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## Section 1: The 'Self'

### Personal SWOT analysis.

Strengths	Weaknesses
<p>I have some experience in logo design, poster design and typography. And I get a lot from three years education. Firstly, because I take part in some design projects in addition to school assignments in my free time to improve my software skills, I think my Ps skills are better than others. Secondly, most of the time I can come up with great ideas because of my divergent thinking and imagination. And I am very receptive to new things. This is also my teachers and classmates think of my advantages. Finally, there is a project about a stop motion animation which I am particularly proud of. Because the production process of this work includes many aspects, such as designing story board and characters, making backgrounds and props. This process was a different design experience for me. When I finished this work, I got success and satisfaction.</p>	<p>My immediate goal is to get into graduate school and become a better designer. So I should do something to achieve this goal. Firstly, I have to develop my painting skills to help me do better design. Secondly, I should plan the time of every parts of project process reasonably. Because I didn't plan for time in the design process, I didn't have enough time to try more. Good works require a lot of trying. Finally, I should spend more time doing research materials and secondary research on other designer-related works. This helps me get more and better ideas for my design.</p>
Opportunities	Threats

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In the course of my previous designs, I have found that new materials can make design more innovative. For example, I used a new night paint to print in a poster design so that the poster could change in the dark. I think the innovation of design and the development of science and technology are inseparable. So designers should pay attention to materials or technology updates. In addition, I also participate in some of the online designers spontaneous small creative projects. I think this not only exercises my technique, but also enriches my design thinking.

I think there will be some obstacles as designers. On one hand, my limited software and painting skills may prevent me from presenting my ideal design in the end. It makes me can not fully presenting my ideas. On the other hand, in terms of the market, there are a very large number of young people who choose to enter the design profession now. So there will be a lot of competition from designers in the job market in the future. It means it is more difficult for me to find a satisfactory job.

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### **A reflect of my strongest design work**



Figure 1 Y.C,Dong (2021) *Life*. Digital visual concept.

I chose this work as one of my strongest works. There are two reasons. On one hand, from the visual analysis, all the elements of the work are coordinated. The hues are consistent. And the space in it is balance. And the elements in the picture are very concise and clear. On the other hand, from the design content analysis, this work has a clear idea. The white line means the body. A deer-shaped white line appeared on the highway, suggesting a safety hazard for deer on the road. I think good design needs to have a harmonious picture and clear theme.

### An reflection of my weakest design work



Figure 2 Y.C,Dong (2020) *Marilyn Monroe*. Poster.

I think there are two reasons why this work is very poor. Firstly, the color of the picture is not harmonious. The combination of black and white and too bright color makes the picture very messy. Secondly, the title of the poster is not clear. Because the title is made as part of an element, it is hidden in the whole. In the end, the work does not have a meaningful idea. Because this only has elements of the same theme collaged together.

**SMART Goals**

	<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>
Specific	I want to learn to create software named Mental Canvas.	I want to learn painting skills to create the set of character designs.	I want to finish a better fixed animation.
Measurable	When I use Mental Canvas to complete a work.	When I can paint fully demonstrate my ideas. And I finish the set of character designs	When I can upload the final version of motion to the video site, such as, YouTube and Bilibili.
Achievable	I will start by slowly creating a few different little pieces to adapt to the features in the software.	First of all, I will design the character settings. Then, in the process of practicing drawing, I will further enrich the character.	I need to design the characters and story board. And I will find some other people's stop-motion behind-the-scenes work commentary on the Internet, as a tutorial to complete my work.
Relevance	Mental Canvas is a flat content that can make something in 2D present in 3D. There is space in between each different planar	Learning painting skills can make my design more complete and beautiful. And it expresses my ideas more clearly. At the same time,	I can try to create my designs with a piece that doesn't stick to the flat. And it can exercise my design ability. It makes my design skills more

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layer. So I think it's the finished complete.  
a very unique new character design  
form of design can be applied to  
expression. I can my stop motion  
use it to create a animation.  
lot of different new  
things. I can also  
get some new  
inspiration through  
this magical form  
of expression.

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Timely

2023. June

2022. June

2023. September

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## Section 2: Your 'Heroes'

I have studied graphic design in recent years. And I have done a lot of secondary research about many artists, designers, photographers, and illustrators. Also, I got many ideas from their work. So some of them inspired me a lot.

Firstly, I was influenced by Roy Lichtenstein, a pop artist(see Fig. 3). Though pop art did not really have a particular artistic style, most mainstream pop artworks were inspired by business and pop culture. Pop artists often used common objects as part of their work(Britannica, 2020). Because pop art appreciates popular culture. And pop art is a resistance to traditional art by young artists who want to express their freedom in young visual language. So they tried to invade "advanced art" with low-level art forms (Gersh-Nesic, 2019). This also led to pop art being criticized by the then senior artists. So pop artists essentially have an artistic spirit of provocation against tradition. And Roy Lichtenstein was a typical pop artist because of his comic-style painting. As can be seen in Fig. 4 below, this is a pop painting by Roy Lichtenstein named Girl With Hair Ribbon. This painting looks like a printed reproduction of a cartoon painting. But in fact, the stark and thick lines, and the dots of the regular divisions like newspaper printing are drawn intentionally by Roy Lichtenstein by hand. He cut out the original image and enlarged it based on the original painting. Although his works aroused criticism of his originality, just as he called pop art "industrial painting", the essence of pop art is the mass production of paintings. Therefore, in his artistic concept, art should be ordinary art that cannot be separated from the masses (Lamb, 2018).To sum up, regardless of art or design, it should be enjoyed by everyone, not just serving a small number of so-called high-end people. This is a trade-off as a designer.

Fig.3 A picture of Roy Lichtenstein



Source: <https://www.thoughtco.com>

Fig.4 A painting named Girl With Hair Ribbon by Roy Lichtenstein



Source: <https://www.draegerparis.com>

Secondly, there is a contemporary pop graphic designer named Hattie Stewart (see Fig. 5). We can still discover many examples of pop-up design in daily life now. Because the popular trend pursued by pop art is not fixed in a certain period. When the trend advances over time, pop art is never. Therefore, even in today's decades, designers are still following pop art. Hattie Stewart is a typical new pop artist affected by "old pop art". The magazine covers her design are her signboard. She uses bright colors to draw a deliberately childlike graffiti to the traditional magazine cover into the vitality. She called this series of works "doodle-bombing". And she said their doodles inspiration from the work of pop artists such as Andy Warhol and Keith Haring (Jones, 2020). As Fig. 6 illustrates, it is one of a series of works designed by Hattie Stewart. There are many elements in the design that attracts people's visual. On one hand, these cartoon doodles a distinct color design on a brunette portrait photo. From the color, the bright pink doodle and the dark photograph have a strong contrast. This makes the picture there is a collision activity. On the other hand, this graffiti is about "vulgar" pop culture. From the content of the graffiti, such as



cigarettes, colored long hair, wearing high heels, the strange cards, this graffiti is gathered together, making the design a magical attraction. As you can see, her design revolves around celebrities, but also takes into account the sweet cartoon style of the 1930s and the acidic aesthetics of the carnival culture of the 90s. This weird combination is designed to make the audience pour for color and cute cartoon charm (Evermade, n.d). Although the pop art movement has been nearly many years, pop artists are still following the trend culture and integrating it into the design. This is also the core of pop art, and Hattie Stewart undoubtedly did this.

Fig.5 A photo of Hattie Stewart



Source: <https://www.artofthetitle.com>

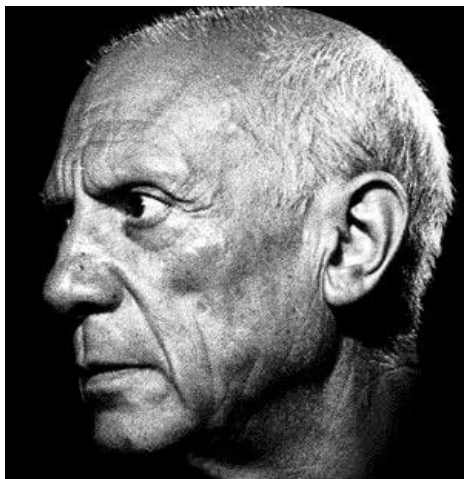
Fig. 6 A magazine cover designed by Hattie Stewart



Source: <https://blog.spoongraphics.co.uk>

Then, I also got some ideas from the artistic genius Pablo Picasso t (see Fig. 7), which is a modern artist. Modernism stemmed from the desire of artists of the time to create new types of art. Due to the limitations of the technology of the times, most modernist works are mainly paintings. However, modernist artists are still eager to break the mold, so they create in different styles, techniques, and ways. And redefined the rules of color, perspective, and composition in painting. Therefore, the purpose of modernism is to break the customs of figurative art (artincontext, 2021). Pablo Picasso is one of the representative modern artists. His work's descriptions of things are more intuitive than a strict observation. He uses surreal imagery and techniques to create distorted images. His works were not only ahead of his time, but also still influence the development of modern art today (Voorhies, 2004). As can be seen in Fig. 8 below, this is a modern painting by Pablo Picasso named Guernica. The meaning of this work comes from the war at the time. On one hand, the color of this work is created by monochrome, such as gray, black, and white. This means the original newspaper report and black and white photos about the war. The parts in the different colors, let the screen have a jagged interlaced. It forms a strong contrast of visual drama. On the other hand, its composition is very confusing. So it gave the audience an illusion that was thrown into a fierce violent scene. To sum up, all elements in this painting suggest the war. But Picasso said that Guernica has no accurate symbolism and add it, "This is not the painter to decide". So, in this sense lacks Guernica has the pertinence of history but suggests that the cruel war is still not over. It makes it a deep meaning of reality from 1937 to today (Robinson, 2015). Therefore, I also got some inspiration from his work about portraying things.

Fig. 7 A painting named Guernica by Pablo Picasso



Source: <https://www.pablocicasso.org/>

Fig. 8 A photo of Pablo Picasso



Source: <https://artperspectives.web.unc.edu/>

Finally, there is a postmodern artist who I find his work interesting named Jeff Koons (see Fig. 9). Postmodern art has a similar name to modern art, but the art forms are very different. Modern artworks are dominated by paintings. The form of postmodern art is not stuck on paper. There are many new materials and new media forms that are used in expressing art. At the same time, the labels of “modern” and “postmodern” annoy many artists. But both actually have the essence of modernity. Modernity, on the other hand, is not tied to a particular date. In fact, this gradual transformation has taken place for hundreds of years, and it is a process of constant evolution. This is also the modernization pursued by all modern and postmodern artists (Gambino, 2011). So Jeff Koons is a typical postmodern artist. His aesthetic focuses on consumer culture. His works are dominated by mediocre commodities and altered above them, such as materials and colors. He shocked the art world with one bold and avant-garde work after another (Wainwright, 2021). As you can see, fig. 10 is Jeff Koons' iconic masterpiece named balloon dog. This is one of his series of balloon animal replicas. On one hand, from the material point of view, this work is made of mirror stainless steel in bright color. On the other hand, in terms of content, this balloon animal present in a substantial form element of a childhood play and casual culture. Also, the dog, in the form of a balloon dog, symbolizes the friendship between humans and non-human animals (Jackson, 2018). However, his series of avant-garde works has been criticized by some, especially his “infamous” balloon dog. But he said he thinks these inflatable animals, which exude optimism represent breath and human life. And these works do connect the everyday and the

monumental. In addition, the reflective surface of the balloon has been given a new meaning, and those works reflect the environment in which they are located (Merrittgallery, 2019). To sum up, I think that the non-formal works of art he shows with new materials can arouse people's thinking about art. Also, being good at using new materials that have changed with the times, is one of the qualities contemporary artists should have.

Fig.9 A photo of Jeff Koons



Source: <https://amp.scmp.com>

Fig.10 Jeff Koons' iconic balloon dog



Source: <https://malaysia.news.yahoo.com>

### **Section 3: Your research journey**

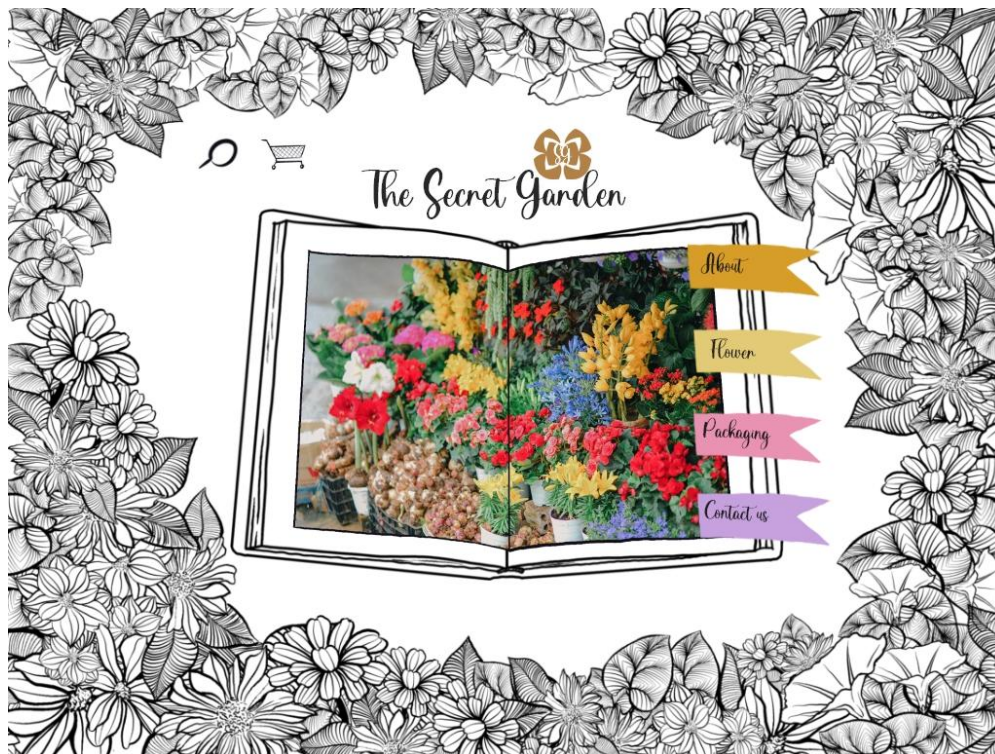
As a contemporary designer, I should not be limited to designing in a single way. This point of view comes from the above-mentioned research on art movements and different works. On one hand, in the design content, it is necessary for designers to be sensitive to fashion trends. Because unlike the traditional art that stands tall, the design itself is in the service of people. So the design doesn't need to create a sense of distance from the audience. And mostly the design is commercial. Therefore, these characteristics are precisely in line with pop art. Because pop art promotes artistic popularity and business. Pop artists take rid of personal emotions and symbols by using mundane imagery. The young artists use pop art to discuss the mainstream methods of art and culture and the traditional views of the art should be. So pop art's primary purpose is that all things can be art (Tate, n.d). At the same time, design should also follow this concept. Designers should learn not to let their minds be restricted. On the other hand, designers should pay attention to technology updates. Because when the technology is updated, it can better present the designers want the effect of the work. At the same time, when designers find a new type of material, they can get a new inspiration when thinking about this. This opinion is from postmodern art. Because postmodern artists pursue different art forms that are not bound. Therefore, design and technology are associated. Because technology updates can make the design not constrained, and designers should use this to innovate design. To sum up, I should constantly break my original design mind during the future design process.

## Section 4: Connections

After I had studied research on pop art and postmodern art, I got some ideas about design concepts and design forms. As you can see, this project is a web design (see Fig. 11). Although this project is specified which should be used in computer web pages, this does not mean that it is impossible to innovate. Firstly, I tried to jump out of the usual web design concept. So I chose to make the website look more like presenting on paper. There is an integration and collision of the sense of Internet feeling and paper. It means I think about the relationship between the Internet's rapid reading and the traditional paper book reading. This idea comes from the that both pop art and postmodern art pursue breaking the conventional form of art. Secondly, since it was a graphic design that is visually present, I could not use the material to present the real thing. But in fact, the elements are "materials" for graphic design. So I rendered a paper in a network by using elements related to paper, such as hand-painted, illustrations, books, bookmarks, etc. This also means my research on postmodern art, thinking about giving design representative becoming a sign. Finally, many elements in the design, such as black and white hand-painted illustrations, color bookmarks, are now popular elements. Moreover, these elements not only comply with the elements of pop art, but also add some functional changes in design. When the web page jumps (see Fig. 12), the bookmarks of different colors are used as navigation bars, meaning the page's topic. The flower discoloration in the illustration of the bookmark color makes the audience clearer the jump of the page. In short, this is the work that I get my ideas from by investigating arts and other artists' works. I think the essence of these ideas is, don't limit the original design concept and be brave in innovative design.



Fig.11 The website which I design



Source: My own picture

Fig.12 The other page of website which I design



Source: My own picture

## Section 5: Conclusion

An essay is not enough to fully explain my research process and the design-related influences I was subjected to. Firstly, I analyzed my design skills and my strengths and weaknesses to identify my shortcomings to correct them and continue to play to my strengths. I should work harder to exercise my software skills to better present the content of my work. Also, I found my progress by comparing my work from different periods. I simplified the elements in the design to highlight the main feature. It makes the expression clearer. Secondly, I listed some secondary surveys of artists and works of art that influenced me. And analyzed their artistic philosophy and the connotation of their works. They come from pop art, modern art and postmodern art. Finally, I explored the ideas I got about the design concept from these artists and their works. After that, I gave an example of my work after being influenced by them and analyzed my design ideas. My work follows a design philosophy that breaks with tradition. This is also the idea I got in the second survey. So, in my studies and design over the past few years, I have been inspired by many different works of art. To sum up, in my future career as a designer, I should continue to improve my software skills, rationalize the various elements of design, and think about analyzing the design works of others.



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