

Visual Impact of Art Style in Storytelling

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Abstract - Visual storytelling has been an essential part of human communication for centuries. It has changed from early artistic styles like cave paintings, classical art, and theatre to today's digital media. Nowadays, visual effects and art styles play a key role in storytelling, especially in film, animation, and video content. This paper looks at the importance of visual style as a narrative tool. It highlights how artistic art style choices affect how the audience perceives stories, engages emotionally, and understands the narrative.

The study explores various art styles, including classical Western animation, Japanese anime, and comic-inspired visuals. It also traces the development of these styles over time, showing how technological advances and shifting aesthetic tastes have influenced modern visual storytelling. Through case studies like *Arcane* and films by Isao Takahata, the paper examines how different colour palettes, compositions, and designs add depth to storytelling. It focuses on the effective use of colour and style changes across scenes and how these aspects influence mood, symbolism, and story progression.

The research also looks at the psychological effects of visual style on audience interpretation. It shows how well-designed visual elements guide emotional reactions and enhance understanding of the story. Ultimately, this paper argues that visual style is a vital storytelling tool that shapes both the meaning and experience of a narrative.

Keywords - *Visual storytelling, Art style, Animation, Colour theory, Composition, Audience perception, Narrative design, story pacing, Audience engagement*

INTRODUCTION

Storytelling has always been closely linked to visual representation. From prehistoric cave paintings to modern digital cinema, people have used visuals to share ideas, emotions, and stories.

Even in modern age different art style have unique way of storytelling, we see comical animation in spider verse, dramatic and strong colour composition in *Arcane*, these types of visual art get audience engagement, however if we see any old style of visual art we get the feeling of nostalgia, this is how art style and visual representation in story telling is important.

Visual storytelling came before written language and was one of the first ways to preserve culture and pass on knowledge. In today's media, visual storytelling has become a refined practice that blends art, technology, and psychology. The growth of animation, film, and digital platforms has increased the role of visual style as a key storytelling tool. Nowadays, audiences don't just read stories; they experience them through well-crafted visual worlds. This paper explores how visual style affects storytelling, looking at aspects like colour, composition, and design. It also discusses how art styles have changed and their impact on modern narratives.

1 Evolution of Visual Storytelling

It is in our nature to tell stories and share our life events. Storytelling, whether true or made up, is a basic human trait. However, the way we communicate has changed a lot over time. Storytelling began with visual tales, like cave drawings, and then moved to oral traditions where stories were shared from generation to generation by word of mouth. After that, we shifted to narrative forms, including written, printed, and typed stories. With new technologies like the printing press, the camera, and the internet along with social media, the way we tell stories and stay updated on current topics has become a fuller experience. Technology has enabled us to use all types of storytelling over the years. We now have visual stories in photos, spoken stories in videos and recordings, and written words on blogs and status updates.

The visual story telling was started in different types of art forms for example puppet play and theatres etc though it started appear as in movies and in mainstream through black and white cameras as expressions and dialogues were not clear the music plays a big role.

1.1 Traditional Animation

The story telling also leads to Animations, hand drawn animations were the earliest stages of animation where animators create every frame to show the movement on screen, in this also composition and colour palate plays a huge role

In order to make eye-catching visual effects, animation incorporates a variety of artistic mediums, including literature, painting, music, performance, and photography. Animations have a certain spirituality that enables them to soar on the wings of dreams in a paradise of imagination using techniques like exaggeration, deformation, fantasy, fiction, and surrealism. They provide artistic expressions that transcend the limitations of the physical world, transcend reality, and transcend the bounds of life. Animations stand out from other kinds of art because of their exceptional capacity to convey human experiences, feelings, ideas, and aspirations through the use of an exaggerated and emotive vocabulary. The non-realistic creative methods used, which are specific to the field of animation, make this exaggeration particularly clear.

1.2. Computer-Generated Imagery (CGI)

Computer-Generated Imagery (CGI) is the term for making animations or visual effects with computer software and algorithms. CGI has changed a lot over the years, thanks to improvements in computer technology and software development. It has changed the animation business completely by giving it new options for realism, complexity, and visual effects.

To produce realistic and aesthetically

beautiful animations, CGI animation uses various techniques and tools. These methods include rigging, lighting, rendering, animation, texturing, and 3D modelling. In the CGI pipeline, software tools like Autodesk Maya, Blender, and Cinema 4D are frequently utilized to produce and modify digital assets

CGI has several uses in the film business, where it is employed to produce fanciful landscapes, animals, and effects. Examples include the ground-breaking CGI work in films like "Avatar" (2009), "Avengers: Endgame" (2019), and "Jurassic Park" (1993), where CGI smoothly melds with live-action material to produce immersive and lifelike experiences (Buckland, 2019)

1.3. Stop motion and clay animation

Stop motion animation is a method that involves moving real objects or models, taking a series of frames with small changes between each one, and then playing them back in order to make it look like they are moving. Georges Méliès and Willis O'Brien were two of the first filmmakers to try out the stop-motion technique, which has been around for a long time (Wells, 1998). Both independent and commercial works have become more popular with stop-motion animation. Technological progress has made it possible to capture frames with more control and precision and to use new methods to make narrative and visual effects.

2. IMPORTANCE OF VISUAL ARTS IN STORYTELLING

In the modern film and animation design field, visual arts are an important part of making a work's style, showing emotions, and making the story more interesting. Visual arts not only add a unique aesthetic value to animated works, but they also help the audience better understand the themes and meanings of the work by turning abstract ideas into concrete forms of expression [1]. In light of the significant impact of digital media on artistic production, animation has evolved beyond conventional film and television formats, emerging as a multifaceted art form that encompasses audiovisual perception, interactive experiences, and technological innovation.

2.1 Colour Psychology and their effects

In today's digital imaging technology, which has transcended the boundaries of spectral expression, colour is no longer merely a physical attribute but a symbolic conduit with cognitive significance. Colour is not just a visual element in film and animation design; it is also a way to express feelings and thoughts. The selection and utilization of colour can affect viewers' emotional reactions and their general impression of the artwork. However, in order to use colour effectively, one must first understand it. It has been used successfully over the years by filmmakers, artists, and anyone else involved in the field of visual communication to communicate with their audience.

Choosing the right colour for a picture or composition is harder than it seems. In the context of the other colour values, what is "good," "right," or "beautiful" may not be true or work with other images. It is very important to choose a colour based on how it fits in with the other colours in the picture, not just on its own. Choosing the right colour for a picture or composition is more

difficult than it looks. What is "good," "right," or "beautiful" may not be true or appropriate for use with any other images, based on the other colour values present. Instead of choosing a colour on its own

Another equally important goal is to establish a proper atmosphere for each scene in a given story. It is this combination (stage and lighting elements) that will ultimately provide an emotional connection for the audience based, in part, on their own colour perception. Film uses colour for many different reasons. Again, the use of sets, props, and costumes affect how a viewer will generally perceive colour. To add colour to a shot, a filmmaker or cinematographer will typically use a camera filter rather than rely on lighting; however, there are always ways a filmmaker can correct their colours with a colourist during the post-production phase of their project.

Many colour choices are made at the very end of the process, even though it is usually much simpler if they are discussed and planned before shooting. Finally, colour is influenced by the sets, costumes, and props used by filmmakers of both theatre and film. But in a theatre setting, lighting is important because it makes what is seen clearer. The perceived colours in film, on the other hand, are the result of a combination of camera -mounted filters and colourist fine-tuning during post-production

2.2 Art of Composition

To put it in simple terms, shot composition refers to arrangement of visual elements within the camera frame, to create an overall effect. So shot composition refers to the arrangement of those elements to communicate a particular message. When we refer to the elements on screen, we are referring to the props, the means of location selection and the actors. Fun fact: When films were first made, they used a camera that produced an image similar to the way a theatre would (i.e., in 3rd dimension, rather than in 2nd dimension). In the early days of filmmaking, you would see everything you were going to need to see, then use longer takes to film. And because the camera rarely moved, the most common shot would have been taken from a wide shot. The way that composition/ framing is accomplished today has improved greatly since those days. So, what is composition/ framing in film today? With advances in modern technique/technology, filmmakers have been able to accomplish a much higher level of influence over audiences than ever before by using the camera to create seamless moving patterns with the characters throughout a 3-dimensional framework. This has allowed for movement of actors in a way that is more realistic as opposed to "stage like."

This is why film composition is a vital element in the creation of a movie. As it can grab the attention of the audience by directing their attention to a certain person or object. As well as help to create beautiful-looking.

Finally, it also allows filmmakers and directors to successfully get across important information and subtext. Through the elements of composition in film, deeper meaning can be successfully conveyed without needing to tell the audience exactly what's going on.

3 TWIST OF UNIQUE ART STYLE

You have watched the new Spider-man animated movie, you are still at awe with the beautiful creation. You want to try to understand the secret behind the magic. You are in the right place. I will break down all the tiny tricks they used to create the visual masterpiece. It is the perfect balance between traditional hand drawn animation and 3D CGI technology. Let me explain.

The line work played a major role in achieving the traditional comic book illustration look. While it would have been hard or borderline impossible to hand draw animation overlays in each frame. What they did was pretty unique — they converted each hand-drawn face lines into 3D geometry and made it possible to rig it to fit the look and expression of the character. But where they truly went above and beyond is by building a machine learning model with all of the hand-drawn data, that would learn these hand drawn techniques and would predict how it could look in newer frames. With further learning the adjustments made by artists ML model predicted better in newer frames. This is a crisp and practical instance of machine learning being applied into a production application.

2D Hand-drawn Effects -Diving deeper into the theme of getting the comic book look. Most of the effects in comic books were rather achieved through bold letters like — BOOM!!! and exaggerated effects to convey the meaning and intensity. This was also intentionally incorporated into some frames throughout the movie, which broke the look from primary animation style of the movie. But what this also did was allow to break single animation styles for the entire movie, which was further incorporated into future movies like Across the Spider-verse.

Lastly, the blend of 2D and 3D physically accurate visual effects. The entire process of making effects is a whole field of computer graphics, where new techniques are created each year for faster and more realistic water, fire, hair and smoke. But this was not the case for the Spider-man. Honing on the pattern of blending 2D and 3D made its way to visual effects as well, welcome kirby dots.

Kirby dots/kirby crackle was a technique used by early comic book illustrators to show contained pulses of energy. This was embraced completely and combined with fluid simulations to create flows of energy, used in critical parts of the Spider-verse movie, portal for multi-dimensions.

The narrative of Princess Kaguya, Isao Takahata used a live film technique with different camera angles and shots to create a mood make audiences understand the storyline. Isao Takahata takes the concept character that he created and draws it where we viewers see what a particular character sees from a different angle also a great way to introduce the idea of the subjective shot. The art style used in the animated film is very different from other Studio Ghibli movies. Even though the film looks as though it is entirely hand drawn but it is digitally coloured. The 2D animation is complex, yet appears still to be hand drawn.

Whereas thick, dense outlines are clear in many pictures, there are some sections, particularly in colored areas, that do not always reach the edges of the outlines. For example, you will notice that both images of The International Journal of Innovative Technology and Exploring are treated in exactly the same manner, even though they were created using entirely different techniques and materials; Pastel was used as a primary medium for all three illustrations. The final pictures appear to have been developed from earlier sketches created in the style of the animated character shown in 'My Neighbors the Yamadas' (Chunck, 2001). The way these illustrations create an adventurous sensation recalls the style of an Impressionist artist, due to their resemblance to traditional Eastern brush-stroke painting, ancient Japanese water color and ink artwork, and charcoal-line and watercolor expressions using brushes on fibrous paper. When completed, the images appear to be created by hand through the combined efforts of Osamu Tanabe and Kazuo Oga (Kermode, 2015).

Cinematographers create colour palettes based on factors other than aesthetics. While watching visual images, viewers are reacting emotionally to the immediacy of what is happening visually using colour theory. Until colour became popular, filmmakers did not have to think about how they utilized colour when shooting a film since all films were black and white materials. With the invention of colour film, all filmmakers were able to realize their Technicolor dreams. In today's world of filmmaking, colour usage can significantly affect viewers' perception of the film they are viewing. For example, red is known to increase blood pressure in viewers, while blue has a calming effect.

CONCLUSION

The evolution of visual storytelling from its primitive roots in art through its current role as the primary means of expressing concepts and emotions in contemporary media is explored through this investigation. The results show that visual aesthetics of any kind are not simply a matter of preference but rather substantial means by which stories are constructed, viewed, and comprehended. Visuals throughout history and in every artistic movement have provided consistent means of communicating meaning, emotion, and cultural context. The way storytelling occurs in the various styles of art, whether the many variations of Western animation, anime, or comic-inspired visuals, are beautifully illustrated through the evolution of these styles. The link between technology and the development of visual storytelling techniques within these artistic styles particularly with respect to animation—has also been highlighted. As technology has improved over time (including through advancements in traditional hand-drawn animation, CGI, and stop-motion animation), there now exist many more opportunities for artists to create new hybrid styles and share their work through increasingly immersive visual experiences.

Narrative depth can be greatly affected by visual components like colour, composition and design. Colour palettes, interacting with each other as they change throughout various scenes, give mood to a scene, provide symbolic meaning, and allow for character development were a few of the ways these elements played important roles in creating narrative depth. In addition to creating mood and character through colour, composition is another way of directing the audience's attention while providing subtext without necessarily needing any spoken words. Thus, these elements work together to create a visual language to help storytelling be more effective. The visual style of the two case studies, spider verse and the films of Isao Takahata features two very different styles, but creates a very cohesive "visual language" that deepens the audience's experience and enhances narrative impact. spider verse Arcane has a more modern approach due to its use of light and its painterly quality of texture, whereas Takahata's films are much more simplistic and rely on emotional subtlety. Both visual styles are successful at deepening audience engagement and enhancing narrative impact due to their ability to communicate using visuals creatively.

Additionally, the impact of visual style on audience responses and impressions has been well documented throughout this research. To summarize, visual style can act as a strong storytelling device that creates a connection between artistic representation and the audience's interpretation. As animation and digital media evolve, new and innovative methods will change the way stories are to be

told. Thus, understanding how visual style affects a creator's ability to produce compelling, emotionally impactful and visually appealing works must be taken into consideration.

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