Diversity of Aesthetic Features of Contemporary Watercolor Painting Based on Big Data Analysis

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Abstract. Big data technology controls huge global data information. Big data can not only open up new perspectives on human aesthetics, but also easily form human cocoon rooms. The purpose of this article is to use the big data to study the diversity of the aesthetic characteristics of contemporary watercolor painting, which will help the painter to broaden his mind, continually advance his consciousness, and be full of interest and passion to invest in the creation of watercolor painting in the future, and promote the development of the contemporary watercolor diversity in China. This article takes the aesthetic environment of contemporary Chinese watercolor painting as the background and compares it with the aesthetic characteristics of Western countries. The similarities and differences between the Chinese and Western aesthetic directions are listed. 73.30% of students and teachers think that most of the watercolor paintings in the UK are landscape paintings, and they are biased towards architectural landscape painting. Focus on realism, traditional style of painting; 76.70% of students and teachers believe that the watercolor paintings in the United States are colorful and rich, with high color purity and saturation, and strong visual impact. In this way, we discuss the advantages and disadvantages of the development of contemporary Chinese watercolors, put forward rational suggestions for the diversified development of contemporary Chinese watercolors, and promote the diversified development of the aesthetic characteristics of contemporary Chinese watercolors.

Keywords: Big Data, Watercolor Painting, Aesthetic Characteristics, Diversity Research

1. Introduction

For the Chinese, watercolor painting is a kind of painting imported from the West. It has been introduced to China for hundreds of years. With the changes of the times, Chinese painters learned
from the beginning to learn from Western painting methods to integrate with China. Traditional ideas and techniques of Chinese painting and painting have been continuously integrated and innovated in watercolor paintings to form watercolor paintings with Chinese characteristics. It incorporates the spiritual pursuit of the Chinese nation and various elements suitable for the aesthetic orientation of the Chinese people. So it is very rich in artistic language. But at the same time, we will find that the diversified development of watercolor painting is very lacking. In terms of creative subjects, we can see through contemporary watercolor art exhibitions that the themes of paintings are very repetitive, and the overall display is relatively conservative, and watercolor works are lacking in expressing contemporaneity and times. Objectively speaking, not all changes in economy, politics, culture, and life are seen in watercolors. Most of watercolor's works revolve around traditional themes and tend to be realistic. Of course, it is not to say that traditional themes are not good. In some traditional works, we can see the combination of the artist's true emotional expression and superb skills, but discovering the aesthetic personality is crucial to the diversified development of Chinese watercolor. The exploration of aesthetic personality requires many factors, including the change of artist's concept, the guidance of art education and so on. Big data technology holds huge global data information. With the deep integration of big data and the daily life of the public, with the help of big data to find a painting language with individual characteristics, it breaks through the conservative posture and smooths out the aesthetic barriers. To study contemporary Chinese watercolor painting with the attitude of "", only by inheriting and absorbing more oxygen at the same time, can contemporary Chinese watercolor be diversified and more vibrant.

This article takes the aesthetic environment of contemporary Chinese watercolor painting as a background and compares it with the aesthetic characteristics of Western countries. It lists the similarities and differences between the aesthetic directions of China and the West, in order to discuss the advantages and disadvantages of the development of contemporary Chinese watercolor, and proposes the diversified development of contemporary Chinese watercolor. Reasonable suggestions to promote the diversified development of the aesthetic characteristics of Chinese contemporary watercolor.

2. Method

2.1. Embodiment of the Aesthetic Direction of Contemporary Chinese Watercolor Painting

When "Watercolor", a foreign painting with Western thoughts, was introduced into China, it was influenced by different aspects of society, economy, culture, and politics at that time, which made people's appreciation angle, taste perception, and aesthetic direction of watercolor painting constantly change. The artist's creative content and artistic pursuit have changed, and these changes are all reflected in the choice of painting materials, the texture of the picture and the concept of creation[1].

(1) Representation in material selection

With the continuous development of China and the continuous advancement of our ideas, painters have a higher level of understanding and pursuit of the aesthetic consciousness of painting, which also promotes the source of continuous innovation and development of Chinese watercolor painting. The prerequisite for creating watercolors is, of course, materials. The expansion of painting materials is very important in watercolors [2]. In the process of watercolor painting, many creators will use color
inks, Chinese painting pigments, acrylic paints, markers, crayons and other materials in combination with watercolor paints. They are bold in the selection and usage of pigments; In the choice of paper, artists choose and experiment among various brands of watercolor professional painting paper, white card paper, rice paper, and cloth, and find their own suitable paper. Today's contemporary Chinese watercolor paintings are pursuing a sense of picture, which is a "chic", or a "moisturizing", or a "smart". Although these are inseparable from the materials and techniques, but also in More attention is paid to ideological concepts. Therefore, aesthetic characteristics are a comprehensive factor in contemporary research, especially in the painting process[3].

(2) Representation in picture texture

The texture in watercolor painting is that the painter produces the organized texture in the picture through the blending of water and color, or adding the use of certain materials, tools and other technical techniques [4]. In fact, texture is a surface phenomenon that objectively exists in things themselves. Any object will have a texture of different sizes and shapes, and the painter applies this texture to the picture, he wants to achieve painting through this form of artistic language. Some kind of sentiment and pursuit in human emotion or spirit [5]. With the development of the times, people's changes in concepts and the progress of material techniques. In contemporary watercolor paintings, especially domestic watercolor paintings, you can see the effect of different textures made by painters through various means. It is a formal process of recreating watercolor paintings through the precipitation and accumulation of time and thoughts, and the understanding and understanding of the things in the picture, rather than adding randomly or asking for only a little beauty or technique in the work. The texture is yet to be studied. In watercolor works, it is sometimes abstract and sometimes figurative. It can reflect the artist's artistic charm and emotional expression, and can enhance the aesthetic interest of the appreciator. Such a picture is beautiful and the work is truly meaningful[6]. When creating, we should pay more attention to and express the subjective painting ability, and the emotional expression of watercolor painting. Through the expression and reference of the picture, we can broaden the horizon of creation of Chinese watercolor painters and enhance the artistic height and aesthetic taste of watercolor painting[7].

(3) Representation in creative concept

Every watercolor painting is created by the painter's deliberation. Each watercolor painting also contains creative concepts, technical means and emotional colors. These are complementary to each other. The painter's emotional sustenance is premised on the creative concept, contemporary The creative concept of watercolor painting is developed with diversification. That is to say, only innovation in the creative concept can enhance and enrich the expressive power of the work and create novel watercolor paintings [8]. The most vivid and beautiful factors of artistic creation exist in life. If you want to create, you must first go deep into life, embrace nature, pursue and think about creative ideas that transcend yourself, shape your work with emotion, love life with sincerity, and draw away Watercolor painting of heart. First of all, what the artist wants to express must be moved by his own heart; on the other hand, the creator may need to focus on more things. Pay attention to the cultural environment, historical environment, and social development status associated with our time ... In this way, from the inside to the outside, Chinese art can be presented in a more diverse state, which is also the way we are pursuing the diversity of contemporary art challenge.
2.2. Multiculturalism

Multiculturalism means that as human society becomes more complex and information circulation becomes more and more developed, the renewal and transformation of culture is also accelerating. The development of various cultures is facing different opportunities and challenges, and the new culture will also be Endlessly. Under the modern and complicated social structure, we inevitably need different cultures to serve the development of the society. These cultures serve the development of the society, which creates the cultural diversity, that is, the multi-culture under the complex social background. Multiculturalism includes two cultural phenomena, one is the colonial and post-colonial culture of co-prosperity and coexistence, the culture of different classes of a nation, the identity and difference coexist. In China, the proposal of multiculturalism can be summarized into four theories [9]. Cultural equality The form of society determines the diversity of culture. The existence of a cultural form must have its meaning and value, and it is equal, harmonious, and culturally communicative. The pluralistic characteristics of culture will inevitably form exchanges and collisions between cultures.In the process of mutual learning and reference, cultural inclusiveness and mobility are necessary conditions for its formation; Cultural differences. Each ethnic group has its own specific social living environment, historical and cultural traditions, and spiritual beliefs in religious worship. These factors must cause obvious differences between cultures and have different styles. At the same time, in the same social culture, due to local differences in the scope, imbalances in economic and cultural development, cultural tolerance, self-regulation, flexibility. Subtle changes occur within the culture, and this change continues with the times forward; Cultural cohesion. There are differences between cultures but they can coexist in one place at the same time. That is because different cultures not only realize the difference between them, but also find that commonness in their communication makes the mutual communication between them more close, so Multiculturalism is not to classify culture. It is a processing method, attitudes and methods to the interrelationship of multiple cultures [10].

3. Research methods

Step1: Literature research method. By consulting domestic and foreign contemporary art books and art historiography books and periodicals, the development of domestic and foreign contemporary art is organized. And through the Internet, search for articles on Chinese contemporary watercolor art criticism, plus HowNet collects materials and many excellent papers related to this topic, comprehensively organizes and analyzes, and summarizes the research.

Step2: Questionnaire survey method. The questionnaire survey objects include teachers and students majoring in fine arts, and are involved in the survey on the aesthetic characteristics of contemporary watercolor painting. The purpose of the questionnaire survey is to fully grasp the aesthetic characteristics of contemporary watercolor painting in China, Britain and the United States.

Step3: Comparative analysis method. Directly study watercolor paintings, collect photos of watercolor painters' works for analysis, analyze the development status of Chinese and Western contemporary watercolors through a large number of examples, and more intuitively understand the aesthetic direction of contemporary watercolors. Through a comparative study of the history of watercolor development in both China and the West, the article is more detailed and accurate.

4. Discuss
4.1. Coon of Similarities and Differences in Aesthetic Direction of Contemporary Chinese, English and American Watercolor Paintings

The development of watercolor painting in the United Kingdom and the United States occupies a very important historical position on the entire international watercolor development track. By comparing the style and preferences of Chinese, British and American watercolor paintings, the aesthetic direction of contemporary watercolor painting is analyzed, as shown in Table 1 and Figure 1.

Table 1. Similarities and differences between Chinese, British and American watercolors in aesthetic direction

| Aesthetic direction                                                                 | Percentage |
|-------------------------------------------------------------------------------------|------------|
| Most of British watercolor landscape paintings, landscape architecture tend to focus on realism, traditional style | 73.30%     |
| Chinese watercolor partial rustic, part of more realistic, some focus on freehand     | 83.60%     |
| US watercolors colorful, color purity and saturation, and strong visual impact        | 76.70%     |
| The colors of Chinese watercolor paintings are calm and soft, and the picture is mainly gray tone | 85.80%     |

Figure 1. Similarities and differences between Chinese, British and American watercolor paintings in aesthetic direction

It can be seen that 73.30% of the students and teachers of the British watercolor paintings in the survey believe that most of the British watercolor paintings are landscape paintings, and they prefer architectural landscape paintings, focusing on realism and traditional style of painting. The works of famous British watercolor painters all focus on realism in technique and delicate expression techniques. Their watercolors also reveal the grace, elegance, classic style and romantic atmosphere of
the royal aristocracy. 83.60% of students and teachers believe that Chinese watercolor paintings are simple, some are more realistic, and some focus on freehand brushwork. Most of the contemporary Chinese watercolor landscape paintings are near landscapes, partial scenery, and compared with British landscape paintings, Chinese watercolor paintings are very simple and pure, with a yearning for heaven and earth and green nature. Some painters in China are willing to use watercolor "water" as the standard like ink painting, to summarize with large color blocks, relaxed strokes, and random flow to interpret the picture and create the mood of the Chinese people. 76.70% of students and teachers believe that the watercolor paintings in the United States are colorful and rich, with high color purity and saturation, and strong visual impact. From the perspective of the subject matter, contemporary American painters are relatively more enthusiastic about expressing the warmth and comfort and quiet happiness of real life, that is, American humanism and the spirit of the times. From the color point of view, the colors of American watercolor paintings are more brilliant and fashionable, with higher color purity and saturation. 85.80% of students and teachers think that the colors of Chinese watercolor paintings are calm and soft, and the picture is mainly gray. The colors of Chinese watercolor paintings are calmer than those of the United States. Regardless of the purity and saturation of the colors, Chinese watercolor paintings generally use gray tones and softer colors.

4.2. Suggestions to Promote the Diversified Development of the Aesthetic Characteristics of Contemporary Chinese Watercolor

(1) Promote in terms of artistic expression

Watercolor painting itself is a more inclusive painting, and it has strong compatibility in terms of ideas and expression techniques. As a tool material, watercolor should not be an obstacle to restricting artistic creation. The choice of expression depends on the preferences of the artist. Today's Chinese watercolor art has formed a unique aesthetic style. In the collision with other paintings, the artist must be keen to absorb the advantages that can be used for reference, with an open and inclusive mentality, and the main language of watercolors. Reasonable absorption and proper reference can form our own unique artistic style.

(2) Promote diversification from the creative style

At present, in the context of multiculturalism, the art style is also ever-changing. With the progress of the times, the artist 's vision has also become wider and no longer meets the single aesthetic standard of watercolor painting. Big data technology holds the world 's huge data information. To seek a painting language with individual characteristics, break through the conservative posture, absorb more oxygen, and let its creative style develop towards a more diversified direction.

(3) Promote diversification from the creative concept

The source of painting art lies in innovation. Without newness, oldness does not change. We do not put the ontology language of watercolor art behind our heads, but on the basis of it, we expand and extend the artistic language expressed. Make the expressive power of watercolor art more vivid and vitality. While retaining the watercolor ontology language, properly explore the vast space left by the media materials, find a creative method suitable for the theme of your own expression, and enrich the watercolor art language.
5. Conclusion

In today's brilliant art, in the contemporary era of international integration, the aesthetic level of artists and people is constantly improving, and the art structure has begun to develop towards diversification. Art is important for innovation. Artists should explore the potential of the existence of paintings with an open mind and multiple perspectives, and explore under the broad vision of contemporary art. Make the creative angle of watercolor painting more diverse, and push China's watercolor art to a new level.

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