

ENTREPRENEURSHIP EDUCATION AND SKILL ACQUISITION IN VISUAL ARTS FOR SUSTAINABLE NATIONAL DEVELOPMENT

Okeke, Emmanuel Anayochukwu S.

Dept. of Fine and Applied Arts, Federal Polytechnic, Oke
okekemmanayo@gmail.com

Abstract

Nigeria is a great nation endowed with abundant human and natural resources; unfortunately, the majority of its population is plagued by abject poverty due to unemployment and the non-implementation of entrepreneurship education and skill acquisition in visual arts at various levels of academic endeavour. Therefore, the study aims at creating proper awareness of the importance of entrepreneurship education and skill acquisition in visual arts for sustainable human capital development. The researcher employed a qualitative method of research, and both primary and secondary sources of data were used. It revealed that ignorance, incompetence, bad governance and the non-implementation of necessary policies in the country constitute impediments that hamper the development structure of the nation. The study recommends that government should do the needful to revitalise all the sectors that promote sustainable human capital development, such as entrepreneurship education and skill acquisition; this will be a major stride towards utmost nation building.

Keywords: Unemployment, Entrepreneurship Education, Skill Acquisition, Visual Arts, Sustainable, Human Capital Development.

Introduction

The National Policy on Education acknowledges education as the instrument par excellence for the enlightenment of the masses and national development. Globally, education is an undeniable right of every child. Through educational training, every child is reckoned to gain enviable and functional knowledge, develop skills in physical and intellectual terms as well as proper values to be good citizens of the country. The aim of basic education is to produce a literate society whereby most individuals will acquire knowledge, skills and values to ensure their survival. Therefore, this study is geared towards entrepreneurship education and skill acquisition in visual arts for sustainable national development. It also deals with the constraints and factors associated with ineffective entrepreneurship education and skill acquisition in visual arts at various levels of education. Some of these factors include the negligence of youths and the improper implementation of the National Education Policy in the primary and secondary education curriculum.

Education in Nigeria remains an instrument par excellence for the continuous growth of knowledge, creative talents and skills to achieve the Millennium Development Goals (MDGs) for sustainable development. Nze (2014:91) avers that: "In view of this fact, government in 1977 established the National Policy on Education and implementation committee that will translate the policy into a workable blueprint which will guide the bodies whose duty would be to implement the policy." The aim of government in establishing the National Policy on Education is to ensure that the far-reaching provisions set out in all sections of the policy should transform all aspects of the nation's life over time through curriculum implementation. Non-implementation of the policy affects entrepreneurship education and skill acquisition in both primary and secondary schools in Nigeria. Based on this issue, one discovers that the subjects contained in the secondary education curriculum are not given proper attention.

Subjects such as English language, mathematics, sciences and other art subjects like literature, Igbo language and Christian Religious Studies (CRS) are considered essential subjects, while Cultural and Creative Arts (CCA) is despised as an irrelevant subject. Consequently, many secondary schools in Nigeria do not offer the subject because they do not have qualified art teachers to take the students in Cultural and Creative Arts (CCA). The inadequate implementation of the National Educational Policy in the school curriculum has affected the effective teaching and learning of visual art, which is essential in developing skilled and creative students for a better future.

Entrepreneurship education and skill acquisition in visual arts provide the youths with opportunities to acquire skills in functional and aesthetic forms of creative art. Visual art helps to develop valued order and creative imagination and inspires individuals towards professional skills, which is vitally important in proper child formation in all ramifications; hence 'knowledge is power'. The knowledge one has in creative arts, especially entrepreneurship education and skill acquisition in art, is under-related to pure sciences and social sciences because art interfaces with science and technology. For example, science and technology can proffer in-depth studies about weather and climate, environmental degradation and environmental flood control. But visual art is a veritable tool for enlightenment towards environmental flood control, for sustainable development. According to Ekwueme (2015:249), "Environmental education through art centres on the power of visual arts to communicate, instruct and enlighten both literate and non-literate masses in visual language or particular issues by the use of symbol system."

Art could contribute to the sustainable development of society. Sustainable development (SD) refers to the type of development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs (WCED, 1987:43). The core of the idea of sustainability is the concept that current decisions should not damage the prospects for maintaining or improving living standards in the future. This implies that our economic systems should be managed so that we live off the dividend of our resources, maintaining and improving the asset base so that the new generation will be able to live comfortably. Sustainability is simply a matter of distributional equity, about sharing the capacity for well-being between present people and future people (Yosef, 2008).

Skill and Skill Acquisition

A skill is the learned ability to act with determined results with good execution, often within a given amount of time, energy or both. Skills can often be divided into domain-general and domain-specific skills. Some examples of general skills are time management, teamwork, leadership and self-motivation. In contrast, domain-specific skills would be used only for a certain job; an example is operating a sandblaster. Skill usually requires certain environmental stimuli and situations to assess the level of skill being shown and used. A skill may be called an art when it represents a body of knowledge or branch of learning, as in the art of medicine or the art of war. Although the arts are also skills, there are many skills that form art but have no connection to the fine arts. People need a broad range of skills to contribute to the modern economy.

Skill acquisition, also referred to as motor learning and control, is the interdisciplinary science of intention, perception, action and calibration of the performer–environment relationship. However, skill acquisition can be defined as the art of learning to do something in order to earn a living or to survive. Uzoagba (2009) observes that "Art as a means of self-

experience by the skillful expression, skillful communication and skillful fabrication or construction". Ekwueme (2015:3) added that, "Art as a key to unlock and serve as a vehicle for proper application of knowledge acquired in other fields of study". Hence art interfaces with other disciplines. Certainly, in full view of the nature and realities of the obtaining situation, it became clear and in fact mandatory that a better and more efficient system of teacher education operating a curriculum that has meaning for the goals of teaching and learning had to be developed and presented in a form that helps to develop such necessary skills (Akintola, 1977:6). However, the situation of the economy in this country is so alarming that it calls for an urgent awareness of the plight of the masses. The situation underscores the need for self-employment and self-reliance; all these could be achieved through entrepreneurship education. In a global sense, the Millennium Development Goals (MDGs) can be actualised through skill and skill acquisition in visual art. Good craftsmanship can be attained through skill and skill acquisition for a better livelihood for the citizen in the society. Otto (1972:6) avers that: "Craftsmanship implied a knowledge of materials used by the artist, such as the chemical nature of his pigments and their interaction with one another, as well as the grounds on which a painter applied those pigments. Craftsmanship also implied a skillful handling of those materials in the sense of producing images more or less like those of nature, but certainly not in the sense of imitating the exact appearance of nature."

Basically, craftsmanship implies the attitude, skill or manual dexterity in the use of tools and materials, while technique is the manner and skill with which the artist employs his tools and materials to achieve a predetermined expressive effect. The ways of using the media can have an effect on the aesthetic quality of the artist's total concept.

Concept of Art

In the school curriculum, the term "Art" may be used in two different senses, either as liberal art or as 'creative art'. The study of arts, humanities and social sciences—such subjects as history, languages, commerce, economics, government and literature, among others—comes under what is called 'liberal arts', while the study of performing art and visual or plastic art includes the following: drama, music, dance, and fine and applied arts (CCA). The performance of creative arts requires the play of imagination, design, inventiveness, creativity, freedom of expression, technical skill and originality. It is only in the areas of creative arts that one can normally use the very word 'art' or 'artist'. An artist/artiste must possess all the above-mentioned qualities in the performance of his artistic creation. However, one should be very careful in the frivolous use of the word 'art'. Art used alone may be ambiguous, sweeping and not specific. It is better to qualify the 'art' to identify the area of art we mean, as when we mean liberal art, fine art, applied art, language art, media art or industrial art. Very often people naively use the word 'fine art' to mean all the areas of creative arts or visual arts; this is wrong. Fine art should be used when we talk about painting, sculpture and all aesthetic decorations. At this level of our educational development and art consciousness, it is imperative that students should study the classification of art and be able to understand different areas of art and when to talk about any type of art (Uzoagba, 2009).

CONCEPT CHART ON THE CLASSIFICATION OF ART

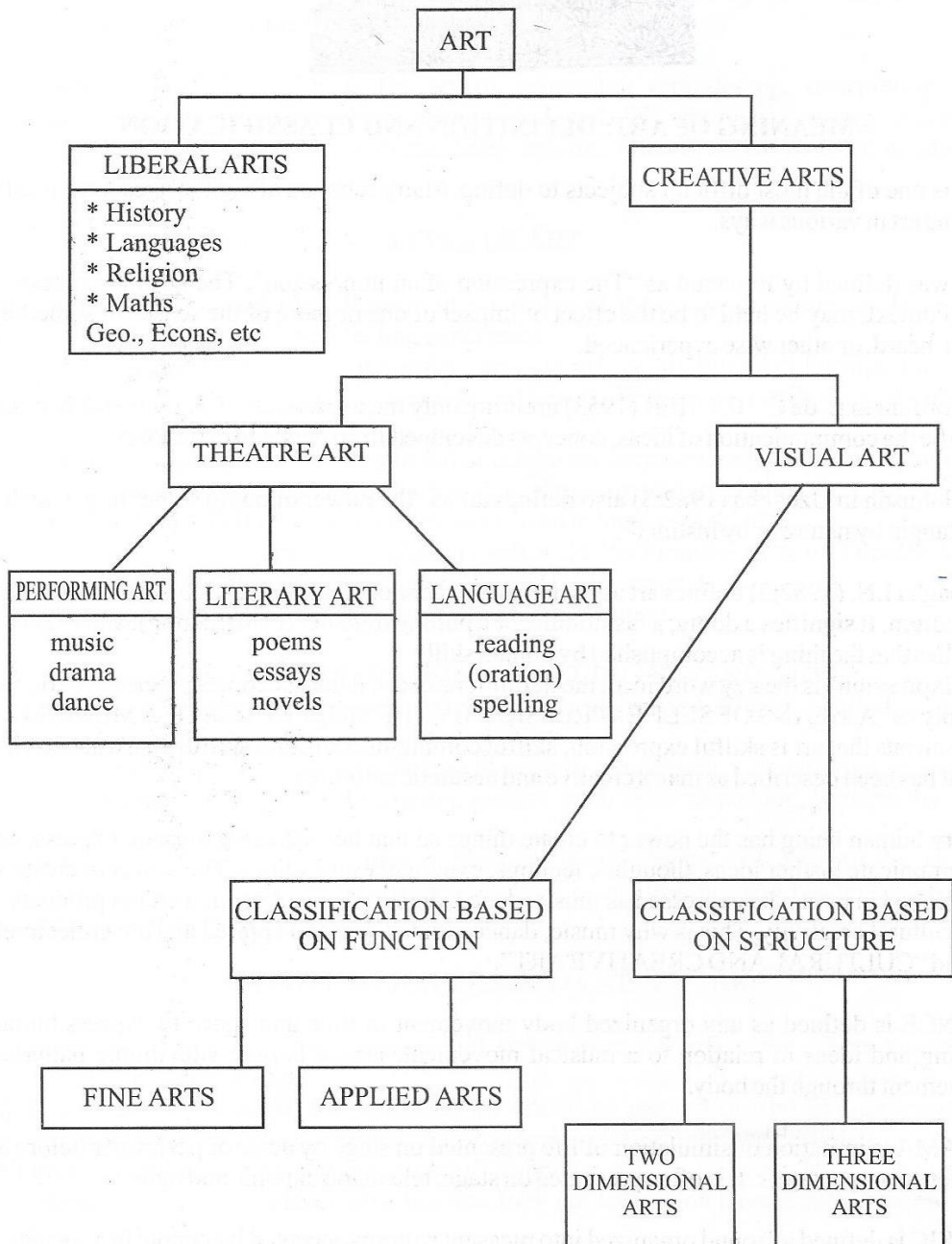


Fig I: Concept Chart on the Classification of Art

Art generally is a way of life; it is the power of doing anything. It means any skill, trade, craft or acquired expertise. Technically, it is the study and creation of things in forms, texture, lines and colour which give pleasure to the mind and satisfy our sense of beauty (Ogumor, 2007). Egonwa (2012:7) emphasises that: "Visual arts are about the visual culture in our time. It is concerned with everything we see, have seen or may visualise: painting, sculptures, movies, television, photographs, furniture, utensils, gardens, buildings, aircraft, landscape,

toys, advertising, jewellery, apparel, light, maps, dance, websites, dreams—in short, all aspects of culture that communicate through visual means."

The Theory of Human Capital Development

Human capital theory posits that investments in education, skills and health increase an individual's productivity and earning potential, ultimately contributing to economic growth. This theory, rooted in neoclassical economics, suggests that individuals make rational decisions to enhance their human capital, viewing it as an asset that yields future benefits like higher income and better job opportunities.

Theory of Sustainability

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources. Sustainability is not just environmentalism. Embedded in most definitions of sustainability, we also find concerns for social equity and economic development. Sustainability as a holistic approach considers ecological, social and economic dimensions, recognising that all must be considered together to find lasting prosperity.

Sustainable Development and Entrepreneurship

National development is the capacity of a given nation to improve the economic, political and social welfare of the citizenry through the provision of good governance and social amenities such as pipe-borne water, good road traffic, adequate medical care, electrification, proper security and qualitative education, among others. Sustainable development involves human capital development, which entails the human empowerment of both genders to become self-reliant in order to meet up with the standard of living within the ecosystem. Therefore, it is essential to note that entrepreneurship is one of the agents of national development. Entrepreneurship enhances the sustainable development of a nation because its role in the socio-economic development of the people is the bedrock of our society. Entrepreneurship promotes the economy of the country, expands business and serves as a vehicle towards the amelioration of unemployment in the country. Entrepreneurship empowers the masses, encourages innovation and instigates a positive attitudinal mindset in the people of the society. The government should enhance the effort that will champion entrepreneurship by promoting self-reliance, as in visual arts and crafts, which will reduce the number of unemployed youths and enhance poverty alleviation in Nigeria.

Nevertheless, entrepreneurship plays an important role in harnessing economic growth and the positive transformation of the people for a better livelihood. Entrepreneurship education is a properly organised process that leads to the acquisition of entrepreneurship and skills for the efficient and effective production of things that will benefit society. Entrepreneurship education is a veritable instrument that empowers youths to be in control of their future; it also creates business and job opportunities for unemployed youths in the country.

Benefits of Entrepreneurship Education

Entrepreneurial education helps to develop some level of entrepreneurial competencies that are visible in the knowledge, skills and attitudes that affect the willingness and ability to perform the entrepreneurial job of new value creation.

Ezeoke (2018:92) asserts that:

Entrepreneurship education is a viable tool in the industrial and commercial development of the nation. It imparts in youths the ideas, innovations and creative skills needed to match employment opportunities. Through entrepreneurship education, literate, healthy and self-reliant citizens that would create wealth for sustainable development are produced. The acquisition of ideas, competencies and managerial skills would boost their power to create jobs for themselves and thus become self-reliant upon graduation.

At this juncture, the study added another vital point, which says that youths should prepare themselves in case of an uncertain future.

Ezeoke (2018:91) ascertains that:

We live in an age of unprecedented global and technological transformation. Today's individuals are facing an uncertain future full of complex global, social and environmental issues. According to the World Economic Forum's Future of Jobs Survey, half of today's work activities could be automated by 2055, creating completely new roles, responsibilities and challenges for the future workforce. Therefore, we cannot predict exactly what we will need to know after one graduates from university or college. Entrepreneurship-focused programmes teach minds crucial life skills that will help them navigate this uncertain future. These skills include problem-solving, teamwork and empathy, as well as learning to accept failure as a part of the growth process.

Art and Crafts Entrepreneurship: The Catalyst for National Development

Visual art genres and craft supply the economy with large income and create job opportunities for society. Obviously, this can be achieved if the right policy is incorporated. Ekwueme (2015:3) asserts that:

One interesting thing is that most of the recent high-rising economies, like China, India, Indonesia and Brazil, are demographically akin to Nigeria. They are countries with very high population density. Each of them has a population that is above one hundred million people. And that goes to show that human resources could be well harnessed for national economic development. The aforementioned countries are not so endowed with natural resources as Nigeria, but that notwithstanding, they were able to realise breathtaking success by systematic management of their arts and craft sector. Then let us imagine how rapidly Nigeria, which is blessed with innumerable raw materials coupled with a population that is estimated at up to 150 million (Nigeria Education Research, 1977), would develop economically if the nation seriously supported her arts and craft sector too.

The visual arts and crafts found in Nigeria include sculpture, painting, ceramics, textile, graphics, pottery, calabash and leather craft, among others; also, the materials that are utilised in their production are mostly sourced locally. In sculpture, the indigenous diverse materials employed by sculptors include wood, wax, stones and clay, among others, while the ceramist uses clay for ceramic wares and potters also employ clay for their pottery production. The painter employs locally sourced colour pigments, textile designers employ dyes and fabrics, and craftsmen and women use local materials like cane, raffia and bamboo, while leather fabricators use animal skins for their creative production. Due to the fact that these materials are found locally, they are cheap to obtain with an increased credit margin.

However, there are skilful artists and artisans located all over Nigeria with specialisation in various aspects of art and craft. The country has the potential to achieve rapid economic development if her arts and craft industries are harnessed to expand their management and production. It will rekindle and boost the manufacturing, distribution and marketing of their products to the masses all over the country and abroad. For example, if all the artisans who produce baskets in various locations in a particular community or local government area can cooperate as an integrated organisation, it would help them to be more productive in their creative production and would give the industry the capacity to remain sustainable. Therefore, the research concept, 'Entrepreneurship Education and Skill Acquisition of Visual Arts for Development', can be realised because such an industry will accommodate the students who undergo industrial training and other youths who want to learn such work. So the concept becomes a veritable tool to generate a new breed of dexterous artists all over the country for sustainable development.

Career Opportunity and Youth Empowerment in Visual Arts for Poverty Alleviation and Wealth Creation

- Sculpture
- Painting
- Ceramics Industries
- Textile Design/ Textile Industries
- Visual Communication Technology: (i) Cartoon and Animation (ii) Graphic Design (iii) Video Editing (iv) Computer Art/Computer Graphic Artists (v) Medical Illustration (vi) Industrial Design (vii) Technical Illustration (viii) News and Media Illustration (ix) Lithographic Design, among others.
- Fashion Design
- Curatorship, among others.

Sculpture: This is a branch of visual arts that produces three dimensional forms which involves shaping or combining materials like stone, metal, clay, wood, plastic, glass, Plaster of Paris (POP), Fibre glass, Plasticine, wax, waste objects (for up cycling) and synthetic materials like Poly Vinyl Chloride (PVC), Polysulfides (Cold Moulding Compound – CMC), Silicone rubber compounds (Room Temperature Vulcanizing-RTV), flexible polyurethanes, flexible gelatin, among others. However, new technologies are revolutionizing sculpture, offering artists new tools and technologies for creation and expression. Significantly, the technological advancement ushered in the innovation of digitalization in sculpture practice. Thus digital fabrication in visual arts is a new process of creating art using computer – controlled machines and digital design tools. It involves using CAD (Computer – Aided Design) software to create a digital model which is then translated into instructions for machines like 3D printers, CNC routers (Computer Numerical Control) or laser cutters to physically fabricate the work. the approach allows artists to explore new forms, experiment with materials and realize complex designs that might be difficult or impossible to create using traditional method. Sculpture has been an important part of cultural identity and religious expression, it conveys emotional and political ideas, as well as developmental activities throughout history. (Sculpture/PDF–scribd<https://www.scribd.com>)

Painting: The type of art is used to create an image or images known as painting. Painting is the process of applying paints, or other medium, to a solid surface, usually a canvas. Paints or other forms of colour are commonly applied by using a paint brush. However, artists do use

different tools such as sponges, spray paint, pallet knives, among others. The primary function: The paintings express the feelings of the painting artist. Secondary function: Painting depicts the concepts of human endeavor for the benefit of mankind. it is a means of communication. Physical function: Paintings that prioritize the function of its utility, such as room decoration, mural painting, pictorial paintings for interior decoration. (Daily life-streemit<https://steemit.com>).

Ceramics Industries: The ceramic industries encompasses the production of a wide range of products made from inorganic, non-metallic materials that are shaped and then hardened by firing at high temperatures. The industries utilizes both traditional materials like clay and modern materials like advanced ceramics to create a diverse array of items from everyday household goods to specialized components in various sectors. Nevertheless, ceramics wares involves shaping, drying, firing (at high temperatures), and often glazing and finishing. Ceramics has a wide range of functions, spanning from everyday users, they are used in a wide variety of applications, which includes: plates, bowls, flower vase, mugs, ceramics sculpture, bricks, tiles, sanitary wares, pottery, pans, refractory, cutting tools, aerospace components, medical implants, and construction, to advanced applications in electronics, and electrical insulation properties. They are valued for their hardness, strength, and heat resistance.

Textile Design/ Textile Industries: Textile art serves both practical and artistic functions. Historically, it provided essential needs like clothing and shelter, but has also evolved to express cultural identity, status, and creativity through various decorative and symbolic objects. Textiles provides warmth, modesty, Tents, blankets and other textile structures that offer protection from the elements. Textiles are used in various household items like rugs, curtains and upholstery, enhancing comfort and aesthetics. Textiles can be used to communicate narratives, commemorate events, or represent religious beliefs. Textiles enhance the beauty and visual appeal of both functional and decorative objectives. Contemporary textile artists use fibers, fabrics, and various techniques to create unique and expressive works of art. Textiles can be used to address social and political issues, challenge gender norms, and express feminist ideas. However, textile traditions and techniques can be passed down through generations for sustainable national development.

Visual Communication Technology: This is a powerful tool for conveying information, emotions, and ideas across various platforms and contexts. It is a field that combines artistic expression with practical application, making it essential for effective communication in today's world. It combines the power of visual elements with capabilities of modern technology to create impactful and engaging experiences for various purposes which encompasses static images, videos and designs. Visual communication technology is used for various purposes, such as,

(i) Information Dissemination: Sharing data and facts in an easily understandable format. **(ii) Branding and Marketing:** Creating visual identities and promoting products and services. **(iii) Education and Training:** Using visuals to enhance learning and skill development. **(iv) Entertainment:** Creating engaging and immersive experiences. **(v) Communication Across Language Barriers:** Visuals can transcend linguistic differences. **(vi) Improving User Experience:** Making websites, apps, and interfaces more user-friendly. Examples, **Info Graphics:** Visual representations of data and information. **Website Design:** The visual layout and elements of a website. **Social Media Content:** Images, videos, and graphics shared on social platforms. **Advertising Campaigns:** Visuals used in marketing and

promotional materials. **Educational Videos:** Visual content used to teach and explain concepts. **Interactive Presentations:** Engaging presentations with visuals and interactive elements. **Virtual Reality Games:** Immersive gaming experiences that utilize visual technology.

The detail studies on some of the areas under visual communication technology are as follows:

Graphic design: This is the art and practice of planning and projecting ideas and experience with visual and tutorial content. It involves using visual elements like typography, images, colours and shapes to communicate information or convey a message effectively. Graphic design is a crucial part of various industries, including marketing, branding, and digital content, shaping how people interact with information. They utilize elements like colour, form, line, shape, size, space and texture to create impactful visuals. Graphic design is used in a wide range of applications, from logo creation and website design to packaging design and marketing materials. It plays a vital role in shaping consumers' perception and influencing their behaviour. In essence, graphic design is about using visual elements to communicate effectively, convey information, and create engaging experience for the audience.

Cartoons and Animation: Serve a variety of functions, primarily as entertainment, but also as powerful tools for education, social commentary, and cultural expression. They can be used to simplify complex concepts, teach values, and even drive social change by sparking conversations and challenging perspective. Cartoons and animation offer a source of enjoyment and amusement for people of all ages, providing light hearted stories, relatable characters, and visually appealing worlds. Cartoons can make learning more accessible and engaging for children, especially when explaining complex or abstract concepts. They provide a visual medium for learning, which can be particularly helpful for visual learners for sustainable development. Cartoons can improve language skills, vocabulary, and understanding of different cultures. They can teach valuable life lessons, promote empathy, and help children to understand different emotions and social situations. Cartoons often reflect the cultural values, beliefs and social norms of their time, acting as mirrors of society. They can be used to address social issues, challenge stereotypes, and promote critical thinking about the world. Cartoons can spark important conversations about social justice, equality and other relevant topics. They can provide a platform for marginalized communities and underrepresented perspectives. However, animation is a form of artistic expression, allowing artists to explore their creativity and tell unique stories. Cartoons can document cultural trends, social norms, and historical events, becoming valuable cultural artifacts. Lastly, they can influence how individuals perceive themselves, others, and the world around them, thereby reinforcing or challenging existing beliefs and values.

Photography: Its functions are multifaceted, encompassing the recording of memories, the documentation of events and the expression of creativity. It serves as a visual language, allowing for documentation, communication and storytelling, also holding a significant place in scientific research, business, and social commentary. Photography allows us to capture and preserve significant moments, events and personal milestones, allowing us to revisit them and share them with others. It serves as a visual diary, documenting our lives, personal growth, and the world around us. Photography transcends language barriers, enabling communication of ideas, emotions, and stories through visual imagery. It can be used to create awareness about social issues, advocacy for individual attitudinal change and promotion of mutual understanding among various people in the society.

Photography provides a platform for artistic exploration, allowing individuals to express their creativity, experiment with different techniques, and create visually appealing art. It can be used to capture beauty, evoke emotions and challenge perspectives. It is used to visualize things that are too small, distant or fast for the naked eye to see. Photography is a powerful tool for businesses to showcase their products, services, and brand identity. It can also be used to create compelling visuals for marketing campaigns, build brand awareness, and connect with customers. This is an avenue to promote entrepreneurship education and skill acquisition of visual arts for sustainable development. Photography can be used to document social injustice, raise awareness about important issues and advocate for positive change. Photography is used for political campaign, also it can be a powerful tool for social commentary challenging stereotypes and promoting diversity.

Video Editing: This is the process of manipulating and rearranging video clips to create a finished video. It involves selecting, trimming, and combining footage, adding effects, transitions, and audio to tell a story or convey a message. Video editing is a key part of post-production, and it requires both technical skills and an active vision. Video editing entails: (i) Selecting and Gathering Footage: This involves choosing the best shots from the raw footage and organizing them in a logical order. (ii) Trimming and Cutting: Unwanted parts of clips are removed and the footage is edited to create a smooth flow. (iii) Adding Transition: Visual effects are added between clips to create a smooth transition from one scene to the next. (iv) Enhancing Visuals: Colour correction, colour grading and other visual effects are applied to improve the overall look and feel of the video. (v) Adding Audio: Sound effects, music, and voiceovers are added to enhance the storytelling and create an engaging experience. (vi) Creating Titles and Graphics: Text and graphics are added to provide context, information, or visual interest. (vii) Finalizing the Video: The edited video is rendered and exported in the desired format for distribution. However, video editing is used in various field, including film making, television production, marketing, education and personal projects. It allows creators to shape narratives, evoke emotions and deliver information in a compelling way. (Wikipedia, the free encyclopedia).

Computer Art: Computer art is the creation of aesthetically pleasing images and animations using computers. It's a form of digital art that leverages software, algorithms, and sometimes hardware to generate visuals. You might use it to create anything from simple designs to complex 3D models or interactive installations. While computer graphic artists are individuals who create graphic concepts or participate in designing and creating them. They use specialized software to prepare the make-up, lettering, and layout templates of web or paper documents. They digitize and retouch images, they may also take photographs.

Medical Illustration: This is a specialist discipline that combines the worlds of art, medicine and science. It helps people visualize medical and scientific information in a way that is easy to understand, engaging and interesting. <https://www.medical-artist.com>. Nevertheless, medical illustration is the practice of creating illustrations or animations to visually represent medical or biological subjects that may be difficult to explain only using words. <https://en.wikipedia.org>. A medical illustrator is a professional artist with advanced education in both the life sciences and visual communication. Collaborating with scientists, physicians, and other specialists, medical illustrators transform complex information into visual images that have the potential to communicate to broad audiences. <https://www.ami.org>.

Industrial Design: This is a professional practice of developing physical products that are mass produced and distributed. It involves combining functionality, usability, aesthetics, and manufacturability to create solutions that meet user needs and market demands. Industrial designers integrate knowledge from engineering, art, and business to translate ideas into tangible products. It involves a combination of artistic creativity, technical knowledge, understanding of user needs and manufacturing processes. Industrial designers strive to optimize the function, value, and appearance of products while considering factors like usability, safety, and sustainability. Industrial design impacts a wide range of products, from everyday items, consumer electronics, furniture, home appliances, packaging, sports equipment, to more specialized items like medical devices and automotive components. Increasingly, industrial designers are incorporating sustainable practice, minimizing environmental impact through material selection, recyclability and waste reduction.

Technical Illustration: This is the use of detailed, precise, and visually appealing drawing to communicate complex technical information. It aims to explain technical concepts and processes often for non-technical audiences, through visual representation. This field relies on accurate dimensions, proportions, and visual cues to enhance understanding and clarity. The purpose of technical illustration is to simplify and explain technical information through visual means, supplementing or replacing textual descriptions. Technical illustration can be found in various industries like engineering, manufacturing, health care, education, and user manuals.

News and Media Illustration: This is likely refers to a document potentially a course material or academic paper, that uses illustrations to explain concepts related to news and media. It could cover topics like news writing, journalistic formats, media production techniques, or the role of visuals in news communication. It's designed for easy distribution and viewing, possibly as a resource for students, journalists, or anyone interested in media literacy. However, the visual elements in news indicates how images, videos, and info graphics are used to enhance news stories and engage audiences. Visual representations of good and bad examples of news reporting, or case studies of how visuals have impacted news narratives. More importantly, a 'News and Media Illustration aims to provide a visual and informative guide to the world of news and media, potentially focusing on how information is gathered, presented and consumed.

Lithographic Design: This is the type of art that deals with creation of designs, specifically for lithography. It is a printmaking process that utilizes the immiscibility of grease and water. The art designers work with the unique characteristics of lithography, such as the ability to reproduce intricate details and textures, to create images that resemble drawings or paintings. Unlike engraving (intaglio) or wood cut, lithography is a planographic process. The printing surface is flat, not raised or recessed. Lithography is a printing method which relies on the principle that grease and water repel each other. The process involves drawing on a smooth surface, usually a stone (limestone) or a metal plate (zinc or aluminum), with a greasy material. The surface is then treated with a chemical solution that makes the blank areas water receptive. When ink is applied, it adheres to the greasy drawing but is repelled by the wet, blank areas. The image is then transferred to paper under pressure. However, a piece of stone or metal plate designed for lithographic printmaking allows for the creation of multiple prints for the same image, that is mass production of a particular art work. Finally, a lithographic designer is an artist who embraces the unique qualities of the lithographic process to create compelling and expressive works of art.

Typography: This is the art and technique of arranging type to make written language visually appealing and readable.

Fashion Design: Visual artists generate wealth through fashion and clothing design, which is a creative skill for sustainable development. They engage in fashion designing in both traditional and media fashion. Emodi-Noruka and Nwanna, (2025:112) affirms that: “They create online and print advertising for clothing, shoes and accessories, they sometimes work part-time in fashion magazines agencies and departmental stores.”

Curatorship: A curator is a professional who manages and oversees collections, often in museums, art galleries, or other cultural institutions. They are responsible for selecting, acquiring, preserving, researching, and exhibiting items or artifacts. Curators also play a role in public education and engagement with the collections. The key responsibilities of a curator include: (a) Managing collections: This involves organizing, cataloging, and caring for the objects or art works in the collection. (b) Research: Curators conduct in-depth research on the collection, its history, and its context contribute a lot to scholarly publications and presentations. (c) Exhibitions: They plan and organize exhibitions, selecting objects, designing layouts, and writing interpretive materials. (d) Acquisition; Curators may be involved in acquiring new items for the collection through purchase, donation, or other means. (e) Public Engagement: They may work with educators, give talk, lead tour, develop educational programs and provide materials that help people understand and appreciate the collection. Infact, a curator is a caretaker and interpreter of cultural heritage, ensuring that collections are accessible and meaningful for current and future generations.

However, unemployment among the youths in Nigeria is a very big challenge that has adverse effect on the economic well-being of this nation. The problem is so serious that, it calls for national attention by the government and individuals to work towards the devastating issue that bedevils this country. In Nigeria, youths and career development are hindered drastically because of the problems associated with inadequate parental care and improper home training of our children in the society, corruption, mismanagement, lack of career planning, peer group influence, nonchalant attitude and materialistic tendencies of the Nigerian youths. Nze (2014:94) avers that:

The youths are special subset of the society and they account for over 50% of Nigeria’s population. Tomorrow of every nation lies in her youths but the nature of such tomorrow depends largely on how the nation develops, nurture and harness the bubbling energies of her youth. Youths are also blessed with vision, energy creativity and therefore need to be guided well. The problems of unemployment which is as a result of poor career choice/suitable curriculum, has deprived a good population of this group the opportunity to contribute effectively to the economy of the nation.

In the same vein Nze (2014:94) reiterates that: “The wastage of human resources and debilitating effects of unemployment requires urgent attention. Youth unemployment has reached an alarming proportion due to increased population growth, rapid expansion of education system, high level of rural-urban migration, political conflict and worsening economic performance.” In fact, the prevalence of unskilled labour and poor form of career development which has resulted in unemployment and poor state of livelihood is a very big challenge to the youths and the entire nation. The youths should be capable of confronting the challenges especially job creation satisfaction owing to their creative mind, inspiration and skill acquired through effective art teaching and learning at the developmental stage of someone’s life. If a youth develops skill and competence, the person will be able to confront

the challenges of unemployment because the person will be automatically self-reliant and established to the extent of been an employer of labour. Nze (2014:94) upheld this view, when he opined that: “even those who studied the popular courses such as Engineering and Law, cannot find jobs.” But the artist is motivated to find a way of establishing their own studios and work on their own while graduates from many other fields search for non-existing jobs.

Against this backdrop, the study calls for the attention of individuals, non-governmental and governmental agencies to embrace entrepreneurship education and skill acquisition of visual arts to avert the problem of unemployment and create job opportunities in visual arts, in order to ensure sustainable national development.

Conclusion

The government at all levels should encourage entrepreneurship education and skill acquisition in visual arts for national development and economic sustainability. The essence of introducing entrepreneurship education and skill acquisition in all levels of academic endeavour is to avail students the opportunity to study visual arts in basic or primary and secondary schools, this will in turn contribute to human capacity building, which will assure sustainable development. Ekwueme (2015:6) asserts that: “Economists in Nigeria should advise the government to facilitate the enhancement of arts and crafts industries with well managed cooperation so that the country can attain accelerated, workable and sustainable economic euphoria which would go a long way in attracting massive foreign investment to the economy thereby alleviating poverty.” The importance of entrepreneurship education is to impact the students with the right knowledge and skills to assist their self-development.

This study also advocates for adequate implementation of National Education Policy in Nigeria in the basic or primary, secondary education curriculum and that of tertiary institutions. This should be done to ensure the effective teaching and learning of visual art which is an avenue to develop entrepreneurship in creativity and skill acquisition among youths. Entrepreneurship education has continued to be critically discussed among the scholars, youths and the corporate bodies as a result of its impact on Small and Medium Scale Enterprises (SMEs), relatively on their importance towards economic growth and sustainable development of the country.

Recommendations

- ❖ Government should ensure proper implementation of National Education Policy in primary and Secondary Education.
- ❖ Entrepreneurship education and skill acquisition should not only exist in all the tertiary institutions of learning, but should be given proper attention to revitalize the positive effect of visual arts in our society for the advancement and sustainable development of the nation.
- ❖ Visual arts and crafts exhibitions should be organized at all levels and sponsored periodically by the government and non-governmental agencies to encourage the professional artists and the craftsmen.
- ❖ Adequate marketing strategies should be mapped out, so that visual arts and craft collection are sufficiently encouraged for sustainable development.
- ❖ The government should adequately fund the Visual Arts Departments in tertiary institutions and secondary schools for effective teaching and learning

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