

Drawing to Inform: Leveraging on the Power of Art to Promote Science Education among Non-Academic Audiences

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Editorial

Science is a part of everyone's everyday life. In the 21st Century, the world amasses ground-breaking innovations and discoveries in the spheres of science and technology, every single day and yet much of the world stays uninformed, unabated. The world of science and research struggles to find effective delivery of vital information to non-scientific audiences which makes up the vast majority. Communicating important scientific facts that will drive mass action requires the use of a universal language that knows no age, gender, language or race: Art. Scientific findings often only find relevance in the camaraderie of scientists or academicians alike. The struggle continues in bringing vital data to non-academic audiences all over the world, especially in the African context. Breaking down important facts and disseminating information requires creativity, whether it be in physics, geology, agriculture or astrology, art holds the power to deliver data through effective visualisation of key scientific principles.

With the escalating drive towards technology and social media, scientists can harness the power of communicating difficult and often obscure topics into tangible and easy to understand concepts. The rise in use of sites such as YouTube in the recent past for educational purposes further drives the discussion on how to draw different audiences into the world of science through creativity and various art forms such as animations, performance art as well as detailed illustrations. Key players in the world of scientific illustration such as the famous Joy Adamson, who illustrated over seven hundred works of varying flora and fauna in Kenya and East Africa amassed a compendium of vital data on the biodiversity of Eastern Africa. With her and many others, diverse art forms can bridge a gap in the rapidly evolving world today. An educated world is an empowered world and education can only be as useful as how well it is synthesized to its audience.

In the words of Friedrich von Schlegel I conclude, "Every art should become science, and every science should become art".