Abstract
Through the course of my university education, I have noticed that every county takes inspiration from its own culture and traditions. These observations lead me to peer into my own country’s design, the field of advertising in particular and formulated the question, “If at all, how is local art influencing design sensibility in Pakistan? ”
Truck/Bus art and Billboard art were the two major forms of local art I focused on during the course of my research. I read up thoroughly on this topic on various media, first consulting books regarding the history of the art forms themselves. I also browsed through articles in newspapers, magazines, websites and online journals concerning the promotion of these art forms as well as design itself and how it adapts to the needs of the masses etc.
Subsequently, I outlined my research methodology i.e. how I planned to conduct my primary research. I realized that a qualitative approach would be most adequate. After choosing my prospective interviewees based on their professions, and relevance to my topic, I conducted my interviews and transcribed them. At the analysis stage, facts from my literature review as well as information from my primary research, all came together in the form of a discussion, where I also gave examples of various ad campaigns or product packaging I had studied.
As a conclusion, I have been lead to believe that local art does indeed have a lot of influence on our country’s design aesthetics, since it does appeal to our masses. It has been incorporated into design in superficial ways as well as with deep rooted concepts.
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The only way we can truly complete this amalgamation is to thoroughly study the art itself as well as our customs. It is not simply a matter of design but the ownership of our culture and its celebration to further create a unique design sensibility true to our country.