

РОЗДІЛ III  
ТЕХНОЛОГІЇ ТА МЕТОДИКИ МИСТЕЦЬКОЇ  
ОСВІТИ

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**ART PHOTOGRAPHY IN THE DEVELOPMENT  
OF CREATIVITY OF PERSONALITY**

***Annotation.** In the article is presented essence conception of «creatively of personality»; is considered the process of the development of creativity of personality with the help of as one of the variety visual arts – art photography, specifies its main functions and forms; represents ways of realization creative and creative-activation abilities of art photography in present-day pedagogical practice.*

***Keywords:** creatively of personality, of the variety visual arts, art photography, pedagogical practice.*

***Introduction.** Now the phenomenon of creativity acquires the paramount importance for researchers of different scientific fields due to need of modern society in the integrated, creative personality, who possessed latest methodology and technology of life, are able to self-actualization, creative and professional development.*

*So one of the urgent and important pedagogical issues regarding the development of a man who learns, who brings up, forms, is forming the creative personality (according to A. Maslow) «who is able to manage the future, because ...such a person can confidently face the novelty» [4, 41].*

***Theoretical basis and investigation methods.***

A synthesis of research works about mentioned problems (I. Averina, H. Eysenck, M. Berdyaev, W. Bibler, A. Binet, B. Bloom, A. Brushlynskyy, G. Bush, T. Buzan, I. Vagin, E. De Bono, J. Dewey, K. Duncker, R. Ennis, E. Ilyenkov, V. Kaloshyn, F. Kliks, V. Lounfeld, D. Makinol, M. Mihalko, V. Molyako, A. Osborne, V. Pushkin, I. Selye, A. Savenkov, V. Semychenko, D. Scott, R. Sperry, G. Wallace, M. Holodna) allows consideration of different approaches to determine the patterns and mechanisms of the creative person: the specifics of the creative process, creative thinking, talents, creation, creative activity and creativity.

Recently, scientists from different scientific fields indicated that an important factor for the development of artistic creativity is the personality (V. Vishnakova, J. Guilford, S. Gippius, V. Druzhinin, L. Yermolayeva-Tomina, D. Kovalev, R. Cattell, I. Levin, P. Lem, N. Leites, N. Rozhdestvenska, K. Rogers, A. Roy, A. Tolshyn, E. Torrence, V. Shubynskyy).

Some scholars (J. Alyoshina, L. Hoffman, M. Zahyka, and M. Kroz) interpret the notion of «creativity» as «the pursuit of creativity».

Others, such as – A. Gretsov believe that creativity include: «intellectual preconditions of creativity, which allows you to create something new, still unknown ...and accumulate the knowledge and skills needed to create a new, personal qualities that enable productive work in situations of uncertainty, beyond ambiguity, to be spontaneous; «Meta creativity – life position of a person, who refuse the standards, stereotypes in statements and actions, the desire to perceive and create something new, change himself and change the world around him, the high value of freedom, activity and development» [1, 15].

Of special interest are the parameters of creativity defined by J. Guilford, who highlights among other: originality, as the ability to produce long-term association; shaped adaptive flexibility as need to change incentives so that they take up new opportunities for use; semantic spontaneous flexibility, as the ability to produce different ideas in unusual situations.

N. Rozhdestvenska and A. Tolshyn emphasize that creative individual "perceive reality vividly, emotionally and yet broadly with discovering in it the basic, essential" [5, 33].

In this connection one should pay attention also allegations of A. Roy on creative thinking and creative activities [6]. Specifically, the researcher believes, that creative thinking is a combination of personal qualities of the human, by which he perceives the world around and actualize a variety of innovative features. The scientist distinguishes its basic types such as: intuitive, innovative, imaginative, and inspirational.

At the same time A. Roy stresses the importance of motivation, which should be consistent with creative thinking, when "the person itself defines a motive necessary for activity. With regard to creative activity scientist noted that "activity can be considered creative when it includes new or unique approaches [6, 27].

***Presenting the main material.*** Summarizing the views of many researchers on issues of creativity we can argue that in some respects they have reached common conclusions on the basic parameters that characterize the creative personality: detailed general and aesthetic education; availability of creative potential, the need for creative himself by various methods, the active perception of art and life events; developed emotional sensibility; productivity, flexibility, originality, developing of creative thinking, - thinking of the original features of instant and

logical reasoning and intuitive penetration into the essence of a phenomenon.

Being based on the analysis and synthesis of many scholarly sources, we can conclude that modern scientists as a creative person actually treat such person, who a result of external factors has become necessary in the process of actualization of creative potential creative quality that help achieve good results in one or more kinds of life.

According to our belief in the creative person should be understood the one, who has internal conditions that provide motivation for creative activity, research, behavior, self-actualization [3]. That is, a person can be called creative if he is able to update the creative potential in different kinds of life on his or her own initiative and conscious choice of appropriate means.

In the context of this paper an artistic photograph, should be considered as an important and effective means of creative personality.

In modern conditions of human evolution photograph, as a kind of «technically» activity becomes increasingly signs of psychological and adjustment, cognitive, educational, developing and creative. In particular, modern scientists (M. Bourno, O. Kopytin, J. Cook, J. Ley, S. Skeyfi, D. Waller, S. Hogan) view a photo as an important form of socialization, creative expression, self-knowledge and self-identity.

Therefore, it becomes obvious relevance of activating the creative potential of photography, especially photography, which is called art.

It is artistic photography, which is largely associated with the creation of not only visual but also of artistic images, contemporary art belongs to the so-called «visual» art forms, which on the one hand, constitute a channel receiving more than 90% of information about the world

and on the other, is an effective way of sensual and emotional areas of a person.

Art photography affects a human, improving his personality and satisfies in this kind of visual art a wide range of his important needs, supports, emotional stability. Art photography includes excellent non-verbal and verbal means of expression of attitude to things and phenomena in the form of characters, associative mapping, artistic images.

In addition, involvement in art photography not only increases the range of visual experiences and creative possibilities of the personality, but also complicates the structure of visual quality and aesthetic perception and imagination, giving some opportunities for personal reflection and experience in relation to some object, subject or phenomena of life. This, in turn, allows each to be not passive consumers of visual impressions, but also be someone who can adequately perceive and evaluate figurative art and the essence of the world, easily implement their ideas, feelings and associations in independent creative work.

Today, the modern theory of art education and aesthetic education increasingly realized the idea of "emotional balance of art and in teaching practice – implemented by the so-called «art therapy» or «therapy through art», where different types and forms of visual art, and particularly artistic photos as an important reference point for certain values, knowledge and ideas, are used as a function of emotional balance in the psyche.

The founder of the «art therapy» movement is the British artist Adrian Hill, who in 1938 offered to use means of fine art for recovery of sick people [2, 23]. The specifics of «art therapy», which was carried by A. Hill and his followers, was to use art materials in combination with various forms of creative expression. Positive results of these activities have given a dynamic impulse to the

extension of «art therapy» in the twentieth century, worldwide among healthy people.

A. Maslow rightly stressed: «...we can get very important lessons from the experience of therapy, a creative approach to education, learning the art» [4, 82].

To confirm the conclusion of A. Maslow it seems appropriate to mention a unique example of art photography as a tool of «art therapy» for blind people. Contemporary scholar from Bolivia C. Lombardi invented and applied a creative approach to artistic photography classes at all blind people. He used it not only for the process of pointing to the object and subject. Quite extraordinary by touching, movements, sounds, aromas and orientation in space – through pure emotions and feelings, the researcher taught all ages people to «see without sight» and they created a highly photos that fascinated the public sighted.

In «art therapy» along with traditional art techniques, materials and visual forms that previously used in painting, graphics, sculpture, decorative art artists and ordinary people (amateurs) have been successfully assimilated, such as: assemblage, installation, happening, performance, etc. In addition, contemporary art has successfully assimilated other artistic means of expression: film (video), television, computer graphics, artistic photography, which conceived of as an effective means for investigation of the subconscious.

Using art photography in this process was almost the most effective, so as this type of visual art, thanks to its versatility, develops emotional and sensitive spheres of human, deepens its knowledge, intensifies the visual and sensory experience, forms the overall aesthetic and culture that is answers the main task of creative personality.

Obviously, that it is especially relevant in the present context to provide each person, above all, young, highly

developed sense of selfless adoration beauty. It is artistic photography that allows aesthetic perception of beauty of the native land, of relationships, many aesthetic objects that surround everybody from childhood, and therefore has a crucial impact on creativity and personal development of person's aesthetic feelings, ideals, tastes, needs assessments.

Art photography as «technically» kind of visual art on the one hand, to some extent limits the spontaneity and creative freedom. But on the other – provides additional opportunities for creative expression through copying photographs, varying their size, color selection, using special effects, and rapid development in digital photography – transformation or adjustment of the visual image. That «technicalness» adds to art photography greater awareness of action in this creative process.

Art photography is also interesting as opportunity to «play» with reality and its visible reflections creatively combine various elements of real life with imaginary, often surreal. According to researcher of «art therapy» A. Kopytin [2], a combination of reality and fantasy artistic photos makes a snapshot the so-called «Transit target» – a form of subject-effective development of the world and persons own internal reality of the individual. But art photography exercises in this way give people the feeling of freedom, joy and pleasure.

Considering the social value of art photography, it is necessary to emphasize its ritualism that provides the process of socialization and cultural identification. In addition, the presence of the phenomenon of photography enables self-presentation possibility when the person using the images can imagine himself in a certain image (real or imagined), sometimes even playing a «role». Those are photography and art as a form of nonverbal activities – a

visual image of the person and as a note – comment on photos show the audience.

Among the various forms of the most famous photography are: documentary, information, reproductive, visual and scientific, medical, advertising, art.

However, it is art photography that differs from other art forms not only for its vividness and aesthetics, but for functional features.

Of course there are other features that equip the art of art photography, but even color allows us to understand how important the art for personal development is.

In relation to forms used in artistic photography number of them largely depends on the creative artist of development (or amateur photographers) and even a «weapon» as equipment.

Most objects for the first attempts at shooting are people (friends, relatives, and strangers) and landscapes (rural, urban, exotic). And only with the acquisition of experience, primarily aesthetic, the range of facilities increases and a quality of photographs and imagery becomes more perfect. Researchers of the «art therapy» help in this by development of appropriate training and guidelines that can be successfully used in practice both of professionals and ordinary supporters and admirers of art photography.

**Conclusions.** Summarizing mentioned above it seems possible to confirm that today art photography integrates itself in various types of creative activity and it can effectively assist in the development of personality and play a significant role in the life of every person.



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**Коновець С. В. Художня фотографія у розвитку креативності особистості.**

*Анотація.* У статті презентується сутність поняття «креативна особистість»; обґрунтовується процес розвитку креативності особистості за допомогою одного з результативних різновидів візуального мистецтва – художньої фотографії, особливостей їх форм і методів; представляються шляхи реалізації креативної та творчо-активізуючої спрямованості художньої фотографії у педагогічній практиці.

**Ключові слова:** креативна особистість, різновиди візуального мистецтва, художня фотографія, педагогічна практика.

**Коновець С. В. Художественная фотография в развитии креативности личности.**

*Аннотация.* В статье презентуется сущность понятия «креативная личность»; обосновывается процесс развития креативности личности средствами одного из результативных видов визуального искусства – художественной фотографии, особенностей её форм и методов; представляются пути реализации креативной и творчески-активизирующей направленности художественной фотографии в педагогической практике.

**Ключевые слова:** креативная личность, разновидности визуального искусства, художественная фотография, педагогическая практика.