

Study on the Application of Plane Visual Language in Contemporary Watercolor Creation

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ABSTRACT

Watercolor painting has a history of a hundred years since it was introduced to China from the West. Today, watercolor painting has developed towards diversification. In contemporary watercolor painting, there are also many works rich in design. Combining watercolor painting elements with graphic design elements not only enriches the visual effect but also brings a different visual experience to people. Visual language is one of the fundamental components in graphic design. Visual language is centered around various visual elements, such as color matching, styling design, and line transformation. Applying plane visual language to contemporary watercolor painting plays an important role in conveying the accuracy and vividness of painting ideas.

Keywords: Contemporary watercolor, Visual language, Application, Combination development.

1. INTRODUCTION

The dissemination of online media and offline art exhibitions have improved the public's aesthetic ability, and more and more people are learning and appreciating watercolor art, promoting the prosperous development of watercolor art in the art market. The introduction of visual language in graphic design into watercolor paintings not only brings strong visual impact to viewers, but also helps to enrich the language of watercolor paintings. The application of plane visual language in watercolor painting is not uncommon, and attempts have been made both domestically and internationally. Therefore, exploring the application of plane visual language in watercolor can help promote the development of contemporary watercolor.

This article intends to start from the basic elements of plane visual language, elaborate on the application and expression of plane visual language in watercolor painting, discuss the development status of contemporary watercolor painting in China, explore new forms of artistic language in contemporary watercolor painting, and think about the future development path of contemporary watercolor painting through summary and analysis.

2. THE BASIC ELEMENTS OF PLANE VISUAL LANGUAGE

Plane visual language mainly integrates text, emotions, and images to convey ideas through visual means. The basic elements of plane visual language mainly include two elements: natural elements and humanistic elements.

Natural elements are the most basic and core visual language elements in graphic design, mainly including textual elements, color elements, and graphic elements. [3] Text is not only a tool for conveying information, but can also enhance the visual appeal of design by arranging and selecting styles, expressing specific emotions and personalities. For example, using some fonts can create a classical and elegant atmosphere, while using other fonts can convey a modern and fashionable feeling. Color elements play an important role in visual language. On the one hand, different colors can convey different emotional information. For example, red is usually associated with passion and enthusiasm. The brightness and contrast of colors can attract the attention of the audience and design information. Graphic elements can guide the audience to focus on the most important parts of the work, enhancing the readability and effectiveness of the design. Like the jazz poster by European visual poet Guenther

Kieser, who disrupts, welds, and collages various metal appliances, using concrete graphics to depict the classical world of electronic music. The graphic elements have high recognition, leaving a deep impression on the viewers.

The humanistic elements of plane visual language mainly include the personal emotions, specific cultural connotations and values, design ideas, etc. expressed in the work, which resonate with the audience emotionally. For example, the work "Tobacco Plan" by the artist Xu Bing, based on the history of tobacco development and the history and memory of the production and dumping of tobacco in China in the 1920s and 1930s through the media of cigarettes, has transformed the artist's vigilance and reflection on the reality, environmental protection, economic culture from today's China, and also reflects the attitude and position of using contemporary art to intervene in real life. The designers need to base themselves on natural elements and convey humanistic elements in order to create works that are more attractive and resonant.

3. THE CHARACTERISTICS OF PLANE VISUAL LANGUAGE

Plane visual language has the characteristics of simplicity, vividness, and nationality. [3] Nowadays, plane visual language has become an important communication tool, widely used in advertising, design, art and other fields. Simplicity is a major characteristic of plane visual language, as it can convey the richest information in the simplest way through concise lines and shapes. In advertising design, concise images and text can quickly attract people's attention and convey the core message of the product. Meanwhile, concise design can also give people a sense of neatness and clarity, enhancing the recognition of brand image. Vividness is another important characteristic of plane visual language. Through the use of colors, the composition of images, and the selection of images, plane visual language can create a strong perception and emotional experience for the audience. In artistic works, artists can express their emotions and thoughts by using vivid colors and interesting images, which can resonate with the audience. Meanwhile, in advertising design, vivid images and text can help the audience better understand the characteristics and advantages of the product. Plane visual language also has distinct ethnic characteristics, and each ethnic group has its own unique cultural characteristics and aesthetic

concepts, which can affect the expression of plane visual language. Traditional Chinese culture emphasizes harmony, balance, and introversion, which are also reflected in artistic works. By using traditional patterns, colors, and composition methods, it conveys a strong national cultural atmosphere and showcases China's unique aesthetic style. By using plane visual language, people can convey rich information in a concise manner, arouse the emotions and thoughts of the audience, and display unique cultural characteristics. Therefore, in the field of art, the designers should pay more attention to the use of plane visual language, and promote its development and application through continuous innovation and exploration.

4. THE APPLICATION OF PLANE VISUAL LANGUAGE IN CONTEMPORARY WATERCOLOR PAINTING

With the development of the social economy, watercolor painting has gradually become popular, constantly colliding with other diverse cultures in the social process, creating different sparks. Plane visual language has the characteristics of clarity, simplicity, diversity, and vividness, which gradually cover and have a huge impact on the watercolor process. Many artists combine watercolor works with graphic language to create different visual effects. The form of points, lines, and surfaces in plane composition has also become an extremely important direction of thinking in watercolor painting. The watercolor painter Deng Han's painting "Closet" readjusts the spatial, morphological, and linear factors in the painting, detaching it from the context of its specific objects, thereby creating a strong visual experience and a monument like feeling, and obtaining the possibility of free expression in a rational and restrained way. The watercolor painter Shao Yuhao's "Mackerel Series" has an iconic image, where the fish swim between expression and abstraction. The artistic traditions of China and the West blend together, and the deep blue spots create a sense of movement and elegance. The sense of lightness and balance leaps onto the paper, evoking deep contemplation. The interweaving of dots, lines, surfaces, and color blocks in the picture creates a visual experience different from traditional watercolor painting.

In addition, the coordination of color factors is conducive to highlighting watercolor paintings. For

example, Fan Huigang's watercolor painting "Alone and Quiet" transforms concrete realism into abstract expression, based on the spirit of Eastern culture and Chinese philosophy of the universe, and expresses the emotions through rich colors and free brushstrokes. The picture is permeated with a rhythmic sense of form and lines, expressing a vast cosmic passion. The color blocks are bright yet harmonious, deeply ingrained in people's hearts.

Nowadays, the expression of plane visual language in watercolor painting creation is a very common phenomenon. In watercolor painting creation, the use of plane visual language not only enriches the expressive power of the work, but also enhances the viewer's perception and understanding of the work. Compared with traditional watercolor painting methods, contemporary watercolor paintings exhibit a more diverse state of flatness, subjectivity, and ethnicity. In painting, the use of color hierarchy and contrast techniques, as well as the use of watercolor composite materials, enhances the visual effect of the image. The use of these visual languages makes watercolor painting more direct and accurately conveys the painter's intentions. In addition, the use of plane visual language in watercolor painting is also reflected through composition. Painters can choose appropriate perspectives and angles to organically arrange the elements in the picture, or shuffle and recombine to reconstruct the relationship between points, lines, and surfaces, combining subjective initiative with visual effects. Painters can use the principle of perspective to create a sense of depth in the picture, or use repetitive and symmetrical elements to increase the balance of the picture. Through the use of plane visual language, contemporary watercolor painters can create more direct, rich, and attractive works, enabling viewers to better understand and appreciate the beauty of watercolor painting.

5. THE DEVELOPMENT AND SIGNIFICANCE OF PLANE VISUAL LANGUAGE IN CONTEMPORARY WATERCOLOR PAINTING

Nowadays, the use of plane visual language in contemporary watercolor painting has become a common phenomenon. The development and integration of plane visual language and form have allowed watercolor language to break through the original boundaries of painting, penetrate into other elements and cultures, and expand the creative

scope of painting language from a design perspective. It has become an art form, style, and means of painting, presenting a diverse visual appearance and bringing more modern design communication forms to watercolor language. The static and dynamic visual form of using media technology not only highlights the essential language of watercolor, but also constructs a creative environment for the visual language of watercolor painting, strengthening the development of watercolor vision. [2]

Innovation in painting has always been the path that painters explore and pursue, whether it is in painting form, techniques, visual effects, materials used, etc., which has led to the development and prosperity of watercolor painting language. The reason why contemporary watercolor has the characteristics of modern art is related to design language and form. For a long time, watercolor painting has focused more on realistic social themes. Nowadays, watercolor painters dare to innovate and integrate national culture, subjective emotions, people's spiritual needs, and painting expression is not only realistic, but also extends towards abstraction, planarization, and expressionism. The above changes have also added design dimensions to the development of contemporary watercolor creation. [1]

The application of plane visual language has expanded the development of the art field. Traditional watercolor painting emphasizes the wateriness and color halo effect of watercolor, expressing the image through brush strokes. However, the application of plane visual language now provides artists with more tools and ways of expression, expanding the development space of watercolor art. The application of plane visual language makes art works more intuitive and easy to understand. The use of elements such as shapes, lines, colors, and textures gives the picture a sense of design and graphic language effects, creating a visual impact. The audience can understand the information and emotions conveyed by the work through intuitive feelings and observations. This intuitive expression not only enriches the connotation of the artwork, but also makes it easier for the audience to resonate with the work.

The application of plane visual language provides more possibilities for artistic creation. Traditional art forms such as painting, photography, and design are no longer limited to traditional media and techniques. Nowadays, artists can apply innovative tools and media such as digital

technology, virtual reality, and interactive devices to traditional painting to express their subjective ideas. Using digital imaging to shape the artistic conception changes of watercolor visual time and space themes allows traditional watercolor painting to switch between static and dynamic. By using digital technology to highlight the advantages of thinness, transparency, and brightness in watercolor language, language control and grip are achieved in watercolor brushstrokes such as painting, dyeing, dots, and splashing, as well as in the use of colors. This has given watercolor art a new visual interpretation [2], leading to the emergence of new forms such as commercial watercolor illustration, visual illustration, and watercolor animation. For example, artist Craig Mullins applied watercolor painting techniques to the field of CG illustration. This diverse expression not only enriches the form of artistic works, but also makes artistic creation more innovative and forward-looking.

The application of plane visual language has expanded the development space of the art field. By utilizing elements such as shape, lines, color, and texture, artists can create intuitive and expressive works. At the same time, the application of plane visual language also provides more possibilities and innovative space for artistic creation. Artists can use digital technology and technological means to create and process artworks, promoting the integration of art and technology. This development not only enriches the form and connotation of artistic works, but also provides audiences with a richer and more diverse artistic experience.

In the field of contemporary art, the development and significance of plane visual language in watercolor painting are increasingly prominent. As a unique painting medium, watercolor painting has attracted more and more artists and audiences with its rich color expression and unique effects. The use of plane visual language makes watercolor painting more in-depth and intuitive in expressing themes and emotions. By using color contrast and shading techniques, artists can create a completely different atmosphere and emotions, enhancing the artistic appeal of their works. Secondly, the use of plane visual language makes the visual effect of watercolor painting more full and three-dimensional. By applying principles such as perspective, proportion, and composition in a reasonable manner, artists can create a sense of depth and space, making their works more vivid and interesting. This kind of three-dimensional expression is not limited to the objects in the picture, but can also be reflected in the sense of

color hierarchy and texture. By using plane visual language, artists can make their works more diverse and bring more aesthetic enjoyment to the audience.

The use of plane visual language plays an important role in conveying the meaning and theme of a work. Through precise composition and the use of colors, artists can visually present the themes and emotions in their works to the audience. This intuitive communication method makes it easier for the audience to understand and feel the meaning that the work is intended to convey, thereby generating resonance and reflection. It provides artists with more means of expression, making their works more diverse and enhancing their artistic appeal. Therefore, further research and application of plane visual language is of great significance for promoting the development of watercolor painting, and has a positive impact on enriching the connotation and expression forms of contemporary art.

6. CONCLUSION

Watercolor, as a unique painting language, has attracted widespread attention and integrated with other art styles, presenting various forms of expression. The visual language of the plane influences the development of art in the contemporary context, and the characteristics of the plane visual language are deeply reflected in contemporary watercolor creation. Watercolor painters constantly challenge traditional constraints, pursuing diversity and personalized expression. They combine innovation in color, composition, texture, and design language to present a rich and colorful visual effect. Numerous artists actively explore and apply new tools, materials, and techniques for bold practice and innovation. The achievements of watercolor art provide inspiration for future innovation. People need to approach the development of watercolor with an inclusive and open attitude. Artists also need to further explore the use of media and materials, expand more possibilities, fully unleash imagination and creativity, explore more diverse artistic paths, and showcase the artistic charm of watercolor.

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