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PERCEPTION OF CRITICISM IN THE FIELD OF ART & DESIGN

The purpose and objectives is to investigate the role of criticism in design and separate perceptions and forms of criticism in this field; identify constructive and destructive criticism; achieve an analysis of certain psychological difficulties in the perception of criticism and choose the most correct; answer the following questions: "Is there a concept of constructive criticism in the field of art and can it be objective if all creativity is subject to subjectivity?", "Is stylization a subject to criticism?"

The object of the research is criticism of designers and artists, the problem of constructive criticism and its perception in the modern world.

Methods and techniques. The work is based on video and opinions of others. The paper uses an analytical and structural method of analyzing sources of information about the attitude to criticism of creative individuals. It also includes isolation of the topic, search for sources of information, finding the meaning of terms, analysis and structuring of information, isolation of opinions of different individuals about the topic.

Research results. According to Simart, there is constructive and destructive criticism, which can also be a form of one's own opinion. The latter two forms of criticism do not always pretend to be objective and useful. But if we go from a different angle, then the question arises: "Is it possible to objectively evaluate stylized works?" It is also impossible to say exactly what color the shadow or light is, because they can be influenced by an infinite number of factors that the critic will not take into account. After all, the idea of an illustration is always in the author's head and we cannot see beyond the scope of the illustration [2].

I partially agree with this statement, everyone can draw as he wants, and it is impossible to judge the perception of each person's environment, because it is individual for everyone. But still there are certain proportions and patterns. Nevertheless, if each of us painted hyperrealism, it would be monotonous and boring. Especially considering our time of modern art.

On the other hand, according to Geexy's opinion, the worst thing that can be is the lack of criticism. It is very important what form and presentation of criticism we use. Some people are afraid of criticism, how to receive it and express it. Feedback is very important in any area, without criticism you will not receive effective growth. Especially it is useful when you get feedback from professionals. Criticism is a normal part of life, especially in the field of art, most people do not like to receive criticism, but it is one of the most important aspects of a successful career [1].

I completely agree with this statement, although it disputes the previous one. Though the stylized image is now more popular than realism, in every educational art institution they begin to learn from the basics, with a vision of real proportions, and then stylization. There are also generally accepted patterns of vision. Our eye moves along a certain route, taking into account the peculiarities of our brain: the psychology of color, compositional rules. Because of them we experience a feeling of pleasantness or some kind of emotion. For example: our eye recognizes faces very well, it can see them even where they are not, in patterns, patterns - this is associated with our past, because recognizing the face of the enemy in the midst of thickets is important for further survival.

You can also touch on the topic of correct perception of criticism. Correct perception is very important, for this it is worth learning how to correctly process and analyze information, draw conclusions from it and take the most important from the whole commentary.

Judging from my experience, I have come across several types of incorrect perception, these are people who deny their own mistakes, or vice versa, people with

too much obsession and self-flagellation. Both sides are negative, so it is important not to be exposed to emotions during perception or expressing criticism. Can you listen to criticism only from the masters of their craft? Of course, the teacher can point out your mistakes more directly and accurately, so it is worth listening to more authoritative and experienced people in your field.

However, if the opinion of a person seemed to you insufficiently qualified, then you do not need to completely ignore it. If your goal is to expand your audience, then you must reckon with every opinion expressed, and not just with the opinion of a few. Just do not take to heart every word spoken to you, but analyze the opinion of each into a certain pattern and then this will help you find the root of the problem.

To determine how serious and meaningful the dialogue is first analyze the panelists. Who are these people? Do they know you? Are they familiar with the art genre in which you work? How recognized is their authority? What is their knowledge of art? How qualified are they to judge the talent and skill of an artist? Are they potential buyers or respected members of the art community? What is the purpose of this particular dialogue? Are the interests of these people very different from yours? “Gradually you will learn to quickly categorize your critics and will be in a better position during discussions and even enjoy the discussions” – says Alan Bamberger [3].

Conclusions. After conducting this research, I arrived at the conclusion that you need to filter the opinions of others and listen to the masters. Without a fresh look, you will not reach heights in your field of activity. But personally, I usually do not take criticism from those who are not competent in my field of activity, because my goal is to learn the basics, and not to gain an audience. For this, you can conduct an analysis without outsiders, just analyze the work of other artists and look at your pictures from the outside.

RESOURCES:

1. Geexy. Can't handle criticism? Watch this video! / Criticism of artists– Mode of access: https://www.youtube.com/watch?v=1KJ7Nyxpg-k&ab_channel=Geexy
2. SIMART. The problem of "constructive criticism" – Mode of access: https://www.youtube.com/watch?v=O9PGhnUwTDI&ab_channel=SIMART
3. Eric White. How does an artist react to criticism? – Mode of access: <https://www.artbusiness.com/russian-translation-art-criticism-evaluation.html>