A Study on the Visual Presentation of Humanized Devils in Illustration Design

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Different from angels, who have beautiful faces and wings to protect and guide the human being, images and the role of devils have not been clarified. Therefore, the conceptualization of devils is at the forefront of debate in terms of different fields. There are some studies related to theriomorphic (animal-form) devils and half human devils; however, a paucity of discussions are about humanized devils. This research intends to contribute to the imaginations of humanized devils. By using the illustration study as a medium to investigate key elements for people to recognize humanized devils, it also tries to enhance the effectiveness of communication between visual artists and the general audiences. Meanwhile, the research aims at improving the accuracy of the messages which are transferred from artists or designers to the audience in illustration works, providing a different perspectives to study humanized devils, and then using questionnaire survey as the methodology to study people's views and the messages people received from the illustrations. The research outcomes include the people's view about humanized devils, visual performances, and the analysis of the elements that influence the respondents' feelings related to humanized devils. The systematic visual information in this research study provides findings not only to researchers for further investigation in related fields, but also to visual artists and designers for sources of design references.

Keywords: Devil; Humanized devil; Illustration; Visual Art

1 Introduction

The interest in studying the devil began with a movie and the image of devils was not clear like the image of angels, which protect and guide human beings. There are so many different faces and characters for devils in different films. This interesting conflict attracted to study the image of the 'actual' devils. One of the findings in the literature review was about the devil work of temptation, according to Daniel (1964), two recorded stories of temptation were the trails of Gautama and the temptation of St. Anthony. Hence, this study will focus on the images related to devil's temptation.

In terms of the study of devils' images, Gettings (1988) describes that there are thoroughly humanized devils, theriomorphic (animal-form) devils and half human devils in the dictionary of demons, which was a guide to demons and demonologist in occult lore. The sort of devils can also be found in art and design history. For example, the theriomorphic devil was found

in the engraving of *The Fall of Man* (Adam and Eve) as figure 1, Adam and Eve lived happily in the Garden of Eden, and God warned them not to eat the fruit of the tree of wisdom; nonetheless, Adam and Eve still fall into the temptation from the serpent, which changed from Satan. Eve persuaded Adam to eat the forbidden fruit of the tree of wisdom, which angered God and drove Adam and Eve out of the Garden of Eden.





Figure 1. The Fall of Man (Adam and Eve).

Figure 2. Woman and devil embrace (Kwan, 2012)

Source: Retrieved Jan 29, 2019 from

https://www.themorgan.org/drawings/item/264931

Then, the half human devil was found in the illustration named woman and devil embrace as figure 2, from *De lamiis et pythonicis mulieribus*, which was the first illustrated witchcraft treatise written by Ulrich Molitor in 1489 and commissioned by Archduke Sigismund of Austria. Kwan (2012) mentioned 'There remains an element of the bestial in the disguised devil: he has clawed or hoofed feet, sometimes a tail or sharp teeth. These reveal the hidden, inhuman nature of the devil—and although he had powers to trick and seduce, the discerning eye could nevertheless recognize him.'

The humanized devil found in the illustration named *How a devil in woman's likeness* would have tempted Sir Bors from the book of Le Morte d'Arthur and looked like a beautiful woman with long hair as figure 3. This illustration described a group of sexy and seductive girls in revealing dresses standing on top of a castle tower gawking, and Sir Bors' sword and shield lost their function in front of the devil and fell to the side of Sir Bors. Hsu (2006) thinks the woman with dark hair on the castle was a devil, and she was tempting Sir Bors with her beauty, but Sir Bors did not fall into her temptation. Compared three type of devils, the humanize devil was very difficult to identify; hence, it is worth studying and it would be the research focus.



Figure 3. How a devil in woman's likeness would have tempted Sir Bors (Malory, 1972)

Base on the treatise review, metaphor seem to be a popular approach to present the stories in the illustrations. However, it might be difficult to receive the original messages from the illustrator. An example was found in the illustration from De lamiis named *Witch laming a man* as shown in figure 4, Maxwell-Stuart (2001) claims that 'the image of the woman pointing an arrow at a man's bare foot has connotations of love magic and of witchcraft as an attack on male virility, as both the foot and the arrow had phallic connotations. Kwan (2012) in De lamiis about 'witches causing harm, and in the woodcut, the man has been injured by unnatural means, since the arrow is strung in reverse.' This sample picture shows that the messages send out from the artists might different from what the audience have interpreted.



Figure 4. Witch laming a man. (Kwan, 2012)

The main purposes are constructed as research questions by questionnaire survey. First of all, investigating people's views about devils in general to discover if the respondents like, dislike or have no feeling about humanized devil, and then to study what was the reason of it. Secondly, studying respondents' feelings about humanized devils in sample pictures, collecting the information about characters which the responders think he or she was devil and describing the feeling with an adjective. Thirdly, exploring the visual performance of

humanized devils in sample pictures, and analysis the elements that influence people to recognize devils. Finally, the research will provide visual resources and reference to illustrators, visual artists and researchers for future creation and studies.

2 Research purposes and questions - a visual study with Questionnaire Survey about people's view and devil's characters in the images of devils

In order to reduce the gap between artists and audiences, the study aims at exploring how the images affect the view of people about humanized devils, and then enhancing the communicate effectiveness by the images. People's admiration of illustrations or art pieces is a complex process which include a collaboration between the artists, images and the audiences. However, artists pay more attention on the messages they send out by the work based on their professional knowledge and experiences, which audience may not be concerned about. In order to solve this problem, this research adopts an audience-centered approach, which is based on audience-response criticism and emphasises the individual as the audience-responder. Because of various past experiences, thoughts and feelings people might have different views on the same images. Hence, this visual research targets to understand more about their views related to humanized devils. The study starts with questionnaire survey about devil's characters and people views based on the sample images of humanized devils, and then it will collect the visual elements and descriptions from audiences. At the end, the study provides ideas and design resources to artists on how to communicate with audiences in related topics. Meanwhile, it is also a valuable reference to researchers for their future related studies.

2.1 Methodology -- Questionnaire Survey

Phase 1 – The Establishment of the devil conceptual framework-- Sample Collection and Selection

Table 1. Sample Collection and Selection				
Step	Processes			
1	A team of six experts is invited in the field of fine art and illustration.			
2	All experts designate the selection criteria which include black and white printmaking or illustration. The theme is about humanized devil in the story of temptation, so the style should be similar with sample picture which provided by the researcher.			
3	Each expert presents two representative illustration or printmaking.			
4	All experts select five samples based on the criteria after removing the same and similar samples.			

Table 1. Sample Collection and Selection

The story background and the analysis of body language and facial expression in five final sample pictures:

- Story background —The lady of the lake telleth Arthur of the sword Excalibur by
 Aubrey Beardsley as figure 5, the story is about for the sake of obtaining the
 Excalibur, King Arthur to the place where the lady of the lake was located, who was
 evil witch.
- 2. Story background —*The Temptation of the Idler by Albrecht Dürer* as figure 6, the picture illustrates a slothful man who sleeps in front of his heated fireplace,

comfortably resting his head against a soft pillow. According to medieval codes of conduct, such behaviour encouraged temptation, which is represented by the Devil, a demon who "blows" thoughts, which are presumably evil, into the sleeper's ear. Probably the dream itself is represented by the nude Venus, voluptuous and inviting.

- 3. Story background—The witch Maiden saw the young man under a tree by Henry Justice Ford as figure 7, which tells a story about the young man who has to seek help from the Witch-maiden, who knows where the ring he wants, the pictures described Witch-maiden come out of the forest, and tempts the youth by her beauty and asks him to spend the night with her.
- 4. Story background How Morgan Le Fay gave a shield to Sir Tristram by Aubrey Beardsley as figure 8, which tells a story of King Arthur, Morgan was the daughter of King Arthur's wife and she was an evil witch. In the illustration, Morgan was tempting Sir Tristram to betray King Arthur; therefore, she gave a shield to him, but Tristram's expression is full of doubts and seems to be against Morgan, in case that she will make terrible acts.
- 5. Story background— Faust's pact with Mephisto by Julius Nisle as figure 9, Faust is the central character of the archetypal story of a deal with the devil, Faust signs a pact which is an evil agreement to seal their fate with Mephisto, and they handshaked after signing.



Figure 5. Sample 1. The Lady of The Lake Telleth Arthur of the Sword Excalibur by Aubrey Beardsley. (Beardsley, Symons & Harris, 1967)



Figure 6. Sample 2. The Temptation of the Idler by Albrecht Dürer. Source: Retrieved Jan 29, 2019 from https://www.wga.hu/html_m/d/durer/2/1 3/1/022.html



Figure 7. Sample 3. The Witch Maiden Sees the Young Man Under a Tree by Henry Justice Ford. Source: Retrieved Jan 29, 2019 from http://www.victorianweb.org/art/i llustration/ford/9.html



Figure 8. Sample 4. How Morgan Le Fay Gave a Shield to Sir Tristram by Aubrey Beardsley. (Malory, 1972)



Figure 9. Sample 5. Faust's Pact with Mephisto by Julius Nisle.
Source: Retrieved Jan 29, 2019 from https://www.faust.com/legend/pact- with-the-devil/

Phase 2 - The Field Study in humanized devils

Pre-Survey

To avoid the effect from different beliefs, there are only nonbelievers who were invited to join the survey by using online survey; eventually, 20 non-religious people were tested, and the researcher reviewed the pre-testing survey findings and feedbacks from participants to revise some points and finished the final version of survey.

Subjects and Sampling

After the pre-survey, some points were revised. The first point was combining the multiple choices and filling in the blanks in order to reduce the confusion when people did the survey, in an attempt to make the result more systematic and convenient for further analysis. Since the open questions were about how people recognize the devils, the answers were mainly related the body languages, facial expression, interaction between characters, costume, objects and other subjects. The second point was to sort out the answers as a multiple choice based upon the above-mentioned classification which has been filled in the blanks. In this survey, 80 non-religious people were distributed by www.wjx.cn.

Phase 3 –Findings and contribution:

The first finding was the attitude of how people look at devils and the reasons as figure 10. 40% people held neutral position about devils. The people who mentioned devils were good and bad alike were both part of a whole, and they did not believe in its existence and were uncertain whether or not the images are beautiful or ugly. 32.5% people claimed that they like devils because devils are mysterious, attractive, powerful and competitive. Only 27.5% people dislike devils because they are horrible and terrible.

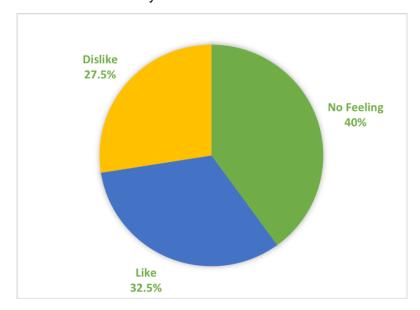


Figure 10. The attitudes of how people look at devils and the reasons.

However, there are 83.75% people using negative words such as evil, horrible, terrible, dark, mysterious, unpredictable and fascinating to describe devils. In other words, some people used negative words even they like devils or held neutral position about devils. For the study of the hit rate of the recognition for humanized devils in five sample pictures,60 % answers show that people recognize humanized devils correctly, which means that the humanized devils were recognizable in average.

As for the determining factors for recognizing humanized devils and the hit rate of specific category, as seen in table 2, 39 % answers show that people recognize devils based upon their facial expressions, 22% on body languages, 15% on costumes, 12% on the Interaction between characters, 9% on other subjects and 3% on objects. Yet the ranking of the percentage of determining factors was not the sole indicator for recognizing humanized devils, compared it with the hit rate of specified category as in table 3, the first finding was interaction between characters who held the highest hit rate of specified category at 83% while it held the third lowest percentage of determining factors at 12%. It means that

although there are only few people choosing Interaction between characters as the key factor of choosing, the hit rate reached the highest one among all. Hence, Interaction between characters is still worth more attentions.

Another finding needed to be highlighted is facial expression which got the lowest hit rate of specified category at 54% but got the highest percentage of determining factors for recognizing humanized devils at 39%. Though most people paid attention on facial expression, it also leads 46% people to misunderstand who was the devil, and it means the details of facial expressions which need more study about how to deliver more accurate messages to the audience. An interesting phenomenon is also presented in other subjects and object, which rank the second and third highest in the hit rate of specified category but rank second and lowest in the percentage of determining factors for recognizing humanized devils. In contrast, costumes and body languages ranked the second and third lowest in the hit rate of specified category, but got the second and third highest in the percentage of determining factors for recognizing humanized devils.

To sum up, the ranking of determining factors for recognizing humanized devils was an important reference for designers. However, the hit rate of specific category which shows different result is found in the hit rate of specific category. For example, facial expression held the opposite result in two rankings, but it does not mean that facial expression was not important. The reasons for the lowest hit rate of specific category might be because audiences have no basic knowledge about the story in each illustration, and so they might make decision only based on their personal experience and stereotypes as table 4.

Table 2. The percentage of determining factors for recognizing humanized devils

Ranking	Category	Percentage of total 400 answers	Number of total 400 answers
1	Facial Expression	39%	156
2	Body Languages	22%	88
3	Costumes	15%	60
4	Interaction between characters	12%	48
5	Other subjects	9%	36
6	Objects	3%	12

Table 3. The hit rate of specific category

Ranking	Category	The hit rate of specify category	Number of total 400 answers
1	Interaction between characters	83%	40
2	Other subjects	80%	29
3	Objects	75%	9
4	Body Languages	70%	62
5	Costumes	67%	40
6	Facial Expression	54%	84

In the study of the detailed studies of the determining factors for recognizing humanized devils as table 4, in terms of the facial expression, actual devil was described by the word of sharp eyes, laugh in one's sleeve, weird smile, threatening smile, false smile, pride and displeasure, gloomy face, cunning expression and confidence expression. Other wrong answers were sickly eyes, looking straight at beauty or people, draw the brow together, pale and stiffness, sensuality, sinister expression, fierce face, and poker face.

The actual devil in body language was about lure people with body, stretched out hand to seduce people, strong handshake, lower one's head to lure passers-by, lower one's head with no eye contact, giving horrible thing, tempted with beautiful body, sexy body movement. Other wrong answers were described as being attempted to escape, lower one's head and bow down, cheating, physical contact with others, and lean forward.

In the costume, people recognise actual devils as dress up as ghost, witch dress, funny wear, black dress, luxury dress, revealing dress, horn cap, dress differently from everyone else, and nude. Other wrong answers were like a mythical devil, sorcerer dress. In terms of the style of dressing like dressed in rags, armed with weapons, or hidden under her clothing.

The actual devil in Interaction between characters was concerned about being despised or feared by others, deceiving people by perfect appearance, active communication, instigating people, luring someone into the water, watching with vigilance, little monster lure people, make deal with people. Other wrong answers were not interacting with people, little boy bow down to her.

In terms of the objects, actual devil was depicted by the words of hidden sword, intend to dragging people down into the lake, concentration of energy. Other wrong answers were pen on the ground after signing, bone on the wall. In other subjects, people recognised actual devils as female, bony face, Faust, or cheater. Other wrong answers were bony face or black feet, which did not match the characters.

In short, the first finding in the detail of the determining points for recognizing humanized devils was about overactive and too passive behaviour, looking and dressing such as black dress. The second point was related to temptation such as luring people with body. The third and fourth points were stereotyped image of devils like witch dressing and being despised or being feared by others such as little boy bowing down to her. Other points were about gender and the figure of characters like bony face, the background of the pictures and objects related to death such as bones on the wall.

Table 4. The detail studies of the determining factors for recognizing humanized devils

No.	1	2	3	4	5
Pictures					
A. Body Languages	Stretched out hand, lure people with body, lower one's head, instigate people.	Stretched out hand to seduce people, lower one's head and bow down.	Sexy body movement, lower one's head to lure passersby.	Lower one's head with no eye contact, giving horrible thing, tempted with beautiful body, cheating.	Strong handshake, physical contact with others, lean forward, attempted to escape.

B. Facial Expression s	Weird smile, sickly eyes, sinister expression.	Pride and displeasure, poker face, pale and stiffness, sensuality.	Weird smile, look at the beauty, poker face.	Laugh in one's sleeve, gloomy face, fierce face, sharp eyes, looking straight at people, draw the brow together.	Threatening smile, sharp eyes, cunning expression, false smile, confidence expression.
C. Costumes	Dress differently from everyone else, armed with weapons, hidden under her cloth, dressed in rags.	<u>Nude</u>	Revealing dress, dress up as ghost, like a mythical devil.	Black dress, luxury dress, witch dress.	Funny wear, horn cap, sorcerer dress.
D. Interaction between	Active communication , watched with vigilance, lure someone into the water, not interacting with people,	Instigate people, little monster lure people, little boy bow down to her.	Deceives people by perfect appearance.	Despised or feared by others.	Making deal with people.
E. Objects	N/A	N/A	Intend to dragging people down into the lake.	Concentration of energy.	Hidden sword, bone on the wall, pen on the ground after signing.
F. Other subjects	Female, Black feet, bony face.	<u>Female</u>	Female, the character does not match the background	<u>Female</u>	Bony face, Faust, cheater.

Remarks: The underline represent the correct answers.

In the study of the description of the devils as table 5, the first finding was people were using the same or very similar adjectives frequently to describe the actual devils in different sample pictures, such as alluring has reached to 36, while beautiful only reached to 24, and evil barely reached to 11. The second finding was some descriptions which were found in both actual devils and normal characters like insidious could reach to 32, deceitful reached to 13, gloomy reached to 9 and weird reached to 7. The description from both actual devil and normal character which lead most people at 26 to misunderstand. In sum, all of these words were considered as relative important references in this study.

Table 5. Description of the devils

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Sample	A.	B.	C.
1.	Alluring (5), beautiful (4)	Initiative (1)	Insidious (26), silence (5), weird (4)
2.	Gloomy (3), diseased (3)	Alluring (9), Sensuality (6), threatened (5)	1
3.	Disguised (2)	Alluring (22), beautiful (15)	/

4.	Gloomy (6), evil (5), beautiful	Indifferent (5), aggressive (3)	/
	(5), dark (4),		
5.	Wise (3), deceitful (2)	Deceitful (11), Insidious (6), evil (6),	/
		weird (3)	

Remarks: The underline represent the correct answers.

3 General discussion

In terms of studying determining factors and hit rate of specific category, the result in the percentage of determining factors for recognizing humanized devils as table 2 and the hit rate of specific category as table 3 showed that facial expression got the higher percentage in determining factors, but the lowest hit rate specific category. While other objects got the second highest hit rate but only few people chose it as a key feature to recognize devils. Thus, it can be seen if designers present the illustration independent from the text like this survey, designer should not only pay attention to determining factors, but also consider the impact of audience experiences and stereotypes which might affect the hit rate for recognizing humanized devils.

In the study in description, the positive description such as beautiful face, negative description such as afraid of looking at others and neutral one such as stretch out hand can be found in table 4, which means the image of devils in people eyes was diversified including both positive and negative. There are some similar or same descriptions in both actual devils and normal characters in table 5. In fact, the main idea, which designers need to be aware, was what elements made people think the specific one is devil.

Comparing to the study of the theories and analysis of body language and facial expression, the background of stories in sample pictures and determining factors for recognizing humanized devils as table 4, the illustrators or artist are using some body languages and facial expression in the pictures to tell their stories. Liu (2003) mentions some theories of body languages and facial expression were matched with what the samples pictures showed. For instance, in the picture of the witch Maiden saw the young man under a tree by Henry Justice Ford as figure 7, the witch Maiden used the body languages by the head tilt to show men her beauty, which signified the story about Maiden tempting the youth by her beauty and asked him to spend the night with her. The interesting point was also found that some audiences claimed that they think the witch lower her head to lure passers-by by her sexy body movements, and it was a good example for accurate visual messages delivery from illustrators to audiences. That is to say, designers are potential to apply the theories of body languages and facial expression to their works.

In term of the study of description of the devils, the description from two actual devils includes beautiful, evil, alluring, and the description from both actual devil and normal character includes deceitful, gloomy, weird, insidious, and all of these words were considered as relative important references in this study.

4 Conclusion

The research focuses on thoroughly humanized devils, the motivation is it relatively difficult to identify compare with theriomorphic (animal-form) devils and half human devils. This study starts with literature review to know how artists presented devils in the past and what is the potential development. In order to enhancing the communicate effectiveness by the

images between artists and audiences in the future, questionnaire survey is the appropriate method to understand about what messages were received by people.

From the survey, there are 27.5 % people claiming that they dislike devils, even 83.75% answers show that the descriptions are negative. It is the interesting point to start a systematic study into humanized devils especially how people can recognize humanized devils by questionnaire survey. Although the devils have the human faces in sample pictures, there are 60% answers showing that people recognize humanized devils correctly. Hence, it is a good point to discover what were their views about humanized devils in the sample pictures.

In term of the research contributions, the result from survey found that people recognize devils based upon the facial expressions, body languages, costumes, interactions between characters, objects and other subjects, which is to say that illustrators, designers and artists can use it as a guideline to create a design or artwork, further to enhance the communication effectiveness with audiences and avoid misunderstanding.



Figure 11. Sample picture

This research includes some samples about how the guideline can be applied to the illustrations or artworks. The body language and facial expression got the highest percentage of determining factors for recognizing humanized devils, which have an obvious impact on the communication between illustrators or artists and audiences. According to the body language and facial expression theories from the book of graphic body language password Liu (2013), the Idler by Albrecht Dürer as figure 11-A, artist used the hand posture of devil helped to speak out the emotions to express affections which matched both the story telling and some audiences' thinking.

The similar approach is also found in *how Morgan Le Fay gave a shield to Sir Tristram* by Aubrey Beardsley as figure 11-B, the analysis of body languages and facial expressions were about the witch Morgan who did not look at each other when talking to the other person. She was trying to cover up what she was trying to cover up. Sir Tristram, who was deeply frowning and worried, was trying to escape from the current situation, but for some reason this purpose cannot be completed, and there are many kinds of feelings of frowning, including doubts and fear. His lower lip goes up, indicating that the outside information he received was unbelievable and sceptical. Some audiences were successfully recognized the devil because of these body languages and facial expressions.

Faust's pact with Mephisto by Julius Nisle as figure 11-C, the analyses of body language and facial expression were about the devil looking someone straight. In that case, there must be something to be hidden, and he did not frown with a fearless facing to look into someone eyes, representing that he was invasive, and he picked on his edge of mouth, telling that he was smart, intelligent, extroverted, and smooth talker. This kind of method is consistent with character images, and the visual message delivery was relatively accurate.

In other words, the theories of body languages and facial expression is worth to study further in the future in order to enhance the efficiency of visual communication.

New knowledge from the research is also including the determining factors for recognizing humanized devils, the hit rate of specific category, the detail studies of the determining factors for recognizing humanized devils and description of the devils, all of the results were considered as relative important references and supports in future study for researchers, visual artists and designers .

In conclusion, this research contributes further support to a systematic guideline for visual presentation of humanized devils in Illustration design. In that case, illustrators and artists can create their own works based upon the research findings as a guideline to make their works stronger and deeper. Meanwhile, they can also deliver more accurate messages to audiences. For future study, this research is also a good starting point and structure for further study in related topic concerning the visual performance of humanized devils in illustration design.

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