

# The application of visual design language in graphic design

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**Abstract:** Since the 1920s, the concept of visual language has been gradually formed in the field of graphic design. After a long time of development, it has become increasingly mature at this stage, which has an important impact on modern graphic art design. In this study, we focus on the application of visual design language in graphic design. On the basis of clarifying the function of visual design language, scientific exploration of the application path, strive to play an important role in the visual design language, promote the optimization of modern graphic design work in China, and effectively improve the comprehensive quality of modern graphic design.

## 1. Introduction

Visual design language is an important form of visual symbol. It is widely used in different design fields. It can produce different artistic expression effects and design effects, and it plays an important role in promoting the optimization of art design activities. In the development process of modern graphic design, we should actively explore the rational application of visual design language, strive to give full play to the functions and functions of visual design language, enhance the effect of graphic design, and enhance the harmony of layout, balance and rhythm of graphic design works. Show creativity and rendering power in the works, highlight the overall quality of graphic design works. It can be seen that the application of visual design language in graphic design as the research object has certain practical significance, which can promote the better expression of graphic design concept. The effect of information transmission in graphic design will also be significantly improved, which has a positive impact on the modernization and internationalization of graphic design.

## 2. Visual design language in modern graphic design

In the development of modern graphic art, visual design language has also been developed, showing the trend of integration of commercial and artistic development, which has an important impact on the level of graphic design. Combined with the development of modern graphic design, this paper analyzes the visual design language involved. It is found that the main contents of visual design language are mainly reflected in three aspects: first, text symbols, which are widely used in graphic design in the form of text, can break through the limitation of language time and space, intuitively display the information content, and improve the information dissemination effect in graphic design. Second, the color symbol, which is part of the symbolic symbol, can enhance the design theme by enhancing the combination of color and the theme of the graphic design. Third, the graphical symbol is the most intuitive symbolic language in graphic design, and the language is generally graphically processed in practical applications. Graphic symbols give the function and features of the graphic language, visually present the information in the graphics, and thus produce a good visual communication comprehensive effect [1].

## 3. The function of visual design language in graphic design

In the graphic design language system, visual design language is more popular and loved by graphic designers. It has been widely used in practical design. The most important reason is that the function of visual design language is relatively strong, which can enhance the balance between

various elements of graphic design works, enhance the artistic effect of layout, and make the works show strong vitality. A systematic analysis of the functions of the visual design language in graphic design is found mainly in the following aspects:

First, the communication function. The application of visual design language in graphic design is relatively obvious, and its functions, expressions and other aspects are more powerful, and the theme content can be relatively completely described. The communication function can also assist the audience of the graphic design works to reason and judge in the process of observing the works, and realize the presentation of the intensive information in the simple expression mode, thereby highlighting the publicity effect of the graphic design works. For example, the more classic brand of Li Ning enterprise can arouse the audience association through simple visual design language, and then fully display the complex image content of the brand, and the application value of graphic design works can be further demonstrated.

Second, expression function. The expression function of visual design language is mainly reflected from the perspective of displaying comprehensive information, presenting graphic concepts and assisting emotional expression. Generally, visual design language is used in graphic design to better present the relationship between different design themes and numbers on the basis of color combination. The expression function further transforms the emotional information and attitude information contained in the graphic design into more visually visible expressions, and forms an effect of information transmission.

Third, the realization of the function. One of the important functions of visual design language is to be able to objectively display social facts fully, and to produce functions and effects that indicate abstraction, figurative things, and reappearance. The realization of function helps people to form an organic connection with abstract things in the process of appreciating graphic design works with the help of visual design language, thus realizing the function goal of graphic design and effectively highlighting the comprehensive application value of graphic design [2].

Fourth, coding function. Visual design language can also embody the function of coding and decoding in graphic design. As an important bridge of coding and decoding in graphic design, it can realize the conversion of information raw materials. The coding function forms the code form which can effectively spread, and then enhances the effect of information dissemination, so that graphic design can be widely used in information transmission.

In short, the function of visual design language in graphic design is reflected from different perspectives, which has a positive impact on the improvement of graphic design quality and the optimization of information transmission effect. Actively explore the rational application of visual design language in graphic design, which can improve the quality of graphic design and promote the long-term development of graphic design.

#### **4. Application path of visual design language in graphic design**

In the field of modern graphic design, the visual design language is highly valued by designers. How to play the important value and role of visual design language has become the focus of graphic designers in the graphic design process [3]. Therefore, in order to show the value and function of visual design language, we should systematically explore the application path of visual design language in graphic design, and provide valuable reference for graphic design to achieve high-level development.

##### **4.1 The application of visual design language in packaging design**

In the aspect of packaging design, visual design language has a relatively wide range of connotations and functions that other design elements do not have. To analyze the visual design language in detail, in order to innovate its application in the field of packaging design, we need to explore from the following perspectives: first, optimize the shape design. By integrating and analyzing the current situation of packaging design in graphic design, it is found that the traditional visual design language in China, such as dramatic face, painted pottery patterns, has been relatively widely used. How to innovate the visual design language has become a focus in the field of

packaging design. Therefore, combined with the specific needs of modern packaging design, in order to enhance the novelty of packaging design and better complete the shaping and communication of brand image. Designers can simplify and abstract the visual design symbol language in the traditional cultural elements, and can also use the way of collocation to improve the design. According to the specific needs of packaging design, the image is properly rendered to further highlight the connotation and value of visual design symbol language, maximize the relationship between design language and product image, and highlight the effect of packaging design. Second, the connotation of integration. In the process of packaging design, designers can try to introduce the means of symbol deformation in the process of adjusting and optimizing visual design language. The obscure parts of traditional Chinese characters can be improved and eliminated, and can also be condensed and deepened according to the requirements of graphic design. Furthermore, in the packaging design, the unique cultural connotation value and aesthetic connotation of visual design symbol elements are fully displayed to enhance the attraction of products to consumers and highlight the comprehensive quality of packaging design. Third, innovative color application. The rational application of color aesthetic elements can create convenience for consumers to effectively identify products and obtain product information, so that consumers can better grasp the relationship between graphic design works and products, and improve the visual communication effect of graphic design works [4]. In the process of graphic design, the rationalization of visual design elements is used to innovate and sublimate color symbols, focusing on enhancing the visual communication effect of color elements in combination. Graphic design can effectively integrate visual communication effects with product information communication requirements, and highlight the application value of graphic design works. Taking the moon cake packaging design as an example, in order to help the moon cake products to establish a good image in the market in a short time through the packaging design, it is necessary to appropriately upgrade and upgrade the visual design language involved in the design, and introduce the imitation ecological design idea. The myths and legends related to the Mid-Autumn Festival are presented in the form of visual design language, which is integrated with the decorative elements such as the moon, the clouds and the modern popular bows and ribbons. Optimize the packaging design and reasonably innovate the combination of colors to ensure that the packaging design can produce pleasing artistic effects, which can bring consumers a good consumer experience and further enhance the application value of graphic design.

#### **4.2 The application of visual design language in poster design**

Poster design is an important part of graphic design. Applying visual design language to poster design can enhance the artistry and innovation of poster design and ensure that the audience's needs are greatly satisfied. In general, a successful poster design works not only to produce an eye-catching effect, but also to capture the eye of the person, so that people can actively obtain the corresponding information provided on the poster, which requires visual design language symbols as support. Therefore, in graphic design, poster design should actively explore the rational application of visual design language, ensure that the designed poster works can form the visual center effect, and is truly accepted by the masses, enhancing the effect of poster information transmission. In the process of designing poster works, the rational application of visual design language should comprehensively examine the needs of poster design and specific design points to ensure that the value of visual design language can be well demonstrated [5]. On the one hand, it is necessary to optimize the expression of graphic language, and solidify the creative design of posters on the basis of selecting the theme of poster design reasonably. On the basis of the sublimation of visual design language, the innovative expression mode ensures that the specific information of posters can be accurately conveyed, and highlights the comprehensive effect of poster design. On the other hand, we should pay attention to the expression of painting language. We can use the visualized or abstract painting means in the design practice to deal with the poster artistically, and then present the artistic effect purposefully through the rational application of visual elements. For example, in the process of poster design of Kung Fu Panda, Hollywood spirit and traditional

Chinese cultural elements are comprehensively applied. It makes the poster work of Kung Fu Panda have the effect of catching people's sight, arousing people's emotional resonance and becoming a classic work combining Chinese and Western elements in poster design.

### **4.3 The application of visual design language in logo design**

Logo design is an important component of graphic design. Applying visual design language to logo design and innovating logo design can more intensively interpret the corresponding product information and realize the highly concise communication of product information. At present, visual design language plays an important role in all logo design fields, especially in static and dynamic logo design fields. Designers can use visual design language to run through relevant design elements, and then complete the design of the overall structure. Guarantee can make a variety of visual design symbol elements form an independent and cooperative relationship, increase the attraction of logo design, and highlight the comprehensive application efficiency of logo design. For example, in the process of designing the WHO logo, the designer selects the representative blue as the background, and the main body of the picture selects the image of a snake wrapped around a needle. Showing the story of the ancient Greek medical god, people can think of the story of medical treatment and saving people while seeing the logo, and fully display the functions and functions of the World Health Organization [6]. It can be seen that the application of rationalization of the visual design language, the adjustment and innovation of the logo design can highlight the design effect, and play a corresponding role in promoting the application value of the logo design.

## **5. Conclusion**

In summary, the visual design language has shown extremely important value and role in the field of modern graphic design. In the process of researching graphic design, graphic designers should comprehensively study the function and generation method of visual design language, and rationalize the application of visual design language according to the requirements of graphic design. Make the function of visual design language fully play, effectively improve the artistic charm of graphic design, ensure that the designed works can be widely recognized by the audience, and promote the maximum display of the value of the works.

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