

ANALYSIS OF HUMAN ENGAGEMENT, ART, AND DESIGN: CAPTURING PERSONAL
EXPRESSION.

Lu Yingjie¹, Ajmera Mohan Singh¹

¹Lincoln University College, Petaling Jaya, Malaysia.

ABSTRACT

Art and visual communication design commodities are influenced by culture, consumption, and communication technology. The consuming society caused a dramatic shift in the perception and use of art. When it comes to conveying meaning, graphic design is unparalleled by any other visual art form. One of graphic design's primary goals is to illustrate a product or service. Having a shared language becomes superfluous when people can visually convey how they feel. People rely on their eyesight the most. Observe and make sense of the local environment surrounding the researchers as a first step. Visual information is more memorable. Visual communication design cited the research of other authors in order to do this study. Visual communication design has been more popular and useful since the beginning of modernity. The use of visual communication design is very pervasive in today's advertising and social media. Visual communication is widely utilised and vital to contemporary life. Because they are so common in daily life, graphical representations of data are crucial. Visual communication is widely used because it is easy to understand and allows people to express themselves creatively. Visual communication relies on images. The skyrocketing popularity of virtual reality will be caused by more powerful computers and more practical network applications. It may be prudent to investigate the feasibility of using virtual reality for product packaging and its wider implementation. Graphic composition art is examined by the researchers in this study in relation to visual communication design for packaging. Examining the current state of virtual panorama development on a global and local scale, this article explores the concepts, characteristics, evolution, and uses of virtual reality (VR). This class delves into the visual symbols of innovation, graphic composition art, and virtual reality technology package design.

Keywords: Human Interaction, Personal Expression, Creative Methods, Multifaceted Design, Cultural Identity.

INTRODUCTION

Several methods and instruments for reproduction depend on visual depictions. Photos, videos, text, tables, graphs, charts, drawings, objects, movies, websites, and digital pictures captured by X-ray, ultrasound, scanner, or tomographic equipment are just a few examples of the various forms that visual representations may take (Gursen et al., 2020). It makes little difference whether the study is taking place at a museum, an anthropological site, a hospital, or even an observatory for

the sky. Questions of validity and authenticity in visual expressions, preservation and conservation efforts, problems with the ownership and use of photographs in publications, and human subjects research are just a few examples of the many areas where ethical concerns may emerge. It is possible that a moral conundrum may develop. Digital three-dimensional panorama technology integrates still photographs to create the appearance of a panorama that is 360 degrees in every direction, using sequential pictures as its foundation. These upgraded features will not only provide academics with a new viewpoint, but they will also make visitors feel as if they are really there. Originally intended as a means of transportation and protection, the design has now transformed into an advertising medium that conveys the story of the company. The design of packaging is an often-overlooked but crucial part of effective visual communication. Packaging has evolved into an aesthetic representation of the brand in the eyes of today's consumers. Everywhere the researchers look, there is graphic design used for communication. At this very time, it influences every facet of people's life and the way they behave. Consequently, visual communication design has to be flexible enough to handle unforeseen changes (Bessemans & Mena, 2021).

BACKGROUND OF THE STUDY

There is some debate in the literature about whether "packaging" means presenting a finished product to prospective buyers or the act of making the containers or wraps for it. Package or actual container. Human psychology, product design, and the real-world uses of multisensory experiences are some of the subjects discussed in the literature. Investigating the correct construction and use of visual space by humans, the evolution of visual stimulus demands, and the impact of visual space on the design of multimodal experience packages are all part of this field's purview (Liu, 2021). Incorporating technical details into a package's design is essential for achieving a balance between form and function. Several fields are brought together in this interdisciplinary synthesis by the shared threads of accomplishment, realism, and cultural and creative output. Assert the cultural importance of package design. The designer's familiarity with the product and accurate description determine the quality of any package design. Literature reviews the practical implementation of the interactive concept in package design primarily in four areas: structure, visual imagery, use ways, and user engagement. In addition, the analysts compare and contrast the four applications based on the interaction notion's expression form and implementation concept. This article uses historical and comparative research to look at how visual communication design has changed throughout the years. A great deal of scholarly work has focused on the use of interactive principles in packaging. Among the many topics examined in this exam are interactive design for opening processes, visual image design, user experience, and package structure. The item, a broader perspective, or the subject itself may be the focus of the investigation. Concepts involving several senses are essential to perceptual psychology, consumer perception, and package design. The objective is to examine the effects of various

material properties on the presentation of multimodal experiences via the use of colour, structure, and form. The course delves into the ways in which graphics impact different senses, the process by which designers construct virtual media packages, and the aesthetic and functional efficacy of these designs (Liu et al., 2021).

PURPOSE OF THE RESEARCH

This initiative explores human expression through the lens of art and design education from a pedagogical standpoint. Colour theory and interior design instruction were the primary areas of the empirical studies. Research in these two domains compared and contrasted the most widely used pedagogical approaches. Although this study primarily targets university art and design programs, the results are transferable to other fields and educational levels. The study's primary objective was not a comprehensive review of the available technologies but an instructional event. Keeping tabs on how the tech improved education for both teachers and students was a part of this plan. The instructional features are the primary emphasis of the thesis, rather than the technical properties of the product like its interface, interaction, navigation, visual quality, etc. Also, according to the study, the equipment isn't meant for design projects, but to enhance Art and Design courses. Giving kids the means to create their own artefacts is important, but finding methods to help them comprehend things on a deeper level is even more crucial. Due to the inherent connection between creativity and learning in the sector, it is possible to use the same techniques to learning and design, even if this study does not cover the latter usage of the technology.

LITERATURE REVIEW

It is far simpler to portray human emotion when visual communication, art, and design all work together. Compared to any language in the world, visual communication is very effective in conveying ideas and emotions. Designers and artists may interact with a wide audience using artistic features like as texture, colour theory, composition, and symbolism. These components are vital to the process (Liu, 2022). The natural tendency for humans to record and communicate the experiences is reflected in the development of visual communication. Art has always played a significant role in documenting history and conveying personal and community narratives, from prehistoric cave drawings to modern digital media. Visual communication is more prevalent than ever before in today's society, especially in public spaces, social media, and advertisements. City murals and street art, for example, are more than just pretty pictures; they bring people together, spark conversations, and even act as social change agents. The convergence of digital technologies with artistic expression has further revolutionised visual communication, made possible by technological breakthroughs. Graphic design exemplifies the use of visual components in the presentation of messages or

products. More people have access to visual material than ever before because of the rise of digital media. Visual content is also ubiquitous in modern life, appearing in places like social media and advertisements. To accurately depict human emotion, the mutually supportive link between visual art and visual communication is essential. In many settings, visual communication can express nuanced thoughts and emotions thanks to its continual exploration of new creative frontiers and embrace of technical advances (Liu, 2021).

RESEARCH QUESTION

What is the impact of cultural identity on human expression?

RESEARCH METHODOLOGY

Research that uses numerical values of variables and analyses them using one or more statistical models is referred to as quantitative research. Quantitative research may illuminate the social context. Researchers often use quantitative approaches while investigating problems that impact certain populations. A result of quantitative research is the visual representation of objective facts. The methodical gathering and examination of numerical data is crucial to quantitative research. Their use facilitates the computation of averages, predictions, correlations, and the extrapolation of findings to larger populations.

RESEARCH DESIGN

SPSS version 25 was used for the analysis of quantitative data. The odds ratio and 95% confidence interval were used to assess the direction and magnitude of the statistical connection. The researchers proposed a statistically significant criterion of $p < 0.05$. A descriptive analysis highlighted the key aspects of the data. Quantitative techniques are often used for mathematical, numerical, or statistical analyses of data collected via surveys, polls, and questionnaires, or by adjusting existing statistical data using computational tools.

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.

DATA & MEASUREMENT

A questionnaire survey functioned as the primary data collection instrument for the investigation. The survey had two sections: (A) General demographic information

and (B) Responses on online and non-online channel factors on a 5-point Likert scale. Secondary data was obtained from many sources, mostly on internet databases.

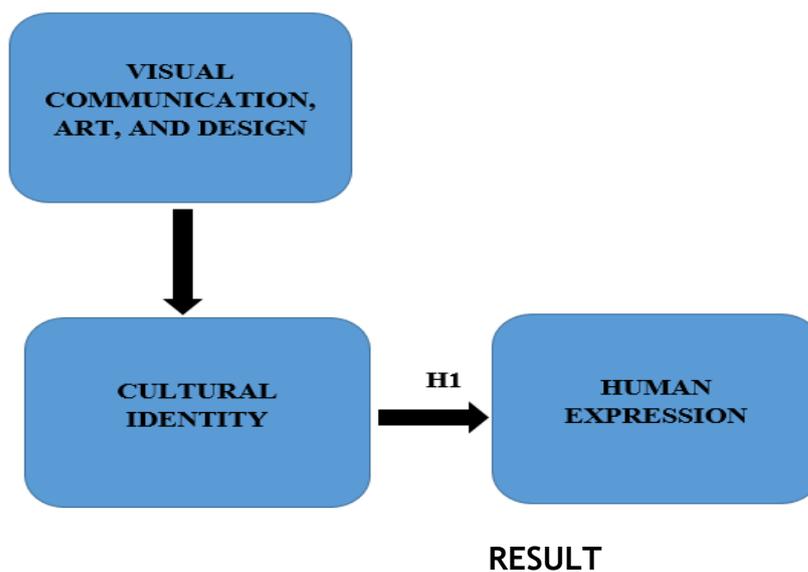
STATISTICAL SOFTWARE

The statistical analysis was conducted using SPSS 25 and MS-Excel.

STATISTICAL TOOLS

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

CONCEPTUAL FRAMEWORK



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 .960

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 0.960 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favourable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table 1: KMO and Bartlett's.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.960
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

This proves that claims made to conduct a sample are legitimate. To assess the significance of the correlation matrices, researchers used Bartlett's Test of Sphericity. When the value is 0.960, the Kaiser-Meyer-Olkin measure considers the sample good. Using Bartlett's sphericity test, the researchers have a p-value of 0.00. The results of Bartlett's sphericity test, which were statistically significant, demonstrate that the correlation matrix is not the same as an identity matrix.

INDEPENDENT VARIABLE

Visual Communication, Art, And Design: All three fields of visual communication, art, and design are interested in how images may communicate meaning. Ads, website design, and multimedia are all examples of visual communication settings that make good use of pictures, symbols, colours, fonts, and layout to convey information. Art is a way for people to express themselves creatively; it may be

anything from paintings and sculptures to photographs and videos that portray society, culture, or the artist's own experiences. Conversely, design is concerned with attending to the requirements of the user while simultaneously producing aesthetically pleasing solutions to challenges. The integration of multiple domains improves researchers' skills to understand and interact with visual material in varied circumstances. Each area contributes uniquely to the goal of visual storytelling (Qu, 2022).

FACTOR

Cultural Identity: The term "cultural identity" describes how people feel about themselves in relation to their own or another group's common history, customs, beliefs, and experiences. Language, religion, ethnicity, traditions, history, and social standards are some of the elements that influence it. An individual's cultural identity provides the groundwork for their ideas, actions, and creative expressions; it also affects their self-perception and their interactions with the environment. Over time, as people experience new influences and civilisations undergo transformation, this identity undergoes changes on both an individual and a societal level. Art, literature, dress, food, festivals, and storytelling are common ways it is expressed, connecting old customs with new interpretations. A person's cultural identity shapes their views on variety, globalisation, and international encounters; it also plays an important part in building pride, community togetherness, and continuity (Saris, 2020).

DEPENDENT VARIABLE

Human Expression: It is widely acknowledged by professionals in the field that the term "human expression" is really just a catch-all term for the many and intricate ways in which individuals express themselves creatively and visually via their emotions, thoughts, and experiences. A wide variety of human emotions may be conveyed by artists via the use of colour, form, composition, body language, and emoticons. Ideally, these expressions would make the listeners think or feel something. For the sake of capturing, explaining, or evoking human emotions and experiences, artists, designers, filmmakers, and photographers use encapsulation. Various forms of vocal, nonverbal, artistic, and technical expression allow people to share their deepest thoughts, emotions, and experiences with the world. This fundamental human quality allows us to form connections, listen to other perspectives, and influence one other's cultural practices. The human condition includes a wide range of expressive mediums, including but not limited to music, dance, visual art, spoken word, written word, body language, and digital media. Whether it's joy, sadness, anger, love, or inspiration, every shape provides a unique way to convey those emotions. Pictures with muted colours and abstract forms could express deep melancholy, while music with upbeat beats and catchy melodies might make the smile. How individuals express themselves has always had a significant

influence on authenticity, narrative, and cultural heritage. People have the power to influence both the collective memory and the progress of the future by documenting their past. More than ever before, people may express themselves creatively via virtual reality (VR), artificial intelligence (AI)-generated content, social media, and digital art. Putting one's thoughts and feelings into words is the foundational act of creativity, communication, and the development of one's creative and social identity. It is this feature that unites us as researchers and that distinguishes us from others, regardless of the backgrounds or cultural norms (Wang, 2021).

Relationship between Cultural Identity and Human Expression: Because people's cultural backgrounds impact their communication, creativity, and understanding of the world, there is a strong relationship between cultural identity and human expression. Language, art, music, style, storytelling, and traditions are just a few ways in which people express themselves and share their cultural identities. By sharing their ideas, beliefs, and traditions via these forms of expression, people are able to both influence and inspire others while simultaneously strengthening their own cultural foundation. Folk art, traditional dances, indigenous crafts, and even modern digital media all provide individuals with opportunities to express and appreciate their cultural diversity. To illustrate the transmission of historical tales and the strengthening of communal ties, indigenous art often uses symbols, themes, and methods with profound cultural importance. Literature and music, in a similar vein, are potent vehicles for the expression of cultural pride, hardship, and development; they also provide opportunities for people and communities to connect with their history. Cultural adaptation and evolution are facilitated in large part by human expressiveness. The more interconnected the world becomes, the more individuals from different backgrounds are able to share their stories and art with one another, strengthening the individual and shared identities. But diversity can't be sustained without cultural identity preservation; without it, customs and distinctive viewpoints would be lost to modernisation. In the end, cultural identity is what allows people to express themselves, and expression in turn records cultural experiences. This ever-changing bond is fundamental to human interaction and social progress because it encourages the development of both individual and communal cultural traditions (Wang, 2022).

Since the above discussion, the researcher formulated the following hypothesis, which was analysed the relationship between Cultural Identity and human expression.

H₀₁: There is no significant relationship between Cultural Identity and Human Expression.

H₁: There is a significant relationship between Cultural Identity and Human Expression.

Table 2: H₁ ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	529	5855.517	1073.225	.000
Within Groups	492.770	723	5.456		
Total	40081.390	1252			

In this study, the result will significant. The value of F is 1073.225, 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 Cultural Identity and Human Expression” is accepted and the null hypothesis is rejected.

DISCUSSION

Graphic design, the visual arts, and other visual modes of expression capture human feeling and expression and shed insight on the social, psychological, and sociological aspects of human interaction. The utilisation of visual components allows for the conveyance of all facets of the human experience, from the examination of abstract ideas to the representation of social challenges and the intricacies of personal emotions. The rapid dissemination of information relies heavily on visual communication. The researchers are able to convey topics that are difficult to put into words by using graphics, symbols, and layout. Rapid visual communication (via ads, social media, or signs, for example) improves comprehension and enables connection in today's increasingly linked world, making this feature vital. Visual communication is a powerful tool for conveying ideas and feelings to a wide audience since it is both immediate and easy to understand. But making art is a more introspective and profound form of expression. A wide spectrum of emotions, from the most intangible concepts to the most tangible sensations, may be explored and expressed. Typically, the artist's preferred medium permits the expression of their most private and sometimes introspective ideas and emotions. Researches are encouraged to delve into the viewer's and the artist's emotional realms via artworks. Whether via the timeless depictions of personal identities or the societal criticisms of modern works tackling topics like politics, sexism, and racism, art has always been a chance to reflect on one's own life.

CONCLUSION

In conclusion, the deep relationship between visual language and human emotions, thoughts, and experiences is shown via the study of visual art, design, and communication as means of human expression. Some stories and ideas may be better conveyed visually than verbally due to the inherent complexities of visual storytelling. Art in all its manifestations is a language that speaks to people everywhere, reflecting their identities while also stirring up powerful feelings and

thought. There are many more ways for individuals and groups to communicate themselves than only visually when art and design are part of visual communication. Graphic design, art, and visual communication are powerful forms of human expression because they facilitate the global dissemination of personal experiences, ideas, and cultural stories. From ancient painting and sculpture to modern digital art and AI-generated artwork, people are able to express themselves visually via the use of symbols, colours, compositions, and narratives. Not only do these modes of expression reflect but also shape the opinions, sentiments, and concepts of individuals and society at large. When technology, design principles, and emerging creative ideas come together, they expand the boundaries of human expression and offer up new avenues for communication and creativity. Art and design may be dynamic in nature, evolving to reflect shifting cultural mores and technological standards, yet they remain fundamental in modern society for facilitating self-expression and belonging. Research in the fields of visual communication, art, and design reveals that the impact of human expression on past, present, and future is undeniable.

REFERENCES

1. Bessemans, A., & Mena, M. P. (2021). Exploring the Boundaries between Visual Anthropology and Visual Communication Design Research. *Language*, 55, 3.
2. Gursen, A. E., Ozkan, E., & Bozbay, Z. (2020). using visual art in product design and consumer responses: The moderating role of product type. *Contemporary Management Research*, 16(4), 229-254.
3. Liu, C., Ren, Z., & Liu, S. (2021). Using design and graphic design with color research in AI visual media to convey. *Journal of Sensors*, 2021, 1-11.
4. Liu, W. (2021). Research on the application of multimedia elements in visual communication art under the Internet background. *Mobile Information Systems*, 2021, 1-10.
5. Liu, X. (2022). Animation Special Effects Production Method and Art Color Research Based on Visual Communication Design. *Scientific Programming*, 2022.
6. Qu, X. (2022). Application of Big Data Clustering and Visual Communication in Business Website Interface Design. *Computational Intelligence and Neuroscience*, 2022.
7. Saris, B. (2020). A review of engagement with creativity and creative design processes for visual communication design (VCD) learning in China. *International Journal of Art & Design Education*, 39(2), 306-318.
8. Wang, R. (2021). Computer-aided interaction of visual communication technology and art in new media scenes. *Computer-Aided Design and Applications*, 19(S3), 75-84.
9. Wang, Y. (2022). Graphic composition art of packaging visual communication design based on VR. *Wireless Communications and Mobile Computing*, 2022.

10. Wu, H., & Li, G. (2020). Innovation and improvement of visual communication design of mobile app based on social network interaction interface design. *Multimedia Tools and Applications*, 79, 1-16.
11. Yu, C. (2021). Retracted article: climate environment of coastline and urban visual communication art design from the perspective of GIS. *Arabian Journal of Geosciences*, 14, 1-16.