

A Comparison of the Design Creativity and the Art Creation under the Modern Apprenticeship System

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Keywords: Design Creative, Art Creation, Modern Apprenticeship System

Abstract: Under the new historical conditions, the combination of design creativity and art creation will be a long-term cultural phenomenon. This paper compares the creative design process with the art creation process under the modern apprenticeship system. The purpose is to make it enlighten contemporary design creativity and art creation.

1. Introduction

Modern apprenticeship system is a way to learn from the traditional master and apprentice, combined with modern education means to cultivate innovative technical talent model. In the field of design and art, the modern apprenticeship system research has just started, so. It is urgent to compare and study the creative process of design and the process of art creation, which lays a theoretical foundation for the design creativity and art creation under the modern apprenticeship system.

2. Design creative process

The process of design creativity is a design activity process that uses wisdom and thinking to break through the traditional routine to form a new combination, and plans to communicate through the way of vision. It is both wisdom and logical thinking, image thinking. Reverse thinking, divergent thinking, system thinking, fuzzy thinking, intuition, inspiration and other cognitive ways of comprehensive use of design results, but also to break the traditional, old elements, reorganization into a new combination of the process. It is a creative act with deeper implications and broader visual changes than primitive elements. It has two stages: creative stage and materialized image communication stage.

" Creative production processes are like Ford ' s production process, " said James Weber, an American advertising godfather. " Creative production is also done on a pipeline; in this process, thinking is based on an operating skill that can be learned and mastered; its effective application is as effective as any other tool, but it ' s just a trick. " Obviously, the process of design creativity can be carried out in a clear order, just like the effective application of other tools. Design creativity can be accumulated in accordance with the data, repeatedly separated combination, hatching, creative birth. The process of communicating is carried out.

Therefore, in the creative design process, data collection, investigation is absolutely not to be ignored, and the more thoughtful the better. The designer chews the collected data repeatedly and carefully, so that various related facts are constantly separated, gradually converted into new images, new ideas. Put the accumulated material, with the tentacles of thinking, back and forth again and again to touch them. Pay attention to them in different separate combinations, detect their meaning, and find their relevance. With the separation of facts, the designer can have a new combination, a new creation. When the designer meditates, let subconscious work, hatching out many of the original ideas. Because the human brain in a nervous mind, everything piled up together, may be a mess, not a clue. At this point, let the mind relax and let the subconscious mind think. This can make the tired and numbness of the brain recuperate, let the problems in the subconscious brew, so that better ideas float up. After this process, once the original idea is stimulated or triggered by something, the original, disorderly, temporary, intermittent thinking in the mind will be connected in a short period of time."

things that have been nurtured over a long period of time in reality. When old things collide with new things, they begin to rearrange in the subconscious. They are as agile as the stars in the sky. Suddenly, unanticipated, it was reconciled. "At the most casual times, even after a brief break and relaxation due to a temporary stop from hard work, creativity unwittingly came. When the creative image is formed, the designer should design and convey the new idea to the audience in time, and bring the new idea to the real world. If the design is not communicated to the audience, it is only the idea in the designer's mind.

Of course, creativity must meet the specific design conditions or practical requirements to play a role. In order to make the idea meet the specific conditions or actual requirements, the designer needs to be very patient to design it so that the idea is displayed through the visual language. The creative design process requires ideas from imaginative minds, as well as the ability to use freely and consciously, to deal with sensory experience-to observe one thing and see another at the same time. Visible in the surface, creating order out of chaos, transforming the intention or idea to be expressed into a visual form that people can understand with their eyes. In fact, the process of design creative is the process of an optimized combination, adjusting and design communication. If the process of creative activity is free, then, the process of materialized image communication should be based on the purpose of the design. Goals are measured and tested if necessary.

There is no doubt that the process of design creativity does not need the inherent motivation of the designer, but directly points to the broad audience to serve the audience. Therefore, the process of design creativity is often task-based. It is not spontaneous or consciously directed at people, so it is difficult to embody the accumulation and transformation from motivation to creativity. The intention of the designer in designing the creative idea is mostly based on the object image. It is the main goal of the designer to express its content accurately, communicate with the majority of the audience and make it understand and accept. For example, Japanese designer Shigeo Fukuda (1932-) designed the poster "Victory of 1945" in 1975. Creative design of a shell flying into the cannon image, the result of the irony of the war is self-destructive truth, profound meaning, not only visual image let people forget, but also the purpose of creative design is simple and clear. The audience can clearly understand the meaning of design ideas.

3. Art creation process

The creative process of art requires artists to observe, experience and aesthetic understanding of social life first, and then use material media and technical means to show this aesthetic understanding. There are two stages in the process of art creation: the stage of conception activity and the stage of communication activity. That is to say, in art creation activities, artists first need to have an aesthetic understanding of social life before they can create, and then we can show this understanding in various ways. Artists' aesthetic understanding of social life is mainly reflected by artistic creation. It also reflects the interest, concern and social life that artists are interested in, as well as the evaluation and emotion of artists to this society.

Of course, the aesthetic understanding of society by artists is the activity in the field of consciousness in the minds of artists and the stage of conception in the activities of artistic creation. In this stage, artists to the real social life of the phenomenon to the nature of understanding, from individual to universal, from abstract to concrete understanding, artists experience of life, observe the discovery of beauty. Then to the artistic image brewing and gestation, until the aesthetic image formation. When the artist's conception stage is completed, it is the art creation communication activity stage: the artist expresses into the art work by using the medium material, communicates to the audience. If you don't use media materials and tools to convey the aesthetic understanding, which has the shape of the material, it is still only stay in the field of consciousness artists conception stages. Therefore, must use the medium material, through certain skills and means of production, the aesthetic awareness of artists in the mind communicate, make it as a kind of materialized, can be directly senses grasp the image of visual arts.

In 1931, the Spanish artist Salvador Dalio, the artist Salvado Dalian, wrote the Art creation Eternity of memory, which is typical of Dali's art creation process. Dali admitted that he represented a

personal dream and hallucination revealed by Freud, that he did not choose, and that he wrote down his subconsciousness as precisely as possible. The result of every thought of one's own dream. In order to find this surrealist illusion, he once went to a mental hospital to understand the patient's consciousness. He thought their speech and action were often the most sincere reflection of a subconscious world. Later, Dali used several clocks or hanging on a branch, or on a platform, or on the back of a monster, as if they were metal, during the communication activities of art creation. Clocks made of hard materials, such as glass, had been worn out for too long, so they were loosened, soft and collapsing, and they became soft, ductile things. Using skilled techniques to portray the bizarre images and details, Dali creates a hallucinatory reality that allows viewers to see a strange and interesting scene that they simply cannot see in real life. Experience psychotic relief from the real world order.

Artists in the art creation, after their own feelings in the work, may obtain the satisfaction of the heart and spiritual comfort, for this work can be understood by others. Acceptance is generally not part of his main intention. The language meaning of the work is not clear and there is a certain distance between the work and the audience, and this is also the special and fascinating part of art creation. [7] in the process of art creation, artists do not have to follow some creative norms, they can volatilize subjectively according to their own needs, even if they have rational thinking to intervene, it is also a guide to express emotion.

4. Conclusions

Obviously, the creative design process follows a certain program and target tasks. It can be used effectively as other tools, the designer in a clear order, the first creative. Then the creative image of the design is conveyed to the audience and can be accepted. The creative process of art is a complex spiritual activity and production activities, which requires careful observation of social life by artists. After experience and aesthetic understanding, the use of material media materials and technical means to show this aesthetic understanding, form a work to convey to the audience, but whether the design of creative or artistic creation. In the design creative activities and the fine arts creation activities, the design creativity has Both Cheng and the process of art creation have to go through the stage of communication activities of design creativity and art creation, and follow the common art law. But in the concrete creative activity stage and the creation idea activity stage also displays the respective individuality characteristic.

Acknowledgements

The stage Research results of the Educational and Teaching Reform Research Project of Hunan Vocational Colleges (item No.: ZJGB2016096).

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