

Expression of Aesthetic Image of Artistic Concept in Artistic Creation

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Abstract: *The beauty of artistic creation in the new era requires a new aesthetic consciousness, and a very important part of the formation of the new aesthetic consciousness comes from the expression of people's own artistic concepts. Modern and contemporary art creation must have modern and contemporary new ways of consciousness, new angles of appreciation, and aesthetic concepts that are in line with the current era. Only such works can reflect the contemporary thinking and viewing angle of the artist. The artist's concept is the creative emotion, intention and orientation of aesthetic cognition. The aesthetic expression of artistic concepts in artistic creation is a proposition that needs to be considered at the moment.*

Keywords: *artistic concept, artistic creation, aesthetic image, expression of aesthetic feeling*

1. Introduction

In today's artistic creation, artists are paying more and more attention to the role of artistic concepts, and the ways in which works convey beauty are becoming more and more diversified, constantly refreshing people's perception of beauty. The beauty of artistic creation in the new era requires a new aesthetic consciousness, and a very important part of the formation of a new aesthetic consciousness comes from the expression of one's own artistic concept. Modern and contemporary art creation must have modern and contemporary new ways of consciousness, new angles of appreciation, and aesthetic concepts that are in line with the current era[1]. Only such works can reflect the contemporary thinking and viewing angle of the artist, the voice of the work's viewpoint, and the author's creative emotions, and the performance of intent. The grasp of the aesthetic feeling in artistic creation and the aesthetic consciousness reflecting the different phenomena of the times are the eternal propositions of artistic creation concepts affect our artistic creation. What is it that impresses the viewers with the art of expressing concepts? In the process of creation, artists show their aesthetic feelings through their own aesthetic experience, so that viewers can have the same aesthetic awareness of the concept of their artistic works.

2. Poetic Expression Of Aesthetic Images In Artistic Concepts

In art creation, expressing ideas is a kind of thinking process, such as ideas tend to poetic thinking. "In essence, it is a synthesis of rational behavior using brain power and perceptual romantic emotions". The aesthetic perception of the objective world generated under the artistic concept, once transformed into something non-objective and non-real, it melts into a large amount of information from the subjective world. With individual characteristics, it become 'artistic', attracts people's attention, and can inspire passion, imagination, and beautiful feelings. This is how 'poetic association' is constructed[2]. "Therefore, it is the sublimation of human concepts that makes artistic works poetic, with extraordinary aesthetics and originality.

The use of concepts in artistic creation can be described as a philosophy of artistic thinking, a thinking activity in which thinking transcends the technical guidance of technology. Artists who uphold this concept will focus their minds and visions to focus on the object from a macro level and try to grasp the essence of the object; at the same time, it is also necessary to pay attention to the details from the micro level accurately, not only reflecting the truth in artistic creation, but also paying attention to it. The performance of beauty, and this kind of visual expression often uses poetic thinking. The American poet Whitman put it well: "The past, present and future are not out of touch, but connected.

The greatest poet constitutes the unity of the future according to the past and the present." Really valuable art can generate irresistible vitality aesthetically through the communication under the artist's concept.

The entry of the creative concept and aesthetic interest of artistic works, the tendency of poetry and literature, in principle, does not contradict the development of history, it depends on whether the orientation of the creative concept is sustainable. Because the function of art has many aspects, the existence of thought and art is not only a need, but also reasonable and natural. Artistic works with different functions of aesthetics, education, and cognition each have different strengths and can't be substituted for each other[3]. Under the premise of artistic commonality, each has its own emphasis, and the concept emphasizes the spread of ideas. It is a new artistic language. The first level is direct and strong expression. The second-level concept and the orientation of aesthetic performance is the subject-oriented aesthetic psychology, which is the sum of the selective psychology reflected in the subject's aesthetic appreciation. The artistic concept itself is also the cultivation and accumulation of the creator's life experience, personality, and appreciation experience, as well as the aesthetic ideal gradually constructed from it. The third level is the cultivation of knowledge and values; the last level is the deeper social consciousness, especially the social psychology. The organization of aesthetic taste is synergistic. The interaction of the various parts of the aesthetic taste is not a "direct causal chain", but merges together, melts into the ordinary concept of the whole, and produces the phenomenon of "magnification". Phenomenon is the sum of aesthetic whole. The reason is that, on the one hand, the function of ideas makes the aesthetic object have a deeper meaning, on the other hand, it is the synergy of various factors within the subject's aesthetic taste. In short, when the appreciator establishes a feedback relationship with the aesthetic object, the image of the artwork evokes the subject's corresponding emotion, which can also be regarded as an aesthetic activity. Driven by a certain emotional process, the subject develops creative associations based on the appearance information obtained from the aesthetic image. The orientation of this association depends on the quality and quantity of the aesthetic information of the aesthetic object, and is also subject to the formation of the orientation of the artistic concept[4]. The sum of his selective attitudes forms a poetic view of knowledge and an understanding of the beauty of the work.

3. Emotional Resonance And Aesthetic Image Expression In Artistic Concepts

The aesthetic expression in the artistic concept also includes the emotional resonance of the artist and the viewer. When talking about music, Susan Lange said, "Life organization is the framework of all emotions, because emotions only exist in living organisms, and the logic of various symbols that can express emotions must also be the logic of life processes." It is the continuous development of emotional thinking that promotes the aesthetic form of emotional thinking. The concept in artistic thinking is a kind of emotional thinking, and artistic aesthetics cannot be separated from emotion. In summarizing the tasks of artistic imagination, Hegel pointed out: "Art requires on the one hand the comprehension that is always awake, and on the other hand, it requires a deep heart and the emotion of concern for life." The charm of works of art is to inspire this emotions make the viewer and the author have emotional resonance.

We have received a lot of aesthetic training about form. In the process of learning, slowly from acceptance, understanding to exploration, self-practice and discovery of new art forms. At the same time, the performance of the external world is turned to the internal spiritual expression. With expression, there is acceptance resonance is an emotional feedback received. The expression of beauty in the artistic concept certainly includes the visual form and content, and the visual form is used to tell the content and connotation under the artistic concept. The professional visual form forms a professional thinking mode. The creation of art must master the professional visual formal language, and even make it a part of the thinking method. Proficiency in related fields will also expand professional thinking and lay the foundation for novel and unique creation and design. Artistic creation is to search within the visual range to obtain a structured order. If the order in art has personal preference, then the order in design is the accepted law of form. The generally recognized law of form is more likely to resonate emotionally with the public for the work. With the development of modern art, the concept of diverse beauty has not only become more extensive, but also gradually shifted to inner spirit and abstract forms[5]. A large number of abstract forms have been explicitly put forward as factors of beauty. Color, composition, shape and language have independent aesthetic value. Descartes said that beauty is a kind of just right coordination and moderation, which refers to form. On the other hand, beauty is a relationship between judgment and object. The coordination of artistic works with people and the environment has become an important factor considered by artists. Therefore,

sometimes the beauty of works of art is reflected in a certain environment, or a sense of harmony with the environment. The focus is on the whole, not just the individual objects. Under the premise of being based again, this is all the beauty produced under the new concept.

In today's diversified artistic context, beauty has become an external manifestation of internal needs. A characteristic form is also conducive to stimulating certain emotional resonance. It should be explained that it is not for the viewer to understand the meaning of the work. To some extent, the emotional shock reflects the value of the work.

4. The Expression Of Aesthetic Intention That Raises Opinions Or Issues In Artistic Concepts To Cause Thinking

The aesthetics in the artistic concept is not only limited to the external expression of the work, but also exists in the category of ideological activities brought about by the thinking of the problem. Art exists as a means of exchange of ideas. In addition to the art form, modern art creation also needs to get in touch with all relevant aspects of people's social life. The concept of art is that we actively and automatically face the future in the process of artistic creation, and put forward our thinking, viewpoints and problems in a certain field of people's social life. The thinking generated by artistic concept is the expression of aesthetic image on the spiritual level of artistic creation.

There are similarities between artistic thinking and artistic concepts. They are all expressed through artistic means, and their expression is based on an individual's understanding of the world, one's understanding of the concept of artistic thinking as a basis, and personal needs as a starting point to promote and restrict each other. The degree of understanding of the world and the degree of understanding of form is actually the depth of artistic thinking. The artist may put forward opinions or raise questions, triggering the viewer to think further. Some are guiding and some are pure fun without answer. In this powerful collision and friction, art is sublimated, and the height of the sublimation and the exertion of its due energy can be understood as an expression of aesthetic images in artistic creation.

5. The Expression Of Bizarre And Subversive Aesthetic Images In Artistic Concepts

Art creation Aesthetics is a proactive value orientation activity or value realization activity. It is a series of thinking activities such as observation, perception, connection, imagination, and even understanding and judgment of beautiful things and phenomena. Its connotation is to understand things or art. The beauty of the product. Artistic aesthetics requires certain aesthetic ability, and artistic synesthesia is a very important link in aesthetic ability. In the process of artistic creation and appreciation, art synesthesia enables art to communicate and transform each other. It enables people's vision, hearing, smell, touch and other senses to communicate with each other, and also enables the beauty of art works to influence each other, communicate with each other, and inspire each other. The boundaries between the various categories of artistic creation are non-absolute and conditional. There are differences and connections between them in terms of aesthetic feelings, means of expression, and mutual communication. They are transformed and developed together. Their aesthetic characteristics also have a lot in common. However, sometimes, bizarre and subversive aesthetic images are needed to break common sense, which requires the use of artistic concepts to speak out. The generation of concepts in artistic creation is the ultimate pursuit of artistic creation thinking. The role of the artist's concept is based on the realization of the aesthetic experience and expression of artistic synesthesia. It must not only be in the similarities and differences between various arts, but also in the art In the creation, personal artistic concepts are highlighted to express aesthetic images with independent language logic.

In the artistic creation dominated by artistic concepts, the concepts in the works of art play an important role in the process, which is particularly evident through bizarre or subversive aesthetic images. In modern art, an installation work and its display environment show an unrealistic and bizarre image. From the conception, the creator's artistic creation concept highlights the bizarre or subversive nature and breaks the convention. This is also thinking, the expression of an aesthetic image in a concept. Design is introduced in the planning and display of the exhibition, and the combination of clear, precise and logical design thinking and the artist's concept is a fusion of the two. Artistic concepts can override conventional laws. Modern art has both a rigorous and rational side, as well as a subjective language and a rich emotional side.

The artistic concept double-processes the phenomena and essence of things through subjective consciousness. The processing focuses on the perceptual form, and it follows the individual emotional factors and the expression of opinions. The works of art imitate reality and cannot make people see the reality. Instead, they are far away from the reality, emphasizing the impact of singularity or subversion. Imitation can only make things we have seen, but imagination can make things that we don't see. Imagination is the foundation of thinking. A new concept is a bold imagination activity that can bring people new aesthetic images.

6. Conclusion

In general, the study of the overall nature of things, in addition to local characteristics, telling our findings from form, material, texture, color and other aspects, is the study of the expression of aesthetic images under the concept of thinking. Artistic creation is the most extensive, direct and sensitive expression of aesthetic images that the artist wants to express or is in the environment of the times by means of his own and applied thinking concepts, with the aid of material materials and technical methods. It is a kind of creative expression social activities. Because the language of artistic creation involves almost all aspects of social life, the artist and the sound of the work continue to penetrate into life together, constantly discover motivations, and provide humans with an update of thinking and concepts and the presentation of aesthetic images; further thinking and a wider living space and thinking space have also greatly changed the way people live. As a result, the artistic concept in artistic creation further affects the way of thinking of human beings and provides different levels of aesthetic intentions.

Creation is the soul of human innovation, and the promotion of thinking concepts is a way to explore life. No matter what material and medium are used to express the work, the most fundamentally, the true transmitter and receiver are people (authors and viewers). Artists have the ability to transform concepts and viewpoints into visual forms and bring order to information. The use of artistic thinking concepts is more important to reflect a spirit of humanistic care, which should be the purpose of contemporary artists to express the spirit of works. The viewer receives the information emanating from the work and participates in aesthetics. The difference between modern art and traditional art, the post-industrial society, the difference between the information society and the traditional natural economic society is also the expression of the concept conveying the aesthetic image.

Contemporary art creation is also affected by modern communication technology and media, digital art, and the application of multimedia technology to video installations. Traditional manual skills and craftsmanship have been replaced by digital, and many modern technical methods have naturally appeared in the creation of artists. I believe that the combination of new concepts and new technologies in artistic creation will produce more expressions of new aesthetic intentions that will attract attention. Therefore, the aesthetic image expression of artistic concepts in artistic creation is worthy of our continuous exploration and exploration.

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