

## **A proposed conception of using the BAIC method to market the art production of art education graduates**

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### **Abstract:**

The field of artistic education was confined to two areas, one of which is education and the other is societal institutions in different fields, but artistic education continued behind the wall interacting with the pioneers of these places, and did not go to the community to reach the audience where it is (on the street, parks, parks or ....), To display artistic production, whether by training it or marketing it through innovative and inexpensive art, where it is going out of the ordinary and freeing from walls, furniture and fixed exhibition halls, so that it is not limited to a limited number of audiences to attend, whether through exhibitions or art workshops or .... any way to practice And marketing the technical product, whereby material is provided, whether in participating in reserving a hall or the like to practice production or marketing, which causes an imbalance in the marketing outcome, where the cost is less than the material gains, so the outcome of the costs will be very expensive as well as the outcome of the sale and marketing of these products where it is not The costs of these expenditures are covered by raw materials, tools and other costs that surrounded artistic production, which helped to limit it to a large extent in Egyptian society.

### **Research Importance:-**

- 1- Laying out a mini-model and opening new horizons and artistic perceptions for a graduate of art education to visualize his small art project (moving technical pike).
- 2- Opening many artistic fields with ease of displaying them in innovative ways that attract the public.
- 3- Opening new economic horizons in different ways to take place in which the student / graduate labor market competes to refine the technical product or service provided through this (mobile technical pike) in the labor market and its local competition and promote it via networks, internet communication, which may connect it to the global although it is legitimate Small.
- 4- Investing this project individually or collectively with students / graduates for creative, skilled and artistic talents in creating (mobile technical pike) and choosing the idea for the occasion to improve the distinctive artistic product, which makes it a competitor among other technical products presented in the labor market.
- 5- Identify a guideline for feasibility study (for mobile technical pike).

### **Keywords:**

The "Pike", mobile ,cart ,project ,production for art .