

Research on the Creation of Illustrations on the Theme of Social Phenomenon

-- Taking "Appearance Anxiety" as an Example

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Abstract

In the current socialization of media, with the continuous changes in the lifestyles of the general public, illustration design has naturally appeared in various industries in society, creating information to people as a medium for disseminating information. Through illustration design, focusing on some phenomena in the society can achieve the role of warning people. Taking "appearance anxiety" as an example, "ideal beauty symbols" have emerged in the society as the mainstream aesthetic standard. This simplification of aesthetics has caused the phenomenon of "appearance anxiety" to become more prominent, and this kind of phenomenon has a subtle influence. Some people in society who are not confident enough about their appearance have gradually lost themselves in the process of constant "anxiety". Creators use illustration design as a medium to convey positive information to achieve a warning effect.

Keywords

Illustration design; Appearance anxiety; Social phenomenon research.

1. The Concept and Value Analysis of Illustration Art

1.1. The concept and Development of Illustration Design

Illustration design is a kind of visual communication design. Including two parts of art illustration and commercial illustration, it is an important part of modern art. It is to convey the information that needs to be conveyed to the object completely and clearly through graphic patterns, and with a certain artistic beauty. Analyzed from the development of illustration design, illustration developed with the changes of newspapers and books in the early nineteenth century. However, the heyday of its development started in the 1950s and 1960s with the United States. The illustrations that were first separated from fine art works had a strong painterly color, because most of the creators engaged in illustration were professional painters. Influenced by the abstract expressionist school, illustrations gradually changed from the initial concreteness to the abstraction. In the 1970s, the illustration returned to the realistic style. Nowadays, with the continuous development of high and new technology, modern illustrations have rarely used paper, pens and other traditional tools and materials to draw, and more often use computer software to draw.

1.2. The Use of Illustration Design in the Study of Social Phenomena

With the continuous upgrading of consumption, the rapid development of the Internet, and the demand in domestic and foreign markets will gradually increase and increase, the illustration design industry has also been pushed to the forefront of the industry. Reflecting some phenomena in society through illustration design has significant advantages. The first is that illustrations are more attractive. Illustrations can be divided into exaggerated illustrations,

satirical illustrations and humorous illustrations. Different styles of illustrations have different advantages in expressing themes. For example, exaggerated illustrations can magnify the subject that the creator wants to express, highlight the focus of the picture and make people impressive. Satirical illustrations are generally used to implicitly or directly reflect a certain social phenomenon. Use pictorial language to mock to achieve a critical effect. Allow viewers to understand the deep meaning of what the creator wants to express at the moment, and form a certain degree of memory. Humorous illustrations make people remember the intention of the author in a relaxed and happy atmosphere. Therefore, illustrations are used to reflect social phenomena, which are more attractive and impressive. Secondly, illustrations are diversified, and creators can express more elements in one picture. For example, photographic pictures can only express what is captured at a certain moment. It is onesided and single. In the case of illustrations, the strong atmosphere and multielement objects are mixed in a picture, and all the elements you want to express can be added to the picture, and they do not violate the harmony. Finally, illustrations can more directly express what the creator wants to express. and the atmosphere and emotion expressed by the creator can be created and expressed through different artistic techniques.

2. Analysis of the Social Phenomenon of Facial Anxiety

2.1. Causes of Appearance Anxiety

Nowadays, the topic of "appearance anxiety" has become a topic. For example, the recently popular Korean drama "Goddess Descends" mainly tells the story of the female protagonist Lin Zhoujing who became inferior because of her appearance and turned into a goddess because of her makeup. The discussion of anxiety became a hot topic. Most people in society are more or less dissatisfied with their appearance. From the perspective of psychology, the mirror effect is one of the reasons for "appearance anxiety". The "I in the Mirror" theory was proposed by American sociologist Charles Horton Cooley, and it first appeared in his book "Human Nature and Social Order" published in 1902. He believes that selfknowledge is the specific basis of human behavior, and this kind of knowledge emerges only through social interaction with others. Others' evaluations, attitudes, etc., become a "mirror" reflecting oneself, and the individual is Through this "mirror" to know and grasp oneself. People form their own cognition by observing the reactions of others to themselves. People observe their own reflections and become the main way of selfassessment. In the process of psychological research, men are less prone to "appearance anxiety" than women. The reason for this situation is largely related to some common phenomena in society. However, with the improvement of the economic status of modern women, the appearance of men is also valued by women to a large extent. Therefore, many men also have "appearance anxiety". Some social evaluations have also created "appearance anxiety". In addition, with the continuous development of the Internet, "appearance anxiety" has been further magnified. People only make up a minority of "goodlooking people" in real life, but through the Internet, people tend to see those goodlooking and goodlooking peers with high frequency. Regardless of whether it is real or not, when people accept the video images, they have already produced comparisons with them and their own evaluations. Deepen one's own "appearance anxiety".

2.2. The Impact of Facial Anxiety Social Phenomena

Everyone has the love of beauty, and there is nothing wrong with proper medical beauty. However, excessive medical beauty incidents caused by "appearance anxiety" are not uncommon. Some people have become addicted to plastic surgery. They owe huge loans for plastic surgery. In order to grow taller, they have not only suffered huge pains through the

method of cutting and stretching bones. , There is a risk that it will always be difficult to heal. Some people even go crazy for liposuction and go on a diet to lose weight, even to the point where they are life threatening. Extreme "appearance anxiety" often pushes people into the abyss and produces deformed aesthetics and pursuits. Reached the need for mental and psychological treatment. According to relevant surveys, excessive inferiority, strong comparisons in appearance, and the recognition of others as one's main criterion are the main reasons for "appearance anxiety". People should understand the root cause of their "appearance anxiety" in order to deal with it in a targeted manner. If it is due to excessive inferiority, you must rebuild your self-confidence. There are many ways to build self-confidence, not only from appearance, but also from your own studies, career, and achievements through your own efforts. . If you are only kidnapped by the unilateral appearance, you must learn to change your thinking and think about the problem, feel the diversified beauty, and give more psychological hints to yourself. If you cannot avoid being overly concerned about the evaluation of others, you should learn to focus on yourself, produce an evaluation system for yourself, and achieve self-recognition. To appreciate our existence as individuals, the most important thing is to accept and please ourselves.

3. Illustration Design Reflects Social Phenomenon

3.1. Illustration Design Reflects Social Phenomenon

It is not uncommon to express some phenomena in society through illustration design and realize the role of warning people. For example, the Romanian artist Horta Crisan, through his surrealist illustrations combined with his own grotesque style of painting, reflects some of the complex human nature in the society, such as greed, ignorance, ambition and other social phenomena. Sometimes it also satirizes some war phenomena that exploit the lives of soldiers and civilians. These illustrations are sometimes published in some art abstracts, and some are sold as works of art. And nowadays news reporting programs, newspapers and current affairs magazines also need the existence of illustrations to more directly express the content and theme of the article. Reflecting some phenomena in society through illustrations, I have to mention the Chinese network painter Wuhe Qilin. He once used super-realistic illustrations to satirize some of the hot spots of current affairs in the world, which was justified and well-documented, and his painting style was very vivid. It's very ironic, directly hitting the real-time topic, and expressing the details are all surprising. It can be seen that it is necessary for creators to create some illustrations that represent social phenomena for the development of today's society. Reflecting social phenomena through illustrations, which also often appear in TV programs. The content of the program is to report news and current events. The TV is equipped with story-like illustrations to summarize this event, such as a news program "First Time" on Liaoning Satellite TV. , The host often plays cartoon illustrations to explain current hot spots and analyze opinions. The publicity boards that people see on the roadside can see some vivid illustrations to reflect the current phenomenon of common people's lives and correct values. For example, some publicity boards at bus stops promote traditional Chinese virtues-filial piety. Through the vivid images of little girls with New Year pictures and dolls, they promote traditional Chinese virtues and analyze the charm of traditional Chinese filial piety.

3.2. Interpretation and Analysis of the Content of "Appearance Anxiety" in Illustration Design

3.2.1. Analysis of Artistic Techniques in Interpreting the Content of Illustration "No Face"

This illustration uses the current surrealist method to tell the common problem of modern people-appearance anxiety. Surrealism is a modern Western literary genre. It prevailed in

Europe between the two world wars, and the most far-reaching influence was in the field of visual art. Surrealism aims to explore the subconscious mind of human beings. It advocates breaking through the logical and practical view of reality, completely abandoning the realistic image based on logic and orderly experience memory, and fusing the concept of reality with the experience of instinct, subconscious and dream. Show the world of images in the deep psychology of human beings. The surrealist painting method is subverting traditional and irrational, and is not a creation based on reality, so it does not pay attention to structure and proportion, and pays more attention to exploration in the content of the painting, thus strongly expressing the painter's own exploration The inner world that I want to express. Surrealist painting is the painting school that has persisted for the longest time in modern art, so it is considered to be an important representative of the modern painting school. The article starts with the birth of surrealism, analyzes the artistic characteristics of surrealism painting, and explores the aesthetic thought of surrealism from the illusion, concreteness, deconstruction of metaphorical symbols and the poetic nature of the metaphorical world.

The surrealist technique is expressed in the illustrations, which can highlight the theme and express the creator's ideas and themes. The women in the picture represent those people who have serious anxiety about appearance in real life. In order to pursue beauty, they are always dissatisfied with their appearance. They always think that they have many defects in their appearance and cannot see their uniqueness. Always pursuing the so-called popular aesthetic "pointed chin, big eyes, small nose", after changing countless popular faces, even my original appearance is lost.

In this day and age, many people cannot see the charm of their own faces, let alone their special meaning as independent individuals. Always pursue the beauty of the so-called internet celebrities. In order to pursue the "A4 waist" figure, some people excessively diet and cause problems in their bodies. He even made his posture beautiful through surgery. Pursuing beauty and speaking of human nature, but advocating healthy sports, this kind of behavior that damages the body is said to be undesirable. Some people even go to face plastic surgery more than once, they consume their own health in pursuit of so-called beauty. This phenomenon is a distortion of the value of beauty and a deformed behavior. Beauty should be unique and imperfect. Beauty is not perfect but inclusive. The combination of too perfect five senses is a kind of unattractiveness in disguise, because this kind of too standardized mechanization and rigidity sometimes does not give people a comfortable feeling but gives people an uncomfortable visual sense. We use The use of illustrations to express this realistic problem not only enriches the connotation of facial anxiety, but also adds an intuitive sense of analysis of this phenomenon (not only for readers' text analysis), and it also expands the phenomenon that everyone is anxious about facial appearance. They all have different opinions and give people room for imagination. As the saying goes, 10,000 people have 10,000 Hamlet in their hearts. I believe that every person who sees this painting has different feelings and understandings of facial anxiety.

3.2.2. Illustration "No Face" as A Medium for Transmitting Phenomenal Information

The creative expression of some phenomena in society through the form of art illustrations is a manifestation of the close relationship between art and life. We all know that "art comes from life". With the development and progress of society, illustration art is widely used in various fields of society. With the emergence of new painting materials and the extensive development of art in commerce, it seems that illustration art has gradually become commercialized. In the era of commodity economy, illustrations have a positive effect on the economy to a large extent. It is no longer enough to express the concept of illustration with the original traditional regulations. The situation of "contending of a hundred schools of thought" has already appeared among illustrators in various countries, rejecting the use of a single material, refusing to use only one expression method, and using more methods, giving illustration art a broader space

and unlimited possibilities. . The ideas and themes that the creator wants to express can also be expressed with sufficient materials and artistic techniques. Although the development of illustration in China is relatively late, it has a long history to trace its origin. Illustrations first went through the development of post-liberation blackboard newspapers, prints, posters and other formats. The reference to international popular styles appeared after the 1980s, and in the mid-to-late 1990s, with the development and popularization of computer technology, it became more and more popular. More creators are devoted to the creation of computer illustrations. Faced with the status quo of today's society, what creators should think about is how to bring nutritious information to people through their works, and fully use illustrations as a medium of communication with society.

The creative expression of the illustration "No Face" is a very ironic expression based on modern social phenomena. It aims to appeal to those who are excessively "anxious about appearance" in social groups to accept themselves. Don't lose yourself in order to cater to the public's aesthetics, or because you can become beautiful. However, with the continuous development of the phenomenon of "looks anxiety", it has also stimulated people's rebellious emotions. With the awakening of people's independent consciousness, a diversified aesthetic culture is the development that the social media era should have. Trend.



Figure 1. Design an illustration of "No Face" with the theme of "Appearance Anxiety"

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