

# Art Aesthetic and Innovation Research on the Design of Car

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## Abstract

The artistic aesthetics of automotive design involve aesthetics, design, and material science. The designer is required to use unique creativity and superb craftsmanship based on the basic design principles to create both the car form with high artistic aesthetics to meet consumers' visual needs for the appearance of the vehicle and stimulate its sense of identity and belonging to the car brand culture. This article analyzes the artistic aesthetic points of automotive design and takes the Red Flag H9 as an example to explore the practical application of the artistic aesthetics of automobile design and artistic aesthetic innovation strategy for automotive design. Enlightenment, promote the continuous high level of automotive design in the design of automobiles, bringing consumers a more colorful and remarkable automotive product.

**Keywords:** car design, art aesthetics, innovative design

## 1. Introduction

In today's society, the concept of "face value is justice" prevails, and the design of automobiles has become the primary factor that attracts consumers. It not only cares about consumers' first impression of vehicles, but also affects model sales to a certain extent. From the humble horse shed four-wheeled car to the combination of modern technology and art, the evolution of its appearance design is not only a testimony of the development of transportation, but also a concentrated manifestation of the aesthetic and technological progress of the times. With the increasing maturity of the automotive market and the continuous improvement of consumer taste, the artistic and styling requirements of automotive design are also increasing. Major car brands have sought innovation and breakthroughs in this field and strive to meet the personalized needs of different consumers through diverse artistic aesthetic styles. Based on this, the appearance designer of the car should continuously explore the perfect fusion of art aesthetics and practical performance, in order to create a car form that conforms to both the principles of aerodynamic and artistic beauty, satisfies consumers' pursuit of visual enjoyment, and prompts them to be intense. The market competition stands out, leading the trend of the automotive industry.

## 2. The Main Points of Artistic Aesthetics of Car Design

### 2.1 Form Beauty

On the one hand, the appearance is beautiful. The design of the car must not only show its visual art, but also deeply integrate the technology and aesthetics, lay the tone of the design of the vehicle, lead the subsequent fine design and assembly, and ensure that the aesthetic concept runs through the vehicle design. The appearance of the car covers the body structure, material, proportion, color and lines. These constituent elements are interdependent and influenced. The change of any element will affect the overall aesthetic effect. On the other hand, the coordination beauty of lines and noodles. In the art design art, the coordination beauty of the line and the face is the top priority, and it is related to the visual impression and details of the vehicle. Reasonable lines and surface design can optimize the body's aerodynamic performance, reduce resistance, improve vehicle stability and handling, and bring a smooth and comfortable driving experience. The reconciliation of lines and

faces is not only the key to art aesthetics, but also the embodiment of technical performance and use value. Designers should also continue to innovate, integrate various elements, and create more beautiful and practical car products to meet the characteristics of the aesthetics and brand characteristics of the times (Wang Kaili, 2023).

### *2.2 Connotation Beauty*

The connotation of the design of the car is to convey the deep meaning and emotional value by design, transcending the visual effects of the surface, and contains the culture, history, emotion, and technology behind the design. The first is the conversion of design concepts. Each car carries the brand's design concept and cultural connotation and is shown in appearance design. For example, BYD Song's body lines are smooth and tension, and lightweight and environmentally friendly materials are used to reduce the weight of the body, conveying the concepts of sports, fashion, environmental protection and sustainable design. The Tesla Model S body design adopts minimalist style, and the design of hidden door handles and panoramic sky curtains conveys minimalist technology design concepts. The second is the inspiration of emotional resonance. The connotation of the design of the car can touch people's hearts, cause consumers' emotional resonance, and then stimulate their willingness to buy. For example, BYD Qin, Tang, and Song series cars use Chinese character elements, and are named after the Chinese dynasty to stimulate consumers' cultural self-confidence and emotional connection. These designs are not only beautiful, but also deeply meaningful, making cars a carrier of culture and emotions, and meeting consumer diversified needs.

### *2.3 Details Beauty*

The beauty of details is the finishing touch of the aesthetics of the artistic design art, which is mainly manifested in: First, the design element coordination and echo. The lines, curves, colors, lights, grids, etc. in the design of the car should be coordinated to echo each other to avoid conflicting each other, keep the design style of the vehicle, and also show the delicateness of the details. For example, in the appearance design of BMW MINI Cooper, from the front lights to the door handle, fuel tank cover, exhaust pipe, etc., are all designed by round element, which makes the vehicle design style unified and harmonious. The second is the innovation and uniqueness of detail design. In the process of pursuing the beauty of details, the car appearance designer not only pays attention to the coordination of the overall design, but also should make breakthroughs and innovation in details, and attract consumers' attention with unique design elements (Zhang Yingchun, 2024). For example, Zeeker 007 uses the 90 -inch STARGATE integrated smart light screen design and the luminous Zeeker logo, which not only enhances the sense of lamp technology, but also gives the vehicle dynamic light effect and has a high degree of recognition.

## **3. The Artistic Aesthetic Practice of Car Design — Take the Red Flag H9 as an Example**

### *3.1 The Form of Smooth and Agile Curve*

The Red Flag H9, as the new red flag brand's carriers in the C+class luxury car market, shows the exquisite integration of traditional culture and Oriental aesthetics. The design is based on the curve as the core, smooth and agile, not only contains the charm of Oriental car design, but also cleverly integrates modern dynamic elements, showing the harmony and unity of strength and aesthetics. On the engine compartment cover, the tendons are full and powerful, slowly slipped from the top, naturally transitioning to the slip -back roof design, and the smooth lines reveal a strong sporty atmosphere. At the same time, the waistline design is also a highlight of the Red Flag H9. It starts with the headlights. It extends and outlines the body to outline the body with a strong and confident attitude, which strengthens the sense of hierarchy of the body, and gives the red flag H9 noble temperament. In the lines and face design, the red flag H9 introduces the aesthetic concept of "vivid charm". The side surface of the body is fluttering in the wind like a flag. As the light and shadow changes, it shows a dynamic beauty. In the process of driving and steering, the body is even more glorious, which perfectly interprets the beauty of the red flag H9 curve.

### *3.2 The Cultural Connotation of the Rear "Outer Circle and Inside"*

The rear design of the Hongqi H9 is a model of the aesthetic practice of automotive design art. Its uniqueness is that it exquisitely interprets the philosophical concept of "outer circle and inside". This design concept deeply draws the essence of Lao Tzu's "Shangshan Ruoshui". The plump and round outline symbolizes the smoothness and tolerance of the water. The visual elegance and strength of the red flag H9 also contains deep cultural heritage. At the same time, the designer incorporated the "Chinese architecture" image into the rear design, showing the respect and inheritance of traditional culture in the Red Flag brand, and also reflects its outstanding pursuit of innovative design. In addition, the shape of the Beidou Qixing is combined in the design of the taillights. This modern design method is cleverly combined with the Chinese classic cultural elements, which not only adds a unique visual recognition to the Red Flag H9, but also shows the infiniteness of Chinese culture and modern design.

### 3.3 Details of “Central Axis” Symmetrical Details

The appearance design of the Red Flag H9 has set a new benchmark in the artistic aesthetic practice, especially the details of the “Central axis” symmetrical details, which is the focus of attention. The front face of the Hongqi H9 is dignified in the middle, showing the charm of mighty atmosphere, which is derived from the clever use of silver ratio. The proportion of silver, emphasizing the beauty of symmetry and correctness, has given the Red Flag H9 a unique visual charm. From the inside of the car to the outside of the car, the design of the Hongqi H9 all penetrates the “Central axis” style. The red flag logo on the front of the car is a vivid “bright axis”, which extends up and down Visual center of car design. When entering the car, there is an invisible “dark shaft” cleverly connecting the central control area to the central armrest box. This internal and external design techniques make the Red Flag H9 reveal an architectural beauty in the regulation. Compared with the golden ratio commonly used in the West, the proportion of silver has given the work more symmetrical beauty and order in the design of the Hongqi H9. The use of this proportion not only makes the appearance of the Red Flag H9 more in line with the aesthetic habits of Oriental people, but also shows a solemn, calm and restrained temperament, but also shows the details of the details of the car design.

## 4. Artistic Aesthetic Innovation Strategy of Automotive Design

### 4.1 Blending the Essence of Traditional Chinese Aesthetics

In the design of the car, the clever integration of traditional Chinese elements can not only give the model a unique cultural charm, but also stimulate the cultural resonance of consumers at home and abroad. Especially for domestic cars, integrating traditional Chinese cultural elements into the appearance design is not only a kind of tribute and inheritance of local culture, but also an effective means to enhance brand cultural value and enhance market competitiveness. In the process of integrating the essence of traditional Chinese aesthetics, designers should avoid simply replication and paste or hard stacking, and need to pursue the clever fusion of creativity and inspiration to ensure that traditional aesthetic elements can be naturally integrated into the appearance of the car, showing a deep cultural connotation and aesthetic value. The first is to learn from ancient architectural elements. The lines, structures and layouts of ancient buildings in my country contain rich aesthetic ideas, such as the arched structure of the Han Dynasty architecture and the symmetrical beauty of ancient architecture. Automotive designers can draw inspiration from these ancient buildings (Zhushuai, Yin Hanwei, Liu Hongyu, et al., 2024). For example, the red flag H9 car tail design incorporates the “outer circle inside” shape, which is inspired by ancient architectural images. The second is to integrate into the traditional Chinese classic symbol elements. The traditional Chinese classic symbols include totems, decorations, Chinese characters and other elements. It not only has a deep cultural heritage, but also carries the emotional resonance of the Chinese people. Incorporating it into the design of the car, it prompts car products to become a carrier of inheritance and promoting traditional culture. For example, the Chinese Dragon Model launched by Geely Automobile has incorporated the Chinese dragon symbol element in the design. Through a bouquet of flower expression techniques, the majesty of the dragon is displayed, adding a unique cultural charm and visual impact to the entire vehicle.

### 4.2 Follow the Trend of the Times to Lead the Value Orientation

With the continuous improvement of people’s quality of life, the concept of car consumption has also been upgraded. When choosing a car, consumers must not only meet the performance needs, but also give higher expectations and standards to the design. In the face of this trend, the appearance designer of the car should keep up with the trend of the times, go deep into insight and accurately grasp the changes in consumer aesthetic preferences and demand, and lead its aesthetic value orientation.

The first is to focus on global design trends. The appearance designer of the car should continue to pay attention to the latest developments in the international automotive design industry, understand the design trends and popular elements global, such as participating in international auto shows and design forums, in-depth insight into the increasingly diverse demand and preferences of consumers around the world. Through accurate design language, consumers’ personalized demands are transformed into reality in the appearance of the car, and they strive to create car products that meet the public aesthetics and unique features. In addition, as high-end and luxurious cars have gradually become a symbol of some consumer groups to show their identity and taste, this requires car designers to follow the pace of social development, deeply understand and grasp the value orientation of the times, and be brave to break through the traditional framework. Continue to explore innovative design paths to meet consumers’ pursuit of high -quality vehicles (Ye Miao Miao, 2021).

Second, the design of the car is closely following the pace of technological innovation. While caring designers to ensure the pursuit of beauty and personality, they should pay attention to the safety and practicality of the car. They should make full use of international cutting -edge new materials and new processes, such as lightweight materials and intelligent surface technology to improve the texture and performance of the car’s appearance and performance. For example, the BMW IX car, its appearance design is made of seamless outer parts made of

transparent plastic, which gives the vehicle a new visual freedom and cleverly hides auxiliary driving equipment such as radar wearables. And with a glass — like dark gloss, it is both beautiful and technological. At the same time, lightweight materials, such as aluminum alloy and carbon fiber composite materials, reduce the body weight.

#### 4.3 Grasp the Artistic of Color Matching

Color is one of the important elements in the design of the car. A reasonable color matching can significantly enhance the artistic aesthetic value of the vehicle and trigger the emotional resonance of consumers.

The first is the emotional expression of color. Because color has strong emotional expression ability, it can arouse consumers' emotional resonance. The color matching of the design of the car should fully take into account the psychological needs and preferences of the target consumer group, and convey the positioning and style of the model through color. At the same time, in terms of color selection, designers should take into account the psychological effect of color. For example, for sports cars, they usually use bright and intense color matching to stimulate the driver's vitality; luxury models are more inclined to use low-key and elegant colors to create a noble and comfortable atmosphere (Wu Lixu, 2021). For example, the Red Flag H9 uses a two-color match. Dragon gangsters with Akajin and amber brown binding champagne gold, which is thick and light, allowing the overall design to reconcile properly, showing the unique luxury texture of the Red Flag H9.

The second is to pay attention to the prospectiveness and fashion of color matching. The appearance designer of the car should pay attention to the forward-looking and fashion sense of color matching. Designers should be keenly captured and keeping up with international color fashion trends and fashion elements to ensure that the appearance of the car can always lead the trend, which is consistent with the pace of the times. In order to enhance the artistic and fashion sense of the vehicle's appearance, designers can boldly try the characteristic color effects such as gradient color and metal texture. The use of gradient color can make the body show flowing and layered beauty; metallic colors can be given more three-dimensional and realistic visual effects by simulating the real metal luster change. For example, the BMW i3CrossFade concept car adopts a gradient color matching scheme. The above body is based on deep black painting, creating a calm and mysterious atmosphere; while the lower part is cleverly transitioned to the proton blue, adding a touch of freshness to the vehicle to add a touch of freshness and vitality. This color matching not only has a clear level, but also visually forms a flowing beauty; the BMW i8CrossFade concept uses a proton dark silver color in front of the car. It is very futuristic, not only showing BMW's tribute to traditional art, but also perfectly integrates modern technology with design aesthetics, creating a unique style of retro and avant-garde, but also evoked people's associations for the ocean, experienced the appearance of the car's appearance Infinite possibilities of color matching in design.

### 5. Conclusion

In short, the artistic aesthetics of automotive design is the testimony of the changes of the times, the crystallization of the personal creativity and inspiration of the designer, and the product of the common role of social aesthetic concepts, scientific and technological progress and market demand. In order to further improve the artistic aesthetics of automotive design, designers should also have the courage to break through the constraints of traditional design, boldly try new materials, new technologies and new concepts, and continue to promote the development of car design towards more diverse, personality and intelligence.

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