

Impacting Human Visual Engagement, Art, And Design Examination

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Abstract-

Culture, commerce, and communication technology also impact visual communication design and art commodities. The consuming culture caused a sea change in the value and application of art. Graphic design is second to none when it comes to the visual arts' ability to communicate meaning. Creating visual representations of product or service details is a key component of graphic design. The need for a common language is rendered obsolete when emotions are conveyed graphically. The visual system is the most important sense for humans. Step one is to take stock of one's immediate environment and make sense of the objects, people, and situations there. Information presented visually is more likely to be retained. The analysis of visual communication design was based on the work of several academics from different disciplines. The modern age saw the rise and practical use of design for visual communication. Visual communication design is omnipresent, thanks to the prevalence of ads and social media. In today's world, visual communication is not only commonplace but also essential. Visual communication is crucial since it is present in every aspect of the everyday lives. Visual communication is highly favoured by individuals due to its ease of understanding and the ability it provides to convey own aesthetic preferences. Graphics have a significant role in visual communication. The proliferation of powerful computers and useful network applications will propel virtual reality forward. Research into these areas could be useful for advancing virtual reality technology and its use in product packaging. The graphic composition art that is the subject of this essay is visual communication design for packaging. In light of the present status of virtual panorama development on a global and local scale, this essay delves into the notions, characteristics, evolution, and uses of VR. Among the many topics covered in this manual are graphic composition art, visual emblems of innovation, and the design of virtual reality technology packaging.

Keywords: *Human Communication, Visual Expression, Art and Design, Aesthetic Evaluation.*

1. INTRODUCTION

Visual representations are used by many different reproductive procedures and materials . A visual representation may be anything from an image to a graph, chart, table, drawing, item, video, website, or digital image acquired by a scanner, tomographic machine, X-ray machine, or ultrasound machine. No matter whether the location of the research is a museum, an anthropological site, a hospital, or even a stargazing observatory, this remains true. Among the many potential ethical considerations are issues around the integrity and rights of photographs used in publications, worries over the use of photos in studies involving human beings, preservation and conservation initiatives, and the correctness and verifiability of visual representations (Elnagar et al., 2021). There may arise a wide range of ethical concerns. Digital three-dimensional panorama technology mixes still photographs to provide an illusion of a 360-degree panorama, which is based on consecutive shots. Researchers will have a fresh perspective and visitors will have an immersive experience because of these enhanced capabilities. From its humble beginnings as a protective and transportive device, the design has evolved into a promotional tool that tells the narrative of the business. Despite its importance, packaging design is often disregarded in the realm of visual communication. Packaging has evolved into a visual representation of a brand in modern culture. Visual communication design

permeates people's lives constantly. There is no part of people's lives that it doesn't impact or reflect at this point in time. Because of this, visual communication design has to be adaptable enough to deal with unexpected changes (Elrabbaci, 2020).

2. BACKGROUND OF THE STUDY

A product's presentation to potential customers or the process of creating its containers or wraps are both defined as "packaging" in the literature. Genuine container or packing (Gu, et al., 2023). Human psychology, product packaging, and the practical applications of multisensory experiences are all topics covered in the literature. This includes researching how humans construct and use visual space properly, how this influences the design of multimodal experience packages, and how people's needs for visual stimuli evolve over time. Designing a package with technological concepts in mind ensures that it is both functional and visually beautiful. Success, pragmatism, and the arts and culture serve as unifying elements in this multidisciplinary synthesis. Research shows that packaging has a cultural impact (Qu, 2022). Any package design gets its meat from the designer's knowledge of the product and their descriptive abilities. The literature provides an analysis of the interactive concept's application to package design in four practical areas: structure, visual imagery, usage strategies, and user contact. Based on the expression form and implementation idea of the interaction notion, the researchers also compare and contrast the four applications. This article examines the evolution of visual communication design via the use of historical and comparative research. A great deal of literature discusses the use of interactive concepts in packaging design. The major focuses of the test are initial operations interactive design, visual image design, user experience, and package structure. It is the aim of this study to either uncover the item, broaden the viewpoint, or investigate the issue. Research in perceptual psychology, consumer perception, and packaging design all rely on the multi-sensory concept. Investigating how shape, color, structure, and material design impact packaging for multimodal experiences is the main goal. The course also explores the effects of visuals on various senses, the role of visual space and perception in the design of virtual media packaging, and the efficacy of these designs (Rosmiati, 2020).

3. PURPOSE OF THE RESEARCH

This project uses a pedagogical method to study human expression, with a main emphasis on the setting of art and design education. The experimental studies centered on color theory and interior design curricula. The researchers looked at the pros and cons of the most popular methods of instruction in these two areas. This research mainly focuses on art and design programs at universities, but its findings may be applied to other areas and degrees of education as well. Instead of doing a detailed analysis of the available technologies, this study used a learning-event methodology. As part of this strategy, the researchers monitored the ways in which the technology benefited classroom instruction. The technical features of the product, such as its interface, interactivity, navigation, visual quality, etc., are secondary to the instructional elements in this thesis. Furthermore, the research indicates that the technology is not intended for design purposes but rather to supplement Art and Design courses. Locating methods to assist students in achieving a more profound understanding is even more critical than giving them the means to produce their own artifacts. Applying the same methodologies to learning and design is feasible due to the field's natural relationship between creativity and learning; nevertheless, this research does not include the latter use of the technology.

4. LITERATURE REVIEW

Thanks to the merging of visual communication, art, and design, it is more easier to capture human emotion (Tang, et al., 2019). The capacity of visual communication to convey thoughts and emotions is unparalleled by any language on Earth. Creative elements such as color theory, composition, symbolism, and textural variety enable artists and designers to connect with diverse audiences. Humans' innate propensity to document and share first-hand accounts

is reflected in the evolution of visual communication. The function of art in recording history and sharing tales has always been substantial, spanning from ancient cave paintings to contemporary digital media. Visual communication is more influential than ever before in modern contexts such as public areas, social media, and commercials. Murals and street art, for instance, do more than just adorn city streets; they unite residents, start discussions, and, in the long run, effect social change. Further technical advancements have led to the merging of digital tools with creative expression, which has further transformed visual communication. One example of this integration is graphic design, a kind of visual communication that makes effective use of visual elements to convey messages or showcase commodities. The proliferation of digital media has made previously inaccessible visual content more widely available, and visual content is important to many parts of contemporary life, such as advertising and social media. Art and visual communication are inherently complimentary, which is crucial for effectively capturing human emotion. By using innovative methods and embracing technological advancements, visual communication is continuously progressing, enhancing its capacity to convey complex ideas and emotions in many contexts (Wan et al., 2020).

5. RESEARCH QUESTION

- What is the effect of storytelling on human expression?

6. RESEARCH METHODOLOGY

Quantitative study pertains to investigations that analyze numerical data of variables using one or more statistical models. The social environment may be more effectively analyzed via quantitative research. Academics often use quantitative methods to investigate issues affecting specific persons. Graphically represented objective data is a derivative of quantitative research. Numerical data is essential for quantitative research and must be gathered and examined systematically. Their assistance enables the calculation of averages, the formulation of forecasts, the establishment of correlations, and the extrapolation of results to broader populations.

6.1 Research design:

In order to analyse quantitative data, SPSS version 25 was used. When analysing the statistical association, the odds ratio and 95% confidence interval were used to determine its direction and size. A statistically significant threshold was suggested by the researchers at $p < 0.05$. The primary features of the data were identified by a descriptive analysis. Mathematical, numerical, or statistical evaluations using quantitative methodologies are often used for data gathered from surveys, polls, and questionnaires, or by modifying existing statistical data using computing tools.

6.2 Sampling:

After pilot research with 20 Chinese Researcher, 1100 Rao-soft pupils were included in the final Investors. Male and female Researcher were picked at random and then given a total of 1,455 surveys to fill out. A total of 1253 questionnaires were used for the calculation after 1300 were received and 47 were rejected due to incompleteness.

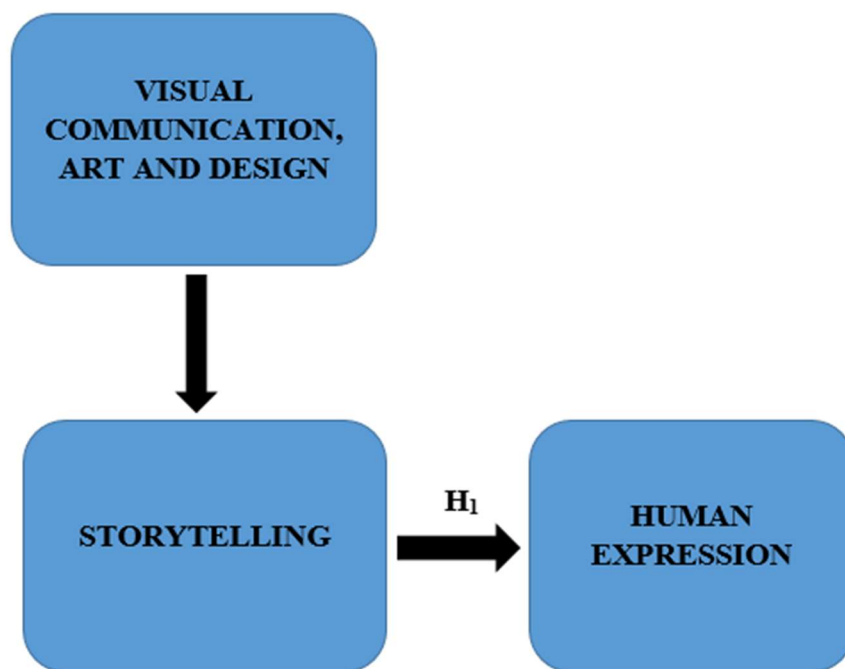
6.3 Data and Measurement:

The inquiry relied heavily on a questionnaire survey to gather data. First, participants were asked to provide basic demographic information. Then, using a 5-point Likert scale, they were asked to rate various aspects of the online and offline channels. Multiple sources, with an emphasis on online databases, provided secondary data.

6.4 Statistical software: The statistical analysis was conducted using SPSS 25 and MS-Excel.

6.5 Statistical Tools: To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

7. CONCEPTUAL FRAMEWORK



8. RESULT

• Factor Analysis

One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin .970

The results of Bartlett's test of sphericity are as follows: approx. chi-square

df=190

sig. =.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.970 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favorable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.970
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Applying Bartlett's Test of Sphericity provided further confirmation of the correlation matrices' overall significance. Kaiser-Meyer-Olkin sampling adequacy is 0.970. A p-value of 0.00 was discovered by researchers using Bartlett's sphericity test. The researcher knows the correlation matrix isn't a correlation matrix since Bartlett's sphericity test produced a significant result.

❖ INDEPENDENT VARIABLE

• Visual Communication, Art, And Design

Art, design, and visual communication all have an interest in the potential of visual representation to convey meaning. Examples of visual communication settings that effectively employ images, symbols, colors, typography, and layout to communicate information include web design, multimedia, and advertising. Whether it's via painting, sculpture, or photography, art is a creative outlet that allows individuals to convey ideas and emotions about the world around them or their own unique experiences. Concurrently, design is about creating answers to problems that are both functional and visually beautiful, with an emphasis on how those solutions will affect the user. All of these areas work together to help researchers better comprehend and engage with visual content in different contexts, and they also bring something unique to the table in terms of the overarching objective of visual storytelling (Wang, 2021).

❖ FACTOR

• Storytelling

The skill of captivating an audience with a tale, concept, or feeling by the use of words, pictures, or deeds is known as storytelling. It is an essential means of human communication that has been used for countless generations to disseminate information, record past events, and forge personal bonds. Many other kinds of storytelling exist, each

with its own special way of capturing an audience's attention: oral traditions, books, movies, visual arts, and digital media. A well-structured tale with interesting characters, detailed settings, and a message may be an effective medium for many purposes, including but not limited to: entertainment, instruction, advertising, and self-expression. A captivating story may shape civilizations, influence perceptions, and evoke strong emotional reactions, whether it's told via mythology, fairy tales, or contemporary digital storytelling (Wang, 2021).

❖ DEPENDENT VARIABLE

• Human Expression

In reality, what the researchers mean when they say "human expression" is simply the process of expressing and representing the vast array of human emotions, thoughts, and experiences via creative or visual means. Symbols, posture, facial expressions, color, shape, and composition may all portray a broad range of human emotions. The researchers want the audience to have an emotional or intellectual response when they hear these words. Art, design, film, and photography are just a few of the numerous creative fields that employ encapsulation to document, explain, or evoke human emotions and experiences. The term "human expression" refers to the wide range of ways in which people share their innermost feelings, ideas, and experiences with the world, whether via spoken words, body language, visual art, or technology. A basic part of being human, it facilitates communication, the exchange of ideas, and the formation of cultural norms. A wide variety of human expressions are possible in today's world, including but not limited to verbal and written communication, body language, visual arts, music, dance, and digital media. No matter the emotion—happiness, sorrow, hatred, love, or inspiration—each shape offers a distinct method to express it. In contrast to the joyful rhythms and melodies of a song, a painting may portray profound sadness via its use of dark tones and abstract shapes. A person's unique identity, narratives, and cultural legacy may be traced back to their ability to express themselves creatively. Collective memory and advancement are shaped by the ways in which civilizations record their experiences, customs, and inventions. From virtual reality and AI-generated material to social media and digital art, technological advancements have broadened people's options of expressing themselves. Individuality, interpersonal bonds, and creative pursuits are all shaped by the power of human expression, which is at the heart of creativity and communication. It is the one thing that unites individuals of all walks of life and civilizations while simultaneously making them special (Wang, 2022).

• Relationship between Storytelling and Human Expression

Human expression and storytelling go hand in hand because stories are among the most potent means by which people communicate ideas, emotions, and cultural narratives. Throughout history, storytelling has played a crucial role in transmitting knowledge, documenting events, and igniting imaginations. Storytelling offers a systematic means of expressing the many human emotions—happiness, sadness, fear, love, etc.—through various forms of literary, musical, cinematic, theatrical, or visual art expressions (Zeng, et al., 2022). Storytelling enriches the presentation of human emotions and ideas by providing them with context, depth, and relatability. Stories bring people together via their characters, language, and images; they show us other people's experiences and let us see things from their point of view. The cultural touchstones that preserve traditions and shape society ideals are historical narratives, folktales, and myths. More and more individuals are finding new methods to express themselves via storytelling in the modern digital era, thanks to developments such as social media, virtual reality, multimedia storytelling, and AI-generated content. Storytelling is an essential human expression that transcends all forms of media; it allows us to communicate the truths, ignite the imaginations, and shape the reality (Wu & Li, 2020).

Based on the above discussion, the researcher formulated the following hypothesis, which was to analyse the relationship between Storytelling and Human Expression.

“H₀₁: There is no significant relationship between Storytelling and Human Expression.”

“H₁: There is a significant relationship between Storytelling and Human Expression.”

Table 2: H₁ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	529	4329.618	808.367	.000
Within Groups	492.770	723	5.356		
Total	40081.390	1252			

In this study, the result will significant. The value of F is 808.367, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the ***“H₁: There is a significant relationship between Storytelling and Human Expression”*** is accepted and the null hypothesis is rejected.

9. DISCUSSION

The expressive potential of the human mind and the emotional depths of human connection may be uncovered via the visual arts, design, and other forms of visual communication. Visual elements are used to convey the complexities of the human experience in many contexts, such as the analysis of abstract concepts, the portrayal of societal challenges as a whole, or the nuances of personal emotions. Rapid information delivery relies heavily on visual communication. It enables us to express ideas that are difficult to put into words by use of visuals, symbols, and layout. Fast visual communication (via advertisements, social media, or signage, for example) promotes understanding and enables for connection in today's increasingly globalized and connected world, therefore this component is crucial. Due to its immediacy and clarity, visual communication is one of the most effective means of reaching a large audience with information and human emotion. Artists, on the other hand, provide a deeper, more reflective mode of self-expression. It invites individuals to explore and express a vast array of emotions, from the most abstract ideas to the most palpable feelings. Many times, when an artist works in a reflecting media, it's because they need a way to express themselves. When the researchers look at works of art, the researchers might see not just the artist's but also the own emotional lives reflected back at us. Art, from classic representations of individual identities to contemporary critiques of gender, politics, and racism, has always served as a means of introspection.

10. CONCLUSION

Last but not least, research into visual art, design, and communication as forms of human expression has shown a strong correlation between visual language and subjective experiences. The power of visual storytelling lies in its capacity to evoke complex emotions and concepts that would be next to impossible to express with words alone. Art, in all its forms, is a universal language that speaks to people's emotions and thoughts while also expressing their collective and individual identities. Aesthetics aside, visual communication that makes use of art and design provides a platform for collective and individual expression. It is evident from studying art, design, and visual communication that these aspects function as potent means of human expression, enabling people to transmit ideas, emotions, and cultural narratives across geographical and temporal boundaries. Symbols, colours, compositions, and visual narrative provide expression to human experience in a variety of creative forms, from classical painting and sculpture to digital media and AI-generated art. Not only can these forms of expression mirror individual and collective

experiences, but they also influence how people see things, make them feel something, and even spark new ideas. Technological advancements, sound design principles, and shifting aesthetic trends all work together to broaden the scope of human expression, opening up exciting new avenues for thought and expression. In today's ever-changing world, art and design continue to play a vital role in promoting connection, identity, and purpose, even as they adapt to new technologies and cultural norms. The study of art, design, and visual communication ultimately demonstrates how human expression has always had and will continue to have a profound effect on society, culture, and the understanding of the world.

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