of the visual magazine in a form that reflects the artists' artistic abilities and meets the needs of the artistic community in the society, especially investing the visual photography process in terms of using photography

methods to show the artist's personality and creative identity. The research dealt with the visual magazine and its effect on visual photography through a sample of students from the Department of Visual Arts at the Faculty of Design and Arts at Princess Nourah Bint Abdul Rahman University in Riyadh. The research problem lies in the following question:

What is the enriching role of the optical magazine in visual photography among students of visual arts at the Faculty of Design and Arts at Princess Nourah Bint Abdul Rahman University?

### **Research hypotheses:**

What is an optical magazine?

- What is the effect of the visual magazine on visual photography among students of the Department of Visual Arts?
- What is the role of the visual magazine in spreading the culture of art among artists and society?

### **Top Scorer:**

There is a major goal that this study seeks to achieve, which is to show the enriching role of the visual magazine in visual photography among students of the Department of Visual Arts at the Faculty of Designs and Arts at Princess Noura University. There are several sub-objectives in it, as follows:

1. Disclosure of the meaning of the optical magazine.
2. Uncovering the various and varied solutions of the optical magazine in contemporary photography work, and discovering its aesthetics through the work of female students.
3. Enriching the field of visual photography through many ideas and techniques used in the visual magazine.
4. Exposing ways to spread the culture of the visual magazine in the artistic community and society.

### **Research importance:**

This study is gaining its importance from the importance of the class that addresses it, which are students of the fourth, fifth and sixth levels from the Department of Visual Arts. Where the development of a paper in any society is measured by the degree of educational and cultural development, and their active contribution to its construction. The study also provides support in the field of visual photography, by producing many artworks that the artist performs in complete freedom in the visual magazine. As well as reaching new entries in the plastic arts, and spreading the culture of the visual magazine in the artistic community in particular and the society.

### **The Research Methodology:**

The study adopted the descriptive analytical method, through the application of female students' visual magazine to enrich the visual art. The study community is represented by forty-eight students at the Department of Visual Arts at Princess Nora Bint Abdul Rahman University, in Riyadh. The questionnaire was used as the main tool for data collection.

**First: The study methodology:**

The current study follows the descriptive analytical approach in the theoretical framework, where the study includes the use of the descriptive analytical approach in dealing with the theoretical content of the meaning of the visual journal and the dissemination of its culture and its relationship to visual photography. Within that the research deals with explanation and analysis, selections from the works of plastic artists in the light of the visual magazine, and the study also used a sample of the work of 48 students from the fourth, fifth and sixth levels in the Department of Visual Arts 2020 to know the impact of the visual magazine in developing the level of female students in plastic photography through what the magazine provides from freedom through the use of materials, tools, writing and others.

**Second: The study community and the study sample:**

A study of the effect of the visual magazine on plastic photography among the students of the fourth, fifth and sixth level, who are 48 female students, a visual painting course in the Department of Visual Arts at the Faculty of Design and Arts, Princess Nourah Bint Abdul Rahman University. This is to enrich the field of drawing and painting with new aesthetic and creative methods, through which the researcher makes a questionnaire to know the effect and to spread the artistic culture through the visual magazine.

**Research study tools:**

The researcher designed the questionnaire entitled "The enriching role of the visual magazine in visual photography among students of visual arts at the Faculty of Designs and Arts at Princess Nourah Bint Abdul Rahman University", as it is the most appropriate tool for obtaining information related to the production of graphic works of a contemporary nature by applying the optical magazine and publishing it as a culture among artists and learners.

**(A) Design of the Questionnaire research tool:**

The questionnaire was designed to determine how to reveal the rich role of the visual magazine in visual photography among students of visual arts at the Faculty of Design and Arts at Princess Nourah Bint Abdul Rahman University.

Accordingly, the questionnaire was designed according to three axes, as follows:

The first axis: the degree of familiarity with what is meant by the optical magazine.

The second axis: the impact of the optical magazine on visual photography of students of the Department of Visual Arts.

The third axis: the role of the visual magazine in spreading the culture of art among artists and society.

**(B) Measuring the Validity of the Study Tool:**

The validity of the study tool was measured by: content or apparent honesty. To verify the veracity of the content of the study tool, and to ensure that it serves the objectives of the study, it was presented to a group of arbitrators (faculty members) in the field of art education and visual arts. They were asked to study the tool by looking at and scrutinizing all the paragraphs in terms of: the adequacy of the paragraph to the content of the standard, its clarity, inclusiveness and diversity of its content, evaluation of the level of linguistic wording and clarity of paragraphs ... or any notes they deem appropriate in relation to the amendment, change or deletion as the arbitrator deems necessary.

The researcher examined the arbitrators' observations and proposals, and made adjustments in light of the recommendations given in order to make them more appropriate. The researcher considered taking the comments of the arbitrators, and making the amendments referred to as the apparent honesty and truthfulness of the content of the tool, and accordingly the researcher considered that the tool is valid to measure what was developed for it.

Third: The statistical analysis used in the research:

The Statistical Analysis Program (SPSS) version (21) was used and the data was entered and then the statistical analysis was conducted using several methods for the purpose of verifying the goals of the study and answering the main question of the study: "What is the enriching role of the visual magazine in visual photography among students of visual arts at the Faculty of Designs and Arts At Princess Nourah bint Abdulrahman University?"

### **Statistical methods are:**

1. Descriptive statistics represented by arithmetic averages and standard deviations to describe each axis of the study phenomena.
2. Pearson correlation coefficient to find the relationship between each phrase and the axis to which it belongs, as well as to find the relationship between each axis and the phenomenon to which it belongs. As well as to find links between phenomena in them, according to each axis.
3. The Alpha Cronbach coefficient to find the stability coefficient of the study instrument.
4. The use of (Excel) program to make the required graphs.

The statistical study deals with correlation coefficients among degrees of axes of each concept. The total score resulting standard for this concept. The numerical statistics also showed that the correlation coefficients among the degrees of each axis and the total degree of the phenomenon to which it belongs ranged between (0.609) and (0.986), which are direct, large, statistically significant correlation coefficients and are acceptable for the purposes of the current study in revealing the enrichment role of the visual magazine on visual imaging.

The numerical statistics showed that the table of calculating the weighted arithmetic averages for each of the phrases of each axis constitutes each concept separately, and then compare it with the range in the above table and the corresponding answer is given to the extent to which the mean term falls, in order to determine the respondents' attitudes towards the specific phrase.

### **Results:**

1. The study revealed that the visual magazine has an impact in developing the style of female students in the field of plastic photography through the available visual magazine in the freedom to use the materials and tools to express ideas.
2. The visual magazine influenced its five functions of substitution, narration, cosmetology, commitment and persuasion, personal expression, visual photography for students of the 3. Modern technologies have helped open new horizons of creativity towards the recipient's interaction with society and the artist community.
4. The visual magazine contributes to the production of abundant graphic artworks in terms of style, materials, and tools, and writing, collage, and other techniques can be used.
5. The use of the visual magazine allows for the integration of general arts and creative education strategies to carry out activities of the visual arts.

6. By looking at a number of magazines of artists in this research, it was found that some of them take the form of a book, others do not take the form of a book, but rather as the magazine, like sculptures that were made of different materials while taking the form of a sequence, and that makes it a visual magazine.
7. The importance of visual photography and the use of different artistic techniques as a rich and rich medium for creativity in the visual magazine of the artist become clear.
8. It turned out that there are different types of optical magazine in terms of folds, such as tunnel fold, accordion fold, 2D-3D, etc., and that materials have a role in producing the optical magazine such as wood, textiles, papers, etc.
9. The visual magazine, with its three concepts of visual reference, the spread of culture through art, and the aesthetic of visual culture, contributes to raising the competence of female students and increases their knowledge of the arts in general and plastic photography in particular.
10. It turned out that the optical magazine has no specific size or shape, but rather depends on the artist's style and creativity.

### **Recommendations:**

1. It was necessary to encourage female students to express themselves using modern techniques in visual photography.
2. Teachers face a challenge to use visual arts or integrate the arts. The Department of Visual Arts should ensure that programs related to the integration of visual art and the use of visual arts in the teaching of humanities continue with an appreciation of the arts.
3. That future researchers conduct experimental investigations on the impact of visual arts or artistic assimilation on the academic performance of students.

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