

## Benefiting from knowledge economy in visual arts in the Kingdom of Saudi Arabia

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### **Abstract:**

The current study seeks to identify the mechanisms of organizing knowledge, within the fields of visual arts, and to know the ways and methods of directing the diversity of knowledge in terms of technology and aesthetic perception, and experiences, and the formulation of arts within society, and activating its basic function, and employing the concept of knowledge economy to train cadres with a cultural and cognitive value and Formative, identifying the obstacles facing productive families' projects in the era of the knowledge economy from the point of view of productive families and those in charge of their programmers, and proposing a strategy based on the knowledge economy in the field of visual arts, which human development institutions can invest to support families. And the preparation of integrated competencies that correspond to the nature of associations with community services for the purpose of acquiring new knowledge. It contributes to laying the foundations of knowledge, which supports their creative and knowledge production, to be able to plan properly for development, and to know future plans to go to the knowledge economy in the Kingdom of Saudi Arabia. Benefiting from the institutions of social and human development, developing their capabilities in acquiring knowledge in order to achieve the aspirations of productive families and directing them, and preparing the human resources needed for development on sound foundations, in line with global trends and developments. **Research problem:** The problem of the study is summarized in the need to move towards finding mechanisms by which to benefit from the knowledge economy in the fields of visual arts in the Kingdom of Saudi Arabia. The problem of the study is determined in the following question: What is the possibility of benefiting from the knowledge economy, in the visual arts in the Kingdom of Saudi Arabia?. **Objective:** research aims to identify and benefit from the mechanisms of organizing knowledge within the fields of visual arts. And to identify ways that contribute to directing the diversity of knowledge in terms of technology, perception and aesthetics, and the formulation and activation of visual arts within the community. Because of the importance of the study in laying the foundations of a contemporary strategy to organize the knowledge related to its orientation by the employees of universities and institutions. It contributes to improving performance, increasing productivity, reducing the cost of production, and improving its quality by using advanced technical means and methods required by the knowledge economy. And activating the role of visual arts to contribute to meeting A call to go towards the knowledge economy, to search for means and strategies based on scientific theoretical foundations in accordance with social and cognitive aspirations. **Hypothesis :** What are the methods and methods for directing the diversity of knowledge in terms of technology, perception, and aesthetics, and investing it in the fields of visual arts, to build a new strategy and mechanisms directed towards the knowledge economy in the Kingdom of Saudi Arabia? What is the possibility of working on the knowledge economy and benefiting from it in the field of visual arts.? What are the obstacles facing the projects of productive families in the fields of visual arts in the era of the knowledge economy? The study follows the descriptive approach and analysis. The objective limits are to benefit from the knowledge economy in the visual arts in the Kingdom of Saudi Arabia. Human limits: Twenty families belonging to the Ministry of Labor, and twenty members of the teaching staff at Princess Norah University. The study is limited to three of the visual arts fields taught at Princess Norah University (sculpture, printing, plastic photography) and the productive families programs set up by the Ministry of Labor in Riyadh. It was also limited to 20 productive families belonging to the Ministry of Labor in Riyadh. And members of Princess Norah bent Abdurrahman University. And relying on the questionnaire and open interviews with the study sample. **Results,** the most important of which is the contribution of the fields of visual arts to the dissemination of knowledge in a creative way, and it is consistent with the scientific and cognitive progress achieved in the knowledge economy in the Kingdom of Saudi Arabia. The development of mechanisms and organization of knowledge in the fields of visual arts through renewable teaching methods and strategies that stimulate creativity and access to experiences, using self-education systems, and educational technology helps to acquire knowledge and provide opportunities to organize and apply it to achieve the goals of the knowledge economy in the Kingdom of Saudi Arabia. The association of the visual arts fields with the knowledge economy gives them social and economic status and is a solution to many problems between the relationship between art and society and activating its primary role to serve it to achieve permanent investment. The most important obstacles facing productive families' projects in the fields of visual arts in the knowledge economy are the lack of opportunities for productive families to attend conferences and seminars related to marketing their products, the absence of the media's role in their projects, the lack of a stimulating environment for productive families and training in universities to develop their projects in the field of visual arts. The knowledge economy in the fields of arts is an opportunity to obtain knowledge for families who did not obtain it sufficiently through professional institutions and the organization of knowledge and expertise to increase the effectiveness of resources and achieve sustainable development.

### **Keywords :**

knowledge economy, visual arts..

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