
Art Integrated Learning: Cultivating Four Cs of 21st Century Learning Skills under the National Educational Policy (NEP) 2020

Introduction:

In the era of science and technology, schools are tasked with creating flexible curricula to help students develop 21st-century abilities, given the evolution of talents considered essential in the modern period. The Kennedy Centre states that Integration of Art is an interactive pedagogical method where learners gain their understanding through various art forms to demonstrate their knowledge creatively. The integration of the arts may help students develop these 21st-century skills; it encourages and motivates students to be active learners, whereas traditional academic disciplines are typically studied through dictated teaching and learning methods.

Arts integration is a method for bridging the gap between acquiring knowledge and ideas from the visual and performing arts and other subject areas using various classroom interaction strategies. (as cited in Drakos, L., Reeder, L., Ricciardi, L., Zacharia, J., & Harnett, S., 2021) Art integration produces a degree of deep connection and understanding that strengthens the creative processes involved in creating art through creative inquiry. The Integration of different art forms cultivates multidisciplinary learning that captivates real-time learning experiences and supports students for experiential learning. In addition to offering a variety of learning opportunities, this practice encourages imagination, creativity, and individual interpretation of concepts and subjects. Art Integrated Learning fosters a deep connection through creative inquiry that supports the processes involved in creating art. Using the arts in the core curricula is very beneficial for helping students develop their ability to connect with others, the outside world, and themselves. Thus, there is an urgent need to shift from traditional methodology to the integration of art to fulfil the needs of the 21st Century.

Conceptual Background of Art-Integrated Learning

The Preamble of the 'Seoul Agenda (2010)' highlights the importance of arts integration that "...arts education has an important role to play in the constructive transformation of educational systems that are struggling to meet the needs of learners in a rapidly changing world, characterized by remarkable advances in technology on the one hand, and intractable social and cultural injustices on the other."

Art Integration is an initiative of the National Council of Educational Research and Training (NCERT) states that "education through the arts, involves using various art forms fosters hands on learning and to promote variety of learning experiences across disciplines. The New Education Policy (NEP) 2020 defines that "Art integration is an interdisciplinary pedagogical approach that employs different forms of art to develop conceptual and deeper understanding. As a part of experiential

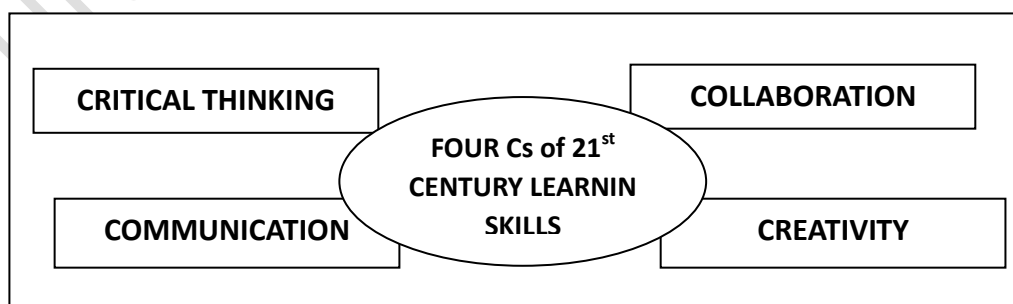
learning, this pedagogical approach emphasizes integrating art forms in core curricula to promote a joyful & experiential learning environment. This strategy helps in nurturing cultural values and ethos through varied forms of art across all subjects and at every level of education. Art Integration plays a vital role in fostering the knowledge, skills, abilities, and attitudes for the development of the four Cs (Critical Thinking, Creativity, Collaboration, Communication) of the 21st Century Learning Skills.

Role of Integrating Arts in Developing 21st Century Learning Skills

Art Integrated Learning is based on the constructivist pedagogical approach in which students enhance their learning through various art forms, including performing and visual arts. The National Education Policy 2020 states that there is a need to reform the curriculum and pedagogy; it should be based on real-life experiences rather than rote learning at all stages. The role of education should not just be emphasized on a cognitive level, but should be an inclusion of all three domains, which helps in holistic development among students. (p.12). Integrating different art forms in teaching and learning creates active learners and a joyful environment, and helps develop 21st-century skills among learners. Khan. N (2024). The framework Partnership for 21st Century Skills (P212007a, 2011) recognizes that the 21st Century Learning Skills include the FOUR Cs, such as Communication, Collaboration, Critical Thinking, and Creativity.

Figure 1.0

The 21st Century Learning Skills



Note: This figure represents the core skills of 21st-century learning.

Art Integration is an approach for bridging the gap between acquiring knowledge and abilities in the arts and other subject areas by using various classroom interaction strategies. During the art-integrated sessions, the learners will learn the concepts through different art forms such as painting, theatre, poetry, drama, and literary activities. Etc Art Integrated Learning emphasized hands-on learning experiences that help in fulfilling the needs of the 21st Century. In the handbook of NCERT, the role of education was not just for cognitive development but for the holistic development of the learners. Art-integrated approach of learning is directly part of the four Cs of 21st Century Learning Skills.

Example Of a Lesson Plan Based on Art-Integrated Learning

Subject: BUSINESS STUDIES

Class: XI

Topic: - CONCEPT OF ADVERTISING

Art form Integration: - Role play and Infographics

Life skills Developed: - Creativity, Creative thinking, Critical thinking & Communication.

Expected Learning Outcome:

- The students will be able to understand the concept of advertisement, and they will apply all the processes of advertising products or services in their real-life settings.

Materials required: - Blackboard, A4-size sheets, paper slips, and general classroom equipment.

Introductory questions: -

Q. What is the main purpose of a businessman?	Ans. To earn profit, to satisfy the needs of the customers.
Q. How does a businessman maintain contact with existing customers?	Ans. By giving new products and services from time to time at a reasonable price.
Q. How does a businessman introduce a new product in the market?	Ans. A businessman introduces a new product by showing Ads to their respective customers.
Q. What is the medium through which producer show their ads to the customers?	PROBLEMATIC QUESTION.

Statement of Aim: - So today we will study how to create our advertisement and the types of advertisement.

Warming Up/ Set Induction: -

Firstly, the pupil teacher will randomly divide the students and form the groups. Each group has time to prepare their role and Ad. The teacher will randomly select the students (4 students) who will perform their advertisement in front of the whole class. And questions will be asked after their performance to evaluate the students. At last teacher will explain and summarise the concept clearly and effectively.

Presentation & Explanation of Content: -

Let's Conduct an Activity:

Students, suppose you are the advertiser, and you must advertise ice cream in the market. So, your theme is rainbow. You have 10 minutes to create your advertisement. Four -five students in a group will create and present the advertisement. For this, you have some hints to create an advertisement.

Figure 1.1



So, you all must prepare an advertisement to promote your product, ice cream, in the market.

QUESTIONING SESSION

- Q1. What is the name of your ice cream?
Q2. What is the storyline of your Ad?
Q3. What is the tagline of your ice cream Ad?
Q4. What are the jingles of your Ad?

After completing the task given by the teacher, one by one, students will play their roles and demonstrate their way of advertising the product. In this way, students will gain an understanding of the concept of advertising as a channel of distribution. She will ask some questions as per the task completed by the students, and the students will answer accordingly. Advertising is the most commonly used tool of promotion. Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. It is a form of communicating with consumers impersonally. It is a marketing communication that helps to promote the products or services openly in the market. It helps to inform customers about the availability of different products.

Role of Advertisement

- Mass Reach
- Expressiveness
- Enhancing customer satisfaction
- Helps in the introduction of new products
- Growth of the economy
- Helps in educating customers

Summing Up

- Advertising is an appropriate way of communication to inform customers about different types of products or services.
- It provides information to consumers about the availability of different brands related to products and services.
- It is a form of paid communication as the advertiser must pay for taking space, time, and other resources that are used in the advertisement

Impact of Art-Integrated Learning on Learners

Art Integration is a pedagogical approach that incorporates different art forms such as performing arts (Dance, Music, Role Play, Drama, Puppetry, etc.) and visual arts (Infographics, Graphic Organizer, Charts, Painting, etc). Many researchers have concluded that Art Integrated Learning promotes effective learning as compared to traditional methodology. Art Integration promotes language skills among learners. (Greenfader and Brouillette as cited in Sparx (2013) Art Integration develops Multiple Intelligences among Learners. Pathak,H (2024). By incorporating Art Integration, it is beneficial for learners in many ways, such as a deeper understanding, a conducive learning environment, joyful learning, and improvement in academic performance, etc.

Conclusion

Art Integrated Learning is a pedagogical approach initiated by the National Education Policy (NEP) 2020. It is a method of learning through and within the different art forms. This approach of learning promotes experiential learning and creates a positive learning environment in the classrooms. It unlocks the door of Creativity, Collaboration, Communication, and Critical Thinking Skills among learners and helps to cultivate 21st Century Learners.

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