

BA Graphic Design
Ways of Perceiving (ADDA4023/C)
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Question 1: Choose a movement and consider the practitioners and work produced within the movement and construct a 1500-word essay. Present primary themes, key writers, and relevant practitioners

The Contemporary Art movement can be said to be from 1978 to the present day and involves numerous areas and is continuously evolving, “namely, painting, sculpture, photography, installation, performance, and video art—produced today” (mymodernmet, 2026) and can include digital technologies. This essay will discuss Virtual Reality (VR) as part of this movement.

Virtual reality (VR) is a simulated space, in which the user wears a headset, designed like goggles which makes the virtual surroundings feel like reality. The first virtual reality headset was created in 1968 by two individuals who were computer scientists Ivan Sutherland and Bob Sproull. (no publisher found, 2023, p. 1) The user is also able to interact with the surroundings, this varies to what programs and software's /games being used with the immersive experience. Making the user feel in touch with the environment and less aware of the real world. The use of virtual reality has also expanded for many other purposes.

“Freina and Ott ([Citation2015](#)) revealed that 360-degree cameras, AR, and VR have been regularly used in higher education in the United Kingdom and United States for several subject areas that require safety and spatial understanding” (kwon and moril, 2022, p. 1)

Fig 1, this was sculpted using a software called unity which is a game developing software can also be used to bring your illustrations to life through various processes such as using unity and designing the texture maps for the models by hand i wanted to reveal that there was is more than 1 process to vr digital work and in which this is an art form in its own as this piece can make a income and which also has value and can be sold for profits for ownership.

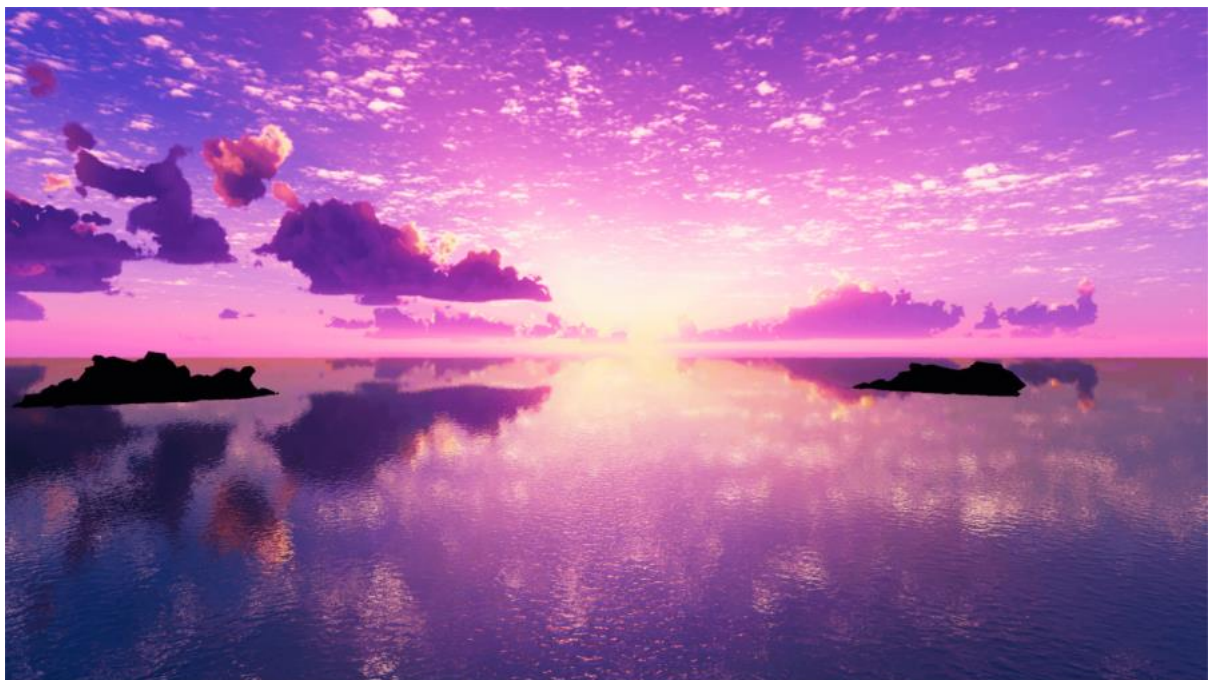


Figure 1: VR Chat Photograph (no Artist, no date)

“[Alessandro Antonietti](#) and Manuela Cantoia (2000) compared mental processes involved when viewing 2D paintings versus those occurring when viewing VR paintings. The findings revealed that the participants viewing the VR paintings adopted a meta-perspective, thinking more abstractly and elaborating imaginatively on the paintings. This suggests that different ways of interacting with the world in VR can encourage different cognitive activities compared to the analogue world”(Kwon,

Morrill, 06 July 2022, p1)

Anna Zhilyaeva

Art can be intertwined with VR. This will be demonstrated through the works of Anna Zhilyaeva. Also known as Anna Dream Brush, these will highlight the beautiful immersive art spaces in virtual reality to showing constructed illustrations with form and flow in Zhilyaeva work.



Figure. 2 Anna Zhilyaeva, portrait (no date)

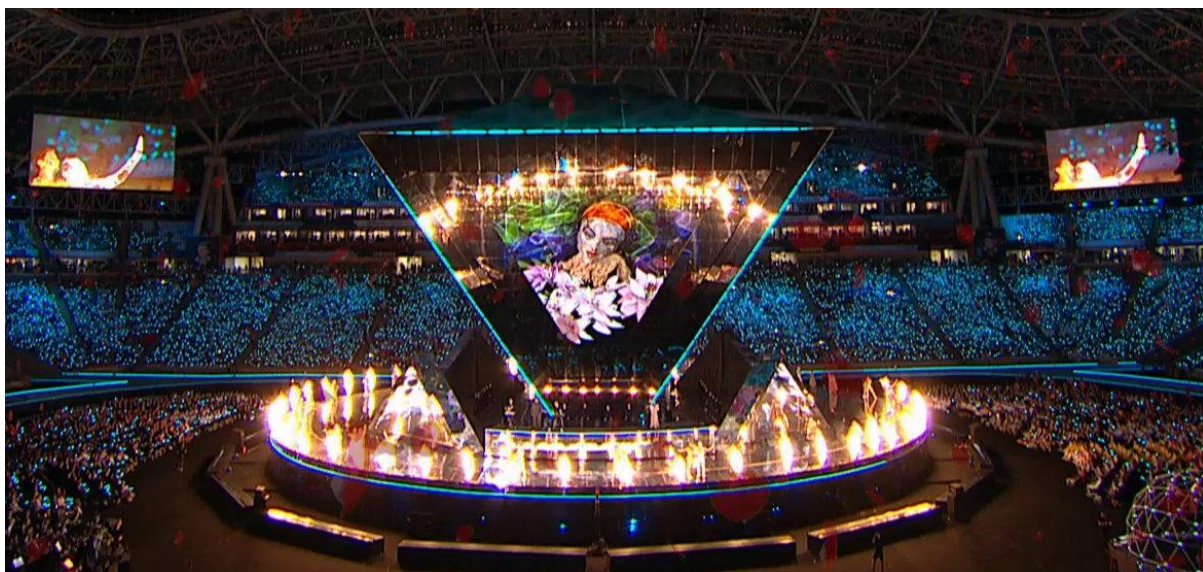
Zhilyaeva is a french artist Anna Zhilyaeva~VR Painting/ illustrator (instagram/Annadreambrush) Youtube Anna Dream Brush and TikTok @annadreambrush 76,000 followers.

Zhilyeava has performed live vr painting around the world including Paris , UK Reading, Italy Rimini and her biggest performance to date took place in Kazan, Russia in front of thousands of people. Zhilyaeva created a illustrative contemporary piece from start to finish showing every stroke to the canvas. The theme for the piece was centred around AI. This piece was supported by the music band Therr Maitz and David Hanson, creator of Robot Sophia “Sophia is one of the world’s most sophisticated humanoid robots”(BBC, 2018) who was present at this event.

<https://www.youtube.com/watch?v=iSXG8zVtsa0&t=131s>



Figure. 3 Virtual reality painting performance WorldSkills 2019 opening, Kazan, (Anna Zhilyaeva, 2019)





Underwater Magic VR painting

Figure 4: Underwater Magic VR Painting (, March 13, 2018)

As a viewer it can engage the senses, encouraging connection to the piece as it changes the emotional state. Due to the motion and flow which is projected from this illustration.

Theres semiotics lying within this piece.

The meaning could be intentional or accidental. The sign may also convey feelings that are reflected on the mind by any of these senses, such as visual, tactile, auditory, imaginary, and others(Priyaranjan Behera, 2024 Vol. 2, No. 1, pages 77-83)

This piece also gives the viewer the female gaze which is presenting women in a different light from being objectified, and displays identity in a stunning fashion showing this painting of internal beauty and colour in a visual representation.

Through the time of history gold signifies wealth, control, power and luxury. In a spiritual or religious sense. It can also be seen as a sacred and purely divine and was seen regularly by greek gods shown as spiritual entities. This demonstrates the wealth of the people through the use of gold by using golden eye-catching accessories that were covered in this expensive material.

Community input

What was found about her community was the impressed nature that she was able to create, symmetrical eyes that were not out of place which was

highly commended by her community and fans. This is an easy mistake that can be done due to the 3-dimensional space which is a challenge in itself, but from the help of tools available within the software Anna dream brush made corrections on her proportions, markings and construction. The second challenge was tackling perspective from all angles which Anna Dream brush resolved after trial and error. As this was 8 years ago when this piece was created. There were limited tools to use in comparison to what we have now.

The community of anna dream brush was left with a small sentence which leaves the viewers, with questions and a magical brainstorming adventure in our heads calling for our interpretation. Which forms a bond with the artist and the viewer this is also believed to be profound and touching with emotional resonance and that's powerful as artists can present that.

Conceptually this text from Magritte applies to the piece of underwater magic vr painting.

, the explanation, never quite fits the sight. The Surrealist painter Magritte commented on this always-present gap between words and seeing in a painting called The Key of Dreams.(John Berger, 1972, p.1)

What Magritte mentioned applies to the piece because it allows the interpretation and that there's a gap between words and image. The words being the message that anna dream brush left her audience with and the image perhaps is the interpretation.

“Life is magic! Who knows who you will meet next time...”(Zhilyaeva, 2018, no page number)

Is this a lover, loyal companion, a lesson or a spiritual figure? this is all left to your imagination.

Could this be way of anna dream brush visual representation on how she perceived a particular person, or scenario that had a positive impact on her artistic journey. Day to day life that brought her some level of joy or was it a spiritual encounter?

<https://www.youtube.com/watch?v=YxtWVkJTKY>



The painting is called: HOPES

This breaks the normal limitations of paintings. It makes this piece feel alive as if it was like a real setting captured on a beautiful day with the use of chromatic colours.

Principles of Color Fabber Birren (1969) talks about how chromatic lighting is attractive to the audience and states that the “Effects of colored light are eternally pleasing to the human eye, for light is pure and celestial in its quality... Such effects can be realistic, imaginative or completely abstract” (Birren, F, 1969, p.75).

Depending on what angle you view boat it will match the composition technique of rule of thirds to keep balance.

“This design uses the concept of the rule of thirds, the points of interest lie at the four intersections of four imaginary lines drawn to divide the

composition into thirds horizontally and again vertically”(Koliska and Oh, 2021, p.356)

You can see every mark she has made and every stroke. Her mark making blends well creating perspective and showing the levels of values and tone. The sea and water almost feels natural to the point it relates to the story of having.

The story can be found in the description of the youtube video

The semiotics for this is that

The lake is still excitant and that there is a legend to this piece which is that anyone with a kind and pure heart that they would find this mystical city.

Anna zhilyaeva comment on her artpiece

“We can't explain everything that's happening around us and, sometimes, just believing helps.”(Zhilyaeva, 2019, no page number)

Was this the prayers from the city and being pure hearted to all the people around them spreading joy to others keep them safe, Was this to show that if u do harm onto others, will harm come back to meet you in other words karma?

Art has been continually evolving to new forms of art and that virtual reality painting has been a core example of that and that there might be plenty more for the future .

“Artistic evolution is depicted as a dynamic and ongoing process influenced by multiple factors, including technological advancements, relational networks, and material exploration. The integration of artificial intelligence (AI) into sports art exemplifies how technological innovation

challenges and expands traditional creative boundaries. AI's role in artistic creation introduces new modes of thinking and production, fostering a symbiotic relationship between human creativity and machine intelligence. This interaction not only transforms the creative process but also necessitates new theoretical frameworks and management models to support innovation in art forms such as sports painting and decorative art.”(Xia, Q, 2024, p. 213.)

List of Figures

Figure. 1

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Fig 2

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Fig. 3

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Fig. 4

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