

The Application of the Healing Value of Art in Modern Design

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Abstract. This article conducts research on the application of the healing value of art in modern design through literature research and qualitative research methods, and concludes that the main methods of artistic healing include guiding understanding and exploring oneself, healing oneself through creation and appreciation, and unconscious spiritual healing. The purpose of this article is to find the embodiment of the healing value of art in modern design. By analyzing the embodiment of the healing value of art in children's picture books and poster designs, we can find the important application principles of the healing value of art in modern design, and provide reference for other modern design categories to maximize the healing value of art. The significance of this study is different from artistic therapy, which focuses on the medical industry. Instead, it focuses on the prevention and control of psychological problems and social instability factors, reducing negative phenomena through psychological cues, and making people more aware of themselves through artistic therapy, curing themselves in a timely manner, and avoiding negative extreme behaviors.

Keywords: Art healing, mental health, cognitive impairment, children's picture books, poster design.

1. Introduction

Art has existed since the moment of human birth. Since the Stone Age, people have discovered repetitive art from the rope patterns on occasional pottery pots, using bone stones as decorations to display the art of materials. They began to build houses, both on trees and underground, all embodying their wisdom and artistic aesthetics. Although the appearance of an object comes first with its function, the function is fixed, but the aesthetic value is different. Men and women, old and young, always have different aesthetic requirements when using the same object. With the emergence of the feudal dynasty, art will also change with the needs of rulers, extending from fairy tales to gluttonous shapes, The artistic style that conforms to the political needs of the rulers and appears dignified and dignified, even the "tripod" has completely transformed from a functional instrument into a symbol of kingship.

Art always changes with the succession of dynasties, the political needs of rulers, and the way people live, but in fact, art also affects people's lives in various ways. As a pictorial language, art has long assumed the role of enlightenment and popular science, and is also a commonly used tool to inspire children's intelligence. From the incident that occurred in 2022 when terror negative patterns were printed on T-shirts, causing public anger, we can see that the public is clearly aware of the subtle impact of art on people.

In today's society, art is everywhere. People discover themselves through artistic observation, heal themselves through artistic immersion, and express themselves

through artistic creation. In a high-pressure environment and under the closed conditions of the epidemic era, how to channel and guide interventions in people's physical and mental health is particularly important. This article hopes to find out how the healing value of art is reflected in modern art, summarize successful cases, avoid failure, and better exert the healing value of art to maintain people's physical and mental health and long-term stability of society, It can also broaden the theoretical knowledge of artistic expression, not limited to the emotional value of color, but explore the concrete interpretation and emotional value of artistic abstract expression from more and broader aspects.

2. Background to the selection of the topic

2.1 Definition of relevant concepts

2.1.1 *Defining the Scope of "Art"*

The definition of the term "art" has changed over time and concepts, without a complete definition, but is constantly expanding. The popular definition of the term "art" now refers to all categories of "beauty", including music, poetry, art, architecture, sculpture, illustration, typography, and art installations. The creators of "art" are artists, the recipients are viewers, the objects are everything in life and nature, and the results of creation are works of art. The main research object of this article

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is art with a certain functional purpose, such as plane, sculpture, lighting, etc.

2.1.2 Definition of the term "healing"

The term "healing", even as a noun, can be used as a verb, meaning the process of healing or the act of causing people to eliminate pain or recover from pain. "Art healing" does not appear to meet the needs of the development of art, but emerges and develops with the development of modern medicine and people's demand for a better and healthy life. The term "healing" in this article is not limited to therapeutic behavior in the field of mental health care. This kind of healing appears in every corner of life, perhaps as a beautiful sculpture seen by a lost person to regain hope, or as a person who is overwhelmed by life or work returns to a warm and bright indoor space and feels relaxed and comfortable. People may encounter various setbacks and disappointments in life, Active intervention through art can effectively prevent mental illness and reduce social unrest. Therefore, the purpose of artistic therapy discussed in this article is to prevent and avoid all factors that cause psychological and physical harm to people.

2.2 Journals reviewed

Currently, there is no specialized and systematic research on the healing function of art at home and abroad, but there are many fields related to the role and value of art on human health, such as pedagogy, psychology, literary theory, art history, and psychiatry. Educators who attach importance to art have revealed the healing function of art in the process of studying the educational function of art. In his monograph "Art is Experience," Dewey, a progressive educator, expounds the relationship between artistic process and body, mind, and spirit. In his monograph "Education through Art," Herbert Reed reveals that art can promote the expression and development of children's emotions, promote personality integration, and promote the sound and harmonious development of their personality. ". In his book "Creation and Mental Growth", Ron Feird reveals the relationship between painting and children's growth, and proposes the concept of "art education therapy.". Today, the healing value of art has become a content that can no longer be questioned. We urgently need new methodological support to apply the healing value of art to daily life, creating a healthier and better living environment for humanity.

3. Methods of artistic healing

3.1 Guide to recognize and explore oneself

Art therapy was born in the 1950s and refers to a service profession that presents individual development, abilities, personality, interests, concerns, and conflicts through the use of painting media or materials, images of artistic creation, creative artistic activities, and patient feedback on the work. It is mainly used to solve emotional conflicts of visitors, enhance their self-awareness, improve social

skills and the ability to manage behavior, solve psychological confusion and reduce anxiety, and assist visitors in achieving the ability to adapt to life. People's psychological problems and health problems often result from a lack of clear understanding of themselves, or even a lack of awareness that they are in a dangerous situation. When people become more aware of themselves through art therapy, they can intervene in various ways to help them find suitable and skilled work and find a more comfortable pace of life.

3.2 Healing and appreciating oneself through creation

Individuals create their own works through artistic activities such as sculpture, painting, and crocheting. This is a process of releasing themselves and unconsciously expressing subconscious thoughts. Art is often a healing process. When you sit in front of a canvas, wander in your own world, and express yourself in art, this is a perfect spiritual and material exchange, expressing yourself and expressing beauty. The works created by individuals can help creators understand themselves better, and others can also understand the inner world of creators through their works. This is why so many people interpret the artist's life through the artist's paintings, and it is undoubtedly true that one person's paintings represent that person. Through artistic expression, doctors can also clearly understand the situation of patients and make reasonable treatment methods.

3.3 Unconscious spiritual healing

In daily life, individuals are often inspired by roadside advertising, attracted by a poster, and moved by a picture or illustration. Random music played by roadside stores can also make people feel the same. Art exists in every corner of life, and individuals can be cured through various ways.

4. Embodiment of the healing value of art in children's picture book design

Children's picture books, also known as "picture books", have significant aesthetic advantages. Picture books can promote children's physical and mental development and deepen their understanding of things. At this stage, children's picture books are showing a trend of diversification, and the readability and interest of picture books specifically targeted at artistic healing themes need to be strengthened, but now picture books have gradually realized their importance.

4.1 Colour

At around 14 months of age, when a child first sees various bright patterns, he may suddenly appear very excited, with his eyes tightly rotating with the color of the toy, which fully demonstrates that he has been able to initially distinguish strong and bright colors. Children aged 2 to 3 have made significant progress in their vision, perception, and cognition. At the age of 4, they can skillfully master and distinguish colors, and at the age of

5 to 6, they can accurately recognize colors and have color preferences. This fully demonstrates that children's understanding and perception of natural colors are gradually deepening.

Color can express emotions. In the illustration book "The White Horse of Suhe" by Chiyu Dooji, since the white horse took Suhe to the first place in the horse riding competition, the Suhe picture gradually turned into a bright golden yellow. When the prince tried to rob Su He's horse, Su He was knocked down and fainted by two of his subordinates, and the picture fell into deep darkness. This new black color has completely filled the entire page, which is completely different from the bright dark color rendering on the previous pages. This new black color directly conveys Su He's sadness and indignation.

Color can create associations for young children and improve their cognitive abilities. Each child has unique potential. Color can promote the free release of these potentials, create visual subjects, present changes in color on the visual subjects, shape subjective selves, and display different visual manifestations, achieving a child's self recognition, expression, satisfaction, and communication in life. The use of colors in picture books can enable children to feel the changes in mood and plot, as well as the joys and sorrows brought by each color. This undoubtedly enhances children's perception and empathy, and plays a significant positive role in children's mental health.

4.2 Profiling

The styling style of children's picture books always changes with the theme and content, but the most important thing is readability and interest, which can make readers understand the story in the picture book. The role modeling should be consistent with the people, and should not create confusion for readers. Especially for children aged 1-5 who are still unable to establish their own cognitive system, the picture books they read during this period are even more important. Realistic style is the easiest form of expression to communicate with readers, because it has a high degree of reductiveness of real things, allowing readers to quickly identify the true contours, facial features, expressions, hair, and other materials and luster of objects, characters, and animals in the process of reading.

Exaggerated and interesting character modeling uses rich imagination to exaggerate, reduce, and deform certain aspects of things or expressions, performing artistic processing and rendering, and recreating personality. This type of character modeling is deeply loved by children's readers, with exaggerated deformation, prominent characteristics, or cute and innocent, or naughty and naughty. There is no complex structural modeling on the abstract character modeling screen, but only the use of colors, shapes, lines, texture, etc. to create some images in subjective images, and give them life to express, describe, and interpret the story plot. This generalized abstract modeling is easily accepted in children's reading. The use of rich dot, line, and surface decorative elements in the screen can express a particularly plump and jumping visual expression.

In short, the more accurate and vivid the modeling in the picture book, the greater the cognitive ability of children will be developed, without psychological diseases such as cognitive impairment, and also develop artistic cells to better express themselves. A variety of artistic forms can also open up a colorful world for children, especially for newborns born during the epidemic era, who have limited exposure to things and nature. Reading the picture book can broaden children's horizons without being overly closed, Leading to psychological disorders such as autism.

4.3 Creating multiple senses

This refers specifically to the auditory and tactile sensations created by adding factors other than patterns to book binding or book layout. For example, in an encyclopedia, add the song of a bird to the page that tells about birds, or add the song of an animal to a picture book about animals, or add the sound of wind and rain to a picture book about nature. Many books, calendars, and books published in recent years have added audio to the inside page, sometimes as a tool for creating immersive feelings, sometimes as a knowledge supplement. In short, they are accompanied by graphics and text to help readers better understand the content, Have a sense of being personally present and more engaged.

The art of book binding has also played a very important and positive role in creating multiple senses. There are various types of paper on the inside pages, and even the emergence of three-dimensional books, which transcend the plane. The cover also has various forms such as leather, cloth, hardcover, hardcover, and other forms, as well as the form of selling a single book garment, which can be arbitrarily combined. Most stereoscopic books have beautiful shapes, rich colors, and simple and interesting storylines, which can attract great interest from children. The spatial combinations inside can also expand children's three-dimensional perception ability. The cloth binding method can make children feel warm, soft, and not damaged. Therefore, the creation of multiple senses in children's picture books can enhance children's cognitive ability, expand three-dimensional perception ability, and exercise hand eye ear coordination ability.

5. Embodiment of the Healing Value of Art in Poster Design

5.1 Publicity of poster design

Posters are an art of information transmission and a popular promotional tool. As a way of thinking for artistic creators to interact with the public in the contemporary cultural sense, the creation of contemporary posters is by no means a single individual act. Once it enters the public space, it is inevitable to take into account the public's reaction and the artistic rights enjoyed by the public. Public space is a public activity place with an open and open nature and free participation by the public. The traditional meaning of public space is a place of public culture and entertainment, including public cultural squares, theatres, roads and bridges, and other architectural places, so it is also known as physical public

space. In the modern sense, urban public space not only includes physical space, but also includes mutual communication, connection, and interaction between people. It is an environment in which the public can directly participate in expressing emotions and expressing their own cultural connotations. This space is also a spiritual space.

Public space is the unity of physical space and spiritual space. Due to the development of science and technology and the acceleration of the pace of life, modern people have entered the "era of image reading", with a wide variety of images generally presented in front of people, and image reading has become a fashion. Poster design should make full use of the spatial environment and demonstrate correct values, subtly influencing and enlightening. Based on the publicity of poster design, it can express a wide range of content and audience, and people of any class and age can be influenced by the design of the sea newspaper. Therefore, the values it spreads are very important.

5.2 Publicity of poster design

Poster design is usually composed of patterns and text, which achieve full visual impact through images and colors. The content is concise, and the main appeal points are expressed. The elements should not be too many, with patterns as the main factor and text as the auxiliary. Different patterns and colors can bring different feelings to people. For example, when elements such as guns and violence appear in the screen, it can cause people to feel uncomfortable. If such content is visible everywhere, it can cause people to recognize violence and blood everywhere, which can greatly cause psychological anxiety and other unhealthy behaviors. Similarly, when the screen is filled with highly saturated red, it can also bring strong psychological implications to people, The extremely pure blue color can also cause a gloomy and cold feeling. Therefore, poster design patterns have a very important suggestive effect on people's mental health.

In poster design, the text is generally brief and powerful, often expressed with exclamation marks to assist in expressing urgency. It is often used for appealing themes and has a strong psychological implication. In poster design, special attention should be paid to whether the text content is reasonable and plays a negative guiding role. When people are in a poor mental state, they are prone to external interference and do things that violate their original intentions, leading to serious consequences, Therefore, negative text content should be avoided in poster design.

6. Conclusion

This article summarizes the main methods of artistic healing by conducting relevant data inquiries on the application of the healing value of art in modern design, including guiding the recognition and exploration of self, healing self through creation and appreciation, and unconscious spiritual healing. Through case analysis, this article explores the embodiment of the healing value of art in modern design, and analyzes the embodiment of the

healing value of art in children's picture books and poster designs, Find out the important application principles of the healing value of art in modern design, and provide reference for other types of modern design to maximize the healing value of art. This article is different from the art therapy focused on the medical industry, but instead focuses on the prevention and control of psychological problems and social instability factors. Through psychological cues, negative phenomena are reduced. Through art therapy, people have a clearer understanding of themselves, heal themselves in a timely manner, and avoid negative extreme behaviors.

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