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KRAFTOGRAM: A PLATFORM TO PROMOTE ART, CRAFT, TALENT, AND CREATIVITY

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Abstract **:** Social media is used by millions of people on a daily basis to share various kinds of information. Similarly, our web application can help people share their ideas and thoughts in the form of Art and Craft. The platform can be used by organizations/individuals to hold contests among themselves or it can be solely used by individuals to showcase their talent. The platform is powered by React JS for the front end and Nodes JS, Express JS, and MongoDB for the backend. These technologies are widely used for these kinds of projects as it offers high performance and is well-suited for building large and complex web applications.

Such a platform, powered by the above mentioned technologies, can become a great medium for those talented creators who want to share their talent with others, also the platform can be a great medium for spreading cultural and innovative knowledge from one individual/organization/society to another. The platform can also be helpful for other things such as an individual's self-exploration, creativity, skill development, and moral boost as well as it may benefit in promoting cultural heritage and innovation, etc. In conclusion, with the help of such a platform, individuals can discover their interests in various fields, and the platform can act as a medium for an organization to organize contests in an easier and more effective manner.

Keywords: Art Promotion, Craft Promotion, Talent Promotion, DIY, Social Media, Dedicated Platform.

1 INTRODUCTION

Nowadays social media platforms are known to everyone and nearly used by everyone. People use social media platforms for various purposes, they may use it as a medium to connect with their people, to share information, or to promote their business [5]. A huge portion of social media users use it to show their talent in the field of 'art and craft' over such platforms and also a huge number of audiences engage with such creators. Hence social media becomes a necessary tool for such talented creators to help them showcase their talent to the rest of the world.

In our web application, we introduced many efficient ways for these talented people to share their talent over the internet much more easily. Our platform involves interactive ways for audiences and other creators to connect with each other. The platform is solely dedicated to 'art and craft' which other social media platforms fail to achieve.We aim to provide a platform (web application) to those who want to present their talent in front of others. Also, the platform can be used as a medium for organizations that desire to organize some art/craft contests among individuals/groups. It can be helpful for promoting creativity and cultural heritage, supporting small businesses and entrepreneurship, collaborations, etc.

2 BACKGROUND AND MOTIVATION

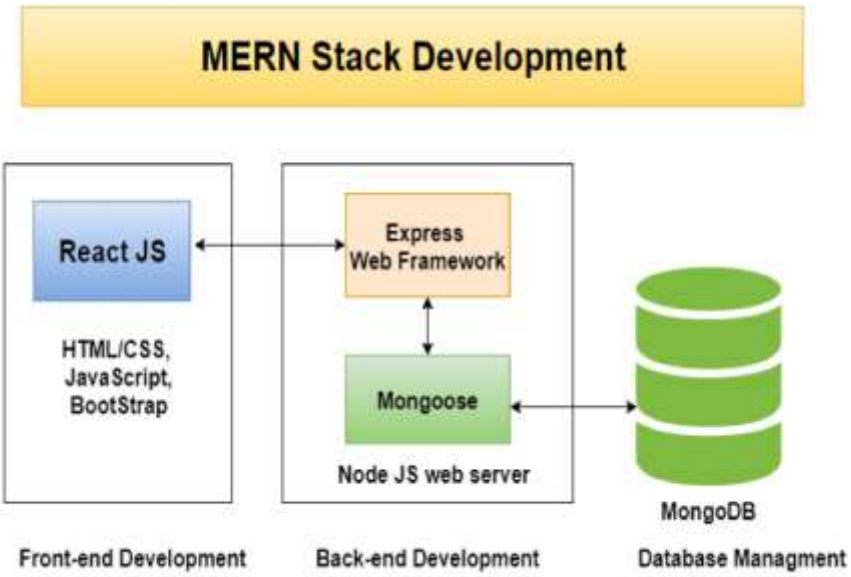
We observed that existing different social media platforms have different ways to share information in different forms but among those platforms, we couldn't find any such platform that supports the 'art and craft' community solely. These existing platforms lack the motivation to encourage such individuals/communities. Also, we have found some scope, advantages, and disadvantages based on the analysis of previous papers that relate to our project in some manner. Hence with the help of our platform, we encourage talented individuals to showcase their talent among others that seek motivation to improve, also we try to give such creators a competitive environment that can help them learn, improve and grow individually along with a chance to get recognized by others. Moreover, art and craft have always played an important role in human society, and their significance has only increased over time. Art and craft allow individuals to express their creativity and imagination. They provide a means of expressing ideas, emotions, and feelings that cannot be put into words. Engaging in art and craft activities can have a positive impact on mental health. Studies have shown that art and craft can reduce stress, anxiety, and depression, and can even help individuals recover from trauma or illness. Art and craft are important parts of many cultures and traditions around the world. They reflect the history and identity of a community

and can be used to preserve cultural heritage for future generations. Art and craft also provide a means of connecting with and appreciating different cultures. Hence considering these facts it is appropriate to have a platform where these kinds of things can be shared and become accessible for others to engage and learn.

3 PROPOSED SYSTEM

A web application will be developed and provided as a platform for Art and Craft for supporting the talent of such creators. In this project, we are going to develop a Full Stack web app that can be used to post 'art and craft' in the form of videos/images. It can be also used as a competitive platform where contests can be organized for a group of interested participants belonging to some organization or multiple organizations. This app will make use of various credit/score/count systems to display the reach and the quality of the creator's content/information and ranking should be announced in accordance with those credits.

The web application is powered by React JS for the front end along with Chakra UI for styling and UI component library and Recoil for state management. The backend for the web application is developed using ExpressJS, MongoDB, and Node JS [4][5].



Feasibility Therapy: According to our feasibility study we have determined that technologies such as React, and NodeJS are the best option to develop such a web app so the user will have the freedom to use it on any device having support for web browsers [1]. React is among the fastest-growing technologies [4]. It helps in creating dynamic web applications and also the management of code is a lot easier with ReactJS with the help of reusable components [3][4][6]. Along with react, NodeJS is a robust technology[6] that improves efficiency, fast processing of web tasks, scalable[2][4] for microservices, etc. which will result in the overall performance of the platform.

React is a better option as it is an open-source Javascript library [4][6]. It is flexible and follows a component-based development approach hence management of code becomes a lot easier [1][4][6]. Also, it has broad community support. React JS, Node JS, and Express JS are all mature and widely used technologies, with a large community of developers and support resources available [1]. They are well-suited for building complex web applications with high levels of interactivity, scalability, and performance. Additionally, there are many open-source libraries and tools available for these technologies that can help speed up development.

React JS, Node JS, and Express JS are open-source technologies [4][6], which means that they are available for free and do not require licensing fees [4]. NodeJS for the backend is idle for this kind of project as it supports Language sharing across the stack i.e. with NodeJs, javascript is used in both the frontend as well as the backend which makes language consistency throughout the entire application. Also, it provides rapid development so its server may be set up quickly along with quick API setup. NPM (Node Package Manager) is one of the greatest advantages as it allows us to download and use code from other developers directly which can help us avoid writing code from scratch [2][4][5]. Also, node js encompasses the world's largest software library registry containing 1.3 million packages.

3 MAJOR MODULES

The section elaborates on the modules and functionalities to be used/provided in the proposed web application. Also, the mentioned flow chart and component diagram demonstrates the proposed flow and components of the web application.

3.1 Posts

The posts are the major part of the web application, it contains the video/image that a user shares. Posts can be of any type, an image or a video. The post can be created by a user or a user can view posts that are already made by other users. Users can

interact with a post by using the like feature below the post. The post will contain the name of the user, date and time of creation along with the image/video.

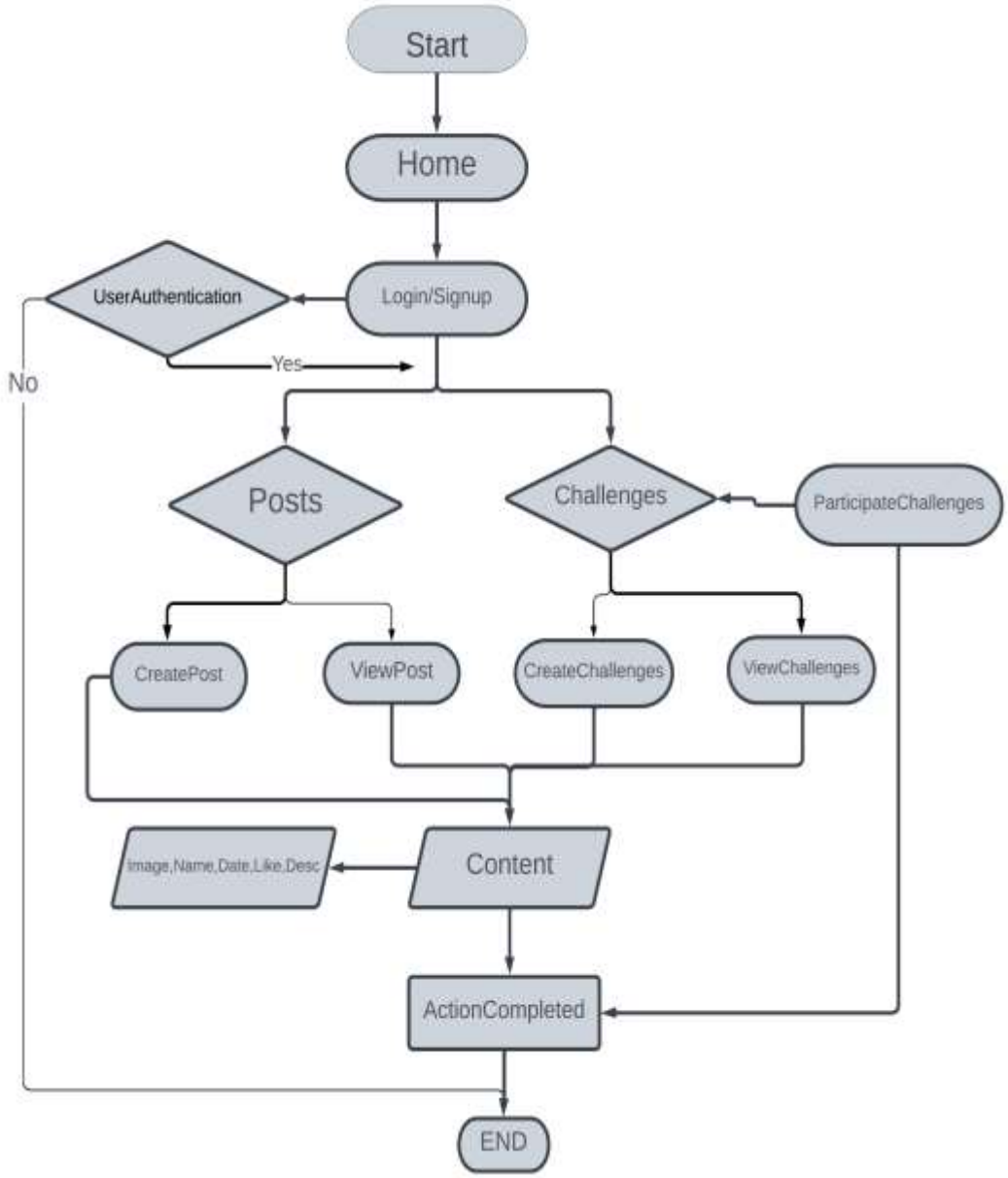
3.2 Challenges

The challenge feature of the web application can be used by the users to participate in ongoing challenges. The challenges will be open and available to all existing users. Users may create a challenge for others as well as use view/participate in already posted challenges by others. The challenge feature can also be helpful for organizations that desire to organize some contest among groups/individuals.

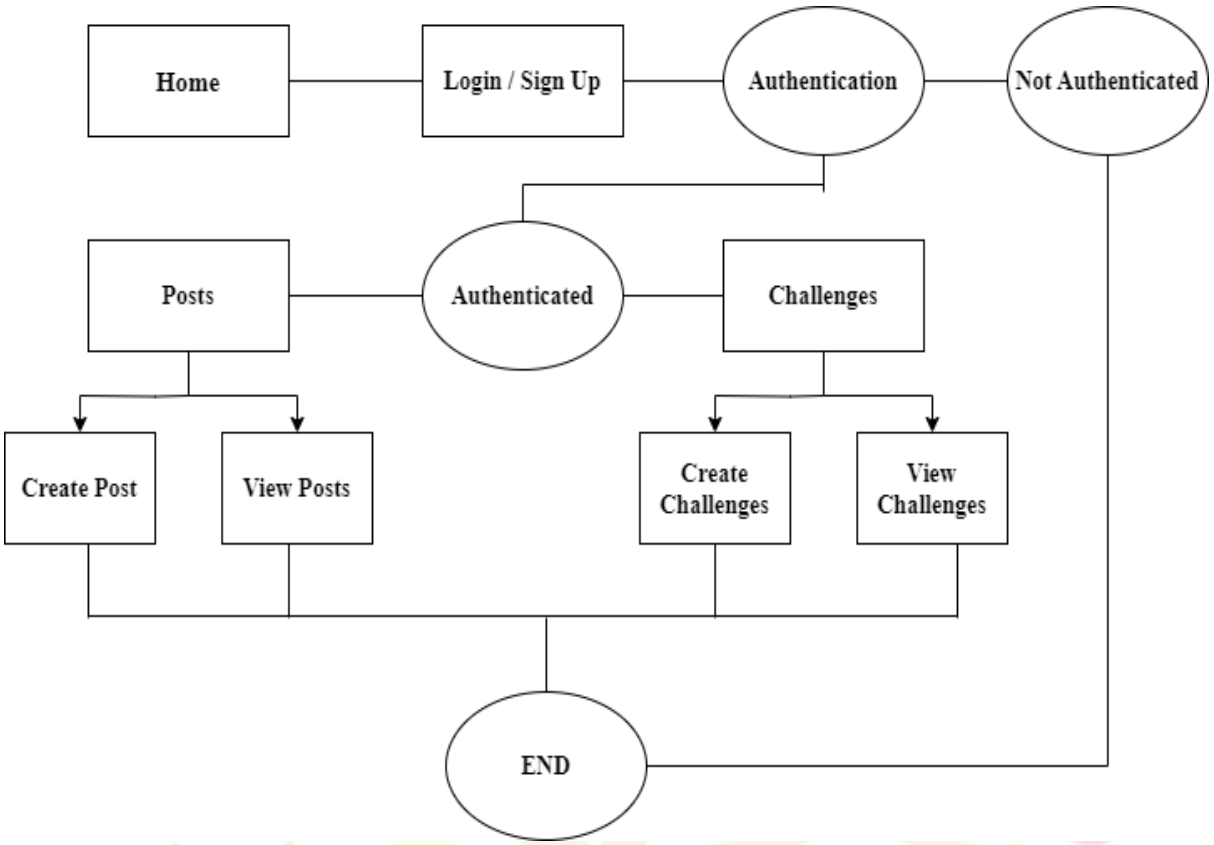
3.3 Likes

Just like other social media platforms, the features serve as a medium of interaction for users. Users can like a post and express their positive reaction to a post by clicking on the icon that represents a heart. This feature is a simple and quick way for users to show their support, appreciation, or agreement with a post.

Flow chart of the proposed system:



Component Diagram of the proposed system:



7 RESULTS AND DISCUSSION

It is crucial to take performance and efficiency into consideration while developing such media platforms in order to deliver proper functionality to its users and the web application behaves accordingly to its intentional features.

Frontend Performance: The frontend is made up of React and Chakra UI so it should load rapidly and react to user input quickly. We can evaluate the frontend speed of the application by considering factors such as page load time, interaction response time, update time, etc.

Backend Performance: NodeJS and ExpressJS are used for the backend along with MongoDB for data storage. The backend should be able to handle the processing of data produced by users and it should be fluent enough for processing the collected data smoothly. The backend should be capable of supporting the load of all the users engaging with the application at a time. The performance of the backend can be evaluated on the basis of measures such as response time, throughput, errors, etc.

Along with the already mentioned factors, the overall performance of the entire application can be significantly impacted by the database performance alone. Hence, it is essential to make sure that the database can smoothly handle the volume of data produced by the users interacting with the application. We can examine the performance of the database portion with the help of the built-in performance monitoring tool in MongoDB.

5 CONCLUSION

Nowadays social media has become a powerful medium of representation hence it can be helpful for talented individuals who seek a platform to showcase their talent to the rest of the world. Providing such a platform can help these talented individuals in achieving their goals. Our platform can act as a space for these individuals to learn, improve and grow. Organizations can use the platform to encourage individuals to compete with each other which will help them in self-exploration.
Building a web application with React JS, Node JS, and Express JS is technically feasible and offers many benefits, such as high interactivity, scalability [2], and performance [1]. The platform can be helpful in many ways. It may help in promoting creativity, and culture. It can help entrepreneurs and small businesses. It can act as a medium for artists and crafters to showcase their work. Moreover, small organizations can use the platform to organize contests among groups/individuals. Hence we strongly believe the existence of such a platform can have a greater impact on such individuals or organizations.

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