

Creativity Style, Artistic Presentation, and Art Performance

Among College Students: Inputs

to an Art Design Portfolio

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Abstract

This study aimed to explore the creativity styles, artistic presentation, and art performance of college students, focusing on how these factors influenced the formation of an art design portfolio. The research participants were undergraduate students from the School of Art and Design at Jiangxi University of Applied Science and Technology, located in Nanchang, Jiangxi Province. The total study population was 968 students, with an actual sample size of 284. The study employed a quantitative research method, utilizing a questionnaire design and statistical techniques (such as SPSS) for data collection and analysis. The research period spanned from 2023 to 2024. The results revealed a significant correlation between creativity styles, artistic presentation, and art performance among college students. Specifically, there was a positive correlation between creativity styles and art performance, indicating that students with higher creativity styles exhibited stronger artistic performance. Similarly, there was a positive correlation between artistic presentation and art performance. These findings supported the research hypothesis, demonstrating that enhancing students' creativity styles and artistic presentation abilities contributed to improving their art performance.

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