

On the Performance of Illustration Art in the Development of Contemporary Chinese Art

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Abstract: Illustration art, with its development involving multiple applications, continues to extend in the development of Chinese art. In the era of information technology, people's eyes become picky when filled with all kinds of fresh information. Illustration, as an art, just satisfies people's different sensory experiences and forms an indispensable form of communication in modern society. This paper tries to explore the core strength of Chinese illustration art through the specific research on its origin, actual social development, and the influence of Chinese earlier text and digital technology on illustration art.

Keywords: Illustration art; Digital technology; CG

1. Historical Development of Illustration Art

The development of the art of illustration can be traced back to oracle bone inscriptions. The characters carved on tortoise shells or animal bones were mainly used for divination and recording in the past, but the fine oracle bone inscriptions are the earliest and most concise form of art illustration in the history of art development. As for the oracle bone inscriptions themselves, it can be said that they have extremely important significance in the history of human civilization. The oracle bone inscriptions have a large number of combined fonts, strong picture colors, and various forms of variant characters. It can be seen that the illustration art is very similar to the oracle bone inscriptions. From the aesthetic point of view or from the creative perception, the oracle bone inscriptions also have a potential connection with the contemporary illustration design. It can be said that oracle bone inscriptions are the most Chinese characteristic and the most influential illustration art form in the world.

In the history of art development, illustration was first used to combine with words. According to textual research, when Buddhist culture entered China, illustrations were needed to interpret scriptures. In ancient times, there were different illustrations, including the portraits of immortals and various portraits, among which the Door God was one kind of illustration. In the book of Mountains and Seas, different illustration depiction forms have better performance, making people have a clearer understanding of the appearance of gods and monsters. The engraving form of the Mantra of the Dharani Sutra has also become the earliest commodity illustration works. The origin of art is also quite related to totem. Ancient totem indicates the belief and worship of ancestors. Illustration has experienced a great change from ancient cave murals to folk printmaking in the middle period and then to book pictures. From images to words, from viewing to reading. Subsequently, with the development of printing technology, illustration art has also developed rapidly. It has an extremely wide range of communication and began to enter the advertising, toys, clothing and other fields, and played an important role.

2. The Influence of Digital Technology on Illustration Art

Tracing back to the history of illustration art, illustration art has matured with the development of digital technology. Daniel Bell said: "Visual concepts, sounds and images dominate the world, especially the latter, which organizes aesthetics and commands the audience." It can be said that it is almost inevitable in every society. With the depression of printing culture, contemporary culture is becoming a kind of visual culture. From the early 1960s to the end of the century, just a few decades, illustration art has not only greatly enriched the language of illustration art, but also derived a new concept of visual art. The reason why there are relatively few literatures and works related to digital illustration has something to do with its short development time. Therefore, if we want to define digital illustration art with a standard, we can only summarize the concept of digital illustration art from the aspects of national culture and the development of digital technology, which can also be regarded as providing some theoretical support for this new category of art language. Recalling the process of human history from text, oral expression, printing and digital culture, mass culture is impacting the field of text interpretation in a new graphic way. Contemporary digital media art has developed rapidly in the past decade. Relatively speaking, the public has reduced their learning time and creative space in illustration, which has greatly weakened the traditional hand-painted illustration.

Once illustration art was limited to film posters, book covers and other fields, relying on painters to use traditional pen and ink to complete the performance, but now digital technology has brought earth shaking changes to it. Nowadays, the application of advanced network technology, digital media equipment and computer-aided design software has completely replaced the traditional production of graphics and images. This new digital media has endowed illustration art with new concepts, new expression techniques and application technologies. In particular, the original intention and creation mode of illustration have great changes compared with traditional illustration techniques. In concept, illustration drawing has a broader field of imagination under the influence of digital technology.

3. CG Illustration Art Conception

CG illustration is a kind of illustration art. Compared with traditional hand painting, it belongs to the application of digital technology in illustration. CG illustration is also called digital illustration, which means that it is a process of improving and innovating traditional illustration by relying on digital technology. It is a digital form presented by using computer PS graphics technology as a carrier through the media of hand-painted boards. In short, it is to draw with computers. It can be said that CG illustration is the perfect combination of advanced technology and art, with its own sense of the times and shocking visual impact. This new creative style and technique of expression has also brought business opportunities to many industries, mainly in the original painting design, animation scene design, sub lens design and so on.

From the perspective of art, CG illustrators need to have a solid painting foundation and conception ability to complete a work just like hand-painted illustrators. CG illustration and traditional illustration art complement each other. Both of them have their own characteristics and advantages, which are mainly reflected in that CG illustration is better than traditional illustration in terms of modification and coverage, while traditional painting is richer in strokes and feelings than CG. Therefore, CG illustration art has irreplaceable artistic value with its unique form of expression.

4. The Expression of Illustration Art in Film and Television

The performance of illustration art for film and television works first lies in publicity. In today's society, the publicity of film and television works is particularly important. Good publicity can make the film and television works better attract the audience, and have greater achievements. What is more obvious is that the posters made with the help of illustration art are concise and clear, expressing the connotation intuitively and clearly, catching the eyes of the audience at the first time, and then better publicize the connotation. Moreover, it can better help the works to carry out commercial publicity, improve the influence of the works, and make the works more popular. In addition, not only posters can help film and television works to do better publicity, but also illustration art can play an important role in film and television creation and improve the quality of film and television works.

From many aspects, illustration art and film and television creation have a lot in common. They both pay attention to the performance of visual impact. Therefore, integrating the art of illustration into film works will certainly promote the creation of film and television works. For example, Japanese director Akira Kurosawa and Chinese director Zhang Yimou have used illustration to draw atmosphere maps in their early films. It has to be said that illustration art, especially in the field of animation creation, has played a great role. Hand-painted boards, mice, computers and other creative tools are widely used. Illustration art is involved in animation scene design and mirror creation, which not only improves the efficiency and quality of animation production, but also promotes the rapid development of the animation industry to a certain extent. At the early stage of animation creation, illustration technology also has a good performance in the original painting modeling design and lens design, because digital illustration technology can more render the atmosphere and have the tension of composition. The traditional illustration mainly uses paper, pen and paint as the basic tools of creation, which has significant advantages.

5. Conclusion

The word "illustration" comes from the Latin illustration. This word has the meaning of "illuminating" and "making it see". Illustration art can be described as an ancient art form of expression. As an important way of visual expression in the field of modern design, it occupies a unique position in the development of various fields with its vivid pictures, real feelings and unique creativity. Therefore, it is more worthwhile for us to explore the artistic value of it, so as to provide more high-quality visual art for human life in the future. Illustration art not only meets people's different needs for art, but also indirectly stimulates social and cultural needs. Let's look forward to a better tomorrow of illustration art.

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