The Relationship Between Art and Creativity

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**Introduction**

 In the wake of human civilization, artistic creativity has always formed an integral part of human progression by developing systems to transmit information across the generations. The existence of art and creativity in unison backs the possibility for humankind to identify integral principles of nature. These principles have propelled the discovery of biological principles of our existence, technological advances, research and morality. When creativity and art are unitary constructs, it entails flashes of insight with an increasing emphasis on specialization. Specialization tends to solidify the relationship existing between art and creativity by ideologically supporting the artistic system of comprehension and problem-solving. On the other hand, artists possess the potential to explore and experiment freely with invention, imagination, and innovation. Notably, their correlation is what inspires and shapes human thought processes to answer questions concerning the uncertainties of human life(Jenkins, 2021). The two aspects offer new approaches and better discernment of our world for survival. Therefore, it is paramount to note that the link between art and creativity, ensures that society remains exciting and dynamic. As a result, the future of human progression is highly dependent upon creativity and art existing hand in hand.

In general, this is a description of the association existing between art and creativity in contributing to an innovative potential for artists to succeed in the current and prospective social dynamics. Moreover, this correspondence highlights opportunities for fostering artistic creativity that encourages life skills such as communication, collaboration, and critical thinking. It is also a presentation of enriching the quality of lives by utilizing creativity to transform the normal into exceptional by nurturing an imaginative mentality. As such, the significance of creativity in arts is evident in the rapid technological advancement due to l(Jenkins, 2021). Therefore this is a summary of the bond between art and creativity for product optimization, their effectiveness in communication and cognition and the individual artistic potential of natural talent.

**Unison in Art And Creativity**

The ability to design and transform ideas into tangible products or services is what makes an artist both creative and artistic. Artistic creativity is potentially concerned with the and talents. When embarking on the creative production of fine works of art, the process becomes more about evoking and stimulating an emotional response. On the other hand, creativity is more about the spontaneous generation of disruptive ideas meant for a specific kind of audience(Tamboli, 2022). This implies that they produce the potential of looping together various elements to find a solution to a particular problem. Notably, creativity captures information and then transmits it purposefully to an intended audience. The creativity in a piece of artwork normally focuses on both inward and outward impact on the intended audience(Youn,2018). This suggests that both aspects are of self-reflection of an artist and second-party individual, thus supporting the fact that creativity is necessary for artistry to achieve its intended purpose since it is more about the implementation of the creation of a new piece of art that can achieve some value to the intended audience. The ultimate byproduct of creativity alongside art is evident in the physical forms of design that are showcased vividly invariations of product, service, or industry. Creativity and art are more about a fundamentally new and tangible shift from the standard practices enabling an effective generation of cutting-edge ideas. Therefore, it is about taking the lead and executing ideas into reality with the implication that creativity is subjective to art because the result is manifested in both imaginative and productive processes.

**Creativity and Art in Communication**

According to Jenkins(2021),both art and creativity are essential for individuals to develop and master their ideas. This guarantees to learn various communication methods for effective expression through words, and an understanding of the complexity of human emotion possible. Moreover, the integration of creativity and art within the early stages of artistry forms an essential tool that aids in the fundamentals of skilful language since it offers a chance for motion communication. Creativity cuts across several aspects of art by offering multiple options for expression. Art and creative activities a in better control of emotions and improve one's overall attitude while offering the power of viewing others intellectually. In this case, creativity within art serves as a usual and effective means of providing the ultimate perspective for the customary physical and emotional forms of comprehension and expression(Jenkins,2021).Because of the bond between art and creativity, it is possible to learn thoughtful and emotional forms of expression which, artists widely exploit to communicate more effectively while encouraging and experiencing positive social features. More specifically, the combination of artistic creativity activities such as music, performance visual arts and written expression helps in achieving effective communication for better comprehension (King, 2022). Accordingly, art and creativity jointly offer artists the opportunity to experience and create art for self-realization extensively while cultivating stronger interpersonal skills. Communication through art and creativity fills and validates the cultural loopholes within the social framework. Both art and creativity complete the personal human experience, whereby an artist has the liberty of communicating their thoughts, ideas and emotions.With art and creativity combined artists develop an essential level of open-mindedness and connectivity both socially and mentally.Through art and creativity, knowledge can be transmitted between individuals seamlessly. For that reason, art bridges the gap between communities, (Inomjonovna,2022) creates empathy in situations where there's a communication barrier and keeps in mind at the end of the day, we are all human beings with similar experiences, no matter what community we belong to or language we speak.

**Cognitive Impact of Art and Creativity**

Research suggests that the correlation between and creativity positively impacts the progression and development of an artist's cognitive reasoning(Youn, 2018).This implies that they are responsible for intellectual stimulation and heightened mental functionality. Alternative findings indicate that arts-related experiences, form an integral part which contributes strongly to the positive reconditioning of the brain and the achievement of higher-functioning brainpower.Both art and creativity support utilizing skills to increase learning potential as it either directly or indirectly uses all of the intelligence available: linguistic, spatial, kinesthetic, intrapersonal, interpersonal, visual, musical, and naturalistic (Youn, 2018). It is important to note that art and creativity promote solid mental reasoning ethics and skills vital for learning.(Essay Aon Art and Creativity, 2022). Significant research shows that the integration of creativity and art in learning is paramount or strong development of the neural links in the brain (Kells, 2008) and some of the specific major benefits of young exposure to music include spatial-temporal reasoning, counting by rote (memorization technique that utilizes repetition) and the ability to recognize and determine patterns (Inomjonovna,2022). Several concepts existing in art and creativity have been adopted by both creatives and artists that promote the ability to understand and process mathematical structures efficiently in the brain (Youn, 2018). This is an indicator that creativity and art surpass the typical approach to learning and is the most effective method for recap to promote solutions to problems due to enhanced comprehension (Inomjonovna, 2022). Artistically, creatives pursuing consistent training were noted to gain from transitions in the mental framework for more efficient and swift transfer of motor sensory cognition. Similarly, artists who are passionately motivated to practice a specific art form of their choosing benefitted from the ability to focus more effectively and the efficiency of their attention network in its entirety regardless of their area of study (Mariale Hardiman, 2009). Brain function and development are significantly and positively enhanced by exposure to the arts because of the impact on brainwave patterns, emotions, and the nervous system which can increase serotonin levels.

**Conclusion**

 Creativity within art is a constant generation and implementation of artistic projects. The human brain produces creative perspectives to achieve a series of ato and connectivity across a range of innovative efforts and expertise. In communication creativity and art propels diverse imagination and invention. Eventually, creativity and art during communication are influential cooperations of substantial mental structures, that participate during prolific apprehension and aesthetic achievement.

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