

Recycling of environmental waste with a vision of painting to keep up with the labor market

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Summary

Research-problem

The Egyptian culture in dealing with products is based on the principle of non-layoffs, especially in the middle-living areas, where houses are full of many unused products, as well as streets, factory residues and others. This led the researcher to consider these wastes as an initial nucleus from which the art in general and the art of Painting, especially, can reach new works of art with artistic and esthetic aspects and values that enable them to cope with the special tastes of the public. With simple marketing experience that can be introduced into electronic markets for sale and material return, it is a gateway for art-students in general and art of Painting to open their work space while serving their community and environment.

Here, the problem of the research could be summarized in the following questions:

- To what extent can the formal and natural characteristics of environmental waste be utilized?
- How can the art of painting be used in its environmental waste treatment to produce a work of art?
- To what extent can these works of art be electronically marketed to open the labor market to art-students?

The research importance

- To uncover new intellectual and technical perspectives through the Artistic vision of environmental waste.
- To uncover the positive and effective role of plastic arts in preserving the environment and society.
- Raising the level of environmental awareness by displaying artwork produced by environmental waste.
- Directing attention to using environmental waste as an artistic product, due to its availability in the Egyptian environment.
- Creating job opportunities that contribute to solving the unemployment problem.

The research aims

- Combining the student's technical expertise in the field of Painting with his artistic vision of environmental waste to produce an artistic work.
- Making use of the formal and natural features of environmental waste in the plastic construction of the subject of the artwork.
- Creating job opportunities for art students by investing in the field of plastic art and online marketing sites.

Research hypotheses

It is assumed in the current research that: –

- That environmental waste has features and characteristics that can be formally utilized by recycling it.
- It is possible to add artistic and aesthetic values to environmental waste through the art of Painting to create unconventional painting works.
- It is possible to provide job opportunities for young people through electronic marketing of these art works.

The research limits

- The experience is limited to fourth year students, in the Department of Art Education, Faculty of Specific Education, Tanta University.
- Marketing for artistic works is limited to marketing through some e-marketing sites.

Key words

(Recycling, environmental waste, painting vision, labor market).

Research Methodology

- The research follows the descriptive method in its theoretical framework and the experimental method in its applied framework.

The first axis is: The theoretical framework

A- How to benefit from recycling environmental waste using the art of Painting?

The researcher identified the recycling process and its importance in the public side and artistic side, and terms associated with recycling, then the researcher touched on environmental waste, its classifications, and factors that the student must take into account before recycling environmental waste, then, she clarified the most important intellectual principles in dealing with environmental waste, through the art of Painting such as (knowledge, artistic vision, organizing intellectual concepts, creative thinking).

B - Marketing business through electronic marketing to keep pace with the labor market

The researcher mentioned here the concept of e-marketing and its most important advantages for the producer (seller), and for the consumer (the buyer), and the stages of the electronic marketing process that help the student to put up a business on the Internet in a positive way, then the researcher mentioned the types of electronic marketing, with examples for those sites like, (Souq.com) and (Jumia).











The second axis: the application framework

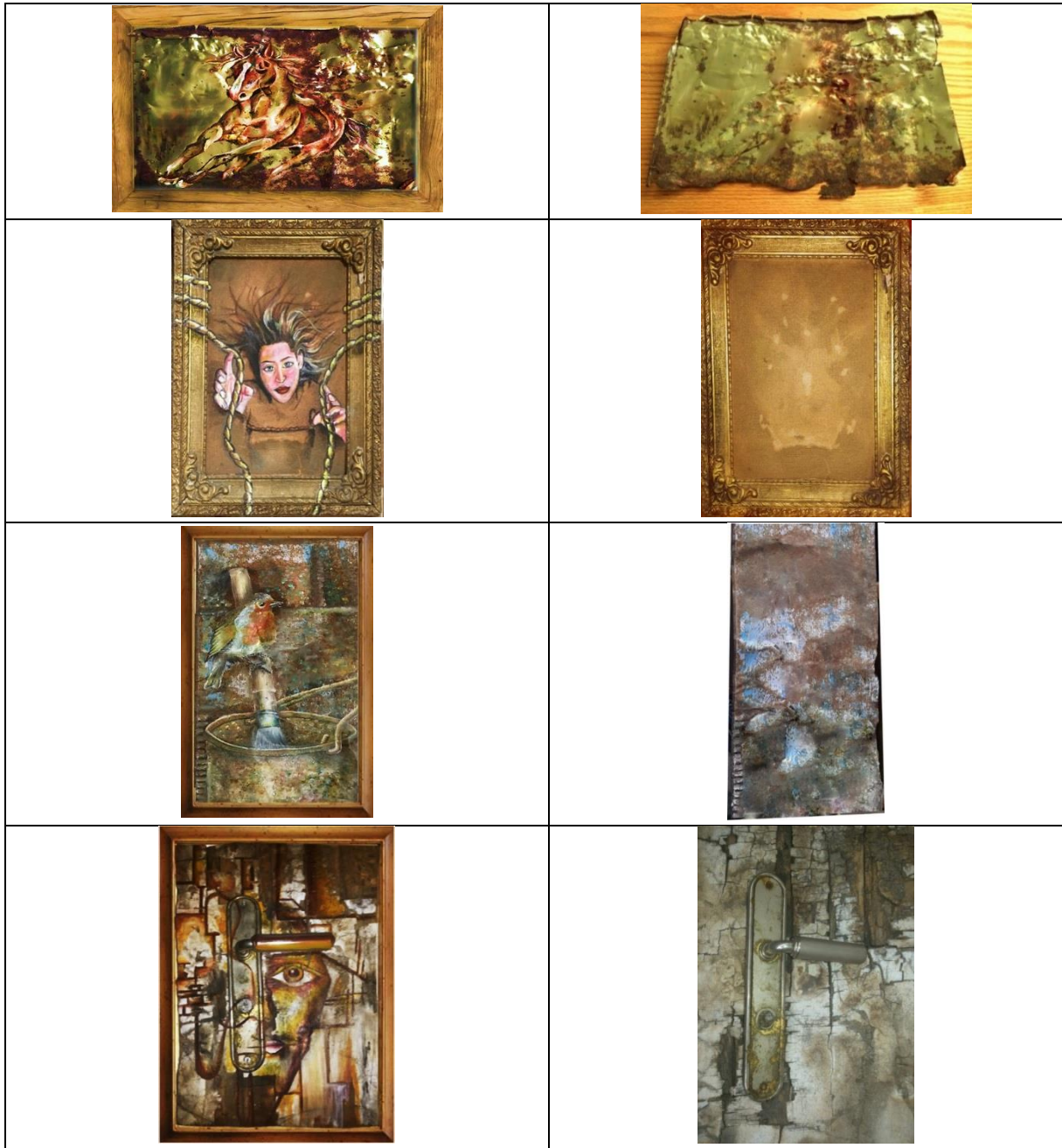
It is a student experience that was divided into two stages

The first stage: Utilizing the art of Painting in recycling environmental waste.

The researcher identified the controls for experimentation, and the steps of the experiment, presented most important products of the experiment, then the image of the waste was presented before it was recycled, and its image after it was recycled through the art of painting.

The applied results of the experiment

Environmental waste after painting on it	Environmental waste before painting
	
	
	
	
	



Second: How to upload artwork to electronic marketing websites.

Here, an explanation is given on how to open an account on an online shopping site to upload artwork to it for sale, the site (Souq.com) was chosen to be explained through it as one of the examples of e-marketing sites.

The research results

- 1- The artistic vision for environmental waste enabled access to new plastic treatments for environmental waste.
- 2- Environmental waste is rich in features and formal relationships that can be supported to become elements and ideas that contribute to building the artwork.
- 3- Serving the environment by making use of environmental waste in artistic works under the framework of linking the applied and scientific aspects of art students.

- 4- Experimenting with unconventional materials in the field of art in general and art of Painting in particular.
- 5- Using environmental waste in a new artistic way and outlook, in line with contemporary thinking.
- 6- Building students' thinking and awareness in a framework that serves the future by employing them in facing the requirements of the labor market.
- 7- Facilitating the marketing of artistic works without cost in a wide geographical area.
- 8- Provide a marketing field with very low capital.

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