

# Analysis of the Idea of Individualized Graphic Design in Information Art and Design

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**Abstract:** Art design is an independent and comprehensive discipline that involves many aspects of life and is influenced by all aspects of life. The designer applies the formal beauty of art to the design of daily life, making the design both aesthetic and practical. The society is developing, the times are advancing, people's aesthetic concepts are constantly changing. The unchanging design concepts and design methods are obviously unable to meet people's aesthetic needs. The concept of information art design conforming to the background of the times has been recognized by the design community. The graphic individualized design concept in information art design is also the focus of the design community. This paper combines the design characteristics of information art design, expounds the characteristics and important functions of graphic personalized design, and explores the new individualized performance of graphics in information art design. Various design changes in context, and explored new concepts and new paradigms of graphic personalized design in information technology design.

## 1. Introduction

In the information age, the forms of information dissemination are basically divided into two categories: text information dissemination and graphic information dissemination. Among them, the dissemination of graphical information to people is obviously greater than the dissemination of text information. The results of the survey show that the amount of information transmitted by graphic information is at least twice that of text information, while humans pay attention to the spread of graphic and text information by 78% and 22%, respectively, mainly because of text information[1]. Communication is easy to bring people with information communication barriers, while graphic information dissemination does not. To this end, in contemporary society, people have begun to study the process of personalized information dissemination based on graphics, and combined with its features to develop a more profound graphic personalized design, hoping to show the graphic language more intuitively and vividly to the public. Objectively speaking, graphic personalized design is borderless[2]. It does not have national differences in nationality like words. Graphic recognition is a common language of humanity all over the world. Therefore, in the aspect of graphic design, it is more able to integrate multiple cultures to realize personalized art design, and pursue original ideas and ideas based on visual communication in art design. At present, graphic personalized design has been fully integrated into many fields such as clothing, packaging design, font design, advertising works and architectural design, and has become an important booster for the development of human civilization.

Based on certain principles of art and vision, complex and interesting creative thinking and creative expression are the key to design. In the modern society with highly developed science and information technology, information art design has opened up a new field of vision for people, reflecting the advantages of advanced science and technology and the particularity of intelligent design tools. Although graphic creation is more and more easy, it also brings great challenges to people. Because there is no secret in the information age background, the phenomenon of plagiarism is more serious, a large number of information art design and graphic works with low innovation level and lack of personalized design concept emerge in endlessly, the gap between conception and design in the industry field is gradually narrowing, and personalized graphic design

is becoming less and less[3]. Therefore, at present, designers must give full play to their extraordinary imagination and creative spirit, achieve the individuation and order of graphic design, emphasize the creativity of creative thinking, guide the change of design style, further highlight the personality connotation and high level of graphic personalized design, and meet the aesthetic needs of the public art.

At present, information art design is a new concept of art design behavior combined with the basic characteristics of information technology. Based on the information technology and digital language, it defines the design concept, puts forward a new design concept, and indirectly realizes the overall optimization of personalized design for graphics[4]. This paper expounds the characteristics and important role of personalized graphic design, explores various design changes under the new context, and explores the new ideas and paradigms of personalized graphic design in information technology design.

## 2. The essence of figure individuation in information art and design

The vitality of art graphics lies in its individuation. With the development of art design industry and its market, the segmentation of target user groups of design products is more and more obvious, and the individuation requirements of product design are increasingly strong. Therefore, the individuation performance of graphics is not only the aesthetic requirements, but also the requirements of practical application[5]. In the information age of changing and developing more and more frequently, the individuation of graphics performance enhances the vitality of graphics, and develops and evolves endlessly. In essence, the characteristics of personalized expression of information art graphics are mainly reflected in three aspects. The personalized icon design is shown in Figure.1.



Figure.1. Personalized icon design

### 2.1. Naturalness

The understanding of human natural physiological processes is the natural root of individualization. The innate condition for people to obtain personalized experience is the physiological structure and mental characteristics of human beings. From the perspective of natural physiology, people are required to experience different experiences. Taking human vision as the starting point of individualized feelings, the feedback of the human body's receptors to the external environment forms the perception of the world[6]. The basic conditions for individualization are the individual physiological factors and external material factors of human beings. Because each individual has different physiological and external conditions, each individual has different needs for external stimuli. For individuals with similar physiological conditions, their experience of things is similar, and thus they will form a common pursuit of behavior.

### 2.2. Sociality

Individuals have different understandings of social culture, and therefore individualized pursuit of artistic graphics. Individuals' understanding of social culture is related to their related society, culture and history, and constitutes an important attribute of human beings. Existence is the attribute

of society. People who grow up under different cultural backgrounds have greater differences, and in the same social and cultural context, people's needs will show a great deal of commonality.

### **2.3. Metaphoricity**

Metaphor generally uses familiar, tangible, concrete and common concepts to understand unfamiliar, intangible and Abstract.concepts, so as to establish the relationship between different concepts. In essence, the concept of virtual space provided by computer is almost metaphorical, which has no direct connection with the external real world. In the process of operation, it is difficult for people to imagine the specific connection between these actions and the results displayed by computer through the operation of keyboard and mouse. In order to understand the relationship between these actions, we need to use metaphors. Appropriate metaphors make it easy for us to understand the relationship between Abstract.concepts and their implied emotions and contexts. Metaphor is a dynamic development, and we can't stick to the strict correspondence with the existing things. Therefore, in information design, we should pay attention to metaphor, the possibility of its expansion, and the experience, innovation, development and dynamics of metaphor.

### **3. The concept of graphic personalized design in information art and design**

The individualized performance of graphics includes aesthetic requirements and practical requirements, which refers to making appropriate adjustments according to the era and scientific and technological background, so as to show the vitality of graphics. In this rapidly changing society, people's aesthetic standards and psychological needs are also undergoing tremendous changes[7]. Only personalized graphic design can shine brilliance and have value. With the development of the times and the progress of science and technology, the traditional design concepts and design methods have obviously failed to keep up with the changes of people's aesthetic standards, so graphic creation methods and ideas need to be constantly innovated. At the same time, the pursuit of graphic design has also changed from the original form of representation to the theme of the most concise and effective elements with profound connotation. In the process of expression, through association the ultimate goal of thinking is to convey information through images. It is necessary for designers to create a new graphic form which is consistent with imagination and can be effectively spread in the process of graphic design creation. In a certain artistic philosophy and visual principles, complex and interesting creative thinking and creative performance become the focus of design[8]. The Graphical personalization design process in information art design is shown in Figure 2. The information age with advanced science and technology provides us with more convenient and intelligent design tools. Modern science and technology have made graphic creation more and more easy, but also brought a huge challenge. Copying is serious, the overall innovation level is not high, and the gap between conception and design is becoming smaller and smaller, so it is difficult to truly form personalized graphic design. In order to achieve the individuation of graphic design, the designer must play the extraordinary imagination and creative spirit, and the creativity of creative thinking is leading the designer's design style to change dramatically.

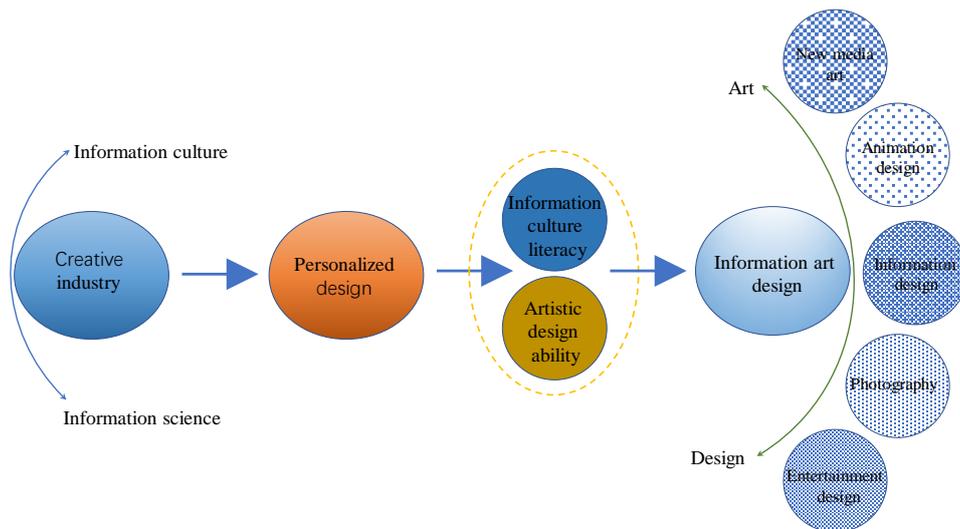


Figure.2. Graphical personalization design process in information art and design

### 3.1. Graphical personalization requires creativity

Thinking is an important manifestation of human being different from other species. Human creative thinking is an innovative, different and active thinking activity. Graphic creativity is the reflection of life, the combination of creativity and performance. It is a kind of social and cultural activity and a comprehensive expression of thinking activity[9]. Graphics create accurate images and convey certain information. The way of thinking directly affects the transmission and acceptance of information. Design thinking determines the overall image and connotation of graphics, which runs through the whole design. In order to realize the individualized design of graphics, we must fully imagine and create boldly. Using simple and concise graphic language, we can not only show what we want to express in graphic design, but also create a new image to impress the audience. Creative thinking is a kind of special social consciousness with obvious subjective color. With the development of science and technology, culture and economy, people's aesthetic needs are also constantly changing. The pursuit of fresh, individual and different things, the use of creative thinking to create graphics is one of the design methods to express the differences in design personality. Of course, because of the differences of different nationalities and cultural backgrounds, people have different feelings about things[6]. Creative thinking plays a huge role without any cultural background restrictions. In today's diversified era, the elements and thinking patterns of graphics have changed a lot, and its form has become a symbol of the times. This diversified form of comprehensive composition shows the designer's understanding and grasp of the characteristics of the times and contemporary graphic design. The cultural background of each nation affects a group of unique graphic design with unique vitality. Through time and space, graphics can eliminate cultural confusion and become a medium of dialogue with contemporary social life. At the same time, through the transformation of traditional graphics redesign, from the traditional culture to find new visual symbols, reflecting the national spirit. No matter from what point of view to carry out personalized design, personalized design, as an idea, develops synchronously with today's society.

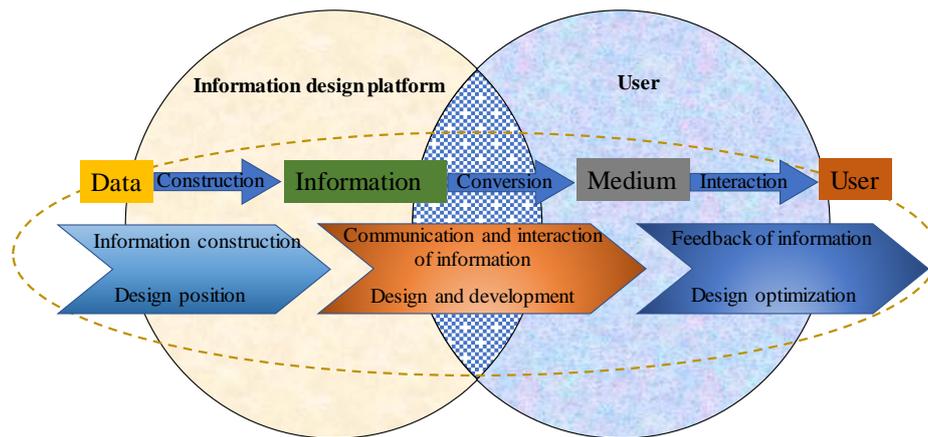


Figure.3. Graphical personalized creative design based on information design platform

### 3.2. Graphical personalization requires association

The purpose of graphic personalization design is to enhance the designer's creative thinking ability, logical thinking ability and modeling performance ability. Therefore, graphical personalization requires a comprehensive, extensive, multi-view and multi-faceted training. In teaching, teachers should use theory to practice, often carry out association training, activate students' thinking, broaden their ideas and enrich their feelings[4]. This is also an important step in cultivating innovative ability. In graphic personalization design, designers often use Lenovo to attract the attention of the viewers, not only can express the design content, but also create a fresh image, which will leave a deep impression on the audience.

In graphic personalization, Lenovo is the first step in graphic creativity. Lenovo is the source of creativity, a way of mental activity, and a process of thinking from one thing to another. We can think of Lenovo as a divergent thinking, a process of diverging from one point to the other. Graphic association is the basic thinking of creating artistic conception. The information formed by the various connected things in the mind will form temporary connections in different ways, thus forming different association laws. A person's associative ability is based on perception and memory and requires a deep understanding of what is observed. A keen observation can identify the connection between things, and through memory can record the shape and meaning of things. Through association, you can find out the inherent relationship between things that have no relationship or even far apart, which can inspire thinking and develop ideas. One of the most widely used thinking methods in graphic personalization design is association. Through association, designers can overcome the gaps in ideas between things, find their inner connections, and reflect deep logic, resulting in distinctive design effects.

### 4. Conclusion

With the development of the times and the advancement of science and technology, graphics have penetrated into the fields of film and television, animation, and network. They not only broke the plane and intuitive effects of the past, but also appeared in three-dimensional film and multimedia design, forming a plane and virtual. The situation in which multidimensional vision is shared. Personalized graphic design can meet the requirements of information art design. At the moment when information art design is popular, graphic personalized design hopes to break through the limitations of traditional flat and intuitive design concepts, emphasizing the commonality based on multi-dimensional, multi-planar and multi-visual senses. The picture is diversified and multi-level design, which embodies the individualized connotation of the design everywhere, and meets the physiological and psychological needs of the viewer.

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