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## Hand arts and industrial design

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### Abstract

The ornamentalism that starts with the history of mankind was born from the passion of mankind to embellish the material used and to shape it with an understanding of art. Handicrafts are income-generating, production-oriented activities based on the individual's knowledge and skill, often using natural raw materials, made by hand and simple tools, reflecting the pleasure and skill of the person carrying the cultures, traditions folkloric characteristics of the community. Handicrafts are the most important items showing the level of culture and civilisation of the society or nation in which they have emerged. Thus, handicrafts indicate the economic level, beliefs, customs and customs of that society, the climate and technological level of the geographical area in which they live. Increasing world population and technological developments have affected production methods and tools. In developed countries, it is very important to cultivate the human power that can produce and use the technology.

**Keywords:** First keyword, second keyword, third keyword, forth keyword;

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## 1. Introduction

Art is as old as human history, born of the interest of mankind to beauty and beauty. Art is important to learn about stages of humanity and it can be described as the way of expression of ambience's, time's and community's own situationalism (Aytac, 1981, p. 12).

Handicrafts are the most important items showing the level of culture and civilisation of the society or nation in which they have emerged. Thus, the handicrafts indicate the economic level, beliefs, customs and customs of that society, the climate and technological level of the geographical area in which they live (Surur, 1982, p. 56). The basic needs arising from the existence of man have been made variously in various regions of the world and have been developed day-by-day. Increasing world population and technological developments have affected production methods and tools.

Today, high-quality industrial designers are needed. Our country, which has a very rich handicrafts culture, is the basis for industrial designs.

## 2. Handicrafts

Ornamentalism has begun with the history of mankind. The environment in which man lives was born with the passion to embellish the material he uses and to shape him with an understanding of the art.

Art is creative and individual activities that convey emotions, thoughts, goals or events to others using an imagination. Art is not only for the purposes of which man's ability is beneficial but also it is a phenomenon that reveals the urge of man to express himself, to communicate with the world and to influence it (Arli, 1992, p. 23).

By combining the functionality with beauty, the products made with traditional methods constitute crafts. Handicrafts have emerged since the existence of mankind depending on the natural conditions. The first examples of handicrafts are the goods that they produce to cover and protect people's needs. Environmental conditions, community feelings and aesthetic pleasures have been the document of the cultural characteristics of that community.

Handicrafts are income-generating, production-oriented activities based on the individual's knowledge and skill, often using natural raw materials, made by hand and simple tools, reflecting the pleasure and skill of the person who carries the cultures, traditions and folkloric characteristics of the community (Ozturk, 1994, p. 15).

Handicrafts are made either individually or through organisations in order to provide basic income or supplementary income. Handicrafts-based activities that are based on the knowledge and skills of individuals and are carried out at home and in workshops, using simple tools with regional characteristics (Demiroz & Ergenekon, 1983, p. 4).

Handicrafts are one of the most important elements of Turkish culture. It is an indication of the way of life, talents and creativity of the society. And it is the bridge that allows the transfer of Turkish culture from the past to the future (Meric, 1994, p. 18).

Traditional Turkish handicrafts form a rich mosaic by bringing together genuine values with the cultural heritage of the different civilisations which have passed through Anatolia over the millennia. Traditional Turkish handicrafts include carpet-making, rug-making, sumac, cloth-weaving, writing, tile-making, ceramics and pottery, embroidery, leather manufacture, musical instrument-making, masonry, copper work, basket-making, saddle-making, felt-making, weaving, woodwork, cart-making, etc. (aragem kultur turizm.gov/13 June 2007).

Turkish Handicrafts have been transferred to the day-to-day with family or master-apprentice teaching. The qualities of handicrafts generally include:

1. Handicrafts are based on individual knowledge and skills.
2. This knowledge and skill are transferred from the master to the vice.
3. Raw material in rural production is local.
4. Production is individual or small businesses.
5. Products are at the same economic level as the production and living of that society (Sumerkan, 1998, p. 13).

The most common feature of the classification of handicrafts is the raw material that constitutes the product. Raw materials based on this classification are listed below:

1. Handicrafts with stone.



2. Handicrafts with soil.



3. Handicrafts with mineral.



4. Handicrafts with shell, reed, thin branch and stalk.



5. Handicrafts with wooden.



6. Handicrafts with raw leather and animal wastes.



## 7. Handcrafts with glass.



## 8. Handcrafts with fibre (Ozturk, 1998, pp. 75–79).



Handicrafts also make very important contributions to human beings psychologically.

1. Handicrafts are good for a person's soul and make him/her happy
2. Handicrafts reduce stress: People gather attention to one point and distract from the stressful thoughts. Creativity is a kind of meditation.
3. Increase self-confidence: Dealing with handicrafts leads people to produce and create. Dreaming, designing and realising what you have designed will enhance your self-confidence.
4. Provides hand-eye coordination: Activities create a healthy body by running muscles.
5. Increase your thoughts: A regular creative activity causes the brain to work and stay young.

Scientific research has shown that a creative hobby reduces brain ageing. It is thought that the secret of the long life of artists and craftsmen in the world is produce (haberturk, 2014).

Turkish Handicrafts developed with original examples and showed changes according to centuries. Handicrafts, which have an important place in human life, are inadequate in today's fast life needs.

Handcrafts have been traditionally built and made for centuries. Handcrafts could not stay away from today's technological developments. For this reason, many handicrafts have become a sector within the industry.

Depending on the developing technology and the changing living conditions, many of the crafts are produced in the industrial machines. In this respect, production is becoming more serial, more practical and more economical.

The most important bearing of craft designs or industrial designs is visual innovations. In times of visual innovations and fashion changes, the design gains importance.

## 3. Design

### 3.1. Draft

It is a thought, a movement, a preparation made in the mind to realise an object. Draft is the first form of matter created in the mind or created by pencil, paper or other means. The first draft is that needed to be improved because it needs to be perfect.

### 3.2. Design

It reveals a product which is an intellectual and material process. During the emergence of the design product, the project includes the whole of the stages such as drawing and modelling. Design is a creative action that takes a certain purpose. To this end, the designer reveals emotions, thoughts and imagination with various phenomena (e.g., line, shape, colour, etc.) (Alpaslan, 2003, p. 21).

Design is intertwined with art. A work involves the whole of scientific and emotional efforts during its realisation. An accumulation of knowledge accumulated under the consciousness accelerates the design process and makes it creative.

### **3.3. Industrial design**

Industrial design is the appearance of a whole or a part of a product, which can be perceived by human senses, such as line, colour, form, texture, material flexibility or ornamentation.

With its broadest definition, the design is the humanisation of technology. Industrial design is a professional service for the creation and development of concepts and definitions that optimise the function, value and appearance of products and systems for the mutual benefits of both the user and the manufacturer. Industrial designers develop these concepts and definitions with data channels that are collected, analysed and synthesised under the guidance of the customer or the manufacturer's specific requirements. Designers are trained to prepare drawings, models and verbal statements.



The designer establishes the relationship of the product to the human, providing a comfortable, healthy, safe relationship while using the product, adding visuality and aesthetic value to the product.

The patterns and decorations appealing to our aesthetic senses, which add colour to our everyday life is industrial design. Water glasses, fabric patterns, chairs, watches, toys, glasses, bags and so on are examples of industrial design (Kultufan, 2014).

The designer tries to make a difference in the direction of industrial developments while responding to the needs of the people, the entrepreneur who will market the designed product will make a profit on the product.

## **4. Conclusion**

Handcrafts, together with being a cultural document throughout centuries and it has become a means of expressing the feelings, thoughts, joys and sorrows of the Turkish people. Today, habits such as presenting gifts and preparing dowries are still effective in making and spreading handcrafts. At the same time, it gives renewal power to handcrafts.

Handicrafts have an important place in the social, cultural and economic areas of our country. Touristic and souvenir goods are produced which are mirror of characteristic specials of society. In this regard, the products are interested in by tourist and contribute to the economy.

Handicrafts, which have a very important place in human life, have been produced with traditional methods and have made practical economic production more necessary in today's fast life and in the direction of technological developments. In this century that we live, technology and, accordingly, the industry has become an integral part of society's culture. Looking at the developed countries, it seems that the training of the human power to produce and use the technology is very important.

There is also a rapid change in the industry depending on the developments in technology. Production methods, equipment used and workforce characteristics are rapidly changing. The machinery and equipment used in the production process are being renewed in accordance with

technological developments that increase production by enterprises in the industry. This industrialisation process of societies affects the education systems. It is necessary to educate qualified human power who knows how to use developing technology.



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