

On Aesthetic Culture and Psychology in Modern Display Art Communication

Na Zhang

Shaanxi Energy Vocational and Technical College, Shaanxi Province, Xianyang, 712000, China

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Abstract: In modern exhibition activities, the dissemination of aesthetic information promotes the realization of aesthetic culture and display art design culture, enriches and enriches the relevant content of art design itself, expands the dissemination scope of display art and enhances its influence. Diversified commercial art design creates an art design space with multidimensional cultural context by combining art with science and technology, art and human life world. Based on the display space environment and exhibits as the medium, this paper takes the interactive experience as the base point and analyzes the various effects of the interactive experience on the exhibition space through the study of the interactive experience and its use in the exhibition space. This has a certain guiding effect on the people's fashion trends, language culture, ideology and culture, as well as aesthetics. At the same time, it also plays an important role in the construction of socialist spiritual civilization and economic development.

1. Introduction

With the progress of science and technology and the prosperity and development of market economy, diversified commercial art design creates an art design space with multi-dimensional cultural context by combining art with science and technology, art and human life world. Human beings use visual perception to recognize the world and accept various kinds of information. Under the influence of visual culture, human living environment, living space and thinking mode have undergone tremendous changes [1]. The reader participates substantially in the existence of the work, and even determines the existence of the work. Technology has broadened the field of human art. Movies and TV plays have appeared successively. Faced with them, the theory of reception aesthetics, the study and attention of audience have more important value and significance. The era of multimedia Internet has affected the lives of the people. The traditional forms of exhibitions have gradually lost their appeal, and the one-way and passive acceptance of knowledge is inefficient [2]. Its display design often selects the most influential and enlightening display form according to the theme, and completes its creative process in order to produce the best social and economic benefits. From a certain perspective, it can be said that it is in an era of visual image explosion. As a member of commercial art design, exhibition art design has become one of the important artistic language expressions of "visual culture" with its unique comprehensive information dissemination function and rich expression.

The modern display art has the characteristics of information transmission and unique aesthetic characteristics. It not only conveys the theme information displayed to the public, but also conveys the aesthetic information to give people a sense of beauty. Display is a social behavior, it involves many fields, and has its own unique connotation. The contemporary display industry started in Europe and America, but it has been well developed and popularized in the world [3]. It is increasingly becoming an indispensable element in the overall planning and design of designers. This also requires us to correctly understand our social responsibility of culture and aesthetics, attach importance to the aesthetic and cultural nature of object and subject, and pay attention to the dissemination of aesthetic information, so as to lead us to establish healthy aesthetic standards [4]. This article is from the scope of display culture, to explore people's demand for the display of aesthetic information of art design, as well as to show the cultural nature of art design. Then it explores the function and influence of aesthetic culture and design language symbols on the aesthetic psychology of the public in the activities of displaying artistic information dissemination.

This is also the purpose of this study, that is to hope to find a better fulcrum of display design in the modern and future through in-depth analysis and rational thinking of the meso-behavior of modern exhibition expositions.

2. Aesthetic Existence in Exhibition Art Activities

The display is a space-based design for the purpose of disseminating information. The display space is an open and fluid public space that provides information display. With the development of society, the display space and spatial form are undergoing changes. Different nationalities have different historical experiences, lifestyles and mindsets, which in turn form their own aesthetic habits and aesthetic values of different styles [5]. Human display behavior has always evolved along with the history of human civilization. In the class-ruling society, the political class built various places of religious activities for its own interests, held various sacrifices and religious ceremonies, and obtained the comfort of ghosts and gods by means of sacrifice. membership. Whether it is the innovation and utilization of science and technology, or the promotion and development of human civilization, it has played an immeasurable role. In this primitive display behavior, the aesthetic level plays a very important role, forming a certain range of popular aesthetic culture, while traditional culture and simple value system are deeply rooted in the mass aesthetic culture and disseminated among the general public [6]. With the continuous holding of international expositions, it has gradually developed into a relatively independent subject area with its unique category of consciousness activities, and established a comprehensive new design system with leading direction and many adjacent subjects, showing some ambiguity.

Although new artistic media and artistic means are constantly emerging and improving, the function and function of the exposition can not be replaced by any artistic media. The form of the exhibition caters to the people's psychology of seeing for the truth to the greatest extent. It is composed of a series of spaces of different sizes and functions, and these spaces are full of the transformation of human flow and information flow. It is a flowing space and a perfect combination of time and space. Through this window, visitors can learn about the cultures and regional customs of the world, which is the enduring charm of exhibitions and expositions. The characteristics that always exist in all climates in all situations; even if the times are different, fate is different, and several prominent features of the original imprint can always be found from the depths. These ethnic qualities and national psychological characteristics have profoundly restricted the development of the national art. Therefore, in the process of "display", in addition to the exhibits conveying the information to the audience, it also includes the feelings and inner thoughts that the audience will see, and the feedback to the exhibitor. The Expo provides an opportunity for exhibiting countries and enterprises to show themselves, introduce themselves and promote themselves, bring many economic benefits to all parties, and promote the integration and development of various cultural, ideological, technological and artistic trends.

3. Modern Display Art and Aesthetic Culture

As the mainstream of the times media, modern display art design activities have a positive guiding role for the media, not only guiding everyone to fashion life and consumption, but also the responsibility of spreading art information and aesthetic culture. In the traditional cultural concept, only those ideas and forms of thought and art system are regarded as cultural things, and they are understood and interpreted by people as culture. Therefore, the use of art design language, through the careful creation of space and plane, in a given time and space, to create a unique spatial atmosphere, not only contains the intention to explain the exhibits, propaganda theme. The improvement of people's material living standard makes their life rich and colorful. At the same time, the emancipation of mind and the pursuit of spiritual life make people have different attitudes and ways of life. People themselves yearn for beauty, taste and distinctiveness. In the rapid development of science and technology, people begin to pay more attention to spiritual life and seek spiritual satisfaction. It conveys information and promotes communication by displaying the latest

products and pictures. Therefore, design is a kind of cultural creative activity, which becomes design culture. It reflects specific political, economic, cultural and aesthetic concepts, and shows different ways of life in specific historical period and specific living environment.

From its own nature, aesthetic culture not only possesses the aesthetic existence of perceptual characteristics, but also possesses the perceptual image characteristics to inherit cultural significance. The design takes the creation of material culture as its manifestation, integrates the interaction of intellectual culture, institutional culture and conceptual culture, and constitutes its own cultural characteristics and forms of expression. Without contrast and change, it will be difficult to stimulate the audience's visual excitement, which will inevitably affect the actual effect of the display. With the intervention of modern technology represented by multimedia, display design has changed from static state to dynamic state, which makes a sharp contrast between static and dynamic state. This kind of cultural display space is an important place for people to obtain educational information. People have a strong interest in it, and there is an urgent need to change the display space to meet the needs of the audience. In the exhibition activities, the artistic production of the booth usually consists of an effective combination of words, colors, lines and materials to form the world of perception. It is a specific aesthetic cultural symbol. Under the interaction of modern science and technology, with a certain value and cultural concept as the guide, the art form as a means of creation, creating a new type of objectified cultural type different from the traditional for the human life. Communicate the theme and information to be displayed through the communication of visual senses. Although it presents the information in a static way, people are aware of the movement in space, and the display space has the dynamics of time-based existence.

Since design is a cultural creative activity, design plays a decisive role in the penetration of culture into the realm of life. The two aspects of traditional aesthetic culture are closely related and coordinated relations, which constitute the visualized modeling of artistic exhibits and the aesthetic cultural significance between the masses. It affects people's values, life concepts and cultural concepts and reflects the aesthetic culture. The importance of it. Therefore, today's excellent exhibition design often uses a variety of media communication methods to describe and present the theme content to be expressed to the audience. The duality of display space refers to relativity and absoluteness. The scale and shape of space are determined by its own functions, and space also determines the shape of its envelope. From a certain point of view or a certain point of view, modern artistic design and art design has carefully packaged people's life areas and artistically dressed up. For the description and interpretation of language and words, people do not necessarily need to go to art and literature to find the meaning of words. Whatever the length or integrity of the process, it reflects the communication process between the audience and the exhibition itself. Many popular aesthetic cultures are realized through unconscious and subtle influence, so passive cognitive image stimulation will undoubtedly increase the aesthetic interest of the masses and have a profound impact on the aesthetic culture of the whole nation.

4. Modern Display Art and Aesthetic Psychology

In the process of modern display art communication, the public aesthetic psychological structure usually consists of three psychological functions: perception, imagination and emotion, which infiltrate and influence each other. From the perspective of art design as a cultural creation activity, in this era of design, often because of the era of the product and the characteristics of society, different styles and cultural load factors are presented, which constitutes the material culture. Characterization. The audience not only needs to see, listen, and think, but also transforms the perceived information into physiological behaviors to control the display content and materials, so as to understand, appreciate and learn relevant knowledge, and achieve the purpose of display design. As far as space is concerned, time is dull, but the real emotions and life meanings it can project in space can not be ignored. Sensory cognition in aesthetic psychology is usually the forerunner of aesthetic activities. Imagination is mainly the combination of the images that the aesthetic subject obtains directly from the aesthetic object and those previously acquired, forming a brand-new mental activity. Although to some extent, this kind of exhibition explains the

phenomenon, but it can not fully understand its practical value, it is still only as a representation, far away from us. The exhibition art exhibition activities depend on the design culture, and rely on its own characteristics to disseminate and strengthen the design culture, which adds new content and significance to the design culture.

Whether popular or individual, the emergence, formation and development of aesthetic psychology are two trajectories. One is the transition from natural demand to social demand, the other is the transition from material demand to spiritual demand. It is not only embodied in the artistic treatment of the display content, constituting a good display art environment, but also in the role of dissemination, the psychological and physiological value demand relationship between people and the display content, display theme, exhibit information. The perception and representation of aesthetic objects are emotional factors, which promote aesthetic emotional activities in aesthetic activities. Interactive multimedia technology can use a variety of interactive means to turn the original boring information into an interactive two-way information exchange. It has dramatically changed the traditional way for viewers to access information, in line with how people read in the information age. When the time is beginning to appear in the exhibition space, people's experience and perception of time is truly linked to their own emotional awareness. It is necessary to fully mobilize the psychological ability of imagination and emotion to show the object form and artistic conception. This is the spiritual wealth that people get in the transformation of the world. It introduces the ability to enhance the understanding of beauty and appreciation of beauty and enrich spiritual life. Without the ideology and purpose of this material cultural design, it is impossible to have a clear display purpose in practice, and it loses the meaning of displaying art design and displaying art activities.

Modern display art is not only comprehensive, but also has a wide range of designs, and the design content and language are also rich and varied. Therefore, designers must carefully analyze and rationalize the art language, and the true evidence plays its role. Maximize the impact and trigger the physical and psychological reaction of the audience to make judgments about their actions. In the process of display, through the various modes of operation with feedback, the audience's understanding, appreciation and learning of the displayed content materials are increased, and the audience is transformed into an active participant by a completely passive person, which greatly mobilizes the audience. Visiting enthusiasm. Using different material dialogues, people feel the drama and timeliness of space in new and old collisions. In this process, aesthetic psychology needs to undergo a simple to complex, single to diverse process of change, and from the pursuit of utilitarianism to the psychological development of enjoyment beyond utilitarianism. The visual level and effect of display become an important part of disseminating and displaying information, as well as the key to attracting the public and entering the public consumption vision and life world. Interactive multimedia technology provides the audience with the opportunity of interactive operation, production and co-completion of the display content, so unlike the traditional display method, interactive multimedia technology can enable the display to communicate directly with more audiences. It is no longer confined to the traditional physical space environment, expands the dimensions and diversity of space, and creates a richer and more flexible space experience.

5. Conclusion

To sum up, modern exhibition art activities not only undertake the task of disseminating social information, but also shoulder the propaganda burden of social spiritual civilization. They play an important role in building people's aesthetic way and culture, and influence people's life behavior and aesthetic concept. Throughout the history of exhibition design development, we can see that exhibition activities in any period are closely linked with the culture at that time, and are related to the aesthetic psychology of the public. The most obvious evolution in the development of display design is the development, development and creation of information communication media. Design is an effective means to coordinate many contradictory factors. The concept of design has the elements of achieving the coordination relationship between things and people, things and society, things and environment, things and things. This change in environmental behavior plays an

important role in the emotional change of the audience. Visitors will share the experience of the visit and the exhibition information through various channels, and accelerate the dissemination of information.

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