

Exploring the expression of anxiety in the language of illustration design

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Abstract: Anxiety is an internal disturbance that lacks an obvious objective cause and is usually associated with mental distress and imminent potential danger, characterized by uncontrollable stress, unhappiness and even pain. By using the language of illustration design to explore the expression of anxiety, people with anxiety can perceive their psychological state more intuitively and can also resonate with the message directly to people with anxiety through illustration. This paper first introduces the concepts and theoretical foundations of anxiety and illustration design language, and then theoretically analyzes the theoretical basis for using illustration design language for anxiety with a large number of examples. The author personally drew illustration designs for anxiety and designed a reasonable experiment on anxiety to prove the expression of anxiety in illustration design language, followed by a preliminary exploration of different anxiety emotions of contemporary young people, and finally an example analysis with the design work "Gum Anxiety".

Keywords: Anxiety; Illustration design; Young people; Influencing factors.

1. Introduction

1.1. Research Background and Significance

Currently, domestic art and design is developing, and illustration design has become an emerging art. The language of illustration is a special non-verbal means of communication. Illustrators can communicate with the audience through the language of images, in which the communication and thinking mode are inseparable from the emotional connotation of the images. Therefore, the illustrative language of illustrative design has the prospect of development and the significance of research.

However, in the new environment, contemporary young people develop different anxieties, and in recent years, more and more studies on the relationship between illustrative language and emotion have been conducted both at home and abroad. All the studies point out that it is better artistic value to integrate emotional colors in illustration so that the picture can better communicate with the audience. But how to use illustration language to express anxiety? This is the research direction of this paper. Nowadays, as images become a medium of communication, the design of illustration has taken on a higher level.

1.2. Current status of domestic and international research

In terms of the causes of anxiety, psychoanalyst Freud divided anxiety into three categories: object anxiety, neurotic anxiety and moral anxiety. In the field of art and design, Liu Li, principal of Beijing Addy High School, believes that art education can alleviate youth anxiety and that art brings people emotional satisfaction and peace. On the contrary, people's material enjoyment brings more anxiety.

A domestic study by Tang Hong and Liu Shanjiu showed that there was no significant difference in state anxiety among college students of different genders. The study of Benyou Chen and Feng Zhang showed that all factors of time management tendency were significantly and negatively correlated with anxiety, except for the sense of time value. A

study by Lanjun Zhang on poor college students found a significant negative correlation between anxiety level and social support.

1.3. Research content and methodology

This study analyzes the current situation of anxiety among contemporary people by means of a questionnaire, which is distributed in the form of a web page and collected when the subjects have finished their own questionnaires. This paper is divided into five parts, including the purpose and significance of the study, basic theoretical knowledge, the implementation process of the design, and the overall effect demonstration.

Chapter 1, mainly from the purpose and significance of this research, analyzes the current situation at home and abroad.

Chapter 2, the concept of contemporary illustration design and the development history from ancient times to the present.

Chapter3, focuses on the meaning, formation and classification of anxiety, and analyzes the root causes of anxiety among contemporary young people to call for awareness and attention to anxiety.

Chapter4, the expression of anxiety in the illustration design language in the design work "Gum Anxiety", mainly elaborates on the preliminary research and design process, and is the part of the overall effect of the design of this paper.

2. Contemporary Illustration Design

2.1. Concept of illustration design

Illustration design is an important means of expression in visual communication design, and is widely used as a graphic expression in all areas of modern design. Many designers and theorists have many different views on the definition of illustration, but one of the more consistent points is that illustration is an image or graphic to be applied. We cannot define painting or illustration in terms of visual representation. It follows that illustration is an artistic style whose basic attributes are consistent with design.

2.2. History of Illustration

The earliest illustrations in the world appeared in ancient

caves. For example, the cave paintings of Altamira in Spain and Lascaux in France (shown in Figure 1-1) are the first cave paintings ever discovered. The development of illustration art in medieval Europe was first used for religious reading.

The art of Chinese illustration also has a long history. During the Eastern Jin Dynasty, Gu Kaizhi's "The Proverbs of Women in History" (shown in Figure 1-2) was an illustration of an article. With the development of the 21st century, the art of illustration is no longer just a static image created by means of painting. With the popularization and development of computer technology, modern commercial illustration has been drawn with few traditional tools and materials, such as paper, pens, and paints, and has been replaced by digital software.

Nowadays, with the development of human information society, the speed and way of information dissemination is changing. The field of modern illustration design is rapidly expanding from its former application in print media to electronic media such as television and the Internet. In the development of illustration, the development of science and technology, the popularization of electronic computer painting methods, has made its visual style extremely diverse, the display style of illustration can be between square inches, or can be a large "Big Mac". It is a creative graphic or photo in an advertising poster. It is also a variety of scenes and characters presented in games; it is also a static or dynamic image or button in a web page. It can be said that almost all visual means can be used for illustration, which has become a testing ground for new tools and techniques of expression. Thus, modern illustration is no longer an illustration of characters and literature in the traditional sense.

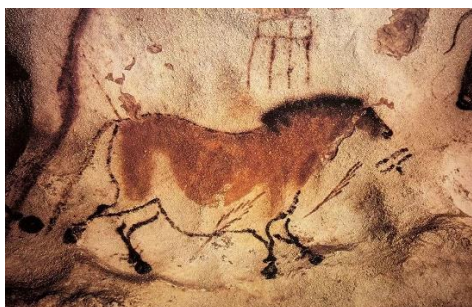


Figure 1. <The Lascaux Cave Murals> Source: Google



Figure 2. <The Lady of History> Source: Google

3. Anxious Emotions

3.1. The meaning of anxiety

Anxiety is an internal discomfort that has no apparent objective cause. It is subjectively associated with stress, discomfort, and even uncontrollable feelings of pain. In the unified value theory, anxiety about something arises when the value of that thing is likely to decline significantly in the future. It can occur when a person suffers a setback or when

certain emotional disturbances occur without an apparent cause, i.e., in the absence of sufficient objective evidence. Pathological anxiety manifests itself as panic, uneasiness, and nervousness.

3.2. The formation of anxiety

Freud first focused on and explored anxiety from a psychological perspective. He divided anxiety into objective anxiety and neurotic anxiety. Some learning theorists or behaviorists believe that anxiety is an acquired behavior, the result of following learned rules and relating it to a specific situation.

Psychoanalysts believe that anxiety is the result of unconscious conflict, the causes and processes of which are unknown to the person. When too much instinctive energy cannot be coped with in the usual way, it can cause trauma. Freud called this unpleasant emotional state anxiety. Anxiety is a sign of the ego, and its true meaning is a warning of future danger. Many later psychoanalysts revised the anxiety theory.

3.3. The root cause of contemporary youth anxiety

The root cause of anxiety among contemporary young people is desire. In the real world, human life is first manifested in desire and satisfaction. There are many kinds of desires, such as power, fame, profit, money, the desire for knowledge, the desire for love, and so on. The original meaning of desire is need, longing, demand and yearning. The basic characteristic of desire is lack, which exists in the conscious or unconscious mind of the desire, "a need for an absent person or thing, in the hope that the absent person or thing will appear in one's need, or possess it directly, or create it directly."

According to Maslow's psychological theory, human physiological needs are mainly expressed as love, sexual desire, appetite, etc. There are also levels of desire, a state of being that is satisfying for some people, but not enough for others. For most people, when one desire is satisfied, another will soon appear and take its place. When this is satisfied, there is a more prominent one, and there is no end to desire. There is no limit to desire, and there is no limit to pain and anxiety. Therefore, it can be said that desire is characterized by scarcity, and scarcity leads to anxiety, which is the cause of anxiety in contemporary youth.

3.4. The effects of anxiety

Moderate anxiety can help people solve crises, but if excessive anxiety, it will become a psychological disorder that not only hurts people's lives, but can even lead to bad social problems. The main negative effects of anxiety are: first, sleep disorders: often accompanied by anxiety, or frequent nightmares. Some patients snore at night and wake up from the feeling of sleeplessness all night long and lack of sleep. The second is emotional anxiety: characterized by acute anxiety attacks. The third is vegetative nerve dysfunction with physical discomfort. The examination reveals: elevated heart rate, hyperhidrosis, muscle tension, etc.

4. The expression of anxiety in the design language of illustration in "Gum Anxiety"

4.1. Overview of "Gum Anxiety"

The subject of " Gum Anxiety " comes from life, and life is

a slow hammering process during which you feel anxiety, regardless of age or class. In life, no one can escape from three things: the purpose of life, material money and career. The anxiety issue was chosen as the design theme because I wanted to amplify this seemingly unimportant point and draw the attention of the audience while most people ignore spiritual problems.

Therefore, the author's design work is prepared to dig deeper into the anxiety and stress of modern people, to resonate with them, and to find solutions that will improve the anxiety of contemporary people. The author's work will enable people to understand that anxiety disorder is a neurotic disorder and a mental illness, and call for people to pay attention to mental health issues and pay attention to them.

4.2. The design processes

In the design process, the author uses IP characters (shown in Figure 3), a series of illustrations and posters to present. (As shown in Figure 4) The author depicts the anxiety and stress faced by some people in their lives and explains the corresponding solutions. In the graphic language, the composition: The author adopts a rectangular frame and uses the capsule as the creative inspiration to design the character of the capsule, and applies the IP image to the illustration series. In addition, in these illustrations, the author composes from the first perspective, goes through the text to elaborate the inner activities of the characters when they are anxious, and wants to express emotions in the form of inner monologue. In the author's series of illustrations and posters, (as shown in Figure 5) the author combines dots, lines and surfaces to form a picture, using a flat painting technique to express the anxiety of the characters in the picture through different forms of illustration and forming a series. For example, workplace anxiety, economic anxiety, developmental anxiety, interpersonal anxiety, learning anxiety and health anxiety. The author uses orange and blue as the main colors, intending to convey a positive attitude to people through the colors and calling on the audience to overcome anxiety together (as shown in Figure 4).



Figure 3. "Capsule Ma" Source: Self-drawn



Figure 4. "Gum Anxiety" Source: Self-drawn



Figure 5. "Gum Anxiety" Source: Self-drawn

5. Summary

In today's rapidly developing society, fast-paced lifestyle and the pressure of work and study make people prone to various psychological problems, anxiety can have a negative impact on people's health and therefore cannot be ignored. Art creation is always closely related to life, and illustration works with emotional connotation really have the power to move people's hearts. Only when the picture can infect or inspire the audience, it is considered a meaningful illustration work. Through the creation of my own design work, I analyzed the results of the questionnaire survey on contemporary anxiety problems, and designed an ip character with the capsule as the main element and added various auxiliary elements to address the social pressure, survival pressure, workplace pressure and other "glue" concerns and solutions faced by young people. Illustration. The author uses the language of illustration design to express her emotional knowledge and add her own ideas. However, the colorful graphic language and emotional colors remain the main challenges of modern illustration. Compared to other art disciplines, the art of illustration is a relatively new discipline, and as such it is progressing and gaining popularity. It is hoped that in the future more attention will be paid to the connection between the language of illustration design and emotional expression, and that more in-depth research will be done for this purpose to make its theoretical knowledge completer and more comprehensive.

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