



УДК 75.056.012=111

DYNAMICS AS A MAIN DESIGN-IDEA IN THE MODERN ILLUSTRATION

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We analyze features of the design of modern illustrations, which is manifested in giving the characteristics of maximum dynamics to the character. This work marks the aspects that affect the image of the dynamic of the characters. It reveals the role of references and gestural thumbnails in the creation of dynamic poses. It indicates influence of the style and line work on the overall dynamics and mood of the illustration.

Key words: *illustration, design, character dynamics, reference, gestural thumbnails, line work.*

INTRODUCTION

All kind of drawings appear as a part of visual art that are formed by an artist who has expertise to use various drawing instruments and techniques to mark two-dimensional medium. Such drawings influence people of any age group and increase the curiosity of artists to enhance the artwork further. The present article concentrates on dynamics evident in mentioned drawings which helps full picture to pop. There are many ways to bring dynamics to the image like the different interesting perspectives, frozen moment of action, high detailing of the image and so on. But we concentrate our attention particularly on the idea of dynamics as the character in the modern illustrations.

FORMULATION OF THE PROBLEM

Determination of factors contributing to the more dynamic depiction of the character in the illustration is an actual problem. Understanding and using these factors will allow artists to create harmonious and dynamic images with distinct sense of movement and momentum that will stand out among analogues while looking livelier and more attractive to the viewer.

BASIC RESULTS

For an artist there is one sure way to destroy an active and energetic drawing: to create a beautiful and dynamic environment with the character that stands simply straight there. In this case general dynamics of the full illustration can be ruined. The reason is that in the most cases the character is a key figure of the picture and it concentrates all the attention on itself. So,



it's important to find out how to draw a realistic but dynamic character without neglecting the rules of anatomy.

The most common thing for artists is to use reference for their illustrations. Reference is an image that picture some pose or facial expression which artist can use when they create illustration to better understand how particular parts of human body moves. It's important to not actually copy reference, but use it as a guide. The key to creating a dynamic pose from a model or photo is being comfortable pushing, stretching and moving bits around to make the drawing say what you want [2].

It is quite difficult to create dynamic and interesting artwork without an ability to quickly capture the pose. Artists often overcome this difficulty by drawing a lot of fast sketches of characters in dynamic poses and also by learning how to capture the motion on the paper. It's important to understand that gesture drawing doesn't always involve explosive and exciting poses. Even some stationary poses can look dynamic. The best gesture drawing does not fail to capture the rhythm, flow of an action and motion [4].

During the initial sketch stage, a figure can become flat or stiff, taking away from the dynamic energy and storytelling that an artist wants to create. Some common situations that can cause this include lack of depth, inaccurate perspective or foreshortening, a non-dynamic camera angle, and a pose that's not based on the beginning or ending of an action [5].

Very often in this case a stiff non-dynamic pose can be turned in more flowy and dynamic by creating gestural thumbnails beforehand. Therefore, working on top of a chosen gestural thumbnail with cylinders, blocks, volumes and perspective can increase the overall dynamics of a picture. Not to mention that all drawn thumbnails are a great practice as well, which also increase artists ability to quickly draw different and dynamic poses.

Also for illustrator is important to decide how cartoony they want to get with the illustration and by that mean what aspect of the model they want to communicate – personality trait, physical feature, particular motion and so on. Only then they try to tell story with the pose they decided to do.

Technique and varying line weight can go a long way, but the foundation of a vibrant figure drawing is a descriptive gesture [2]. It's important for artist to stay loose, experiment and have a clear center line of the character before adding in the limbs.

One of the key aspects of making a good sketch is to use fast, simple strokes to try out different ways of bending and stretching the body of character and also don't forget to try out options until finding a pose that works for the general theme of the illustration.

As with the gesture and structure, artists can push the character of the drawing by using thematically appropriate line work. An angry bouncer for example might be drawn with short, straight, hard strokes. A drunk man stooped over a bar could be drawn with wavy, slightly disconnected lines.



CONCLUSION

This work defines factors that contribute to the dynamic of the character and its impact on the overall illustration. It formulates the main aspects that influence the overall dynamics and brings illustration to life keeping characters lively, fresh, and interesting. It also systematizes ways to create harmonious and interesting images with distinct sense of movement, dynamic and unique characters; it establishes that dynamically drawn body posture can be quite evocative of the character's personality, psychology, and emotion.

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ДИНАМІКА ЯК ОСНОВНА ДИЗАЙН-ІДЕЯ В СУЧАСНІЙ ІЛЮСТРАЦІЇ

Аналізуються особливості дизайн-проекування сучасних ілюстрацій, що проявляється у наданні персонажу характеристик максимальної динаміки. Відзначаються аспекти, що впливають на зображення динамічності персонажів. Розкрита роль референсів та жестових замальовок при створенні динамічних поз. Зазначено вплив стилістики та контуру на загальну динаміку й настрій ілюстрації.

Ключові слова: *ілюстрація, дизайн, динаміка персонажа, референс, жестові замальовки, контур.*