

## **African Heritage Vocabulary as a source of artistic insight in the field of decorative designs**

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### **Abstract:**

The formal singularity is one of the most important elements of the most complex design, and a key element for building the artistic work on which it is based, and it enters into formulations that vary in the diversity of the idea, the building plan, the artist's vision and his experience, which contributes to the work of alphabets that differ in different artists, and the vocabulary of African art has been derived from the surrounding environment. The artists' daily lives or beliefs thus came to deeply express the African personality and culture, and their design for the formal singularity is often subject to the outcome of societal thought achieved in a decorative image that confirms the clarity of their abstract thought in isolating the phenomena and connotations of things. An examination of these phenomena and connotations does not come about as a partial case, but through its general and comprehensive characteristics and with a constructive essence that is consistent with the concepts of the perceptual vision of community communication. The research deals with the African heritage vocabulary because of its intellectual and philosophical content and design format that should be highlighted and its concept defined to contribute to deepening the cultural content that can be presented to the student and the plastic art connoisseur. The artistic vision from the research perspective does not stop at the limits of knowing the rules and foundations of artistic work only. It extends to facts, information and contents that help to realize the value of artistic work in all its elements and their importance in communication and knowledge of the heritage and arts of our African continent.

### **Keywords:**

Heritage Vocabulary, artistic insight ,decorative designs

### **Research introduction:**

The formal term is a subject that always appears throughout the history of art, and its forms change from one period to another and from one civilization to another, as well as its treatment methods and symbolic references. Where we notice radical changes in the level of form and content together whenever it comes to a different practice in a different framework, and the traditional formal vocabulary is considered as the moral and visual repository that fuses with the memory for a long time, opening the door wide for creative works that would not have been without heritage with its vocabulary and faculties, and the artist cannot To distance himself from being affected by this terminology in any way, intentionally or unintentionally, because this influence will not be specific or programmed in some way, but rather it penetrates into the artist's subconscious and conscience, like any other visual feature, and the always-present heritage term is a kind of Tenderness and loyalty to place and affinity for time, as we cannot in

any way detach ourselves from our history and environment, and if we did, our works would not resemble us, and the artist who does not have roots, history, or heritage searches for anything in his surroundings to make something out of it and make it a standing heritage by itself.

The formal vocabulary is one of the most important elements of the most complex design, and a key element for building the artwork on which it is based. It enters into formulations that vary in the diversity of each of the idea, the construction plan, and the artist's vision and experience, which contributes to the work of alphabets that differ from different artists, and it has played a prominent role in decorative and mural artwork through Ages, the artist has used it since primitive times in images and for multiple and different purposes, and carried it with connotations according to the beliefs and goals he wanted to highlight or achieve in his artwork. The formal, traditional vocabulary in African art bears the depth of a long past since the discovery of scribbles and drawings on the surface of the caves that were used as one of the rituals of prehistoric peoples, and is considered one of the distinguishing marks of African art, which is one of the most diverse and stable legacies in its artistic, social and ideological content, as it is the fruit of human talent. Since ancient times, its goal has been to meet the requirements of African society and has been inherited by successive generations. It has contributed to enriching it intellectually and plastically, making it one of the international arts and having its own aesthetic impact. Its value multiplies within the varieties of traditional arts that are radically identified with the local culture in which religious, political, economic and societal dimensions overlap in it. Angola, western Sudan, Guinea, Nigeria, Benin, Senegal, Cameroon, Gabon and the Congo, because its content is related to the forces of nature as well as the practice of living represented by crafts, fishing, hunting and other activities related to the essence of nature.

African arts show the extent to which the artist of the brown continent is aware of the value of his heritage and civilization, which gives him self-satisfaction that enables him to open up to the other, and then smoothly engage in making the magic of cosmic art in which the features of geographical boundaries have melted. Therefore, it came deeply expressive of the African personality and culture, and with an ideal that confirms the characteristics of building the form that the artist reached through his own synthetic vision, as his perception and design of the formal individual is often subject to the outcome of societal thought achieved in a decorative manner that confirms the clarity of their abstract thought in isolating the phenomena and semantics of things and examining these phenomena and semantics It does not come as a partial case, but through its general and comprehensive properties and with a constructive essence that is consistent with the concepts of the perceptual vision of community communication. Its creator focused all his attention on creating beauty in it and giving it the characteristic of eternity, and the uniqueness of these vocabulary led to the fact that it was employed in the design of many works of art and in a variety of decorative ways.

### **Research problem :**

The formal word is one of the most complex design elements, and a key element for building the artwork that is based on it, so the designer relies on it to impart meaning or transmit a message or concept stemming from the idea of the artwork, and it also enters into formulations that vary with the diversity of each of the idea, the building plan, and the artist's vision. And his experience contributes to the work of alphabets that differ according to different artists, and the singular contributes to highlighting the content of the artwork in addition to its

characteristics as a form, which must agree and harmonize with the content of the artwork in order to achieve unity within it. The heritage of African art contains many formal vocabulary that gave this art a special character and an unmistakable hint, and it involves a diverse world of form and content, a multiplicity of design formulations, and plastic treatments that are consistent between technical performance and the culture of the African artist.

### **The research problem is defined as follows:**

The African heritage vocabulary carries with it an intellectual and philosophical content and a design format that should be shed light on and define its concept to contribute to deepening the cultural content that can be presented to the student and connoisseur of plastic art. Which helps to realize the value of artistic work in all its elements and its importance in communication and knowledge of the heritage and arts of our African continent.

### **Search goal:**

Studying and analyzing the intellectual content and the design pattern of the traditional vocabulary in African art to add a source of artistic vision in the field of decorative designs.

Force search:

African heritage vocabulary has an intellectual content and a design pattern and can be used as a source of artistic vision in the field of decorative designs.

### **research importance :**

- It enriches the artistic outcome laden with the cultural contents of the formats and concepts of the African artistic and cultural heritage.
- Developing awareness of the artistic and cultural origins of the civilization of the African continent in order to achieve a fruitful approach in the educational attitudes to the artistic heritage

### **Research Results :**

- 1- All African heritage vocabulary is not directly related to the basic phenomenon for which it was designed, but it does include connotations and overtones related to the African recipient's awareness of it as a result of its value and significance that originated and continued with the course of life and became with the psychological adaptation of society.
- 2- The African heritage vocabulary extracts the characteristics of natural things without imitating them and is designed in an organic and geometric pattern and with an abstract thought that isolates the main phenomena or indications from their original environment and shows them in a reduced form that is flat entities that are organized in a way that gives the impression of the presence of vital characteristics that distinguish living organisms, and other forms whose construction depends On simple geometric primitives such as the point, the straight line, the broken line, and the curved line.
- 3- The African heritage vocabulary was designed with minimal lines, and was characterized by clarity, lack of detail, and flatness to form the simplest formal equivalent that can be understood and perceived.
- 4- The African vocabulary with imaginary geometric frameworks, despite the diversity of its forms, enabled the artist to formulate it in balanced relationships, whether in vertical or

horizontal organizations, and led to coordinating the appropriate distances to install the vocabulary with each other, depending on the nature of the general pattern of designing the artwork.

5- The African artist used the vertical and horizontal axes in building the design structure of his decorative works to achieve stability for the formal elements and the unity of composition. It allowed the division of the surface to create linear relationships that are mathematically proportional and aesthetically compatible.

6- The African art treatment is proactive in one aspect as a key to the development of modern art, where the artistic work, including forms and relationships that do not represent a deceptive totality of vision, has become far from perspective art and has become subjective in the surfaces of its forms, colors and revelations, so that no visual mental distraction occurs to the recipient seeking to focus on simplicity Form to communicate the concepts to be communicated without complication, that is, to express conceptual facts purely.

### **Recommendations:**

- 1- The research recommends more studies of African art to identify the background of its intellectual contents and artistic formats that the African artist dealt with in order to enrich the artistic field, especially the field of decorative designs.
- 2- Developing the cultural and cognitive side of the learner and recipient of African arts to become familiar with the content and contents of African artworks.
- 3- Contribute to the collection and description of the African artistic heritage so that researchers can study it and see it and integrate it into art studies programs.
- 4- Holding exhibitions of the African artistic heritage to communicate with the mother continent and to enable researchers, scholars and all orientations to interact with and communicate with our African roots.

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