

# Visual Aesthetics and Color Analysis in Vapor wave Art

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## Abstract

Vapor wave is an emerging art that combines Internet technology and retro electronic culture to convey information in a vague, abstract way. In recent years, the color and expression form of this style has appeared in a large number of clothing, commercial advertisement and other fields, especially in the internet environment has been widely spreaded. This paper briefly introduces the concept of vapor wave art and specifically expounds the way of expression of vapor wave art in visual aspects., as well as design innovation in different design fields.

**Keywords:** *vapor wave art, visual art, color effect, consumer society.*

## 1. Introduction

### 1.1 The origin of vapor wave art

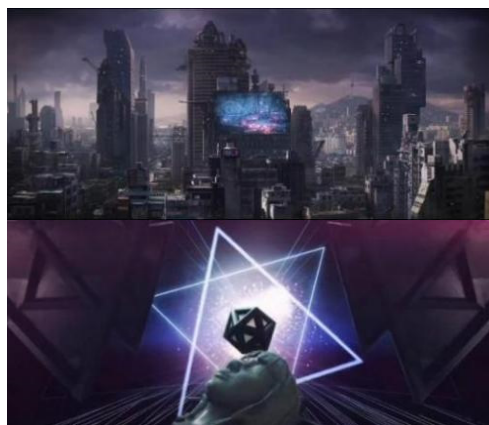
Vapor Wave Art was born in 2010. It is a dematerialization avant-garde art with dystopian negative futurism. At first, vapor wave art appeared in the form of electronic music, gradually developed into an art movement due to network memes, thus becoming a new way in the field of visual communication. It is also a kind of network art, reflecting people's concern and reflection on the status quo of the rapid development of science and technology while spiritual civilization is gradually empty. It is ironic that the spirit of human beings will not be completely free in the modern or future society with rapidly developed information and science and technology. It is ironic that the post-industrial consumerism society is greatly influenced by youth culture and Internet culture.

### 1.2 The associated art with vapor wave art

#### 1.2.1 Cyberpunk Art

The emergence of vapor wave art and cyberpunk art has a great internal relationship, the former is derived from the latter. Cyberpunk refers to the contrast between the highly developed social form and the broken social structure. It is an anarchic and dystopian virtual social form created by the network novelist. South Korea famous girl group 2NE1 released in 2014 in the second regular album *Crush*, the main song "Come Back Home" in the music video of the overall use of cyberpunk style. As shown in Figure 1, despite the concept of music video

plot, for the most part color is used on the vision system of cyberpunk style developed purplish blue color, members of the music video clothing and modelling, exaggerated metallic skeleton, the flow of the neon color with laser light reflection, the plaster, etc., the chorus part of the overall picture quickly, With mysterious electronic synthetic music, a strong sense of the future, science and technology.



**Figure 1.** Scene in the music video of 2NE1 "Come Back Home" (picture originated from network)

#### 1.2.2 Collage Art and Pop Art

Collage art is the original expression of Pop art, and vapor wave art also takes collage art as its main technique. The use of visual symbols generated by Internet culture as the basic material is a typical reproduction of collage art. The original collage art can be traced back to cubism collage art in the last century. Pablo Picasso, a famous

Spanish artist, pasted real objects with real effects on flat canvass to present visual virtual and solid effects and three-dimensional effects, so as to extend painting skills and composition ideas. After the First World War, collage became more diversified, laying the foundation for the art of the following 20th century. In London in the 1950s, youth movement and youth art were in vogue. The development of The Times and the progress of the society enriched the material materials of mass life, and at the same time, it accelerated the spiritual pursuit of people. This rapid urban culture was the material for creating modern art. This gave birth to the popular art movement "Popular". American pop artists say that the mass culture art they are engaged in is similar to the original art of the Americas and the art of the Indians, which is the continuation and development of American cultural tradition.

## 2.The form and application of vapor wave art

### 2.1 Auditory aspect

Vapor wave is from City - Pop music most samples and to edit, its characteristic is lo-fi sound and has the qualities of s feeling happy and fluent melody, step by step the beginning or end of drum, at the same time by means of sampling and cut off, loop, sampling, distortion, can speed up and slow down the way of electronic processing. Ramona.Andra.Saville (Vektroid), one of the founders of the style, released her ninth album, FLORAL SHOPPE, on December 9, 2011. It was one of the first such albums to achieve widespread acceptance on the Internet. It can be seen that early vapor wave music is somewhat experimental, with psychedelic and delicate drums filling the whole song. It is quite different from the two sampling effects mentioned above, and more gorgeous than the relatively lively sample vapor wave music. Lo-fi is also a form of vapor wave music style, which refers to the quality of music. This music is characterized by the use of cheap or faulty musical equipment that degrades the quality of the sound, resulting in a psychedelic, relaxing, and flawed musical composition. With the development of technology and the change of popular culture, the quality of music is becoming higher and higher, and low-fidelity is gradually withdrawn from the stage of history, replaced by high-pitched hi-Fi. By the 1980s and 1990s, lo-fi was no longer a description of music quality, but developed into an independent style of music.

## 2.2 Visual aspect

### 2.2.1 The Art form

The media of vapor wave art is the Internet. During the explosion of the Internet in the 1990s, Windows95 98 system launched by Microsoft became a symbol representing the Internet and a classic element of vapor

wave art. In addition, common visual languages such as faults, outdated technologies, low-fidelity faults and space overlap are combined with figurative images such as sculptures, palm trees and dolphins to form artistic images and convey certain emotional information to viewers. Sculpture of Michelangelo's "David" is often used in steam art, even to the representative figure of pop art Andy. warhol, post-impressionist painter Vincent. van. gogh equivalent to those of psychedelic colors, Windows dialog box, and Internet elements, such as use of repetition, dismantling, damage and other ways to deal with elements. At the same time, text, as the most intuitive and specific way to convey information, is also widely used in steam wave art. Text and neon billboard are common visual elements in Cyberpunk art, and Japanese text appears frequently, becoming an important visual element in vapor wave art. Japanese animation culture in the last century is also one of the expressive elements of vapor wave art, as shown in FIG. 2. Music of the same period is also used as sampling to show the image of bustling cities in the last century. More representative works such as sailor Moon, Cat's Eye, Akira and so on.



**Figure 2.** Visual elements and expression of steam wave art (pictures from Internet)

### 2.2.2 Visual color

The current aesthetic trend usually focuses on the depth control of ergonomics, geometric construction and other directions that emphasize perfect details. The color composition also tends to be low-maintenance and low-brightness elegant gray tone. Steam wave art obviously shows its rebellious spirit against the mainstream culture, presenting contrast in the form of linear gradient and distortion. Pure colors with high saturation and color matching are also carried out around optical primary colors. Give a person a kind of strong visual impact. Compared to the color system of Cyberpunk art, vapor wave style colors present a psychedelic romantic feeling, so the tone is softer overall. Another color system of steam wave art is laser color, which is also known as "holographic gradient". Laser color has no fixed color and will present different colors according to the light environment and observation Angle. Therefore, this color cannot be simulated and copied, which is consistent with the definition of the art style.

With the progress of society and the continuous improvement of human spiritual needs, social life materials are increasingly showing its diversity and a high degree of openness, laser color more and more appear in the public's vision, especially in the clothing shine. In Balmain Fall 2018 Autumn/winter series, as shown in Figure 3, a large number of holographic PVC and holographic microbeads are used to emit different colors under different directions of light. Decorative cutting with metal smooth surface is adopted, and sequins and black PVC parts emit prismatic light with different brightness. Despite the metallic synthetic sheen of the ornate finish, the clothing itself remains skin-friendly and soft. The design appropriately uses the literary language of science fiction -- steampunk. This is closely related to the futuristic design concept pursued by Balmain's brand creative director Olivier.Rousteen. Also works to garment design for the first time to apply laser elements of Spain, famous fashion designer paco.rabbah, honor, in 1966, Paco.Rabbah, Mr First launched in metal color plastic discs for the production of raw materials of "plastic discs dress" as shown in figure 4, is a sense of the future of science and technology at the same time extremely dresses with architectural language. The dress has been a sensation in the fashion industry since it was launched. It was a very avant-garde style in the fashion design concept 50 years ago, so Pago Rabana is also known as the father of the "future design" in the fashion industry.



**Figure 3.**Balmain Fall 2018 AUTUMN/Winter Collection (First left, second left, part)



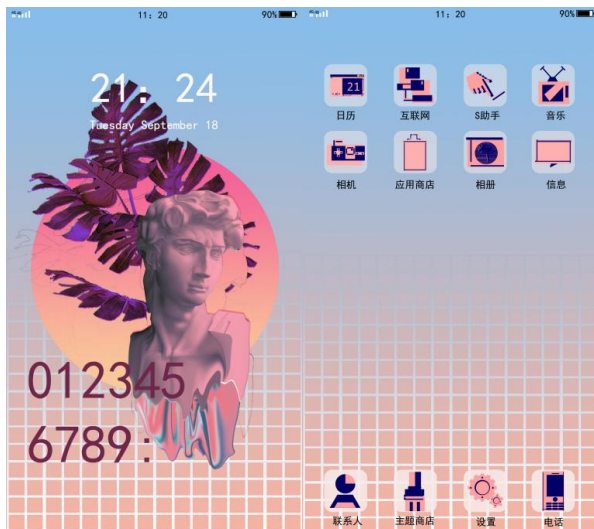
**Figure 4.** "Sequin dress" and "Sequin dress" by Pago.Rabana in 1966 (First right, second right, image from Internet)

For the artistic style of graphic design applications, in the field of UI design for image processing tools APP, to bring a good user experience of application of application in the color of the UI design principles, visual effects for the user to choose direction has a decisive role, based on the human body physiological factors, choose more designers with tall lightness color as a symbol of the main color. APP logo design formed by using lattice color system, such as HAZE, Vaporgram, etc. In addition, graphics are more intuitive forms of conveying information, such as Vapor wave Wallpapers directly take the sculpture elements in vapor wave style as the main body of the logo. Make the overall logo more intuitive and easy to understand, directly catch the eye of users, users accurately receive and interpret information. Figure 5. Secondly, the overall mobile UI interface design should follow the principle of consistency in colors, graphics, fonts and other elements. Icon design and the overall interface should be unified and have a clear, simple and clear user experience. On the basis of the overall style of novel design, as shown in figure 6. In today's era of highly convenient mobile devices, with the increasing diversification of electronic products, people's aesthetic demand for interface design of electronic products has also become broad. Vapor wave style can occupy a high position in the competitive UI design field with its eye-catching novel colors and forms.



**Figure 5.**Vaporgram and Vaporwave Wallpapers APP UI logo design (First left, second left, picture from network)





**Figure 6.** Mobile PHONE UI design with steam wave style (First right, second right, picture is drawn by the author)

### 3.Conclusions

Looking back at the prevailing style of modernism in the 1920s and 1930s, it took only 20 years from its initial stage of development to the explosion of style and then to people's boredom due to its simplification. Therefore, a style of art or design may not be able to prevail forever. Similarly vapor wave forms of visual display art has certain limitations, First of all, it relies too much on Internet technology, with fixed visual elements and single techniques, colors and feelings. When things go to extremes, they will be reversed, which will inevitably make people feel disgusted and bored. Just like the development of modernism design into a popular internationalism style, the form of any style should be changed in accordance with the development of The Times. Secondly, not all fields can be presented in the form of vapor wave style, and not all visual communication forms using steam-wave art should adhere to the rule of using a single form of expression. With the continuous update of Internet information, all kinds of emerging network art emerge in endlessly. Compared with the last century, it is difficult to make a style based on the current cultural river in the long term. As is famous for its music style of the artistic style, can make full use of the new media era of rapid transformation conditions, combining vapor wave of auditory and visual art, increase with the interactivity between the virtual fantasy art scene, break the traditional mode of information communication, Further enhance the integration of the art style with new media in the future.

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