

# Exploration on the Individuality of Visual Perception

## Art Aesthetic Value Interpreted by Prize-winning Works of China Hand Drawing Art Design Competition

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**Abstract**—Individuality is the soul of hand drawing art, as well as the core of the aesthetic value of hand drawing art. Hand drawing works do not describe the structure and framework of the object in isolation with one single tool. Instead, they reflect the plots and the artistic characters formed by them with proper art manner. This thesis analyzes the contents, form and the artistic concepts of the creator of the qualified and winning works of China Hand Drawing Art Design Competition, and points out that the experience of individual vision produced by the combination of the performance and daily visual experience is the most important exploration approach of hand drawing creation when creating works with relatively high artistic appreciation and art tastes.

**Keywords**—China Hand Drawing Art Design Competition; individuality; visual perception; aesthetic value; content and form

### I. INTRODUCTION

Language is the important expression tool of human concept communication, while hand drawing is the special skill of designers, being regarded as the fastest and the most effective way of expression. The designer needs the hand drawing design sketch to express his thought sparks, design inspiration and creativity correctly. This kind of expression way can be changed according to the changes of the design concept, drawing freely and naturally. The consistency of human hand and brain is irreplaceable by computer until today. The hand drawing sketch records the creation process of design naturally, and is also the bridge to communicate with outside world in artistic design. [1] Generally, designers employ hand drawing as the basic manner to express design concept and artistic accomplishment.

Hand drawing is not only an academic tool of expression. The portrait of object is the practice in the first level, which is helpful in improving aesthetics. As for the sketch, the control of black, white and grey color gradation, and the mastery of empty and full, primary and secondary of the whole work is one part of self-cultivation of a mature designer. The processing of drawing shall become the thinking method in viewing things and designing. Hand drawing in environmental subject needs the discerning eyes and the thinking mind of designer not only in the functional level, but also elevate to the

level of aesthetics and philosophy. Therefore, this kind of practice is helpful in the creation of beauty in concrete and abstract form and the mastery of the cognition of formal beauty.

### II. THE FUNCTION OF CHINA HAND DRAWING ART DESIGN COMPETITION IN ACCELERATING THE DEVELOPMENT OF CHINA HAND DRAWING ART DESIGN

Institute of Interior Design of Architectural Society of China is the only academic community of Chinese interior designer that acquired international recognition, while China Hand Drawing Art Design Competition is an important annual competition hosted by Institute of Interior Design of Architectural Society of China. The competition aims to identify hand drawing talents and promote the using of hand drawing in design through the displaying of excellent hand drawing works, providing the platform of communication and displaying for designers in the country, students and amateurs, as well as promoting the healthy development of China interior design. The competition has been held successfully for 12 sessions since 2003, which is the largest in scale and most authoritative hand drawing art design competition in the country. It has received high recognition and wide support from the field of design and related fields.

There are architecture interior group and students group in the competition, and entries of each group are divided into showing category and sketching category. In order to ensure fairness, justice and openness of the evaluation, the review group is composed of famous scholars of universities, famous designers of designing units, and experts of high-end domestic hand drawing research institutions. The review panelists of each session are all newly employed and review the works anonymously, thus effectively ensure the academic quality of the prize-winning works. This not only enhances the creator's enthusiasm of joining the competition, but also reflects the host's efforts in the sustainable development of the competition. The three core standards of review in each session are professional basic skill, well techniques and creative expression means, which indicate that the entry works should have artistic aesthetic value. Therefore, it can be found from the prize-winning works of all sessions that the universal

standard of review is individual artistic aesthetic value, which is also the aesthetic value of hand drawing sketch. Like painting, the sketch itself is a piece of art work with its spiritual value and artistic taste, representing the creator's artistic style and ideological inclination. [2]Hand drawing art design has three meanings, including independent design drawing, sketch of fast presentation drawing and art work with independent aesthetic value. The first two aspects of meanings usually refer to the showing manuscript of certain design scheme, while the later meaning mainly is the hand drawing work from sketching. Of course, many design manuscripts also have independent artistic aesthetic value in addition to the expression of design scheme.

### III. THE COMMON EXPRESSION OF HAND DRAWING WORKS

Basic skill and techniques are the bodies of the common expression of excellent works, while creation of visual perception is the core of the expression of artistic aesthetic value, as well as the representation of individuality. Tools and materials, expressing content, construction rule, perspective principle, line organization, color matching and style are the basic elements of hand drawing works, as well as the specific commonness reflected in form, which express different subjective feeling, aesthetic consciousness and artistic language and then form the artistic personality. The forming of artistic personality does not rely on simple imitation nor would be accomplished in an action, but need long time hard work. Each artist is pursuing his individual language, because the excellent art work requires personality, without which, the art work would be lack of appeal and vitality. Individualized language is the comprehensive representation of personality, temperament, self-cultivation, experience and sensation of the artist. "Letting a hundred flowers blossom and a hundred schools of thought contend" still has guiding significance upon us even today. [3]An excellent work has its own individuality besides the commonness, while the individuality is much more prominent. If a piece of works only with individuality but lack the common expression, it should be a pale painting that without weight, appeal and beauty in form. It also lacks the reality of objective reflection.

### IV. INDIVIDUALITY EXPRESSION OF HAND DRAWING ART WORK

Individuality is the soul of hand drawing art, which is reflected in the meaning and taste of the picture. The meaning and taste cannot be accomplished by logical description, but only can be achieved by using of certain art form that accepted by the viewer. Painting is the voice of heart. What are your concepts will be naturally presented in drawing with all your techniques. Effectively arouse the interest center of the drawing to attract people's attention, and thus arouse resonance from the viewer. The meaning and taste of hand drawing work are mainly reflected in three aspects like performance content, performance style and the artistic concept of the creator. Artistic concept is subjective and abstract, and varies from people to people. It has distinct individual differences. While content and form are objective and concrete and has rules to follow. Therefore, the creation

can be started with content and form, and fully display the creator's subjective consciousness and spirit of innovation, so as to create hand drawing work with artistic aesthetics and artistic taste.

### V. THE DIFFERENCES BETWEEN HAND DRAWING ART AND ORDINARY PAINTING

Hand drawing art is different with ordinary painting while originated from ordinary painting. As a kind of traditional art language, hand drawing art is wide in performance content. Hand drawing showing category includes the design scheme and hand drawing manuscript in the working process of a designer, and the design scheme of students in their academic study, and hand drawing sketching category mainly includes architecture, interior design and landscapes and so on. In different sessions of the competition, the entry and prize-winning works are all created around these themes. In order to stand out from so many works, the subjective object that presented should has visual representation or being special in aesthetic appreciation of form, taking landmark architecture, well known places of interest, or place that with strong sense of form like exhibition center, bar and club as the performance content, or process the ordinary object with the creator's subjective choose, refining and generalization to achieve the visual individuality of the work.

In the sketching work "Hand Drawing of Europe Church Building" "Fig. 1" of Zhao Jie from Beijing Lango Design Office, he has made bold choice toward the complex architecture structure and changing lighting, drawing careful into the detail and extract characteristics that emphasize the image of towering building. The free lines are appealing and color is well mastered in drawing, together with the natural and perfect combination of light mark pen rendering and jumping pen line, the material, size and weight and space momentum of the object is vividly displayed and the European style architecture is demonstrated perfectly, which represent the distinct drawing style of the author. In the showing work "Dance on the Point of a Needle—Restaurant Design" "Fig. 2" of Huang Yixuan from Dalian Polytechnic University, design creativity and hand drawing are combined perfectly. The picture reflects the creator's creative concept systematically, as well as the well design ability. The work has an outstanding theme and bold ceiling design, special and with strong sense of cadence and rhythm. The dancing people not only lighten the theme of space, indicating the scale relation of space, but also add vitality to the picture. The light color of pen is in detail and proper. The fresh and smooth line, rich color processing and clever light performance add the strong artistic atmosphere. The showing work "Playing—Reconstruction of Urban River Landscape" "Fig. 3" of Yang Songhui from Nanjing Limi Hand Drawing has cheerful and lively content, and is full of child interests. In addition, the vivid drawing, prominent picture effect and strong visual characteristic all represent the essence meaning of hand drawing.



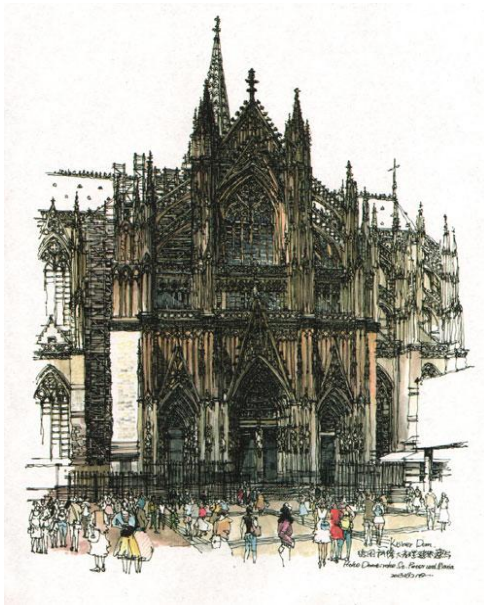


Fig. 1. “Hand Drawing of Europe Church Building”

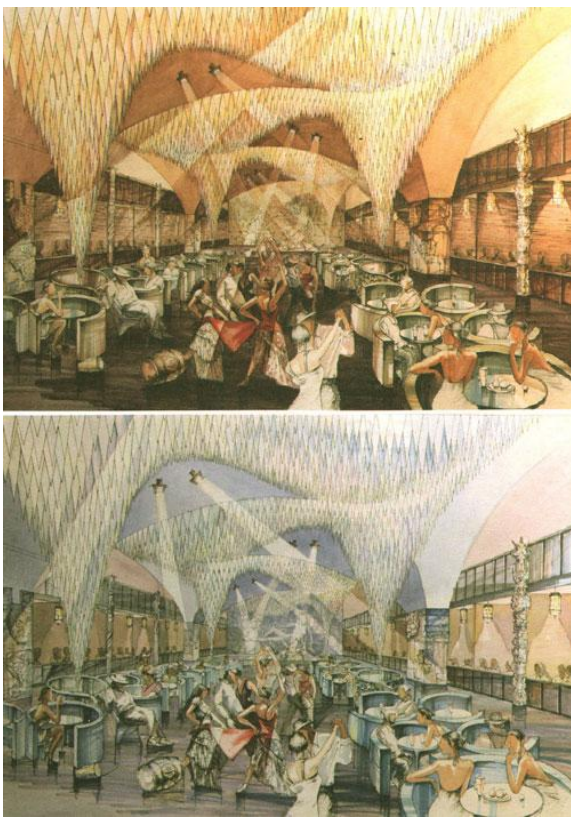


Fig. 2. “Dance on the Point of a Needle—Restaurant Design”

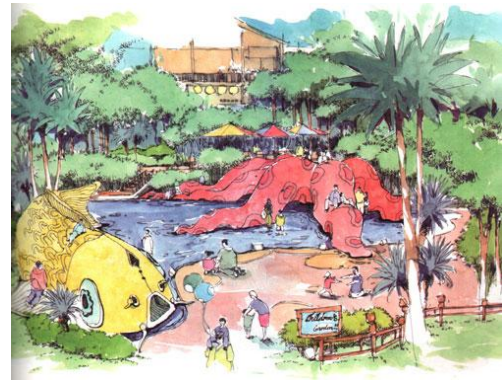


Fig. 3. “Playing—Reconstruction of Urban River Landscape”

Hand drawing work does not describe the structure and detail of the object in isolation, but represent the plots and the artistic characteristics they compose in proper artistic form. Only by forming distinctive artistic personality that the connotation and characteristics of hand drawing can be reflected truly, and achieve the artistic performance and appeal. [4] The exploration of the hand drawing art form is related to how to discover and create individual visual and psychological experience. Roger Fry, famous British art historian and aesthician, points out that art form refers to the basic elements that compose the picture, including line, size, space, light and shade, and color. Form is the independent and self-content artistic structure reconstructed by visual material and objective things, as well as the tool for the artist to convey emotional information to audience. It is the materialized form of author’s mental structure in emotion. In the creation of contemporary image, the innovation of visual experience produced by the combination of hand drawing art form and daily visual experience should be the most important exploration means of contemporary hand drawing creation. Composition is the external organizing form of picture, and the rendering of atmosphere and interest is the internal form of picture. After choosing, summarizing and exaggeration of the subjective and objective things, the author reflects them in a picture harmoniously and in unity, achieving the effect of completeness, unity and in accordance with the basic law of formal beauty, thus realize the author’s performance desire and intention, forming a meaningful form through his personal artistic cultivation and creation passion rather than mechanically blind portray.

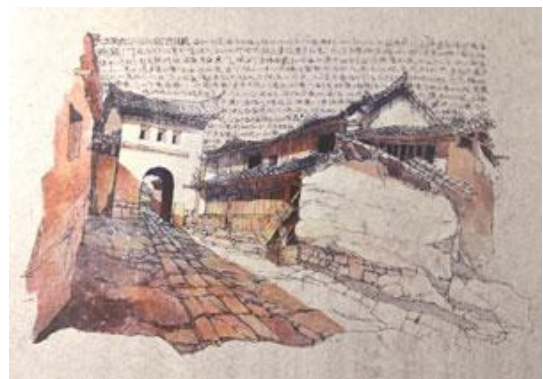


Fig. 4. “Script of Shaxi Ancient Town”



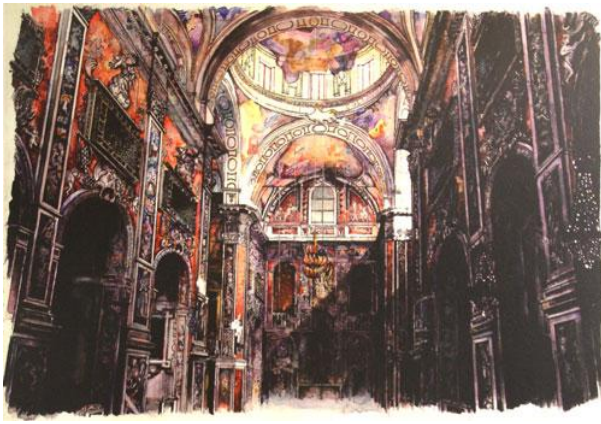


Fig. 5. "Interior Sketch of Church"

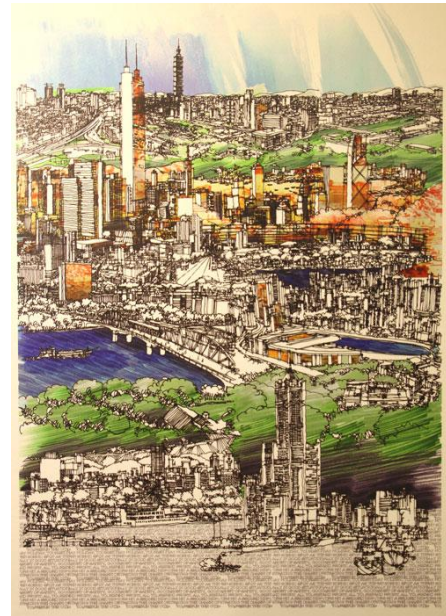


Fig. 7. "Taipei View"

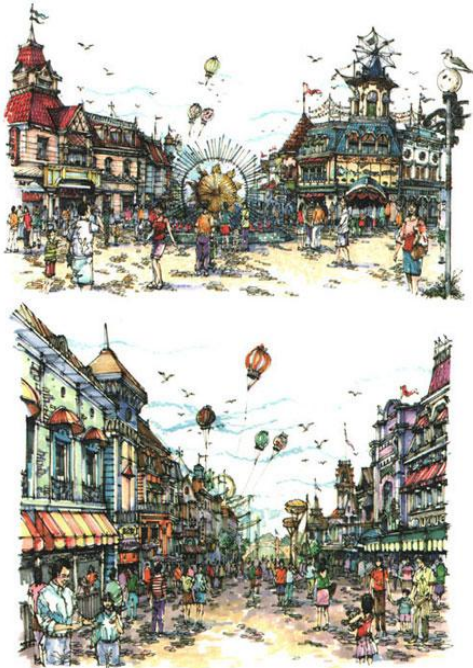


Fig. 6. "Hand Drawing of European Style Street"

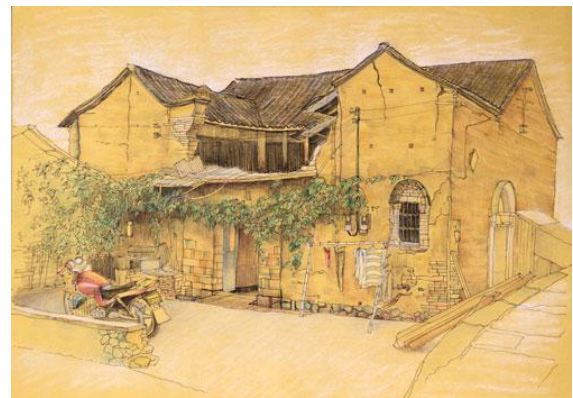


Fig. 8. "Courtyard"

The picture of "Script of Shaxi Ancient Town" "Fig.4", a piece of sketching work by Li Haihua from Yunnan Arts University, employs soft and warm color to properly process the light and shade and the actual situation relations, which appears simple, however, each level of color changes is different and with natural transition, while character plays the role of supplement the picture and composition. The ancient town has its own historical and cultural characteristics. The artist vividly reproduces the architecture style of Shaxi Nanzhai Gate with understatement techniques. "Interior Sketch of Church" "Fig. 5", a piece of sketching work by Zheng Jiawen, reflects the solid drawing basis and artistic cultivation of the painter, who is talent in painting. His work is rich and careful in color and full of vitality. With innovative expression techniques, the work reveals the expression passion and rich imagination, and thus the whole picture is vivid and lively. In the sketching drawing "Hand Drawing of European Style Street" "Fig. 6" of Li Peng from Dalian University of Technology, the artist boldly uses subjective color to emphasize the noisy, prosperity, rich and colorful European street. The fresh, lively, vivid picture with strong artistic force

represents the artist's passion toward the work. From the sketching work "Taipei View" "Fig. 7" by Zheng Zhiyuan from Hefei University of Technology, it can be found that the artist has well mastery towards the picture. He has made proper selection toward the objective view, and the line and color are processed simple and bright. The work is rich in sense of rhythm, special in performance style and has strong visual appeal.

It is necessary to have effective tools to do good work. Only by learning and mastering the nature of all kinds of drawing tools and materials, enhancing advantage and avoiding disadvantage to achieve high proficiency, that can one better represent the characteristics and features that endowed with hand drawing art. Of course, tools and materials are the material carrier of hand drawing art. In exploration of innovative hand drawing language, it is necessary to make research on tool and material according to the characteristics of objective things and the artistic aesthetic effect of the picture. Most excellent works are not accomplished simply by using tools and materials like pen, watercolor, mark pen, sketching paper and watercolor paper, but by diverse and compound tools and materials. The sketching work "Courtyard" "Fig. 8" by Huang Mengxin from Huzhou Teachers College is drawn by bottom color paper, pen, color pencil and chalk. This clever performance style of integrating with the bottom color represents the artist's deep understanding toward the object and his high degree of self-cultivation, endowing the picture with a strong sense of overall taste and achieving desirable effect.

## VI. CONCLUSION

In summary, hand drawing art works that with relatively high artistic aesthetic value all represent the reality of objective things and the atmosphere of meaning and taste through form and color according to the needs of the overall effect of the picture and the artistic performance characteristics. From the prize-winning works of all sessions, we can also find that artists emphasize the trend of exploring the artistic quality of the work, emphasize the transform from daily visual experience to visual experience that has hand drawing artistic quality, and emphasize the awareness and finding of the inner spiritual structure that exceed outside object and hand drawing techniques, exploring the individual representation of the visual perception of the work continuously. It can be said that hand drawing acquires eternal artistic life because of its unique artistic characteristics. On the border of contemporary artistic trends, hand drawing art still carries the feeling of social mission and the creation of visual perception.

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