

Rivne State Humanities University
Art and Pedagogical Faculty
Department of fine and decorative and applied arts named Stepan Shevchuk

EXPLANATORY NOTE

to the qualification work for the Master's degree

**Decorative book illustration as a means of
interpreting poetic images**

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Cao Zhenyu

Head: Mykola GANZHA

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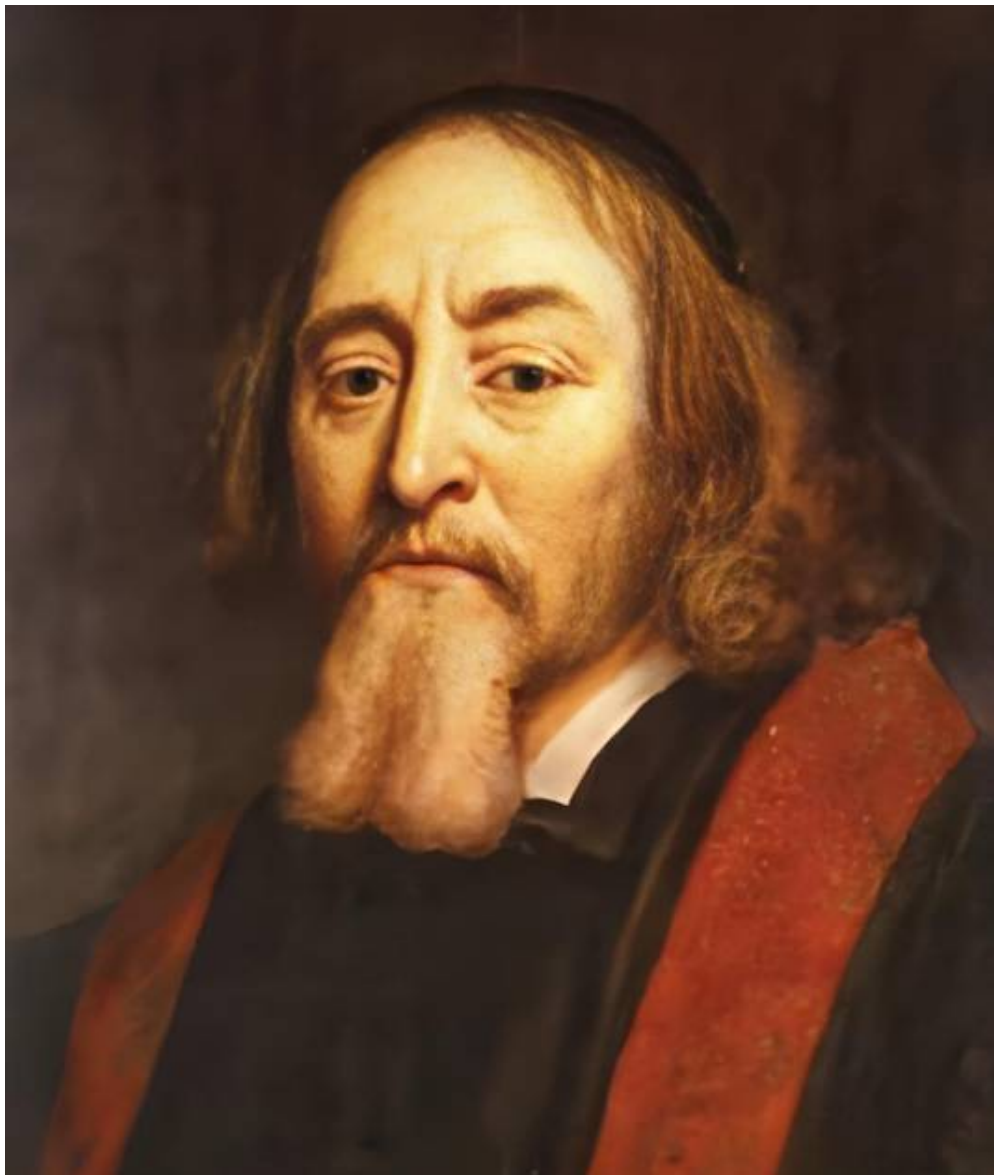
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INTRODUCTION

As a unique literary form, picture book illustrations play a positive role in promoting readers' cognitive, emotional, linguistic, and aesthetic development through their exquisite images, concise text, and rich story content. Through comprehensive analysis of relevant literature and practical case studies, the outstanding value of picture books in stimulating readers' reading interest, cultivating imagination and creativity, enhancing language expression ability, promoting emotional cognition and value formation has been clarified. However, in the context of artificial intelligence in the current development of technology, generative AI technology has become an important driving force for the transformation of visual arts, bringing unprecedented opportunities and challenges to illustration design. The technical principles of AI and its main applications in illustration design, including text to text, text to image, and graphic to image methods. Faced with the wave of AI technology, illustrators should embrace new technologies while improving their professional ethics and actively exploring the possibilities of creativity. China-Chic illustration, with its unique artistic charm and cultural value, has become an important carrier of visual communication and cultural inheritance in the renaissance of China-Chic culture. The application of atmosphere aesthetics in China-Chic illustration design, how to enhance the emotional expression and cultural identity of the works through visual narrative techniques. This article first outlines the theoretical basis of atmosphere aesthetics, and its characteristics are corresponding to the elements of China-Chic illustration design, revealing the application value of atmosphere aesthetics in China-Chic illustration. Secondly, through

case analysis, this paper elaborates on the visual narrative strategies of China-Chic's illustration on the selection of field elements, color matching and performance techniques, and shows how to create an infectious emotional atmosphere through these strategies.

1、 The Development of Picture Book Illustrations



Jan Ams Kwamenes

Picture books originated in 17th century Europe, and in 1658, Czech educator Jan Ams Kwamenes wrote the first illustrated children's book in Europe, which is

considered the prototype of picture books. In the 1930s, with the trend of picture books spreading to the United States, illustrated picture books entered a golden age of development. In the 1950s and 1960s, picture books with illustrations emerged successively in countries such as South Korea, presenting a new literary style to people. In the 1950s and 1960s, modern picture books gradually developed on the basis of European picture books, incorporating a combination of illustrations and text. In China, picture books originated in Taiwan and were later introduced to mainland China. Picture books are an emerging form of book that has gradually taken its place in the publishing industry. In the 21st century, picture book reading has long been familiar to people. Picture books are a type of book that combines graphics and text, enriching their meaning while also having symbolic significance. The writing style of a book is concise and vivid, with exquisite visuals. There is a special internal connection between illustrations and text, which is not just a relationship of explanation and being explained. They are an organic whole. Although the proportions of graphics and text vary, with some having more words and others having fewer, the combination of graphics and text with the ups and downs of the plot and changes in characters creates a dynamic beauty, and the overall layout is seamless and elegant. In illustrated picture books, images are no longer just used to express language, they are more like a main storyline driven by a story. Text is a supplement to books, and some picture books do not use language at all. The entire story can be expressed through pictures alone. So, illustrations are not just about helping and explaining text, they have become a primary reading tool. There are also many picture books that use text and images to balance and rely on each other to

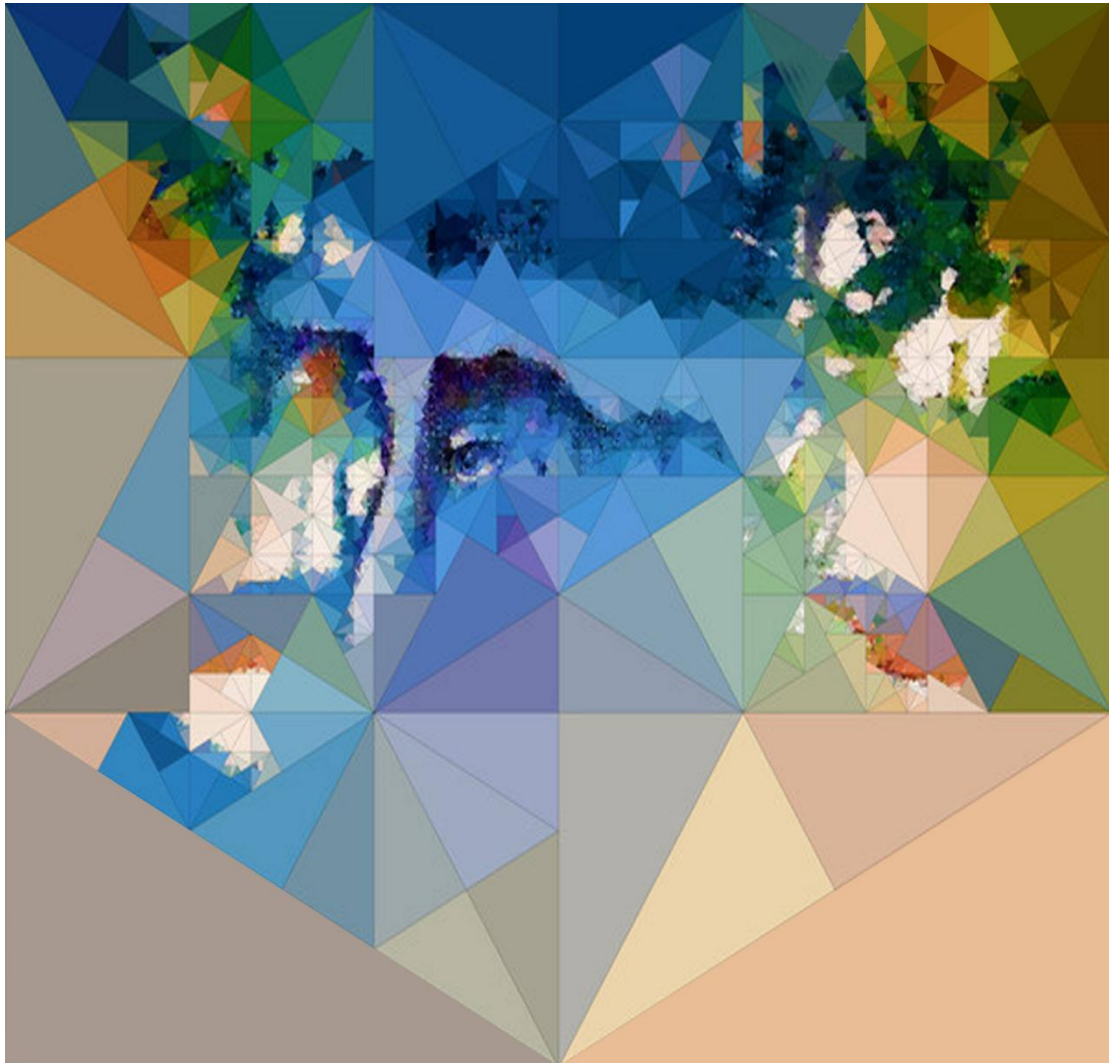
depict complete stories. Overall, picture books are a fusion of two different language styles: text and illustrations. In the world of picture books, readers feel as if they are in the painter's home, which is precisely the charm of picture books.

2、 The creative style of picture book illustrations

By interpreting picture books, it is possible to develop children's deep aesthetic perception and aesthetic creativity. Various types of art works have their own characteristics, and picture books cannot be exempted from vulgarity. They can be roughly divided into eight categories.

(1) Abstract art style

Abstract paintings lack concreteness, while abstract paintings focus on the intrinsic form and external characteristics of objective things. Abstract painters do not blindly pursue intuitive artistic expression, they tend to exaggerate or simplify the form of things. Pay attention to the expression of emotions.



Abstract art style

(2) **Cartoon style**

The characters in the animation look silly and cute, and the artists don't want their paintings to look so realistic. Many cartoon characters have their own unique drawing styles and are easy to recognize. For example, "The Underground Great Wall of Kar Well" published by Xinjiang Youth Publishing House.



Cartoon style

(3) Expressionist painting style

In the 20th century, a group of expressionist painters emerged, characterized by expressing themes and emotions in picture books. The expressionist style focuses on expressing emotions, but the objects and characters depicted often appear in an uncoordinated and distorted state, without causing any interference to the line of sight. It looks a bit like a classical oil painting technique, which is a means used by artists to create an atmosphere.



Expressionist painting style



Expressionist painting style

(4) Impressionist painting style

Impressionist art is a form of art developed by French artists in the 19th century, characterized by the use of light. Impressionist painters use color to create fragments or reflections of light and shadow, attempting to express the feelings and impressions of

life rather than specifically describing reality. Bright colors and soft lines are often the most prominent features of Impressionist painters.



Impressionist painting style

(5) Folk style

Folk customs are a belief passed down from generation to generation, reflecting the beliefs, values, and cultural customs of this nation. It can give people a strong sense of place. To create works that have both regional and artistic characteristics, it is necessary

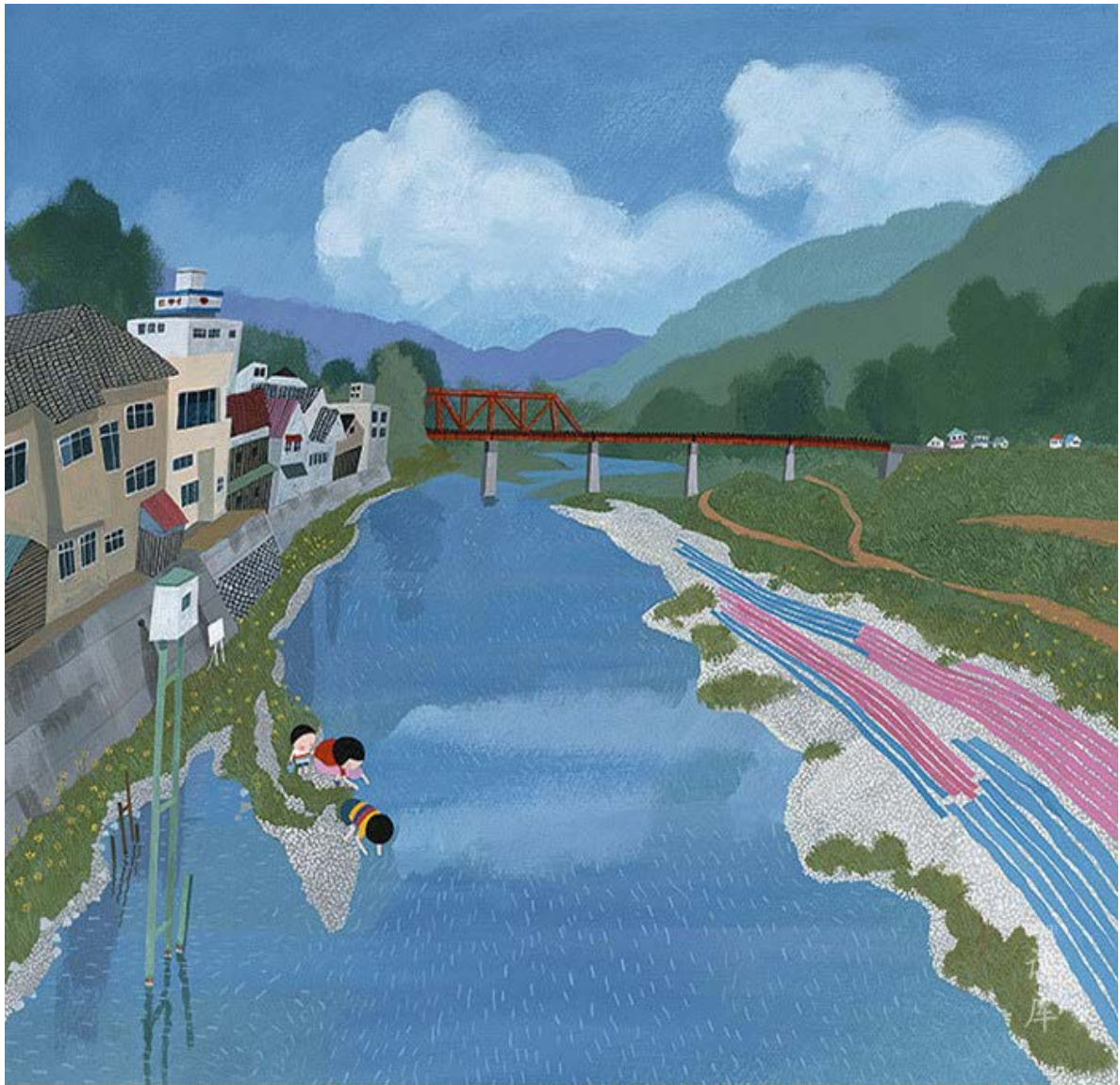
to invest a lot of effort in learning the local ethnic costumes, ethnic psychology, and ethnic spirit.



Folk style

(6) Simple style

The art style of the Naive School is full of childlike elements, with flat compositions and two-dimensional images that are relatively easy to recognize and interpret. This type of painting has details but does not emphasize the depiction of details. The illustrators who use this method often have not received specialized art training. In a child's heart, there is only one childlike heart, which is what we call children's painting.



Simple style

(7) Romantic painting style

Romanticism is not universally present in picture books, but illustration artists

occasionally use it. Its characteristic is to create a magnificent atmosphere with bright colors and dreamlike combinations. Master illustrator Kraft used a lot of colors in Cinderella, creating a sense of luxury and wealth, depicting a gorgeous transformation of a woman from poverty to luxurious beauty. Romantic style is most suitable for myths and legends. The same goes for Kraft's' Sleeping Beauty.

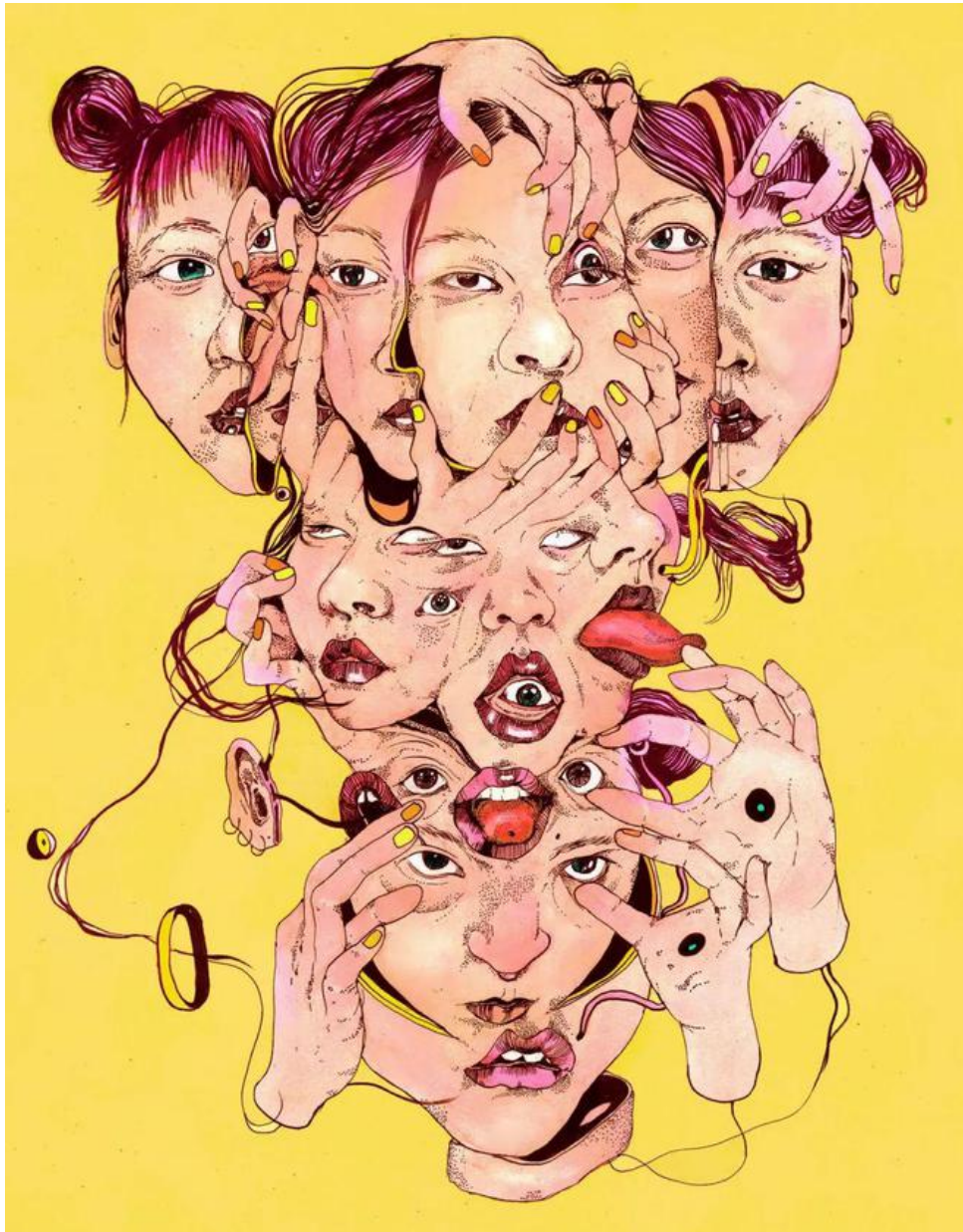


romantic painting style

(8) Realism

Surrealist works are imaginative, emphasizing the combination of dreams and reality. Their characteristics are rich and meticulous details, imaginative ideas, and bizarre

imagery. The characters and objects in surreal paintings often have vivid and lifelike images, giving people a sense of touch upon touch.



Realism

3、 Key elements of picture book illustration art

Picture books are books that use a combination of graphics and text to tell the story, complementing each other and fully showcasing their unique linguistic charm. The illustrations in them are a main thread that runs through the entire book. A picture book

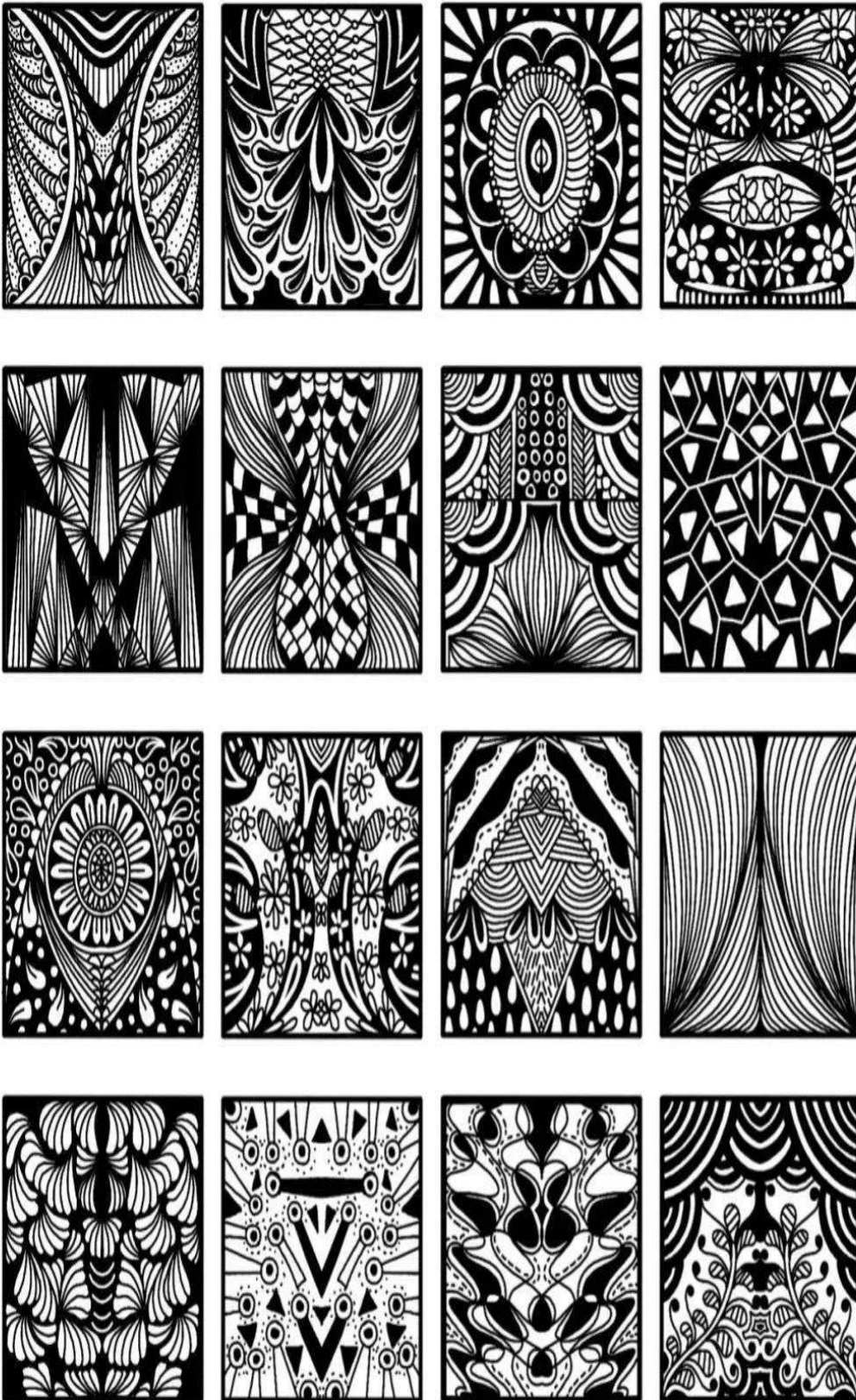
is a book that expresses a specific story through a series of images or a continuous image. Picture books are divided into books that combine graphics and text, and books that only have illustrations. Picture books are a continuously developing and evolving art form, rich in color and content. Nowadays, picture books are not just children's books, many adults also love picture books. The clever combination of beautiful pictures and words in picture books can create emotional resonance between children and adults, making readers ponder deeply.



Children's picture book illustrations

(1) The painting elements in picture books

Painting is the process of processing painting elements to fully express the image in the artist's mind, thereby attracting the attention of the audience and engaging in communication and interaction with them. In pure artistic creation, there are subtle differences between the problems that the author thinks about and those that the illustrator thinks about. In the former, the creator's thinking is very free and basically unconstrained. He can choose painting elements according to his hobbies and creative logic, just to express the image he wants in his heart; The latter is a decision made within the scope of the text, subject to certain constraints. The creator is influenced by the plot, and the selected elements are mainly service-oriented, similar to industrial design. Both are functional and aesthetic, and ignoring any of these service principles is wrong and irresponsible to picture book illustration creation and industrial design.



Line drawing elements

(2) The relationship between picture book painting elements and images

The pictures in picture books have the same nature as those commonly referred to as pictures, and their creative activities are all artistic activities. They are created by creators using various materials and means (such as computers, etc.), using graphics, composition, and various aesthetic methods to create images in specific media. The image described by painting language is an organic combination of painting techniques, form, and content. The depth and breadth of the mastery of painting language are important scales for measuring the author's artistic level. In this case, the use of painting language can also lead to the creation of various art forms. The same principle applies to the writing of picture books. In artistic works, artists create a special artistic effect on the artwork. The language of painting is composed of basic elements such as points, lines, surfaces, light, and color. It is easy to see that when picture book illustrators select painting elements, they need to start from the overall composition of the entire work, and it is these elements that support the painting language in the picture.



Multiple painting elements to represent images

(3) The Relationship between Drawing Elements and Content in Picture

Books

The content of picture books is stories, which use narrative methods to tell a meaningful story, record and spread a cultural tradition and value concept, arouse people's deep thinking, and thus have a certain influence on their values. This effect is intangible. The so-called "connotation of the story" refers to the essence or meaning of various things referred to in the illustrated picture book, which is the sum of various elements of the story itself. After understanding the meaning of the story, the illustrator will understand who their goal is to serve, the rules they need to follow when creating paintings, and the scope of selecting painting elements. Designers should follow this principle to seek visual elements. The connotation of imagery and words is a relationship similar to "form" and "meaning", and the form of imagery exists to express objects. In philosophy, there is no concept without form and content; The form, in turn, affects the connotation and, in some cases, drives the development of the connotation. Its connotation and form have the characteristic of dialectical unity.

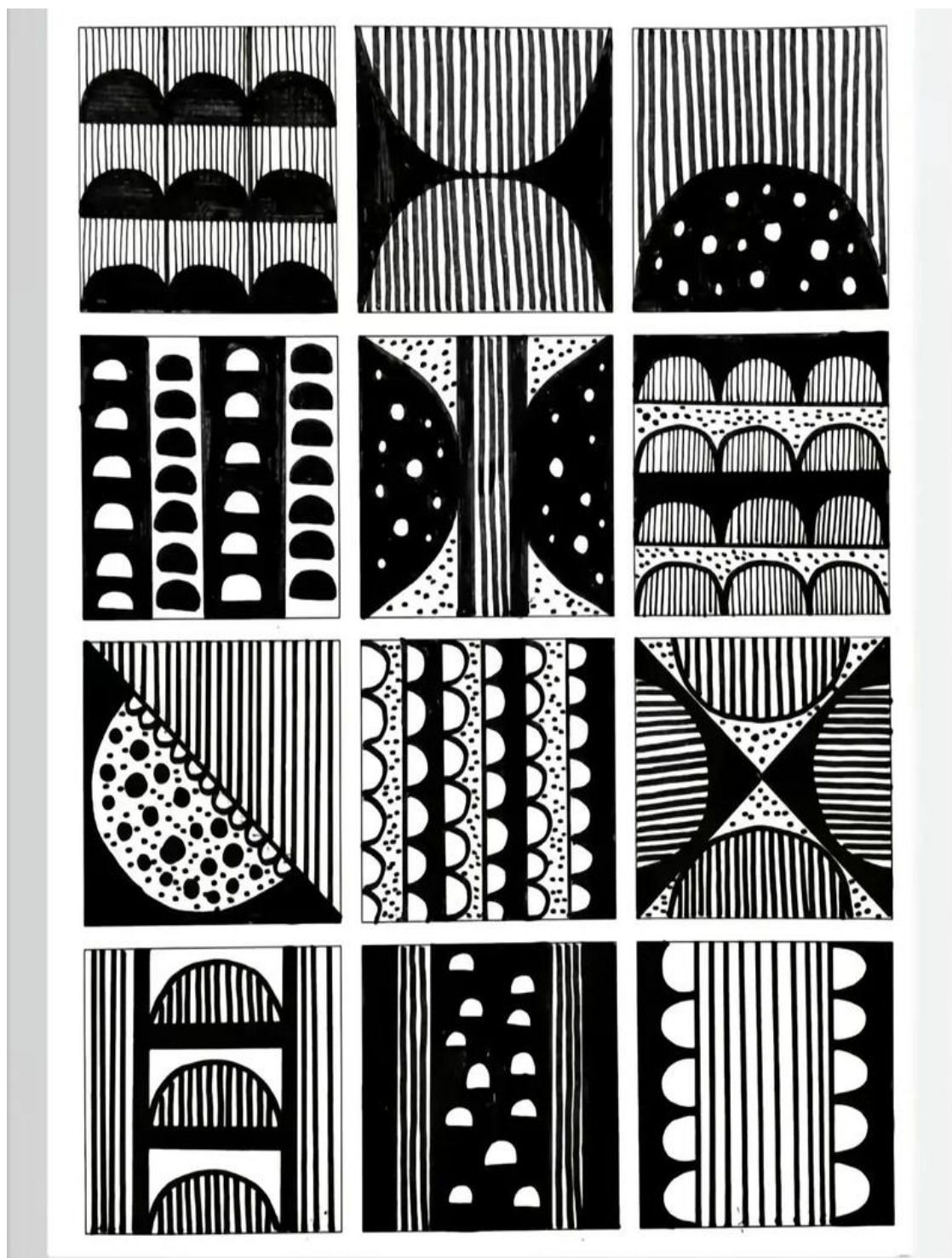


Same content, different painting expressions

(4) Selection criteria for drawing elements in picture books

When selecting criteria, the main principle is to focus on "content" and "illustrations", and the information to be conveyed must be absolutely faithful to the story itself. Without the basic principles of the story, there is no value or necessity for exploration. Firstly, it must conform to the main plot in the picture book. For example, if the scene in the story is a forest, the illustrator must match the background when selecting the image. The plot itself is also limited by time and space, for example, an ancient plot requires the addition of some ancient elements, such as dynasties, places, time, etc. Secondly, it should match the atmosphere in the story. Atmosphere is a visual or psychological element that permeates the plot and has an impact on the actions of characters. Manifesting as tension, excitement, frustration, fear, anticipation, etc. Picture book illustrations reflect this atmosphere through the use of points, lines, surfaces, light, colors, and other elements in their composition. Therefore, when selecting elements for picture books, creators must carefully consider their role in expressing the atmosphere. Secondly, the interest and symbolization of the elements themselves. After careful selection, the author is likely to obtain multiple different results, each with their own advantages. Therefore, it is necessary to judge the meaning and symbolism of the work based on its content. In picture books, the selection of drawing elements is very important. Designers should focus on the content, design the entire image based on the picture book elements, and carefully select according to the selection criteria. For creators, conveying the main idea of a story more accurately and being able to resonate with people fundamentally is also one of the manifestations of the professionalism of

picture book creation.



Works with different painting elements

4、 The artistic aesthetic elements of picture book illustrations

(1) Color Aesthetics

Psychologists believe that human vision is the primary sensory, and color is the most important. Color, as a special visual communication element, plays a profound role in people's spiritual world. Colors give people a different feeling, for example: blue gives people a sense of tranquility and stability with the blue sky and the sea; Red represents sunshine, flowers, blood, warmth, and danger. Colors can express various emotions, and these emotions are conveyed to children through experience, which is also the main way of expression in picture book creativity. The variation of color mainly depends on hue, brightness, and chromaticity. Goodnight, Moon "is a classical picture book created by Margaret Wis Brown and illustrated by Clement Heard. Its bright colors easily capture people's attention. Picture books can be in color or black and white, giving people a feeling of day and night alternation, and reading them has a rhythm. Clement Hurd's vivid color combination of red, green, and blue gives a sense of tranquility and showcases a special visual beauty. In stories, using colors to create an atmosphere is a common technique. Colors have a significant impact on the reading experience of readers, especially children. Beautiful colors can enhance children's reading interest, resonate with them, and stimulate their imagination.



Color Aesthetics



Goodnight, Moon

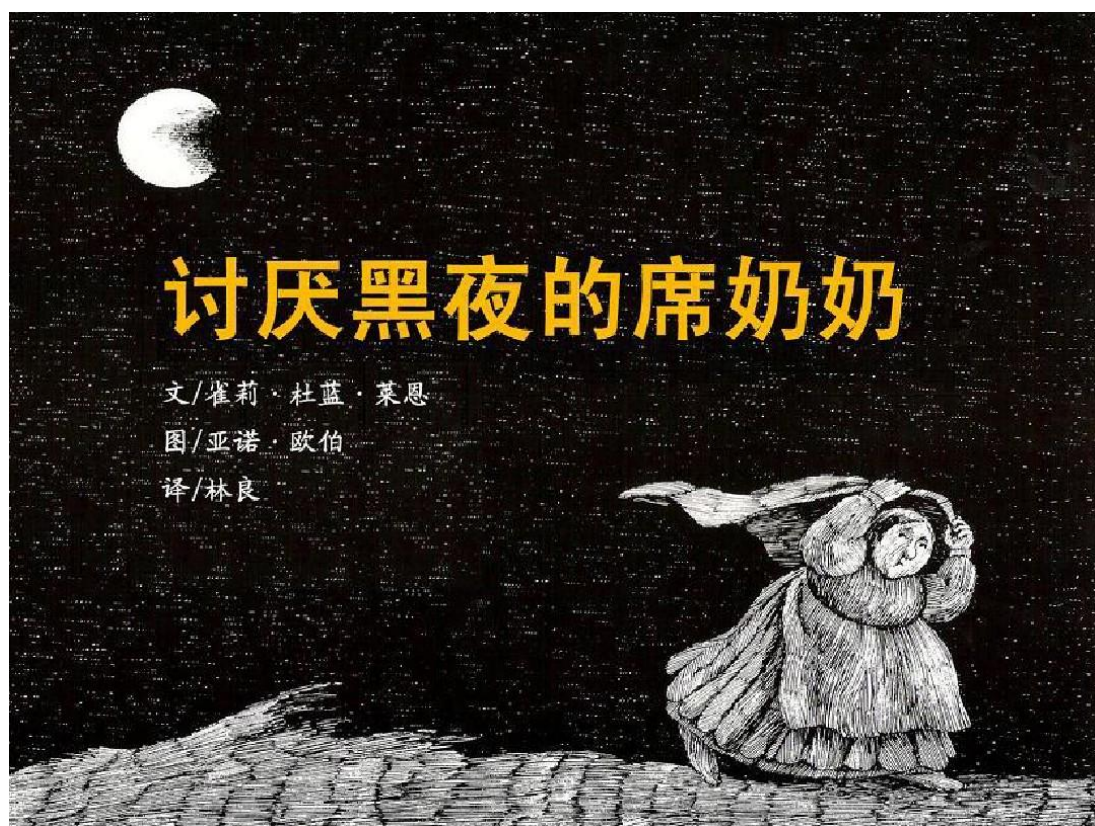
(2) Aesthetics of Styling

Form is the most fundamental element, consisting of lines and shapes. The forms in

picture book illustrations are basically composed of the main items of the story and various background elements, with the characters being the main content of the picture book illustrations. Grandma Xi, who hates the night "was created by Kelly Duran Ryan and illustrated by Arnold Lobel, using special painting techniques to create an interesting" Grandma Xi ". The author uses the density, weight, and length of lines to express a three-dimensional feeling, making the entire work full of fluidity and creating a relaxed, lively atmosphere. The continuous lines give a sense of dynamism. Mary Ho Ais's "In the Forest" depicts the image of a child holding a horn and wearing a paper hat with a simple carbon pen. And the images of other animals, such as elephants, monkeys, kangaroos, cranes, rabbits, etc., are also vivid and lifelike. The picture book author uses gentle brushstrokes to approach the images that children love, leading them into the jungle of imagination and immersing them in nature. Gong Xida also completed the work "I am a Tyrannosaurus Rex" with his unique painting techniques. The black line contours, simple images, flat shapes, and childlike style make his illustrations highly personalized and popular among children. In the comic book 'I am a Tyrannosaurus Rex', the exaggeration and humor of the characters have left a deep impact on the audience. Mastering the character forms in illustrated picture books and selecting appropriate image designs can help children enter the plot faster, especially when expressing abstract concepts in the story text. Intuitive illustrations can bring some visual impact to people.



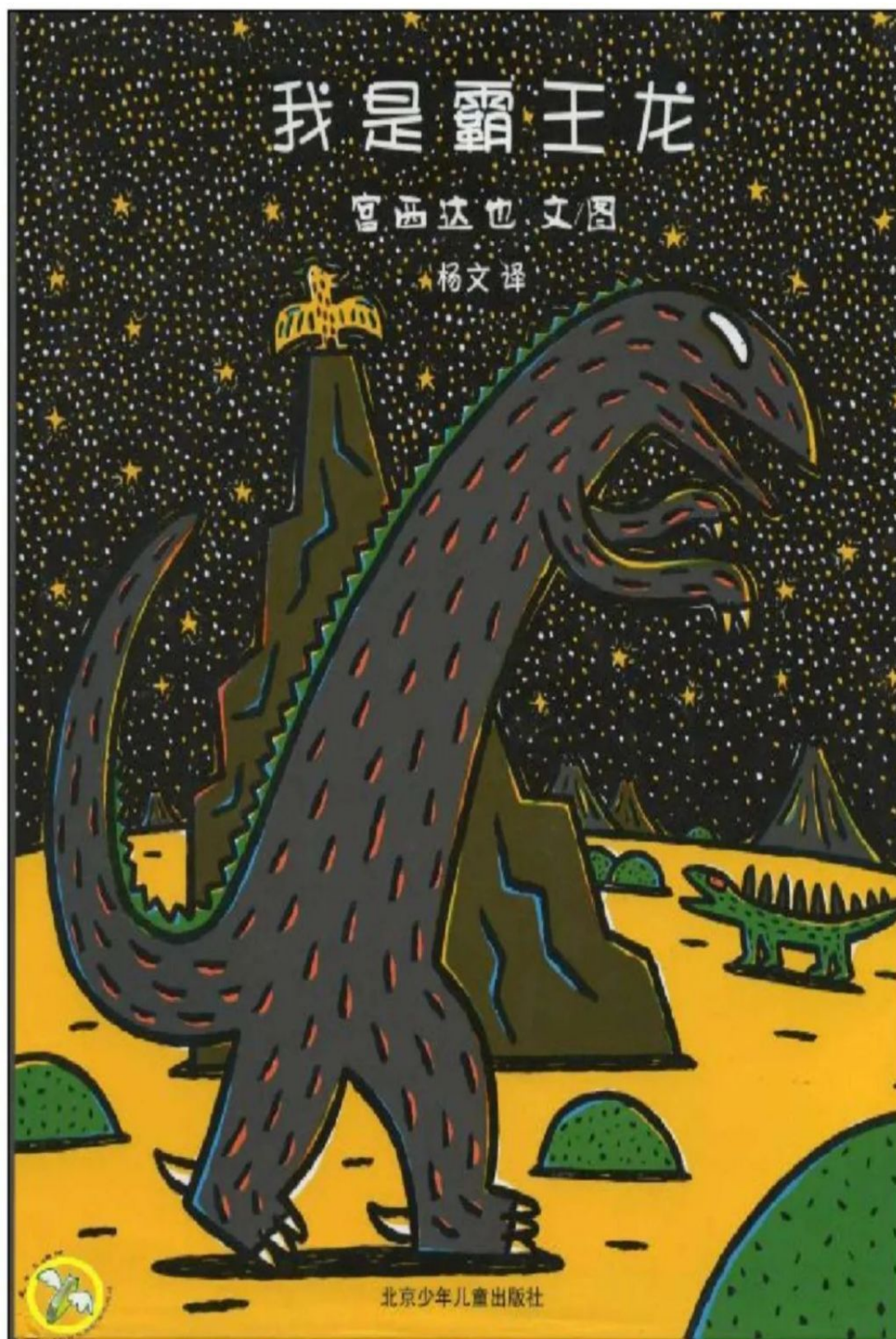
Aesthetics of Styling



Grandma Xi, who hates the night



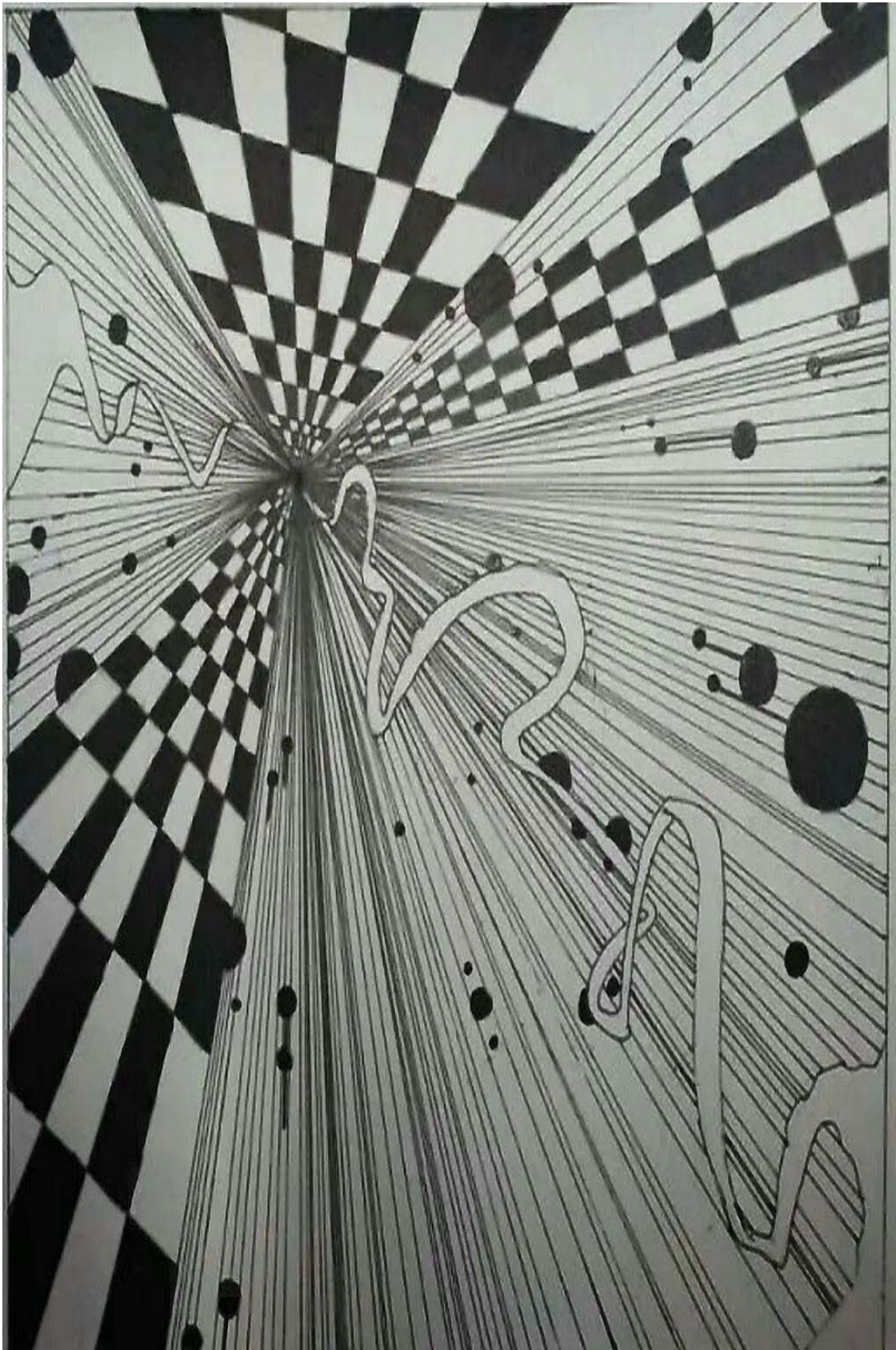
In the forest



I am a Tyrannosaurus rex

(3) Composition Aesthetics

In illustration design, composition is one of the constituent elements. Good composition plays a crucial role in creating a visual atmosphere and attracting readers. Picture book creators use techniques such as position, proportion, viewpoint, and dynamic mirror manipulation to apply the rules of formal beauty to the creation of illustrated picture books, allowing the whole and parts to interact with each other, thus better experiencing the visual language of the work. From surface understanding to deep understanding, gradually experiencing the emotions conveyed by the work, and discovering the message that the creator wants to convey to readers. The 1988 Caldecott Award winning work "Watching Owls Under the Moon" co authored by Jane Joren and John Humboldt has an extremely exquisite structure. This is a story about a father and his daughter looking for an owl. There are no fancy colors or exaggerated stories, but they will be remembered at a glance. The author of this book employs the "wide-angle" composition method with a broad perspective, utilizing techniques such as looking down and up, to vividly depict the cold of winter and the tranquility of the night. There is a scene where a little girl and her father are in a forest, staring at an owl together. The author used a close-up to show the owl, enlarging its front size and reducing the size of the little girl and her father, creating a clear structure that gives people the illusion of entering the winter jungle.



Composition Aesthetics



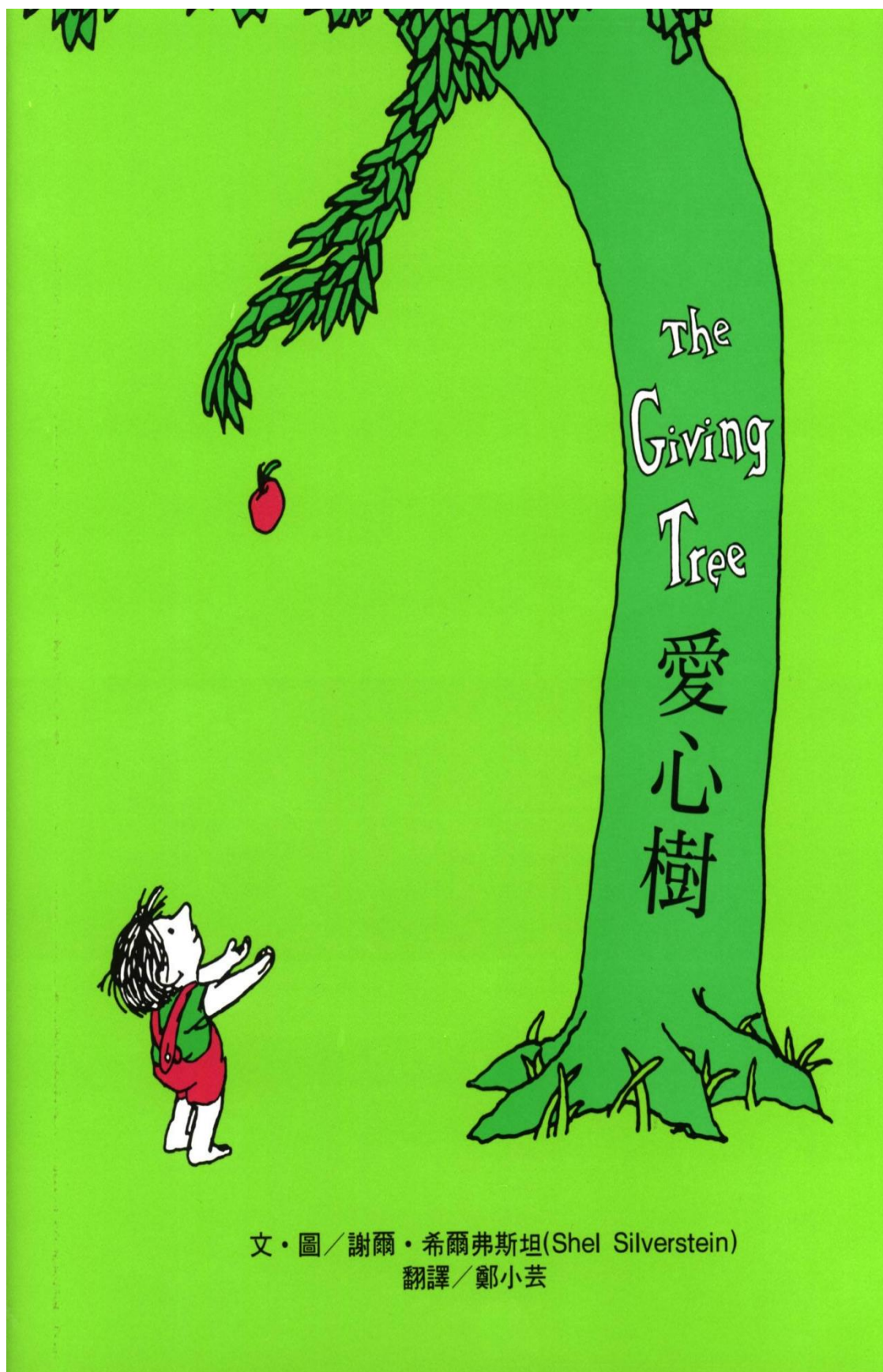
Owl Moon

(4) **Material Aesthetics**

In painting works, the author uses artistic elements such as color, shape, and composition to convey the content of the work, but the final expression of the work still needs to go through materials. Among them, comprehensive materials include: Paper Cuttings, collage, print, clay, sculpture, paper tearing, etc. Driven by information technology, more and more artists are applying computer hand drawing to the production of illustrated picture books, and integrating different materials to form the development direction of contemporary illustrated picture book illustrations. Using materials such as pencils and charcoal can create different visual effects. Drawing details of characters with pencils and charcoal can give people a relaxed and simple feeling. The representative work of the famous American painter Cher Silverstein, "The Tree of Love," outlines a relaxed and lively picture with brushstrokes. The famous British writer Airy Carr's "The Hungry Caterpillar" creates an artistic expression that combines fun and humor with its unique collage style.

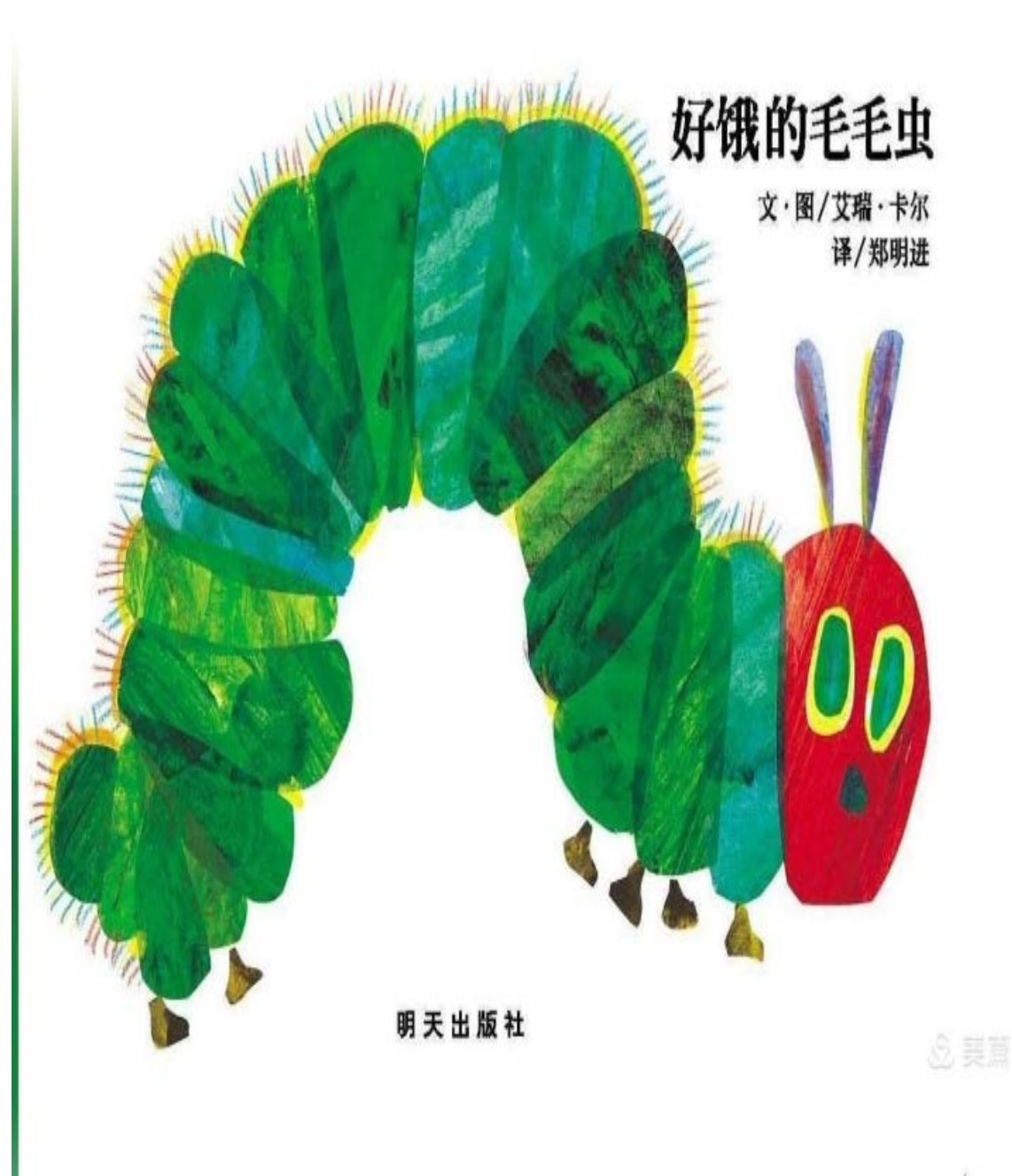


Material Aesthetics



文·圖／謝爾·希爾弗斯坦(Shel Silverstein)
翻譯／鄭小芸

The giving tree



The very hungry caterpillar

5、 The Narrative Aesthetics of Picture Book Illustrations

(1) Information dissemination, showcasing aesthetic connotations

Picture book art is a comprehensive form of visual art that requires not only exquisite illustrations but also a certain level of narrative ability. The main characteristic of an article is to have a coherent expression, that is, to perceive the meaning expressed in the book through illustrations. Matsukichi once pointed out that the main element of an illustrated picture book is not its bright colors, but whether it can fully express the entire plot and demonstrate its narrative transmission function. John Berningham's representative work "Sally, Stay Away from the Water" is a highly typical illustrated picture book, whose creator uses a completely different way from simple language and illustrations to convey the main theme of the story. On the left piece of paper is written the words of my mother in life, and on the right piece of paper is written Sally's thoughts. It is difficult to understand the entire content of the story solely through language, and one can only find the decoding code from the illustrations. John Berningham adopted an almost self contradictory narrative style to stimulate children's imagination. From these paintings, we can experience Sally's true emotions deep inside, which is also a true expression of children's lives. On the one hand, it is in their mother's incessant chatter, and on the other hand, it is in their own fantasies. Linking stories with real life helps deepen people's thinking.

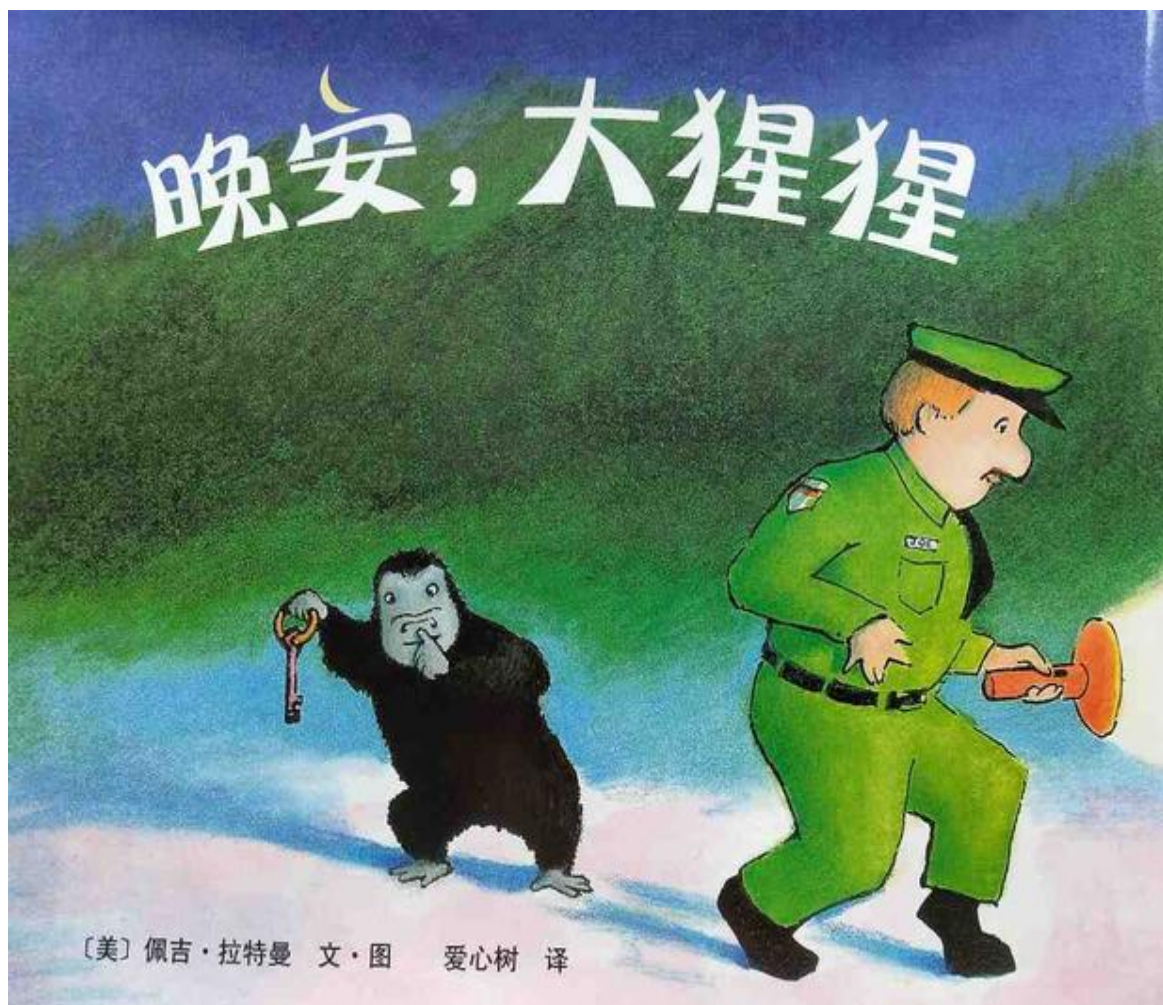


Sally, stay away from the water

(2) Page flipping design, converting static to dynamic

Adults often focus on textual content when reading, while children pay attention to illustrations when reading, which is a characteristic of children. A good illustrated picture book must have a certain rhythm. By flipping the pages of the book, the static picture can be integrated with the imagination in the mind, thus creating a dynamic picture. In Peggy Ratman's novel "Goodnight, Gorilla", several mischievous gorillas

steal a set of keys from behind the caretaker, then escape their own cage and quietly release fairy tales of animals such as elephants, lions, giraffes, etc. The entire illustrated picture book has only a small length, and most of it is narrated using illustrations. The author also hides many little secrets to be discovered in the illustrations, such as a small mouse holding a banana in different poses, like an invisible line, connecting the narrative pace of the entire novel with strong impact, turning a static illustrated picture book into a vibrant story.



Good night, gorilla

(3) Text and image ensemble, visual image and text interaction

According to the interactive relationship between illustrations and text in picture

books, picture books can be divided into three basic types: primarily based on text, supplemented by illustrations; Mainly using illustrations, supplemented by text; Pure drawings without text, such as the type of wordless book. Apart from simple images, there is a interdependence and mutual influence between other types of illustrations and text. Illustrations have the function of showcasing the beauty of images, and the combination of illustrations and text is used to tell stories. Illustration is a relatively abstract visual art. The book "Little Cabbage Boy" written by Chang Xintai is an excellent example of the creative combination of pictures and text in the 4th "Picture Book Japan" Awards. Changxin Tai leads the audience with language, allowing people to experience the imaginative fairy tales described by Changxin Tai by integrating abstract language with vivid pictures through the visuals. In addition, Changxintai has used many cinematic expressions such as zooming in and out, constantly enlarging or shrinking the same image, allowing people to feel the fusion of static and dynamic when flipping through the pages, which is highly creative.



Cabbage Boy

7. The impact of AI technology painting on illustration now

Generative AI technology, as an important innovation in the field of art and design, has a profound impact on illustration design. This technology can quickly generate new text content and images by learning patterns from data through neural network models, greatly improving creative efficiency and reducing creative costs. However, facing this unknown holder with a skeptical attitude, some people remain on the sidelines, while others feel lost. In the era of AI, practitioners have different attitudes. Some argue that generative AI technology is a double-edged sword for the illustration design industry, and how to effectively utilize this new tool is an important issue for contemporary illustration designers.

Overview of Generative AI

1.1 Definition of Generative AI

Generative Artificial Intelligence is an artificial intelligence technology that can autonomously generate new content, including text, images, audio, and video.

1.2 Technical Principles of Generative AI

Unlike traditional AI that focuses on analyzing and classifying data, the core principle of generative AI is to use neural network models to create new data. These models mimic patterns discovered in training data and are trained on large datasets to learn the underlying data distribution and generate new, similar data. Generative models mainly include Generative Transformers (Transformers), Adversarial Networks (GANs), Variational Autoencoders (VAEs), Flow based Generative Models (where Flow based Models Transformers and Diffusion Models are used to generate equations), and Diffusion Models (the development of Diffusion Models AI). Plays a crucial role.

The current big language model is mainly based on the Transformers architecture, which is a deep learning model using the self attention mechanism. The generative AI tools using this architecture include ChatGPT, BERT and ERNIE Bot. The raw image model is mainly based on the diffusion model, which adopts a continuous process of noise addition and removal to generate images by gradually introducing and removing noise. This process allows the model to more finely control each pixel generated, thereby obtaining higher resolution and details. Although the entire process is complex, the generation effect is significant. Currently, mature generative AI tools based on diffusion models include DALL · E, Stable Diffusion, and Midjourney.

Overview of Illustration Design

2.1 Concept of Illustration Design

Illustration design refers to images used to supplement and enhance textual information or as independent visual representations. Traditionally, illustrations are hand drawn images, mostly used to assist text in books and articles. However, with the advancement of digital media technology, this definition has evolved. Today's illustration design encompasses a variety of artistic styles and techniques, and integrates with multiple disciplines. Illustration is no longer just an aid to text, it has become an important component of visual communication design. By transforming complex information into easily understandable and aesthetically valuable forms

The ability of illustration design is widely applied in fields such as publications, advertising, games, animation, packaging design, entertainment, and fashion, resulting in a significant increase in demand for illustration design talents.

2.2 The significance of generative AI in illustration design

The emergence of generative AI undoubtedly brings new possibilities and broader development space to the illustration design industry. With the rapid development of AI technology, generative AI tools are constantly updated and iterated, and new generative models and tools emerge one after another. The application of generative AI is becoming increasingly common and widespread. Due to the ease of use, fast generation, and good results of generative AI tools, many enterprises and creative workers have begun to actively explore how to integrate AI tools into their workflow to improve creativity [4]. Some creative companies even prioritize hiring job seekers who use generative AI tools in their job requirements, indicating that generative AI is an important change that cannot be ignored for the illustration design industry.

Application of Generative AI in Illustration Design

3.1 The main application methods of generative AI in illustration design

3.1.1 Literary Writing

Text to Text refers to generating new text content by inputting text into a large language model. Although this application does not directly generate images, it can use big language models to assist in data retrieval, research data analysis and summary, concept generation and other steps of illustration design projects in the early stages of illustration design creation.

3.1.2 Wensheng Diagram

Text to Image refers to the generation of corresponding images by inputting text descriptions through a text to image model. It should be noted that the selection of

textual descriptions and generative AI tools and models can affect the results of the text generated images. Generally speaking, the more detailed and clear the text description, the more the obtained image meets expectations. The text description may include key elements, style, background, color, detail requirements, proportions, and other information. For example, to generate a flat style Chinese Loong illustration design, in Midjournal, use "Chinese Loong flying in the sky with Chinese palaces as the background, flat vector style, rich and colorful Chinese elements, warm colors, ultra-high details, OC rendering, high-definition 8K resolution, and the picture scale of 9:16 (Chinese dragon flying in the sky, The illustration generated from the detailed description of "Chinese palace background, flat style, vector style, colorful Chinese element, warm tone, hyper detail, oc render, HD, 8K -- ar 9:16" is shown in Figure 1. The illustration generated by the simple description of "Chinese Loong" is more flat, with more Chinese elements and more lively colors, as shown in Figure 2.



Figure 1 Detailed text description of generated results



Figure 2 provides a simple textual description of the generated results



Figure 3 shows the results generated by DALL · E

Due to different training data and parameters, different models and tools have their own advantages in handling details, colors, styles, etc., and the final generated illustration results may also vary. For example, using the same textual description to generate results on the DALL·E model, as shown in Figure 3. Compared to the effect generated by Midjourney (Figure 1), it is flatter, but the color scheme appears more retro.

3.1.3 Image production

Image to Image refers to generating another similar or related image by inputting an image through a generative model. The application of image generation technology in illustration design includes sketch to finished product conversion, style transfer, image enhancement, and restoration.

(1) Convert sketches into finished products. Sketching to finished product refers to the process of converting hand drawn sketches or line drawings into detailed finished illustrations. For example, upload a line sketch of Loong Boat Festival illustration in Stable Diffusion and provide relevant required parameters, as shown in Figure 4. A Loong Boat Festival illustration filled with complete coloring effect can be generated, as shown in Figure 5. This application can quickly preview the possibility of the initial draft to the final product, thereby reducing the trial and error costs for illustrators.

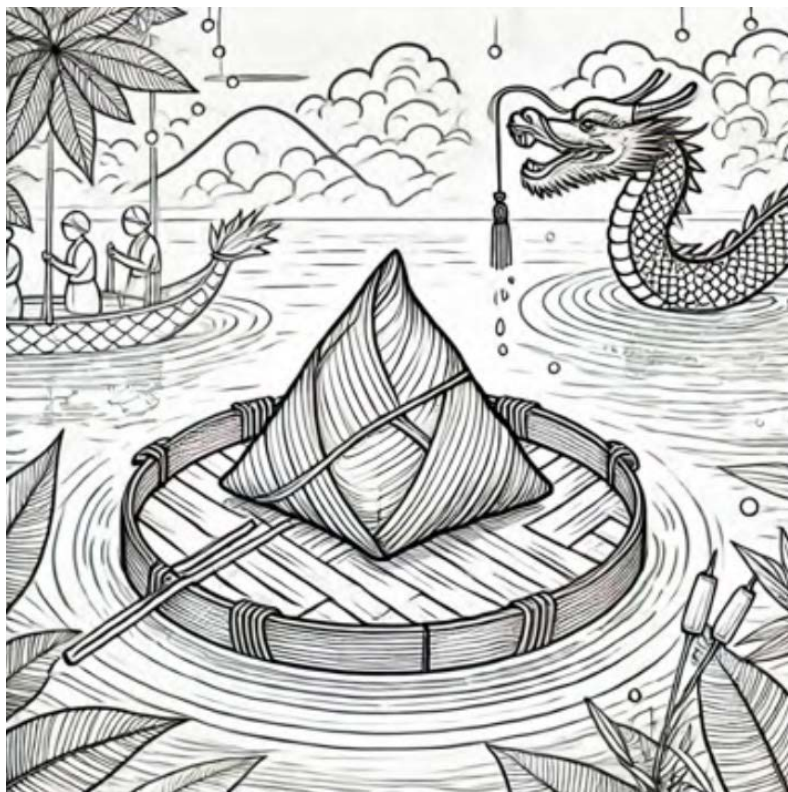


Figure 4 Line sketch of Loong Boat Festival illustration



Figure 5 AI Coloring Draft of Loong Boat Festival Illustration



Figure 6 Transfer of watercolor style of Loong Boat Festival illustration

(2) Style transfer. Style transfer refers to the application of one artistic style to another image, achieving style transformation and unity. For example, by using the model of watercolor effect on the basis of the figure, a flat Loong Boat Festival illustration with vector wind 5 grid can be transferred to watercolor style illustration, and the figure technique can quickly achieve a variety of artistic effects, providing a wealth of illustration styles. 6. This technique selection and quick preview effect. Improve image quality or repair damaged parts. If the image details are compared, then

(3) image enhancement and restoration. Even if the image is blurry, AI technology can be used to convert low resolution images into high-resolution images, making the

images clearer. Or if there is partial damage to the illustration, AI tools can be used to restore the complete effect.

3.2 Application of Generative AI in Illustration Design Process

The illustration design process is a systematic and gradual process, which requires a lot of energy and time from preliminary research and concept development to illustration drawing. If generative AI assistance is integrated into the creative process, the efficiency of the entire process can be greatly improved.

In the early stage of research, it is the fundamental stage of illustration design, which involves collecting and analyzing information to clarify the design direction and goals. This process will involve a large amount of information and data, which can be quickly retrieved, analyzed, and summarized using AI generated text. In addition, the big language model can generate multiple possible thematic AI directions and content suggestions based on existing data, providing creators with more inspiration and reference.

In the conceptual development stage, it is the process in which designers transform research results into preliminary design concepts and ideas. At this stage, inspiration images, preliminary AI concept maps, detailed reference maps, or design sketches can be generated by inputting keywords or text descriptions through generative mapping, helping creators quickly visualize their ideas and determine design solutions.

In the illustration drawing stage, it is the process of concretizing the concept of illustration design. This stage usually requires multiple experiments and modifications, which consume a lot of time and energy. However, the real-time assistance of

generative AI can convert hand drawn sketches into detailed line drafts and quickly generate multiple color schemes through graph generation technology. The style transfer function can also quickly apply different art styles, browse different effects quickly, thereby significantly reducing experimental time and lowering creative costs.

Thoughts on the Application of Generative AI in Illustration Design

4.1 The Impact of Generative AI on Illustration Design

The emergence of generative AI is a double-edged sword for the illustration design industry, and its arrival has indeed brought many positive changes. Firstly, generative AI significantly improves creative efficiency and reduces costs. Traditional illustration requires a lot of time and effort for research, concept development, experimentation, and drawing, while AI tools can quickly generate various design inspirations and solutions, which is particularly advantageous for rapid iteration, meeting urgent project needs, and large-scale production; Secondly, with the emergence of a large number of production models for different needs, different styles of illustration effects can be easily obtained. In traditional illustration, it may be necessary to collaborate with artists with different styles and skills to achieve this, which makes the creation of illustrators more independent and expands the boundaries of creation; In addition, generative AI has lowered the technical threshold for illustration design, providing opportunities for beginners and non professionals who have not undergone long-term systematic training to enter the industry, thereby expanding the creative community.

However, generative AI has also raised some challenges and concerns. Although it can quickly generate illustrations in various styles and effects, its creativity is still

limited by training data and algorithm design, and the generated results have similarities with the training data, exhibiting "averaging" characteristics and lacking true originality and uniqueness. The essence of generative AI is a tool that lacks human traits such as emotions, independent thinking, and cultural background, and cannot capture the emotional depth and cultural connotations in illustration works, which are the core elements of excellent illustration works. Therefore, excessive reliance on AI tools actually limits innovation in illustration design, leading to homogenization of works. In addition, the lowering of the threshold for painting technology has intensified industry competition, while copyright and intellectual property issues have also raised many questions and concerns, as the training data for the generated model may contain unauthorized data, posing a risk of infringement, and the copyright ownership of the generated works is not yet fully clear.

4.2 Illustration designers' coping strategies in the era of generative AI

The emergence of generative AI is changing the skill requirements in the field of illustration design, reducing reliance on traditional hand drawing techniques while increasing the demand for solution and AI tool operation capabilities. Faced with the increasing risks of homogenized AI technology in the market and more intense competition, the key for illustration designers is to improve their professional qualities, such as independent thinking ability, observation ability, aesthetic ability, and innovation ability. But at the same time, we should also try to learn and apply these new tools, rather than worrying about being replaced by AI. Illustrators can improve their work efficiency by mastering generative AI tools while focusing on areas that AI

cannot replace, such as emotional expression and integration of cultural backgrounds, to create more creative and unique works that differentiate themselves from AI generated standardized content

Rong. At the same time, for the sustainable development of the illustration design industry, illustrators should pay attention to the use of materials and data that do not infringe on the intellectual property rights of others, pay attention to the copyright ownership of the generated works, and ensure legal use.

4.3 Future Outlook

With the continuous development of generative AI technology, AI tools will become more intelligent and user-friendly, providing illustrators with more refined control and highly personalized customization functions, rather than just auxiliary tools. It can be a creative partner, helping illustrators achieve complex and innovative design concepts. Even illustration designers alone can create an AI design team to work for themselves, allowing creators to explore creative boundaries more independently and freely, and maintain vitality and innovation even in the face of technological and market changes.

8、 The Atmosphere Aesthetics in China-Chic Illustration

Atmosphere aesthetics emphasizes the clever use of visual elements such as color, light and shadow, and composition to create an artistic atmosphere that can evoke emotional resonance among viewers. In China-Chic's illustration design, the application of atmosphere aesthetics can help designers better grasp the emotional tone of works, convey the theme and cultural connotation of works through artistic techniques, and thus enhance the artistic value and cultural influence of works.

Therefore, this study aims to explore the application of atmosphere aesthetics in China-Chic illustration design analyze how the application of visual elements creates specific effects through the use of visual element emotional atmosphere, and the role of this application in improving the artistic expression and cultural identity of China-Chic illustration.

The current research status of the application of atmosphere aesthetics in illustration design

In the research of China-Chic's illustration design, scholars began to pay attention to how to combine traditional cultural elements with modern aesthetics. For example, Hu Qingran and others discussed the expressiveness of China-Chic's illustration in visual communication [1] in their research, emphasizing the importance of integrating Chinese traditional cultural elements into the design. At the same time, some scholars have also paid attention to the emotional expression role of atmosphere aesthetics, such as Li Weiwei in his work the paper explores how to create a specific emotional atmosphere through visual elements such as color and composition. However, current research is still relatively scattered, especially on how to apply the theory of atmosphere aesthetics to design practice, which requires further empirical research and exploration.

Analysis of the Aesthetic Attribute of Atmosphere in China-Chic's Illustration Design

Exploring the aesthetic characteristics of atmosphere is an important topic in the field of illustration design. Baimei divides the attributes of atmosphere into multiple dimensions: social attributes, sensory interconnectivity, emotional expression,

interactivity, and dynamic experience. These dimensions are intertwined and together shape a diverse and layered aesthetic atmosphere. The manifestation of its aesthetic characteristics is a concrete manifestation of the atmosphere attributes described by Bai Mei. Taking Li Min's illustration works as an example, see Figure 1. In the process of conceptualizing illustrations, they will think about how to cleverly express Eastern elements in a modern way from the perspective of form and expression techniques. The two girls holding hands and looking at each other in the picture serves as the main element, revealing a peaceful emotion, and this warmth is the emotional characteristic of the atmosphere. The distant red sun on the mountains and the overlapping branches of flowers in the foreground complement each other, reflecting the communicative characteristics of the atmosphere.

Perspective in China-Chic Illustration

Selection of basic elements for the screen

Atmosphere is composed of various basic elements, which are combined with different scene elements in illustrations to create a cohesive atmosphere. Emotional communication occupies a central position in illustration art, and artists often use it to convey emotions. The depiction of scenery is used as a metaphor and to express emotions. For example, using natural elements such as pine, bamboo, and plum to symbolize the spirit of perseverance, or showcasing a classical and elegant lifestyle through ancient paintings, porcelain, the Four Treasures of the Study, as well as the postures and costumes of characters. In addition, the "national" character elements in China-Chic's illustrations highlight the importance of traditional culture. These cultural elements are not only the result of historical precipitation, but also the soul of creating the atmosphere of illustrations.

Building Color Atmosphere

Select colors based on audience emotional cognition

In the process of illustration creation, color is not only a visual element, but also carries profound symbolic meaning. China's color culture has a long and rich history, which has been accumulated for thousands of years. It can evoke deep emotional resonance in the hearts of audiences, thereby enhancing the artistic expression of works. For example, adjacent color combinations of brown yellow and green can be used to represent Xiaoman in the 24 solar terms. Brown yellow is often associated with harvest and can quickly evoke people's associations with rural scenery, conveying a simple and

natural feeling. In addition, blue is often associated with the sky and sea in Chinese culture, symbolizing vastness and profundity, and can be used to express a peaceful and far-reaching artistic conception. Through the rational use of the symbolic meaning of these colors, the "China-Chic" illustration works can be more vivid and touching, touching the audience's emotions.

Control the color jumping of the screen

Colors in illustrations are not isolated, each element plays a specific role and works together to convey information or emotions. Through the harmony and complementarity between elements, the theme of the work can be expressed more efficiently.

Designers should draw inspiration from traditional three color matching strategies to maintain visual balance while incorporating modern aesthetics. Through clever color combinations and subtle adjustments to saturation, they can imbue their works with emotional depth and visual rhythm. For example, illustrations based on traditional Chinese landscape painting may use three basic colors: black ink, white rice paper, and vermilion red. The designer adjusts the intensity of ink and the saturation of vermilion to create a visual effect that combines movement and stillness, with appropriate intensity. This not only showcases the profound artistic conception of landscape painting, but also embodies the innovative spirit of modern design.

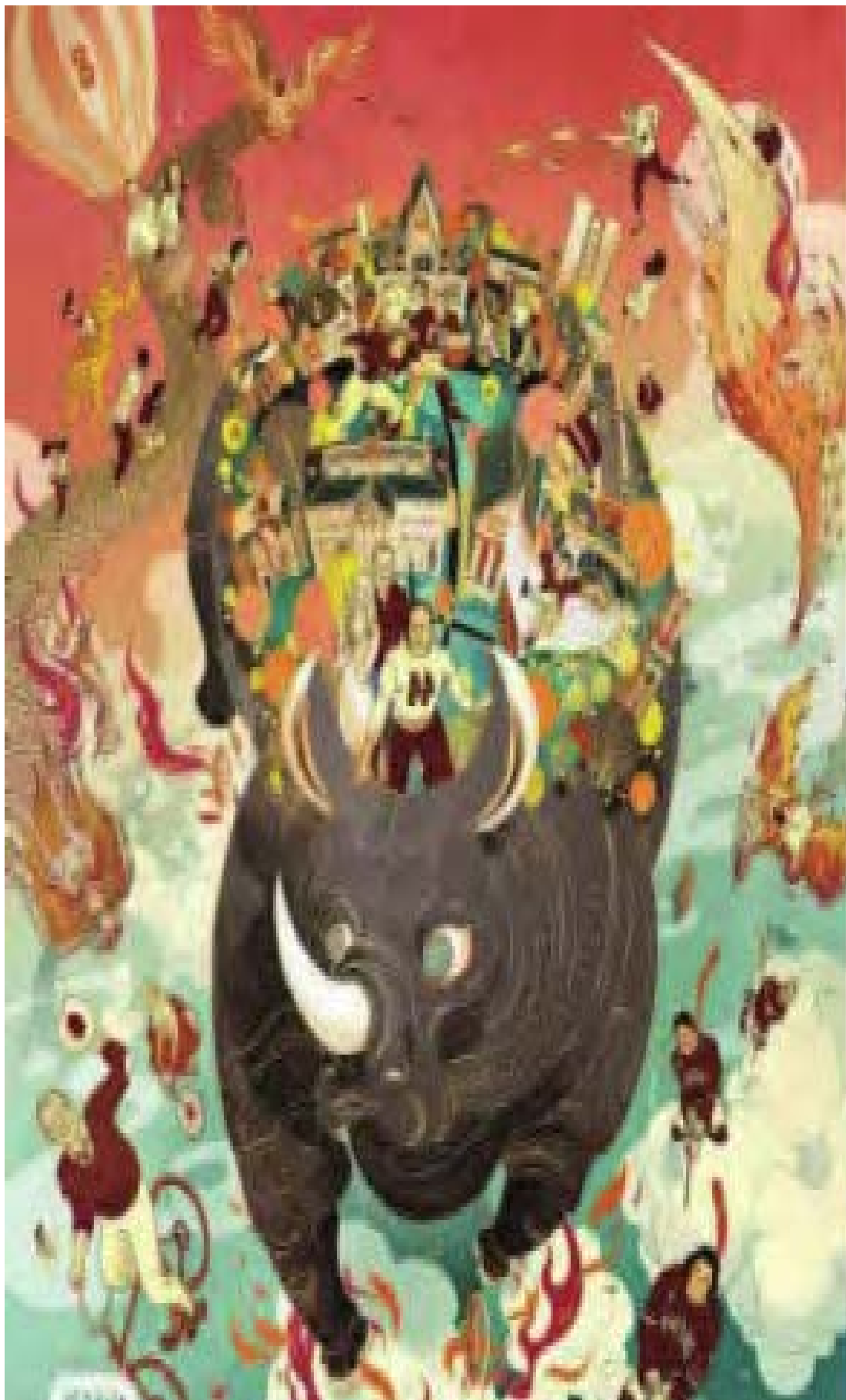
Visual Narrative Strategies in China-Chic Illustration

China-Chic illustrations often show the shape and texture of objects through the subtle use of lines. The smoothness and rhythm of the lines not only shape the depth

of the space, but also convey rich emotional colors. Through different arrangements, densities, and variations in thickness of lines, illustrations can express a unique temperament of gentleness or toughness. This is an important aspect of visual narrative strategy - the narrative power of lines.

In terms of composition, designers need to create a classical and serene beauty while showcasing modern vitality and dynamism through artistic treatment of blank space and filling. This composition technique not only respects the aesthetic principles of traditional painting, but also meets the needs of modern aesthetics.

Excellent China-Chic illustration combines tradition and modernity through elements combining aesthetics to create emotionally rich and storytelling visual works.





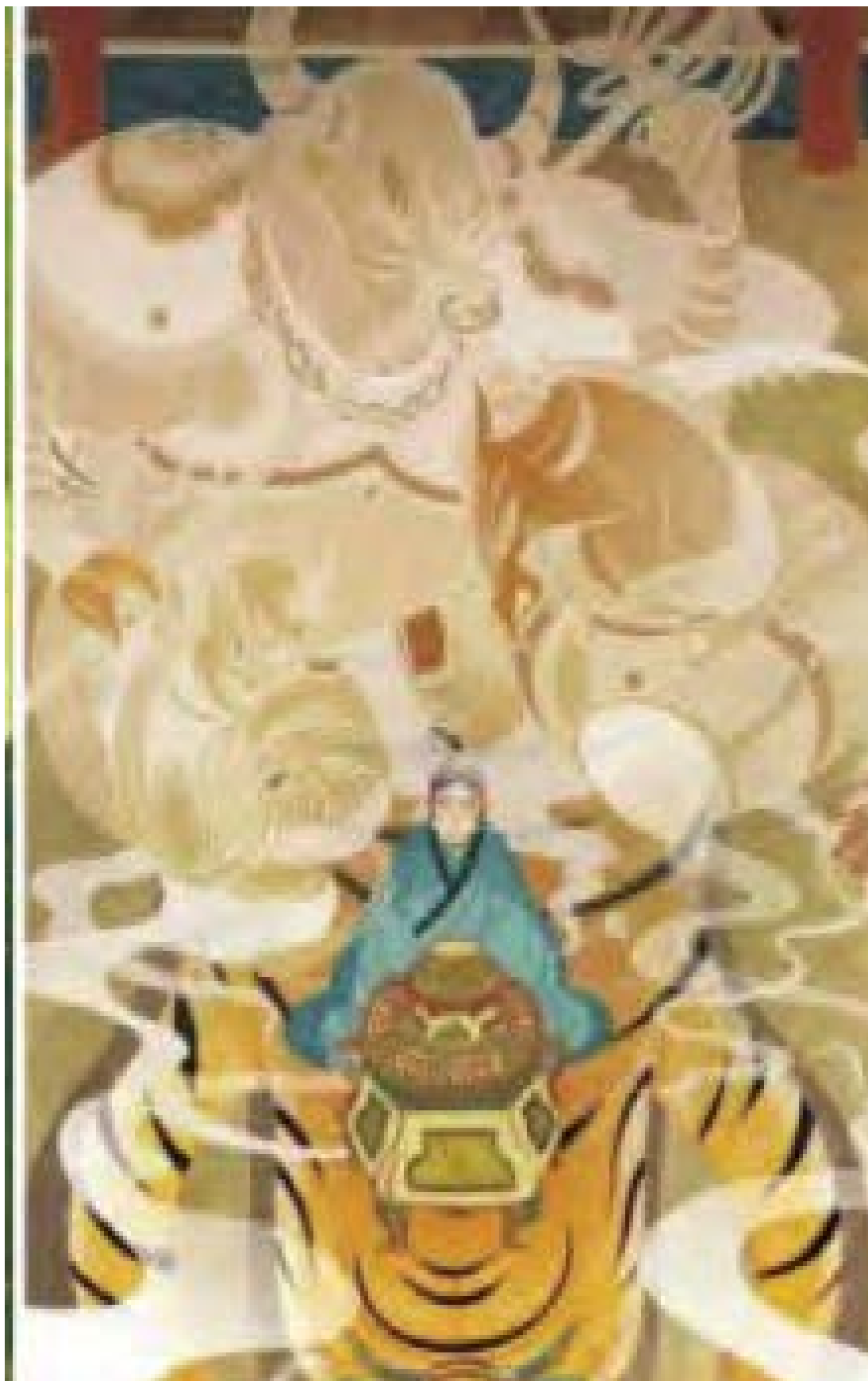


Figure 2 Illustration Design of the Twelve Zodiac Animals

A Case Study of Atmosphere Aesthetics and Visual Narration in China-Chic's Illustration Design

Taking Ni Chuanjing's illustration works as an example, see Figure 2. This illustrator's China-Chic illustration often redesigns and presents Chinese traditional symbols, patterns, patterns and other elements, such as cloud patterns, smoke, dragons and phoenixes, in the way of modern illustration, so that it not only retains traditional charm, but also conforms to modern aesthetics.

In terms of color selection, she boldly uses bright and contrasting colors, such as traditional Chinese vermilion, navy blue, etc., to attract viewers' attention and convey a sense of vitality and enthusiasm. The smooth and rhythmic lines in illustrations can create a dynamic visual effect, making the work more vivid and expressive. Many China-Chic illustrations are not only visual decorations, they often contain rich story backgrounds. Figure 2 depicts the twelve Chinese zodiac signs as stories, making people feel more involved and connected. Illustrators use techniques such as color, lines, and composition to create a specific emotional atmosphere, allowing viewers to resonate emotionally while appreciating the work.

In aesthetic exploration, atmosphere is a key factor that triggers the aesthetic experience, and it is usually the first element that the audience experiences when they come into contact with an artwork. Bai Mei believes that the aesthetic process is an interactive two-way process. In the process of appreciating works of art, the audience is not just a static receiver, nor does it contribute nothing to this communication. In fact, there is mutual stimulation

between them and the works create and shape the atmosphere, and jointly participate in the generation of beauty.

Conclusion

With the further maturity and popularization of generative AI technology, the field of illustration design will usher in more possibilities for innovation and market opportunities, and the creative methods and processes will gradually change under its influence. The application of generative AI in generating text, text, and graphics not only shortens the creation time and expands the boundaries of creation, but also injects more innovation and development potential into the industry. But the emergence of generative AI also presents new challenges, such as originality, homogenization, and intellectual property protection. In order to cope with industry changes and fierce market competition, illustration designers should strive to improve their professional ethics while fully utilizing the advantages of AI to enhance their core competitiveness, and pay more attention to intellectual property issues. In the future, we believe that AI tools will become increasingly important creative partners for illustrators, bringing broader development prospects to the illustration design industry.

Traditional illustration evaluation focuses on content depth and visual skills. After introducing atmosphere aesthetics, the evaluation criteria have been expanded to emotional resonance and cultural inheritance. This not only makes illustrations a medium for conveying emotions and culture, but also enhances the cultural significance and emotional expression of the work through visual

storytelling. The elements of lines, colors, and composition effectively create a unique atmosphere and enhance emotional communication between creators and audiences. Looking forward to the future, with the deepening of research, we expect to see more China-Chic illustrations with profound cultural connotation and strong emotional expression.

Adhere to and promote the connotation of traditional culture:

Deep excavation of cultural elements: the core of China-Chic's illustration is the display and innovation of Chinese traditional culture. Illustrators should conduct in-depth research on China's history, literature, art, folk customs, and other aspects, explore representative cultural elements such as characters from myths and legends, traditional architecture, folk crafts, and scenes from classical literary works, and cleverly integrate them into their illustrations to give them a profound cultural heritage. For example, China-Chic's illustrations with the theme of rare animals in the Book of Mountains and Seas can attract readers to deeply understand the charm of ancient Chinese myths.

Telling Chinese stories well: Using illustrations to tell Chinese stories, conveying Chinese values and spiritual connotations. We can start from historical events, biographies, folk stories, and other aspects to vividly showcase the charm of Chinese stories and evoke emotional resonance among the audience through vivid images and unique perspectives. For example, creating illustrations based on the ancient Silk Road to showcase China's trade and cultural exchanges in ancient times, reflecting the spirit of openness and inclusiveness.

Enhance the professionalism of artistic creation:

Refine painting techniques: Illustrators need to constantly improve their painting skills, including the use of lines, color matching, composition design, etc. For China-Chic illustration, mastering traditional painting techniques such as fine brushwork and freehand brushwork, and combining them with modern painting techniques can create more distinctive works. For example, using delicate and meticulous lines to outline character images in the picture, and then using freehand techniques to depict the background, creating an artistic effect of the interplay between reality and virtuality.

Cultivate innovative thinking: Avoid repetitive styles and routines in creation, and encourage innovative thinking. Illustrators can try different forms of expression, themes and styles, break through the traditional constraints, and create China-Chic illustration works with personality and creativity. For example, China-Chic elements are combined with science fiction, fantasy and other themes to create a unique visual experience.

Strengthen talent cultivation and teamwork:

Education and Training: Art schools and training institutions should strengthen the teaching of illustration majors, establish a systematic curriculum system, including traditional culture, painting techniques, creative design, and other aspects, and cultivate illustration talents with solid professional foundations and innovative abilities. At the same time, relevant lectures, seminars, and workshops will be held, inviting industry experts and excellent illustrators to share and exchange ideas, and broaden students' horizons.

Teamwork and Communication: Illustrators can strengthen teamwork and collaborate to create large-scale illustration projects or series. Through communication and cooperation among team members, they can learn from each other, complement each other's strengths and weaknesses, and improve the quality and influence of their works. In addition, it is also possible to collaborate with professionals from other fields such as designers, copywriters, animators, etc., to achieve cross disciplinary integration and innovation.

Expand application areas and market promotion:

Diversified application: apply China-Chic illustration to more fields, such as advertising, packaging design, animation, video, game design, cultural and creative products, etc. Through the combination with different industries, expand the influence and market demand of China-Chic illustration. For example, making China-Chic style posters and propaganda illustrations for films, designing Chinese character and scene illustrations for games, and designing unique packaging illustrations for cultural and creative products.

Brand building and promotion: illustrators and related enterprises should pay attention to the brand building of China-Chic's illustration and create an influential China-Chic's illustration brand. Improve the popularity and reputation of China-Chic illustration by participating in art exhibitions, competitions and cultural activities at home and abroad. At the same time, use the Internet, social media and other platforms to conduct extensive publicity and promotion to attract more audiences and customers.

Positive interaction with intelligent technology:

Using intelligent tools to assist in creation: Illustrators can use artificial intelligence technology as an auxiliary tool to quickly generate images, obtain creative inspiration and reference materials. For example, use the preliminary images generated by artificial intelligence, and then manually modify and improve them on this basis to give play to human creativity and aesthetic ability to create better China-Chic illustration works.

Exploring human-machine collaboration models: Conducting creative projects that involve human-machine collaboration and exploring collaboration models between artificial intelligence and human illustrators. For example, a large number of China-Chic illustration data are analyzed and learned through artificial intelligence algorithms to provide creative suggestions and style guidance for illustrators, or some elements are generated by artificial intelligence and then combined and created by illustrators to realize the complementary advantages of human and computer.

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