

INFLUENCE ANALYSIS OF VISUAL ART DEVELOPMENT BASED ON ARTIST'S PERSONAL AESTHETIC COGNITION

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Background: In the history of the development of human visual art, the occurrence, development and evolution of eastern and western visual art are closely related to people's psychological cognition and the law of psychological activities. Artistic activities belong to the category of psychology, which may also involve other fields, but they will never change if they belong to the category of psychology. According to the discipline interpretation of art, the historical research on artists and their works also belongs to the category of psychology. In fact, to make a comprehensive and convincing psychological interpretation of works of art, it must be based on understanding the power and significance of the works, on the composition of the artist's personal psychological cognitive schema, and on the artist's ability to visualize and express his psychological composition in his own works, And based on whether this psychological composition is representative and meaningful to its contemporaries.

Subjects and methods: Artistic creation is a means of understanding the world and self-expression. Based on the perspective of psychological cognitive schema and visual perception, starting from the concept of Schema in visual art, this paper focuses on the impact of visual art schema, perception and viewing on individual artistic creation and cognition.

Results: This paper shows that when the visual art schema begins to develop from the primary stage to the more advanced and complex stage, but it is not mature, its composition is often scattered. The more mature the work, the closer the relationship between various parts. The most mature artistic expression, its vitality comes from the high generalization of human internal psychological feelings. Therefore, the development of human visual art in both China and the west is inseparable from the psychological activity law of cognitive schema. The construction of psychological schema has an important impact on the development of human visual art.

Conclusions: The constituent state of the object to be perceived will also affect people's understanding and perception of form. Therefore, the understanding of form will have a variety of complex feelings, which will affect people's psychological cognitive schema construction, thus affecting the performance of visual art works.

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PSYCHOLOGICAL APPEAL OF URBAN PUBLIC SPACE LANDSCAPE DESIGN

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Background: With the improvement of urban openness, urban public space has become the place most closely related to modern urban people's life, and the landscape design of urban public space has been paid more and more attention. The research of environmental psychology holds that there is an interactive relationship between man and environment. In this interactive process, man can change the environment. At the same time, man's thought and behavior can also be affected by the environment. Modern city people are easily affected by the environment and the atmosphere. Therefore, in urban public space landscape design, how to pay attention to the psychological demands of users, integrate landscape design elements according to the psychological demands of users, and build a humanized urban public space landscape has become an urgent problem to be solved in urban landscape design.

Subjects and methods: This paper aims at the confusion and thinking caused by the lack of humanized thinking in China's urban landscape construction in recent years. Using the relevant theories of environmental psychology, this paper studies the relationship between environmental factors affecting users' psychological activities and individual behavior effects in urban life. Analyze the psychological demands of users for urban public space landscape and the interaction and causality between users and urban landscape environment. Then, based on this analysis, the urban public space landscape design principle based on individual psychological feeling is established.

Results: This paper holds that the psychological appeal in the urban public space landscape belongs to a spiritual appeal, the landscape user is the subject of the appeal, and the landscape environment of

urban public space is the object of the appeal. Everyone has different psychological demands for public space landscape, but there are some commonalities in people's growth process and social life. Therefore, users' psychological demands for urban public space landscape also have similarities, which can be summarized into three aspects: social demands, cultural demands and aesthetic demands. The characteristics of contemporary urban public space landscape psychological appeal are: emphasizing the humanization of landscape, emphasizing the personalization of landscape and paying attention to people's emotional needs.

Conclusions: People's understanding of urban public space landscape has completely gone out of the concept of traditional gardening activities. The artistic value of landscape is unconsciously related to ecological value, functional value and cultural value. The category of landscape art more points to all aspects closely related to people than before, and becomes more humanized. In addition, landscape design is first of all a kind of people's ideological activity, which reflects the psychological demands of users for landscape diversification. From the appearance, the landscape design of contemporary urban public space is the diversification of landscape forms, but its essence is to constantly reflect more respect for people, more in-depth perspective of people's real nature and needs, and the feeling of belonging to nature.

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ANALYSIS OF THE AUDIENCE'S PSYCHOLOGICAL AND VISUAL FEELINGS OF COLOR IN EXHIBITION DESIGN

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Background: Today's society is a period of diversified development of art. Various art forms are rich and competitive. Therefore, the environmental art design and space display design industry are rich and colorful. Environmental art itself has a certain order, mode and structure. It can be considered that the environment is the synthesis of a series of related elements and human relations. People can make changes in external things, and when these changes occur, they will in turn have an impact on the behavior of people. Environmental art design psychology attaches great importance to people's psychological sleeping tendency living in artificial environment, combines the selection of environment with the creation of environment, and studies people's behavior and feeling in the existing environment. For the display space design, it is how to organize the space, design the interface, color and lighting, and deal with the display environment to make it meet people's wishes.

Subjects and methods: Environmental art design psychology attaches great importance to people's psychological sleeping tendency living in artificial environment. This paper combines choosing environment with creating environment to study people's behavior and feeling in the existing environment. For the display space design, it is how to organize the space, design the interface, color and lighting, and deal with the display environment to make it meet people's wishes.

Results: The proportion of space geometry will also have a certain impact on the use of space and artistic effect, which should also be paid full attention to in the design. In the design of exhibition space, color plays a great role and has strong visual effect. It can attract public attention and arouse public association psychology. The length of display space design sequence will also affect people's psychology.

Conclusions: Because color itself has the function of intuitive stimulation and physiological response. In addition, people are influenced by living habits, religious beliefs, social norms, world outlook and living environment. When they see color, they will naturally produce a variety of specific associations or abstract emotions. For example, the red of Coca Cola Company in the United States is full of youth, health, joy and upward atmosphere; The red of Bank of China shows national tradition, strength, perfection and confidence. Therefore, the application of color in exhibition design should first consider the viewer's psychological and visual feelings. This emotional role is very important for the impact of the whole exhibition.

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