

VISUAL REPRESENTATIONS ARE THE POWER OF COMMUNICATION

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Abstract : This study discusses on how theoretical and critical thoughts were used in the Fine Art colleges in Tamil Nadu. To find the power of visuals and art a project on National Recourses were identified. Ensure the respondent level, on creative thinking, visualization and visual communication through this project. Aim of the project was (i) to stimulate creativity, power of thinking and communications skills through visuals. (ii) Understanding level and problem solving on design. (iii) To handle the elements and principles of design to create interest and responses. Open house exposition organized on Natural Resources was showed to the society comprising of field experts, academicians, designers and students. The result shows the awareness on the targeted project created impact among the society through visuals as an effective medium of communication.

Keywords—Creativity, visual thinking, Communication, Art, design, impact.

I. INTRODUCTION

This study discusses on how theoretical and critical thoughts were used in the Art and Crafts colleges in Tamil Nadu analysing the issues on natural resource and its impact among the society through visuals. The respondents were given a project to reflect and explore the Natural Resources through their visual perceptions and showcase in the form of visuals to the society for their interpretations and to create awareness on the theme. The aim was to create the impact on the natural resources among the society. For which the elements and principles of design were effectively used to bring out the challenges of conveying strong message to the viewer or end user. Like colours, size, purpose, simplicity and power of communication, 2D drawings, ISO formats and portrait or landscape were considered as limitations for the design project. Respondents were exposed about the potentials of the natural resources like water, wind, light and heat, further to analyse the effective use. They were asked to represent visually and then to design for better communication. Illustrations and compositions were created to convey the effectiveness of natural resources on paper boards and on canvas of size AO.

Objectives of the Project were

- (i) To stimulate the creativity, power of thinking and communications skills through visuals.
- (ii) To understand the critical thinking and problem solving on design.
- (iii) To handle the elements and principles of design to create interest and responses towards the design project.

II. REVIEW OF LITERATURE

Creativity and Visuals

As stated in [4], art is a first and foremost visual medium which is used to convey the human experience through visualization and ideas around the world. Art and creativity may be combined into beauty, content, application and form. Art functions and promotes secular and well-being, and reflects minds of the society. Visual interacts through, ideas and visualizations and reflects through the images. Art glorifies the power of emperors; it celebrates the past content with context like war and peace. It is the records and impressions of the individuals and their circumstance, art facilitates us, gives vision provides evidence of the cultural values and gives pleasure to the mind [4]. Art can be measure by its valuable message, content and context.

Content is connected with visuals as the ideas and information conveyed through the imagination, cultural values along with the verbs and texts. The visual forms of art which consists of materials and the elements such as line, shape, colour, texture, mass, volume, space and principles like harmony, rhythm, balance, contrast, unity, movements are interpreted in a work art to promote function with appeal. Aesthetics is one of the important factor, which one can feel and experience. It is the branch of philosophy which deals with art and creativity. Creativity associated with artistic expression and followed by innovations. Art can be classified into different categories and very much subjective by geographical boundaries, human values and themes. Visual media is classified as drawing, painting, printmaking, animation, sculpture and graphics. With the influence of technology art gradually transformed in to mixed media, video and film, digital imaging etc.

Visualisation

Sight is the major and important for visuals and communication [1]. The author says that the essence of visual and the perception of the artists and designers thought and relate to the society and the public. The form, which are created in the early time communicate different thought process and ideation.

As mentioned in [2], proper visualization and visual perceptions will march towards greater creativity and end with good communicative product or design and earns separate identity. Creative thinking needs narrations, and verbal expressions to promote the high end visualization. As referred in [5], learning to draw leads to think in a new way. An intelligent creativity brings out the expected message or content with few lines or with few elements. A complex composition may be visualized with little imagination and simplified by using simple 2D graphics or 3D. Various principles may be applied to achieve the target. It depends on the method of principle used to transform the reality in to other useful form.

Theoretical & Critical Thinking

As in reference [1] few forms intentions and representations are meaningful and gives a clue to the identity through the visual culture. Every day habits mostly depends on images that describe and explain life's meaning. Reference [2] compares visual arts to sight. Recorded images of one's mind transformed in to various forms of visuals which explains the content is referred to visual perception. This leads to the capability to see visual order, to understand the aesthetics, beauty, images, fineness and expression.

III.DESIGN PROCESS

To create the design project respondents are required to follow the design elements and principles for the process of artwork which involves three stages.

Step 1: Background studies were done to proceed about the type of resources and functions. It is required to visualize about the natural resources with necessary ideas to express. Few graphical representations were required to show their thought process. Necessary compositions were created to promote the natural resources to create awareness among the society. Ensure the design out come and the information about the project complement each other to promote the natural resource in order to reach the society.

Step 2: Concept and Processing of Design and application by the respondents are necessary to explore and identify visuals like colour pictures, photos, graphics etc. and used for visualization. Further the respondents develop through the collections and create a composition on natural resources. Each one of the student should come with minimum four different design solutions to proceed for the final composition. They were allowed to explore various methodologies.

Step 3: Design Out Come and Presentation the final outcome of the design or art work followed the ISO standards and the AO size format also followed and finished in the 2D graphical qualities only.

IV.FINDINGS & DISCUSSION

Review and Exposition

The expositions on Natural Resources were showed to the society comprising of experts, designers, professionals, students and academic persons. This created scope for the students to refine their skills and visualization design level through the viewers. Forty students from the age group of 22 to 25 from various art and design colleges were done this project on Natural Resources in two weeks of time during December 2015.



Fig. 1 Natural Recourses

[source: in.zapmetasearch.com]

In article [3] cited that the respondents from various places and background faced challenges to represent the design theme and global issues given to them. Suggestions and reviews were extended by the experts and field experts. This was initiated by the faculties who teach the art and design in the department of art colleges. Many of the respondents comment that this event was the eye opener for their feature. It helps them to learn how messages were communicated to the society through the visuals. It concludes the power of visuals and drawings are the rich medium to take the information very closer to the society. The respondents were able to observe how their creativity interprets among the society in conveying information through the elements of design and art. Fig.1 and 2 shows how competitive to take the information to the various sector of the society, by which they understand the responsibility of creating good design.



Fig. 2 Natural Resources

V.CONCLUSION

It was found that the exposition on Natural Resources showed to the society and to the others significant the higher degree of recognition and understanding level among public are evident. Feedback says that more than eighty percent of the viewers able to carry the message on importance of National Resources.

The visuals and design act as a vehicle of communication in addressing the issues of national resources and its impact among the society through artworks. Findings indicated this project supported various art scholars and created awareness. This project may be of interest to the future art lovers and others to approach the global issues as content for art and design.

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