

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

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Summary of the study idea:

The "Baik" mobile cart project is one of the projects preferred by entrepreneurs who do not have much money to invest. The cost of purchasing a mobile cart or bicycle, preparing it and working through it, is always less than the cost of establishing a place, shop or exhibition on the ground as it allows them to move to the places where the audience and the target group are present, which helps to increase sales and profits.

key words:

Technical training - marketing - artistic production - art education graduates.

Research introduction:

This project is considered important to eliminate the idea of unemployment, as the government recently embraced these mini-projects, encouraging young people and overcoming all obstacles to them in terms of papers or places, as it allocated places for them, including (Misr Street, which is spread in the new cities, Street 306, etc., and they differ in the uses of these mobile pikes, but the most popular ones recently, which are (fast food pikes), and from here the researcher thought to take advantage of this pike cart to become a (mobile technician pike) as it is one of the projects in which innovation and artistic creativity can be out of the ordinary, whether with a student of the Faculty of Art Education / graduate, and he can form and manufacture pike and imagine it in an innovative artistic way, and take care of the external shape of the pike, where it can be designed in aesthetic and innovative way, and at the lowest costs, but can be changed from time to time, and this will certainly help to attract attention and attract the attention of the public in these places, and the ability to market for technical products or service provided by them, as well as at the level of the internal equipment of the technical pike, so that innovation can be used so that the space is used in the best possible way in an artistic and aesthetic way so that it can reach Technical products with distinction and artistic creativity, and these artistic products may compete in the market.

the study Problem:

The field of art education was confined to two fields, one of which is education and the other, community institutions in different fields. However, art education continued behind the wall to interact with the pioneers of these places, and did not go to society to reach the public where it is (in the street, parks, parks or), To display artistic production, whether by training on it or marketing it through innovative and inexpensive art, whereby a departure from the ordinary and freedom from walls, furniture and fixed exhibition halls is done, so that it is not limited to a small number of audience to attend, whether in exhibitions or artistic workshops or any way

to practice, and the marketing of the artistic product, where material is provided, whether by participating in the reservation of a hall or the like, to practice production or marketing, which causes a defect in the outcome of marketing, where the cost is less than the material gains, so the outcome of the costs is high, as is the outcome of the sale and marketing of these products where no The costs of these expenses are covered by the materials, tools and other costs that surrounded the artistic production, which helped to confine it to a large extent in the Egyptian society.

accordingly, the research question was published:

Q: How can a comprehensive BAIC-style concept be formulated for marketing art products for art education graduates and laying down foundations for studying its economic implications?

-Research assignment: - A theoretical conception of the marketing of artistic production can be done using the BAIC method.

-Objectives of the study-:

Coming up with an innovative formulation of a technical pike that can be used in many ways in marketing the technical results to graduates and enables them to compete in the labor market.

-Research importance-:

1-Developing a miniature model and opening new horizons and artistic perceptions for the art education graduate to imagine his small artistic project (mobile art pike).(

2- Opening many artistic fields with the ease of presenting them in innovative ways that attract the public.

3- Opening new economic horizons in different ways to take a place in which the labor market competes with the student / graduate to improve the technical product or service provided through this (mobile technical pike) in the labor market and its competition is local and promoted through networks. Internet communication, which may bring it to the world, although it is a small project.

4-Investing this project in an individual way or collectively participating among the students / graduate of the creative, skillful and artistic talents in creating (moving artistic pike) and choosing the idea suitable for intonation of the distinctive artistic product, which makes it a competition among other artistic products on the labor market.

5-Knowing a pilot model for the feasibility study (for the moving technical pike).(

6- Providing the first innovative technical BAIC to guide art education graduates.

7-Relying on creative, artistic, skillful and innovative thinking in selecting the artistic product and refining it to suit it with the small project (technical pike) suitable for it.

8-Eliminating unemployment by creating job opportunities for art education graduates.

9-Departing from the ordinary in the way artistic products are displayed, published and advertised in a different way from (art galleries and fixed halls) targeting a broad base of the public.

Research methodology: The research follows the descriptive and analytical approach in several steps, which are as follows:

First, the applied framework for the research: divided into:

1-An opinion poll through google drive forms for a sample of (50) faculty members from the Faculty of Art Education - Helwan University, and this poll is safe in light of the Corona crisis and to reap more results in a fast and safe way.

2- Developing a practical visualization of a pike market, including:

1-2- Opinion poll for art education graduates to know the extent of their capabilities to market their work and themselves in the practical community field, with the mobile technical pike approach presented as a project that can be applied at reduced prices.

2-2- Develop an innovative mini-model for the moving technical pike, with a feasibility study for it, and product selection.

Search terms- :

(Movable technical pike): It is a wheel, car, service wagon, or mobile device that may contain wooden or metal shelves or a different display method, and it consists of a wooden box in different shapes that carries and runs on three or four wheels and its shapes differ in different artistic ways and styles on depending on the product or service provided through it.

(Artistic products): provided through technical pike, artistic products include various fields, including: (leather work - woodwork - metal work - textile - sculpture - ceramics - drawing and photography - designs - graphics - printing), and the artistic products differ in terms of (Usage - shaping - colors - industry - machines and tools - style - modernity using technology - or a specific craftsmanship borrowed from heritage, nature, contemporary or free themes), examples of some products such as (accessories - pots and trays - Sinai products - bags and wallets - leather-painted clothes) and printing - technical dashboards - home furniture - and office furniture ... etc.

First, the applied framework for research:

- The first axis: an opinion poll of a random sample of the teaching staff at the Faculty of Art Education, Helwan University, consisting of "50" members.
- The second axis: an opinion poll for art education graduates in order to identify the extent of their abilities to market their work and themselves in the practical community field
- The third axis: with its practical vision in the form of a moving technical pike made as a project that can be applied at reduced prices
- The first axis: polling the opinion of faculty members at the Faculty of Art Education, Helwan University

Search tool:

To achieve these goals, which are- :

Innovative formulation of pike to market artistic production.

Create a job market for the artist to help him compete in the labor market.

Developing the ability to communicate between the artist and his community.

The number of questions came to "13" questions, with the number 10 closed questions and 3 open and closed questions. It was designed in a way that all questions relate to each other without the internal division of the axes. In preparing the answer form, it was taken into account that there are multiple options for acceptance, approval or rejection. .

Validity of the opinion poll: To verify the validity of the concept by presenting it to the arbitrators, "Concept Validity by Judges". The opinion poll was presented to the jury of ten of the specialized professors.

Categorize and analyze survey responses:

The first axis is a survey of faculty members' opinion:

It aims to know:

Sample experience in practicing art and the ability to market it.

-Creative formulation of pike to market artistic production.

Create a job market for the artist to help him compete in the labor market.

Developing the ability to communicate between the artist and his community.

The second axis: an opinion poll for art education graduates in order to identify the extent of their capabilities to market their work and themselves in the practical community field, with the aim of:

1- Learn about previous experiences in the practical field for graduates.

2-Exposing the need for art education graduates to open a marketing field for their work within the community.

3-Knowing the graduates' opinion about proposing a new marketing method on the applied field of art education within society, and which technical fields are most appropriate for its application.

4- Eliminating unemployment among art education graduates.

The researcher selected a random sample of students of the Faculty of Art Education in the BA stage during the field training period, and their number was 75 students, to conduct the practical framework for the research, as this framework was divided into:

•First: Establishing an opinion poll for the sample in order to identify the extent of their acceptance of the idea of applying BAIC technical, and their ability to apply it in the practical field, to market their work and themselves in the societal field.

Second: A practical mini-application for the mobile art pike project, through a visual market for a shopping cart, and displaying it in the college yard to spread the idea among students.

The poll revolves around four axes, which are- :

1-Getting to know the previous experiences of the practical field of the graduates during their marketing of the work / artistic product.

2-Exposing the need for art education graduates to open a marketing field for their work within the community.

3- To get acquainted with the graduates' opinion of proposing a new marketing method on the applied field of art education within the community, and asking them the new method of using the mobile (technical pike) to market the work / artistic product.

4-Do modern methods, including (technical pike) mobile marketing work / artistic product, help to eliminate unemployment among art education graduates?

Poll result- :

1-We notice that the students' experiences are more demanding and present themselves and the artistic work / product are the Internet and social media networks for its ease of use between generations and the speed of its spread by 100%.

2- We also note the problems that students face are almost uniform in proportions close and agreed upon, because they face the same problems most of them, which makes them agree upon

and agree on the same problems they face while marketing their works / technical products, which is the availability of (skilled workers / in carrying, transporting, setting up and equipping exhibition halls and exhibits. Special work / artistic product with care - capital, high prices and expenses / to cover all expenses (hall reservation - publishing and marketing expenses - workers' wages, transportation and transportation with calculating the costs of damaged items - sometimes calculating the loss if nothing is sold and there is labor to help produce this product and the owners of some exhibition halls that had production - transportation - raw materials and tools - some devices or lighting to highlight the product / artistic work) by 75% to 95%.

3-The unanimous affirmation of using the new method (technical pike) when they were facing students from problems for using the traditional methods of marketing for the art education graduate and for the artistic producer, with the low cost of manufacturing it.

4- The use of modern, low-price methods, such as the use of a mobile (technical pike) to market the work / artistic product, and emphasizing its use makes it more popular by students and youth, which helps eliminate the idea of unemployment.

□Second: An experiment in implementing technical Pike through a number of 75 male and female students in the bachelor's stage at the Faculty of Art Education - Helwan University, and this is done through several stages:

1- Presenting the technical Pike project to the students to find out their acceptance of the project.

2-Developing a feasibility study for the implementation of the project.

3-The steps that were taken to produce a result that could serve as an example for building a research (technical board), namely:

- Divide students into groups of 5 or 6 individuals.
- Naming each group with a specific name and choosing a logo for them to symbolize the group.
- A preliminary drawing of the innovative pike to be implemented with thinking and selecting the technical product or service to be provided through the technical pike.
- Developing a plan and goal to divide the roles and tasks of each group.
- Developing a concept and making an economic feasibility study for the product or service provided by this Pike with cost calculation.
- Developing a plan aimed at advertising and publishing methods for the product or service from the BAIC, with specifying the places where the BAIC will be placed.
- Execution of the miniature model is similar to the initial drawing of this artistic pike using technical materials, tools and colors, taking into account the size of about 25 * 30 cm and its height does not exceed 25 cm.

Third: Establishing an innovative mini-model for the moving technical pike, along with developing a feasibility study for it, and choosing the appropriate technical product for it.

It is based on four axes:

- 1- Mobile technical pike concept (mobile car and its types).
- 2- Technical products and technical services provided through (technical board).
- 3- Feasibility study for moving technical pike.
- 4- Some miniature models for the moving technical pike implemented by students.

Findings and recommendations:

The researcher reached the following results:

-The researcher applied an opinion poll aimed at identifying the creation of a proposed perception by using the BAIC method to market artistic production.

-The results of the study showed that using the pike style helps to get to know the artist and present him to the public, his artistic products and artistic works, and to improve him constantly, making it more widespread and competitive among the markets.

Eliminating the phenomenon of unemployment for those who have graduated from the Faculties of Arts and Art Education in particular and those interested in art in general.

-Developing the aesthetics of society, upgrading with public taste, and transforming a consumer society that loves obtaining high-quality artistic products at low prices.

Emancipation from fixed halls, obstacles and difficulties that follow the production of distinct artistic products, and the popularity of them is less among the public to the mobile pike, reaching various places in commercial malls, tourist places, parks, exhibitions, artistic and cultural festivals, reaching a wide base of the public and facing all the difficulties and even their disappearance completely, and more it is widespread and more popular for the owner in light of the theoretical and practical framework of the study, it would have been applied effectively on the ground had it not been for the current circumstances that the country and the world went through. The researcher recommends the following- :

1- Paying attention to modern artistic methods through which it helps to establish artistic projects and speed their spread and present them to the public.

2-Continuing financial support and facilities to obtain licenses from banks or government agencies and institutions for the technical project, especially for the idea of (technical pike) moving to eliminate unemployment among graduates.

3-Paying attention to technical projects (technical pike) and giving them the opportunity to market it, in the Arab world and internationally, and paying attention to the Egyptian product, the creative ideas and the quality of the Egyptian artistic product.

4- Paying attention to the elimination of unemployment for young people and graduates, especially technical colleges, because of the skill, art, and experience they went through during their technical and scientific studies, and working to encourage them and humiliate all the difficulties facing them and encourage those who have creative and innovative ideas.

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