



Editorial

We mark this new issue with good news: the Scopus Content Selection & Advisory Board (CSAB) reviewed and approved our application for coverage in November 2023. The Journal of Visual Art and Design (JVAD) has now been indexed in the Scopus database. We are also delighted to present that the Journal of Visual Art and Design Vol. 16, No. 1, 2024 has greatly increased, harnessing the growing international interest in empirical approaches from automotive design sketching, material actuation in adaptive architecture, the interaction of digital art, consumer cognitive thinking and automobile designing, color theory, and co-creation in art. We aim to feature a diverse range of authors and domains in visual arts and design in the future.

We begin our editorial journey with appreciation for the authors and reviewers' valuable contributions in creating and assessing important theories and research in the field of visual arts and design. The present edition presents six carefully chosen articles to expand our understanding of art, social design, digital design, and interaction.

First, "Automotive Design Sketching in Teams: A Systematic Review" is a paper that examines the importance of design sketching in the creative process, particularly during conceptual design, as it contributes to a shared understanding among design teams. Despite its significance, there needs to be more comprehensive review papers that address automotive design sketching in team settings. This systematic review aims to fill this gap by identifying patterns and evidence related to automotive design sketching within team settings. The paper highlights the pivotal role of sketching in team-based automotive design and calls for further research to explore collaboration, communication, and creativity comprehensively.

The article "A Survey of Material Actuation Enhancement Approaches for Adaptive Architecture" discusses various approaches in design that aim to amplify the ability of materials to move or change shape in adaptive architecture. The ultimate goal of these approaches is to make these movements and changes more noticeable and relevant to human experience and perception. It explores design tactics that enhance the activation of materials in responsive architecture, making it perceivable to the human senses. Material actuation has emerged as a sustainable substitute for mechanical actuation in architectural adaptation. The research outlines five enhancement techniques: "thinning," "folding," "aggregation," "layering," and "composite."

The article “Interaction of Digital Art, Space and Memory: The Case of Alkazar Movie Theater” describes an art project of Alkazar Dreams carried out by Refik Anadol, a Turkish contemporary media artist. This project is located at the Alkazar Movie Theatre, which retains historical records of cinema in Turkey. This installation project appears to intertwine three entities: digital art, architectural space, and social memory, potentially offering audiences a different spatial value, perceptions, and experiences. By using artificial intelligence-based technology, Alkazar Dreams displays the role of a digital art installation that not only suggests revitalizing historical buildings in a contemporary fashion but also suggests revealing social memory and preserving cultural identity.

“Factual Analysis of Factors Influencing Consumer Cognitive Thinking and Automobile Designing using Fuzzy-AHP” discussed that cognitive and emotional responses significantly impact affinity for tangible and intangible products. This case study focuses on cars and examines the non-visual factors that affect consumers' purchasing decisions, such as reliability, quality, and ergonomics. Although visual elements like curve lines, grill design, and color are important, non-visual factors play a crucial role. The finding emphasizes the strategic significance of automobile companies enhancing their success rates by prioritizing the key factors: elevating brand value, profile, and overall financial prosperity.

The article "A Historical Approach to Understanding Differentiation of RYB vs RGB" delves into the importance of color in artistic expression throughout history. It introduces color theorists and their techniques, specifically pigment blending, essential to creating art. The paper defines the significance of color and traces its historical development based on earlier studies by perceptual theorists. These theories suggest that color gains meaning, and dimension based on cultural and psychological contexts. The paper also examines how color affects our emotions, psyche, and spiritual expressions through visual perception and experimentation with color symbolism. This process reveals the psychic and spiritual dimensions of color.

In the article "Reviewing Co-creation Method in the Context of Visual Arts Co-creation: A Case Study of the *Usungan* Parade Project," the authors investigate how collaborative artmaking affects community engagement. They use the *Usungan* Parade in Kabong, Sarawak, East Malaysia, as a focal point. The article delivers an example of how joint artistic endeavors could strengthen community bonds and democratize the process of art creation, making it accessible to all, regardless of their professional background in art. The authors uncovered key benefits of community-based art projects through interviews with family heads, craftsmen, and parade spectators. The findings suggest that such collaborative efforts foster closer community ties and produce high-quality art, highlighting the

significant role of art co-creation in bridging the gap between professional artists and the wider community.

This editorial aims to establish a basic understanding and framework for discussing research quality. At the same time, the articles in The Journal of Visual Art and Design (JVAD) offer valuable insights and practical guidance for design researchers. However, as these discussions are constantly evolving and reflective, the main goal is to emphasize the importance of research quality and encourage further exploration of how design research can improve. By engaging in this discourse, we suggest that readers continue to broaden their understanding and expertise in visual art and design.

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