

The Khoomei is produced in the Mongolian traditional production and lifestyle. It has a very close relationship with the Mongolian people's world outlook, and it conveys the positive ecological outlook and values of the Mongolian people. The way it is pronounced and the characteristics of its voice are relatively rare in any genre of singing art. The main body uses the breath-holding technique to make the breath make a violent impact on the vocal cords, so as to emit a strong bubble sound to form the bass part, and then adjust the resonance in the mouth to concentrate the overtones to form a metallic overtone part. Form a two-voice singing form. It can symbolize various things in nature, such as animals, rivers, and mountains, so people often say that Khoomei comes from nature.

Conclusion. Khoomei originates from nature. It is an art form closely related to all living beings in nature. It can be said that it is an art form that grows in nature. The Mongolian people compare it to the art of "national treasure". How close is the emotional relationship between ethnic groups, many of Khoomei works sing stories about the harmonious coexistence of man and nature, which is also in line with the Mongolian people's ecological outlook and cosmology.

1. Bao, T. Analysis of Tuwa and Mongolian Khumai Singing Art / T. Bao. –Yuefu Xincheng. – 2008. – No. 4.
2. Wang, Qing. Inheritance and Dissemination of Khumai / Qing Wang. – Tuva, Russia. – People's Music. – 2019. – No. 1.
3. Guan, Yangmei. Research on the Regional Characteristics of Khumai / Yangmei Guan. – Mongolia, China: Academic Theory, 2013. – Issue 20.

THE PROCESS OF CREATING THE CHARACTER “ESMERALDA”

Ulyana Ilyina

VSU named after P.M. Masherov, Vitebsk, Belarus

Keywords: character, stages of character creation, artistic image, form.

The growing number of animated films in distribution, animated videos appearing on digital networks and on television testify to the relevance of animation and its importance as an integral element of the media space. Accordingly, the need to create new, as well as to transform existing characters for cartoons, books, films, games, comics, and advertising is increasing.

The purpose of the work is to describe the main stages of creating the character "Esmeralda".

Material and methods. The materials for the study were scientific articles on the topic, the method of observation and analysis was used.

Findings and their discussion. To create a character, you need to have a lot of information, both textual and visual. Based on the character and internal state, the appearance of the hero is created. Most often, a human or animal character is taken as the basis, but a character can also be completely fictional or taken from mythology, history, or a book. If the character is not a person, then he is usually attributed to the

features inherent in a person. For example, he can wear clothes or talk, have emotions. Mimicry is also humanization.

Pre-project analysis. After determining the internal qualities of the character, the stage of drawing the silhouette follows. Angled lines, sharp corners – these are the characteristics of the silhouette of the antagonist. Such forms are unpleasant, and therefore create discomfort. Conversely, smoother lines are calming, so they are mainly used when creating positive characters. And smooth and soft lines are used for humanoid characters.

A certain geometric figure can also tell a lot about a character. For example, in order to arouse authority and trust in the viewer, it is worth using more stable figures – a square or a rectangle (Pic. 1). But there is also a downside, a square can show the complete static nature of the character, conservatism and no desire to give in to someone or change something.

The triangle indicates a leader, a desire for power, ambitiousness. This is a rather dynamic figure, so she can be shown as a witty and self-confident hero, as well as a graceful villain (Pic. 1). If you develop an antagonist, then it can be made even more "prickly", to the point that it will consist entirely of triangles and angular lines. If we consider a circle, then it works in the same way as smooth lines. Using circles is the easiest way to indicate a goodie (Pic. 1). These forms give softness and comfort.



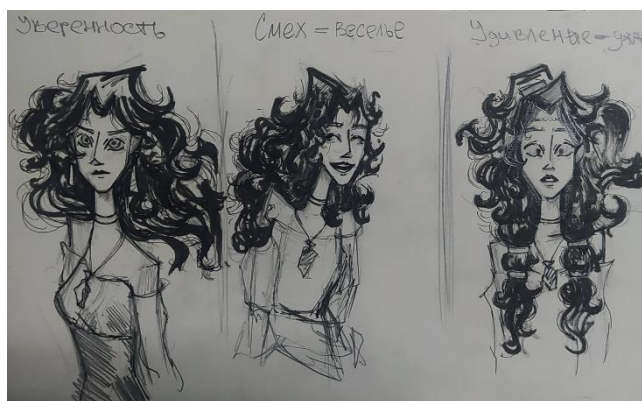
Picture 1 – Round, square and triangular shapes in famous cartoon characters

Of course, the figures can be combined to complicate the image, depending on the nature of the character. Also, for greater expressiveness of the artistic image of the character, various kinds of distortions, exaggerations or caricature are used.

Design setting (design concept and design scenario).

The design concept is to create an artistic and expressive character "Esmeralda" from Victor Hugo's book "Notre Dame Cathedral". She is a sixteen year old dancer. The girl is naive, pure and merciful. Despite the history, she is still a child, so there is also playfulness, childishness, playfulness in her.

The design scenario for the character is a sketch solution of emotions and some actions of the character (Pic. 2).



Picture 2 – Sketch solution of the character, conveying emotions, some actions of the heroine

Design decision.

The main stages of work on character creation:

1) Analysis of the literary image of Esmeralda, identification of the features of the heroine, which will further influence the development of the artistic image. The silhouette of the heroine is built on smooth and angular lines. The heroine is confident. This is evidenced by her wide and even eyebrows, and the protruding upper lip gives her flirtatiousness and infantilism.

2) Sketch sketches of the character, search for the most expressive elements of the external image.

3) Sketches of emotions and some actions of the heroine for a more accurate transfer of the image. It is worth drawing the emotions of the character and his reaction to some event.

4) More detailed drawing of the character in the graphics editor (Pic. 3).



Picture 3 – Drawing a character in a graphics editor

Conclusion. A character in an animated film has the same characteristics that are important when designing any real or virtual design object. These characteristics include shape, proportions, and color. The same criteria determine the character, behavior and relationships of cartoon characters.

1. School of animation / [Electronic resource]. – Access mode: <https://animationschool.ru/>. – Date of access: 29.10.2022.

2. Pushkel, A.P. Character design in animated films / A.P. Pushkel // Science – education, production, economics: materials of the 74th Regional scientific and practical conference of teachers, researchers and graduate students – Vitebsk: VSU named after P.M. Masherov, 2022. – P. 334–336. – URL: <https://rep.vsu.by/handle/123456789/31662> (date of access: 29.10.2022).

VISUAL ARTISTIC EFFECT OF IMAGE OIL PAINTING COLOR EXPRESSION

Miao Kai

VSU named after P.M. Masherov, Vitebsk, Belarus

Keywords: imagery oil painting, color expression, visual art.

Oil painting, as a representative artistic creation method of modern western art, has been widely recognized and promoted in the world in recent years. In the book "Oil Painting Creation", the artistic features and color expression of imagery are the unique charm of oriental art and oil painting creation. Individualized artistic effect and visual linguistic semantic representation provide a new direction for the progress and development of contemporary oil paintings. Based on the color expression of imagery oil painting, this paper makes an innovative exploration for the artistic theory and scientific practice of oil painting creation by studying and analyzing its innovative visual artistic effect.

Material and methods. The materials for this study are oil painting color objects under the brush of modern oil painting artists, and are exhibited in major art galleries in China. The following methods were used in the study: history, effect analysis, comparison.

Findings and their discussion. Foreword. Color is the direct medium that reflects the spiritual connotation of imagery oil painting, and it is the core element with the most emotional characteristics in painting art. China's traditional concept of color is expressed by imagery, which emphasizes the aesthetic sense of the inner subject's artistic conception. Under such artistic creation background, the application and expression of color also has its own unique application way. Such imagery color expression not only enriches the form of oil painting art creation, but also develops the artistic language and visual expression effect of oil painting. Taking this as a starting point, this paper makes an innovative exploration for theoretical development through a detailed analysis of its artistic effect.

First, the concept analysis of imagery oil painting.

The artistic expression of imagery oil painting is different from that of realistic oil painting. Instead of faithfully reflecting the appearance of the real world with colors and lines, it pursues an inner temperament. Compared with the artistic creation under the guidance of expressionism and nihilism, imagery oil painting is not completely divorced from objective reality, and its creation is still based on objective reality. The use of color in imagery oil painting is an important carrier to convey the spirit of art and culture, and it is also an important form of voice in visual art [1]. The application and construction of color is the most emotional element in the language of imagery oil painting. Under such a meaning, imagery oil painting carries rich cultural attributes and emotional