

# Visual Beauty of Color and Ceramic Art Design

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**Key words:** color; visual beauty; ceramic art; design

**Abstract:** This article starts with the analysis of the aesthetic expression and characteristics of ceramic color vision, including the application, uniqueness, decorative characteristics of ceramic color vision aesthetic feeling and the functionality of ceramic design and color vision matching. Then, it specifically elaborates the process of ceramic art design and color matching, including the visual impact of ceramic color and the technological expression of the visual aesthetic feeling of ceramic color. Finally, it analyzes the popular trend of ceramic visual aesthetic design in order to make relevant people understand the importance of color visual aesthetic in ceramic art design, apply color visual aesthetic into ceramic art design, and further enhance the aesthetic value of ceramic art. Ceramic color has a strong visual aesthetic feeling. Designers can transfer their own design ideas to appreciators through reasonable color selection and matching.

## 1. Introduction

One of the important elements in the design of ceramic art works is the color. The emotional transmission of ceramic art designers is reflected through strong color vision. At the same time, it is color that plays a connecting role between various artistic elements of ceramic works. The central theme of the ceramic art works through the visual sense of the color. As a visual language with strong impact, color is widely used in ceramic art, which can intuitively show the design concept of ceramic artists.

## 2. Aesthetic Expression and Characteristics of Ceramic Color Vision

### 2.1 The application of ceramic color vision beauty

Generally speaking, in the process of ceramic art design, designers will integrate different color difference effects produced by glaze colors and pigments of different ceramics, so as to make the final ceramic art works have bright color contrast and strong visual impact. Compared with other artistic designs, ceramic artistic designs are limited by the phase of colors and can be related to the comparison of ceramic areas with the same ceramic colors. The "relationship" at this time can be specifically divided into five situations. First, when the attributes such as area, color and size are the same, the shapes show different aggregation and dispersion states. The second is that the color with large area is stable and distinct in application, which can effectively enhance the visual experience brought by color illusion. Third, the larger the ceramic area, the stronger the visual impact effect will be. Fourth, the color of ceramics cannot be changed in a fixed way on both sides under normal circumstances, in other words, it is relatively static. Fifth, under the condition of the same area in the same area, the contrast of ceramic color has obvious difference.

### 2.2 The uniqueness of ceramic color vision beauty

On the visual level, the aesthetic feeling of ceramic color is unique, which is closely related to the technology of selecting ceramic raw materials and the uniqueness of raw materials. During the combustion of ceramic raw materials, the visual aesthetic feeling varies due to the adjustment of the firing temperature. The master of raw material technology principle and physical and thermal principle by the ceramic firing craftsman determines the color development of ceramic materials, which makes the color effect of the fired ceramic works different from the color of glaze. The temperature adjustment and firing time of the fired ceramic affect the color feeling of the ceramic after molding, which is also the embodiment of the unique visual aesthetic feeling of ceramic color.

### **2.3 The decorative characteristics of ceramic color vision beauty**

The decorative characteristics of ceramic color visual beauty are mainly reflected in three aspects. The first is the practical use of functional sanitary ceramics, etc.; Secondly, there are artistic works that can be used as interior decoration, such as ceramic vases, etc. Finally, ceramic works are also widely used in indoor and outdoor decoration, such as murals, sculpture and architectural decoration, etc. At present, ceramic art works are not only limited to the traditional form of visual impact on appreciators in color, ceramic art design has been able to strongly impact art appreciation.

### **2.4 The functionality of ceramic design and color visual matching**

People in different color environment, their emotions and their own psychological feelings will also be affected. For example, in a green environment, people can feel vibrant, the whole person becomes full of hope; in a blue environment, it will be more peaceful; in a red environment, people will become impulsive and excited. When designing ceramic works of art, designers will also pay attention to the influence of color on people's psychology and emotions, and show the emotions they want to convey through rich and vivid colors, which can make people more intuitively understand the design ideas conveyed by designers and arouse the emotional resonance of viewers. This will make viewers more interested in ceramic works of art. Different styles of ceramic art works can be designed through the application of dark and bright, fiery and calm color aesthetics in the design process of ceramic art works.

## **3. The technology of ceramic art design and color matching**

### **3.1 The visual impact of ceramic color**

One of the important components of handicraft industry in ancient China was ceramic design. Throughout ancient and modern times, one of the important design elements in all ceramic works of art is color. Designers need to select colors that not only conform to their actual concepts but also can produce strong visual impact effects in the design process of ceramic works of art. Color is the embodiment of the designer's aesthetics on the artistic level. At the same time, it is also an emotional sign, which can show the aesthetic feeling of the design works intuitively. At present, in the process of designing and making ceramic art products, most designers use colored drawings. The form of colored drawing enables designers to apply colors more flexibly in their design, and at the same time enriches the expression forms of ceramic colors.

### **3.2 The technological expression of the visual aesthetic feeling of ceramic color**

The inherent process of ceramic works of art and the product produced by the intersection of the fire used to fire the works are also the colors presented by the ceramic works. The difference in process will make the actual color development effect of the ceramic works greatly different, and the styles displayed are also different. In order to make ceramic works better presented and to reduce the differences in the use function and visual aesthetics of ceramic works, it is necessary to select the color glaze made of ceramic so that designers can accurately master the "color" of ceramic in the process of designing ceramic works. Only by selecting unique, beautiful and novel materials as raw materials in the design process of ceramic works of art can a wide variety of ceramic works of art with rich styles be produced. Designers should also be cautious in the selection of colored pigments. In daily life, the "practical" and "functional" ceramic works of art generally adopt the printing process, which can accurately control the thickness of colors. At the same time, the designer should also control the selected pigment accurately when drawing his batch of handicrafts by hand so as to better develop and utilize the colored pigment. For example, when glazing ceramic works, different methods such as splashing, flowing and smearing can be used to enrich the color and artistic charm of ceramic works.

#### 4. The popular trend of ceramic visual aesthetic design

In the long history of the development of ceramic art, ceramic works of art represent distinct personalities of the times. The design process, firing process and raw materials of ceramic works of art are different in different periods. Among them, the most distinctive representatives are Tang Tri-Color Glazed Ceramics, blue and white porcelain, etc. The popular style of ceramic works of art reflects the aesthetic style of the public in the same period. Nowadays, the ceramic art in our country has inherited the tradition and added many new artistic elements, which is richer in color than before. Only on the premise that ceramic designers have an accurate grasp of the design and manufacturing process and continuously innovate the ceramic art technology can they produce more exquisite ceramic art works that meet the aesthetic needs of the public and the needs of the popular trend. Designers need to process modern and popular young elements into fine arts and package them into ceramic and artistic designs, and continuously design more ceramic artistic works with rich aesthetic concepts and distinctive artistic styles that contain popular cultural elements.

#### 5. Concluding remarks:

The continuous innovation and improvement of ceramic technology have gradually revealed the creativity, inclusiveness, timeliness and inheritance of ceramic art design. China's ceramic art has a deep foundation and a long history. While drawing lessons from and inheriting traditional ceramic design and manufacturing techniques, designers need to continuously investigate and explore the aesthetic vision of the public ceramic art in order to capture inspiration, resonate with the aesthetic of the people in the design, and finally design better ceramic art works.

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