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VISUAL ARTISTIC EFFECT
OF IMAGE OIL PAINTING COLOR EXPRESSION

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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 ist 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

metaphors, which can make artists express their feelings and feelings in the picture to their heart's content, thus making oil paintings more deeply rooted in people's hearts and making oil paintings more artistic. Imagery oil painting absorbs the traditional idea and value of "harmony between man and nature" in oriental culture, attaches importance to its shaping in the environment and the cultivation of its style, forms an implicit artistic feature, and also provides a broad application space for the application of color.

Second, the color voice characteristics of oil painting.

(1) Poetic expression. In the cultural context, the color of imagery oil painting always has a hazy poetic beauty, and painters often attach importance to conveying the picturesque, smart and calm charm and spirit with harmonious and unified colors and blurred shapes. This kind of creation, like the poems written by poets, is generally integrated with nature, with obvious freehand brushwork and poetic characteristics. In particular, the use of color, after subjective perception, has achieved the artistic value expression of drawing the heart with things and observing the heart with things [2].

(2) Creative features. As a free art form, painting shows strong creativity and imagination through the combination and deformation of color, lines and shapes. In the creation of imagery oil painting, when the color is no longer bound by the shape, and the boundary of the shape is broken, the varied line outline can better interpret the expressive force and creativity of the color. This kind of voice feature can not only make the painter's emotion more vividly expressed in the picture, but also make the appreciator feel richer artistic tension.

Third, the color effect under visual thinking.

(1) Quiet black. In the early application of painting art, black is often not an independent color. However, in the color use of modern imagery oil painting, the bold use of black connects rich colors. Although it does not occupy the main position of the picture, it has become the best "supporting role" throughout the whole picture. In a colorful oil painting as a whole, the rational use of black often leads to a mysterious visual aesthetic of "black" and a quiet artistic aesthetic feeling. This kind of color is used to enhance the inner spiritual temperament of the picture, and at the same time, the picture with two-dimensional space effect is used to effectively increase the sense of extension and mystery of the painting space.

(2) Chen Lian's gray. The use of gray has many uncertainties and variability. As a concise combination color, gray has a distinct effect on the creation of images. In recent years, Mr. Wu Guanzhong has been on the road of exploring "China-style oil painting". He advocated creating "image" with "meaning", and integrated the aesthetic value and pen and ink feelings of China's landscape painting into Jiangnan landscape oil painting. By using non-traditional color systems such as gray, the Jiangnan landscape in his works showed a harmonious and poetic warm gray tone, creating a hazy and bleak visual form.

(3) Gorgeous colors. Colorful colors often have a strong artistic tension. Painters can not only make the picture full of jumping rhythm through the contrast between color blocks, but also use rough brushstrokes and delicate colors to render bright and comfortable visual images. This kind of color application expresses a positive attitude towards life and value thinking, which is the core value concept conveyed by the current imagery oil painting art.

Conclusion. Imagery oil painting color has poetic, creative and local characteristics. It breaks through the barrier of reappearing objective color, reconstructs the TINT of oil

painting art by using the painter's imagination and visual thinking on the basis of color description, and embodies a unique vivid artistic expression technique. In this process, the emphasis on visual artistic effect is the artistic foundation and core goal of imagery oil painting to construct its color world. It not only broadens the creative space of painting art, but also stimulates the artist's artistic emotion, which is of great value to the innovation and development of oil painting art.

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TECHNOLOGY OF PROJECT-BASED LEARNING AS A MEANS OF ACTIVATING STUDENTS COGNITIVE ACTIVITY

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Keywords: project activity, project, lesson, pedagogical technology.

The structure and content of general secondary education suggests that one of the priority tasks of the educational process is the formation of a versatile personality. Accordingly, the task of the school is to comprehensively develop the student's personality, creativity, ingenuity, the ability to improve their skills, as well as to create all the appropriate conditions for the acquisition and application of the acquired knowledge. It is worth noting that the technology of project training meets these requirements.

The purpose of the study is to analyze the features and effectiveness of the application of project activities in the classroom.

Material and methods. The research material was the work of students performed at the lesson of labor training. The following methods were used: theoretical, descriptive and observation method.

Findings and their discussion. The concept of "project" from Latin means "throwing forward" [2, p. 12]. A project is a sample of a planned object, conditions, and in some situations, a plan, an idea of an activity. Most often, the definition of "project" is perceived as a type of professional activity. Currently, this definition is quite firmly embedded in our lives, and causes such associations as a bold and unique undertaking in the fields of human intellectual activity. Thus, showing a unique approach to solving problems.

The project method is a technology aimed not at combining the acquired knowledge, but at using and obtaining new ones. The active involvement of students in the creation of projects provides an opportunity to master unusual ways of activity in the educational environment. Accordingly, it can be emphasized that project–based learning is a pedagogical technology in which the active, creative, cognitive work of students, performed under the supervision of a teacher, finds a response.

Designing is a unique type of activity that appeals to students, because it helps them to reveal their hidden capabilities, which are inherent in them by nature. The value of such activity lies in the fact that the purpose of the educational task is presented to students in an implicit form and the need for achievement is perceived by students in