

Analysis of the Influence of Western Art Trend on Modern Illustration

Zihan Tao

School of art and design, Wuhan Textile University, Wuhan, China

Abstract: After a hundred years of history, western art trends have become colorful and permeated the world. It breaks the traditional aesthetic concept and exerts an indelible influence on modern illustration creation. This paper analyzes the influence of Western art thoughts on modern illustration by studying the representative art schools in Contemporary Western art thoughts.

Keywords: Western Art Trend; Bestialism; Surrealism; Pop Art; Illustration.

1. Introduction

After a hundred years of history, western art trends of thought have become colorful and permeated the world. His aesthetic thought completely subverts the traditional aesthetic concept and exerts an indelible influence on modern illustration creation. The reform of Western art thought had a great impact on the culture at that time. The western art trend of thought originated from the art styles and schools of western countries in the early 20th century. It has subverted the traditional art form in terms of artistic ideas, forms of expression, creative techniques and other methods. The trend of Western art not only breaks through the expression of traditional art in form and technique, but also provides ideas for modern illustration art creation.

2. Overview of Western Art Trend

The emergence of the artistic trend of thought cannot be separated from the specific changes of the times and the social and cultural background. When the social thoughts are implemented in the artistic thoughts and fields, the artistic thoughts come into being; When the artistic trend of thought is put into practice, it produces a variety of artistic styles and works. The rapid development of modern graphic design promotes the development and maturity of modern illustration design. Under the violent impact of Western art thoughts, the traditional painting form was broken, and the new language form, new visual concept and new illustration system came from it. Modern illustration design was reformed and developed in many aspects and levels.

3. The Influence of Western Art Trend on Modern Illustration

3.1. The Influence of Bestialism on Modern Illustration

Fauvism is a painting style prevailing in France. The works of this period are startling in color and distorted in shape, completely different from the natural shape. Fauvism painters like to use bright and thick colors to express objects and express the light and dark relationship of objects through colors. At the same time, the Fauvist painters did not care about the perspective of the relationship between light and shade, and adopted a more planar approach in the composition, with pure realism and integrating their own emotional

thoughts. Fauvism had an important impact on the development of Western painting, combining Eastern art and African expression techniques. Matisse, the representative painter of bestialism, is famous for using bright and bold colors. He adopts the artistic method of flat painting in the language of painting expression and believes that painting is a flat decoration. His works are concise, his strokes are vivid and fluent, giving people a visual enjoyment. Fauvism is the most extreme and explosive expression of the author's own emotions in art. Their abandonment of specific content does not appeal to the experience of modern people and their proud rationality, but tries to elevate the color of the past as a foil content, so that color itself expresses its status in painting. Balance, unity, symmetry and order are the five elements of formal beauty, and color is particularly important in the balanced beauty established by modern illustration. The highly simplified graphics in the works of bestialism get rid of the dependence on natural modeling, and appear on the same screen with various high-purity colors. The process of industrialization has changed people's way of life. Now people need more colorful and bold visual effects to attract attention. Modern illustration constantly catches people's attention with high saturation colors and vector block colors. Highly simplified curves, high saturation colors and simple composition forms all reveal the design information of modern illustration. Fauvism artists are laying a foundation for rebellion against modern illustration by this unexpected means.

3.2. Influence of Surrealism on Modern Illustration

Surrealism is an art school that turned into surrealism after Dadaism's disillusionment with its dream. They borrowed from Freud's subconscious theory in the interpretation of dreams, gave up rationality and freely constructed works. Everyday life and realistic things will abandon the original social structural relationship and re install in a fantasy supernatural environment, forming an absurd and amazing picture.

In modern society, a trend that best reflects surrealism is the collage poetry rising from Douban, which combines and collages the words cut from newspapers, magazines and other books and periodicals to form brand-new poetry, which has aroused people's heated discussion. In the creation of illustrations, surrealism transforms and reappears the fashion elements in real life through its own subconscious processing

and control. Many artistic techniques such as collage and deformation are used to split and reorganize the original material elements, forming an amazing and absurd visual effect.

Surrealist illustration works are full of some illogical and irrational elements, which bring strong visual impact to people through this unconventional and breaking the original logical arrangement and combination, thus showing a high saturation mental state of free expression of spirit and belonging to nature. At the same time, illustrators also got some inspiration from surrealist works and also got some innovative points. In terms of artistic techniques, collage, superposition and other artistic techniques enrich the language of modern painting, making surrealism painting more flexible in its form of expression. In the context of the vigorous development of new media, people's vision is full of all kinds of artistic expression methods with bolder expression forms. Surrealist illustration, with its unconventional and unconventional way of breaking the original logical arrangement and combination, has not only won the recognition of the public but also given infinite inspiration to the illustrator, creating works that can not only express what is deep in their hearts but also resonate with modern people's aesthetics.

3.3. Influence of Pop Culture on Modern Illustration Creation and Design

Pop art was born in the United Kingdom in the early 1950s and is highly praised by British and American artists. Its form is no longer limited to realism. It is mostly created by collage, cutting, screen printing and other art forms and applied in daily life, highlighting the universality of popular cultural aesthetics. Color is the most representative application of pop art in the picture. Usually, high-purity, gorgeous and bold colors are used to make the whole work more visual impact and strong contrast. Through this art form, it has effectively attracted the attention of the public. The second is the use of patterns in the picture. Pop art exists to meet the needs of the public. In the process of creation, by breaking the characteristics of the conventional pattern combination and arrangement, the whole work has a new artistic form in a more exaggerated form of expression. Pop emphasizes the sense of the arrangement and application of lines in the overall picture, highlighting the strong visual hierarchy of the painting content. By changing the use of decorative patterns and lines in the works to emphasize the content that needs to be created and expressed, it forms an artistic effect with a strong visual impact.

Pop style is widely spread because of its bright colors and flexible lines. In modern illustration, many illustrators draw inspiration from pop style, apply the main features of pop style to their works, integrate emotional elements, establish emotional ties based on the audience's interest points, and achieve strong visual impact.

With the rapid development of science and technology, mass production has long been accepted and affirmed by the public. Mass production has replaced the unique handcraft in the hearts of the public and people are no longer limited to small handcraft production. To a certain extent, mass production is precisely the art form that meets the aesthetic needs of the masses and is owned by the masses. Pop art, as the beginning of popular art, constantly expands and innovates people's thinking methods and aesthetic characteristics, and promotes people to form an attitude of

pursuing beauty and creating beauty.

4. Future Development Trend of Illustration

Illustration has developed rapidly since 1920, with the development of new media technologies such as film and television. The expression of illustration also expands the expression space, mixing various formats into a whole, improving the compatibility of illustration with other art forms, and meeting the creative requirements of creators. The modeling language of illustration is presented to the public in a more intuitive and easy-to-understand visual form, so it is widely used in many social fields, with strong practicality and adaptability. Illustration has not only humanistic value but also profound commercial value. In modern commercial propaganda, illustration, as a graphic element, plays an indelible role. It allows people to appreciate the visual language while thinking about the connotation conveyed by it with its profound and broad connotation.

The changeable style of illustration today urges it to integrate into modern life in various forms, so that modern illustration has rich humanistic spiritual connotation, makes the characteristics it expresses more abundant and perfect, interprets the artistic conception that coincides with the real world and illustration from multiple angles, and finally achieves the coordination and unity of illustration and the whole society. This may be the main road for the future development of illustration.

5. Conclusion

This paper analyzes the influence of contemporary art trends such as bestialism, surrealism and pop culture on illustration, and analyzes the influence of modern illustration from various angles. As a kind of modern design language, illustration has a strong visual tension. It draws inspiration from contemporary art trends and effectively applies it to its own works. However, from the perspective of an illustrator, what should be done is not only to place elements in the picture and float in the form of expression, but also to deeply understand the spiritual connotation contained in this style, inject its own spiritual inspiration, and express the new connotation of the picture. In the long run, the development of modern illustration shows a trend of diversification. Therefore, it is necessary for contemporary illustrators to convey the visual information that needs to be highlighted in a way that conforms to their own expression forms, and to concentrate on research. At the same time, we should also consider the role of illustration in the development of contemporary society to create works that express our inner state and can better serve the public.

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