

The Importance of Design Sketch for Art Design

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Keywords: art design; design sketch; employment skills

Abstract: From the aspects of the foreign and domestic development of design sketch teaching, the design sketch's importance for art design and its advantages in employment, the paper expounds the importance and necessity of design sketch as the basic teaching content for majors of art design, enhances the audience's understanding and emphasis on design sketch and proposes setting the design sketch course connected to the major closely according to specific art design majors.

1. Introduction

In the European Renaissance in the 16th century, the perspective science and the anatomy emerged. In the context, with the knowledge of light & shade shaping knowledge, the sketch shaping teaching system expressing the objective world in a realistic way was completed initially. By the end of the 16th century, Italian Artists Carracci brothers established the first comparatively complete college of fine arts, trained some artists and developed a strict system of sketch teaching methods. The following is the general procedure of the teaching system: stage one, copying the original works of great masters; stage two, painting from plaster sculptures; stage three, painting from nude and dressed models. During the 400 years, the set of teaching methods has been enriched and improved continuously and also been condemned and criticized, but its basic content hasn't changed greatly and now it has been recognized by and applied in educational circles worldwide.

The modern sketch of China has combined the teaching system, with Beihong Xu as the representative, with former Soviet Union's Chistiakov teaching system. The teaching method has a great influence on Chinese design sketch teaching. Since the 20th century, China's institutes and colleges of fine arts were established continuously. The sketch has become an important course in the institutes, and majors of design also have the course of design sketch. The training mode of design sketch mainly adopts the teaching method focusing on the basic training of realistic painting. Due to different requirements of majors, the design sketch teaching shows different specialized characteristics, but doesn't deviate from the basic methods of western design sketch teaching.

2. Design Sketch Teaching's Importance for Art Design

2.1 Design Sketch's Learning Attitude

Nowadays, with the popularization of computer software and the development of artificial intelligence program, many students believe that the basic courses of fine arts are tedious and useless. The overdependence on software causes some conflict with the basic teaching of fine arts and the teaching of art design. The students relying on design software excessively believe that the knowledge of basic courses of fine arts taught by teachers fails to conform to the trend of times and thus deal with the courses negatively.

However, the art design can't be completed by copying or skillfully using computer design software alone, or using other design solutions for reference. The design requires the injection of soul and emotion for the purpose of perfect expression. A designer won't have excellent design works without a solid foundation of fine arts, professional attainments or art knowledge. For example, the one lacking proficient writing or literary skills won't write a good article even if he has mastered the Word Processor.

2.2 Design Sketch is an important basis of Art Design Aesthetics

The basic teaching of design sketch not only develops the basic skills of fine arts and the ability of painting & shaping, but also plays an important role in students' mental creativity and artistic aesthetic ability. The basic teaching of design sketch helps students gain artistic theories, the design creativity and the important embodiment of aesthetic consciousness, so that students can further understand design and lay a solid foundation for the study of subsequent specialized courses of art design.

The art design is generally defined as creating design works with high artistic values using the aesthetics of design sketch, including the composition of picture, points, lines & planes, light & shade, the structure, the shaping and so on, as well as the creative thinking of designers. The creation process of art design is a complicated thinking activity composed by the following steps: raising a problem, design & investigation, analyzing the reason, solving the problem, conceptual innovation, creative design, plan improvement, computer graphics, modeling, achievement exhibition, and so on. Learning the basic courses of fine arts, such as design sketch and colors, students can improve the aesthetic ability of art design, enhance the innovation ability & consciousness and then make the art design embodying artistic values better.

3. Design Sketch is an Important Approach of Shaping Ability

The basis of shaping is the basis of all visual arts and the basis of art design is rough sketch of which the main form is design sketch in the primary stage of art design. In the stage of artistic creation, the designer considers the characteristics of object of design sketch, including the 2D plane, the 3D space, the space perspective, etc., as the main basis of artistic processing. With the advantages of design sketch, students can improve their skills using all of the effects and develop a high level of proficiency in the effects.

The basic training of shaping space focuses on design sketch and the application of various design software also requires rich shaping experience and a solid basis to achieve realistic, aesthetically pleasing and artistic visual effects. Vincent van Gogh was famous for his oil painting, but few people know that his sketch works also have reached the peak of perfection and are three times as many as his oil painting works. Many oil painters make rough sketches and revise them continuously before the finished works.

Not only in the field of painting creation, the design sketch is also connected to the art design closely. The design sketch uses simple materials and tools and the hues of black, white and grey to express the shapes and mutual relations of objects in the nature and imagination, trains students' observation and shaping abilities with the basic shaping requirements of picture composition, space, volume, structure, light, perspective, texture and so on, observes and experiences the nature in a light of artistic creativity, and thus enhances students' creativity and integrated design ability of shaping art.

4. Excellent Designers with Solid Basics of Fine Arts

4.1 Design Sketch Teaching should have Specific Purposes

Currently most institutes of art design make design sketch teaching in the unified and standard teaching way which is weak in specialized aims. In recent years, with the new curriculum reforms and the increasing requirements of society to art designers, teachers of art design have explored design sketch teaching many times and had some achievements. However, they fail to make a major breakthrough in specialized knowledge, specialized skills and professional requirements and lack the specialized exploration and detailed study of particularity of major, so it's still hard for the design sketch teaching to meet the specialized requirements of art design.

4.2 Curriculum Design of Design Sketch for Different Majors

Training students' unique aesthetic feeling and Abstracting ability for objects is an important aim

of design sketch teaching. If only teaching the realistic painting ability and skills alone and developing assembly-line works lacking expressive force, the teaching way not only strangles students' personality and thinking but also goes diametrically against the purpose of art education. The current state of design sketch hinders the integrality and continuity of teaching greatly.

Therefore, different majors should develop their basic training courses with specialized characteristics according to different characteristics of majors. For instance, the environment art design focuses on the space, structure, perspective and scale of design sketch; the product design major emphasizes shape, volume, texture and so on; the animation major pays attention to the design sketch relations of human skeleton series, muscles, structure, perspective, lines and so on. Linking the basics of design sketch to the learning of major courses closely and training in advance make good previous preparations for subsequent courses.

An excellent designer should gain the basics of fine arts and have professional artistic accomplishments, and keep improving the art appreciation ability continuously. Institutes of art design should also focus on the basic training of art basics when implementing their talent cultivating programs.

5. Freehand Sketching Ability is an Important Requirement of Enterprises Advertising for Designers

The top one skill should be gained by the graduates of art design major should be the excellent freehand sketch ability. Most majors of art design set the freehand sketch course according to their specialized characteristics. The selection of initial design schemes of effect picture and product is made according to freehand sketches. Therefore, many design companies require interviewees to make freehand sketches on the spot. Designers should have the ability to create effect pictures expressing and showing connotations fast. The freehand sketch is the source of design and the rough sketch is the paper form of idea. The design sketch, as an important approach of basic training of shaping art, is also an important form of art design.

Nowadays, the computer aided design has been popularized and many designers communicate with customers using mobile computers, but excellent designers still show the materials collected or design schemes to customers in the form freehand sketch. More important, the freehand sketch is comparatively easy, saves time, can be revised timely as required by customers and used immediately when the designer has a sudden flash of inspiration, so it works anytime and anywhere. The method requires the designer has gained certain skills of freehand sketch, and the quality of freehand sketch works depends on the level of proficiency in the basic courses of fine arts, such as design sketch and colors. The role of basic courses of fine arts in the practical design process has been verified. The solid design sketch ability is the necessary support to complete freehand sketch, design drawing and creation.

6. Conclusions

In conclusion, in the art design, it's necessary to make an in-depth study on the specialized requirements of design sketch teaching and set specific design sketch courses for different design majors. Only in this way can we meet the requirements of art design talent development continuously, enhance the social adaptiveness of art design majors and promote the improvement of specialization of design sketch teaching.

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