

Research on Design Elements and Practical Innovation of Visual Communication

Ye Guoqing

Wuhan University of Science and Technology City College, Wuhan, Hubei, China

Keywords: Visual communication; Design elements; Practical innovation

Abstract: Visual communication design is developed from graphic design, adding a lot of content, specifically the application of media to convey information to the audience. However, in order to achieve the best visual communication effect, we must face up to the three major design elements of color, image and text, and skillfully arrange them according to the specific situation. In the context of rapid social development, people's living standards have been greatly improved, no longer satisfied with the previous needs of food and clothing, but more pursuit of spiritual needs, and then put forward higher requirements for visual communication. For this reason, this paper first carries out a detailed analysis of the design elements of visual communication, and then puts forward practical and innovative measures, hoping to be helpful to the relevant personnel.

1. Introduction

In order to further develop the art of design, we must constantly evolve and innovate, as well as visual communication design. It can be said that visual communication design is an upgraded version of graphic design, with various design elements as the carrier to reflect the relevant information. From this point of view, how to rationally match the design elements is a problem that designers must think about. In the current era of rapid development of science and technology, if visual communication design continues to use traditional design methods, limited to the correct and effective transmission of information, it must be obliterated in the trend of the times. In this context, in order to promote visual communication design to a higher level, designers are required to pay more attention to innovative practice, and to examine various design requirements from a new perspective, so as to convey information more efficiently.

2. Overview of Visual Communication Design

2.1 Basic Concepts

As far as the form of art design is concerned, visual communication design is the most common form, which is full of our visual field. Such as colorful commodity packaging, various billboards and so on, there are visual communication design figure, can be said to be the necessity of contemporary society, bring great enjoyment and convenience to our life [1]. At present, because the main content of visual communication design is plane form, so it is also known as graphic design, in fact, the two are quite different.

“Visual communication design” first appeared in the 1920s, and at that time, the terms of visual communication design and graphic design were common to each other. With the social changes, the influence of the media is growing, while the traditional graphic design model is obviously difficult to meet the needs of new media creation, and visual communication design emerges as the times require. This new design model involves a wide range of content, as Zeng Xiankai said: “Visual communication design content not only includes graphic design, but also covers the network, film and television.” From the international point of view, visual communication design refers to the design with visual communication function. Its carriers mainly include newspapers, magazines, movies, television and billboards.

It can be said that visual communication design is a kind of communication and performance

design based on vision. Because visual communication is based on graphic design to add a number of content, so visual communication design includes graphic design, can be said to be the innovation and expansion of the latter.

2.2 Basic Elements

Visual communication design elements are shown in Figure 1.

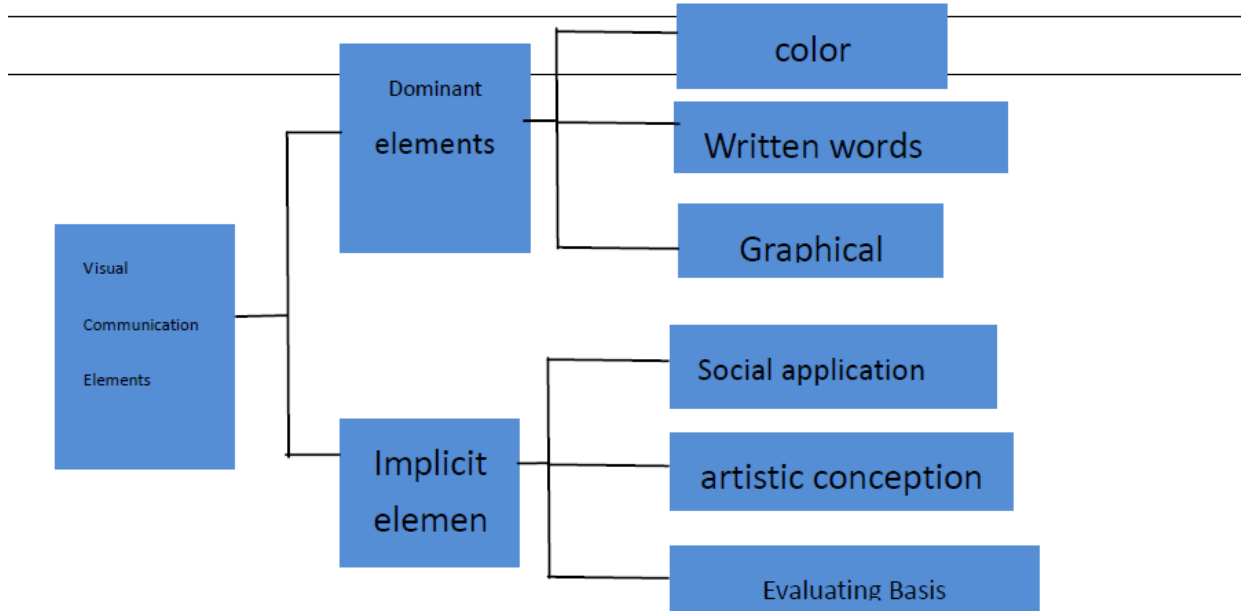


Figure 1 Visual Communication Elements

Specifically, it can be divided into explicit elements and implicit elements. In the project, although these elements play different roles, they play the same role, all in order to reflect the role of a certain style and characteristics. One is the dominant factor. As the name implies, this element is visible to the naked eye, is the surface and intuitive elements, specific colors, text and graphics, the explicit elements are more intuitive, so in practical application, we must pay more attention to the formal aesthetic sense; second, the implicit elements. This element is non-intuitive and needs our understanding. It includes social application, artistic conception and evaluation basis. If we want to better apply these elements, we need designers to have a certain knowledge and rich experience. Usually, the implicit elements have a strong connection with the theme and intention of the work, which is an important manifestation of the basic content. Reasonable application can not only strengthen the appeal of works, but also greatly enhance the quality of works. The common purpose of the two elements is to provide the ability for the work. The dominant and recessive elements in a successful visual creative design work are generally integrated and matched reasonably, and the visual effect of the work is stronger.

3. Innovation Analysis of Visual Communication Practice

3.1 Rational Combination of Colors and Graphics

As far as visual communication is concerned, visual language plays a very important role, relying specifically on the visible structure of the material world and human visual senses to convey, while a reasonable combination of color and graphics can fully present the former. Colors and graphics complement each other and can be compared with each other. No matter in which period, people have given colourful emotions.^[2]

Table 1 Color Impression

Gules	Enthusiasm, diligence, gorgeousness, vitality, passion, danger, brilliance, excitement, initiative, aggression, violence, oppression
Orange	Warm, bright, close, healthy, active, wayward, cheap, harvest, simple, vigorous and reassuring
Yellow	Healthy, hopeful, generous, happy, authoritative, lovely, childish, humorous, light, pure and bright
Blue	Natural, peaceful, fresh, comfortable, honest, young, fair, safe, relaxed, harmonious, idyllic
	Steady, calm, wise, melancholy, sad, conservative, cool, trusting, rational, mature
Violet	Elegant, noble, luxurious, gorgeous, noble, sad, sexy, capable, mysterious and lonely

From the Table above, we can see that the emotions given to color in different fields are also different. However, no matter what kind of emotion people give to color, it needs to depend on graphics to exist. Conversely, graphics need to express relevant information through color. Graphics is one of the important forms of visual transmission, which can fully express the language function of color concealment, while color can directly be regarded as a language containing association, emotion and idea. Both can be interpreted by sketch in painting. In ancient times, painting belongs to embroidery, while painting refers to a kind of imitation of natural art. Only by combining the two effectively can better painting effect be produced. As far as the current situation is concerned, how to effectively combine the two is an important problem faced by visual communication designers. Therefore, visual communication designers are required to have innovative spirit and rich experience, and to consider comprehensively in actual design, and then to deal with the relationship between the two skillfully on this basis. The viewer has a good visual experience.

3.2 Skillful Application of Text and Graphics

As far as the origin of the characters is concerned, the characters are actually evolved on the basis of the graphics and have a strong graphic beauty. For example, there are many cases in Chinese hieroglyphs. Chinese characters have obvious features of sideliness and structure, which contain rich Chinese cultural connotations. Therefore, in the actual design, visual communication designers must grasp the relationship between the two, so as to further promote the effect of the work. As far as western visual communication design is concerned, most of them are written on letters. For example, in the process of creating jazz posters, Joss used many letters to reconstruct, in order to fully reflect the unique personality of jazz. Because of the influence of foreign countries, Chinese character design shows diversification. The rich and colorful forms of writing and graphics require designers to deeply analyze the two, and then carry out innovative practice on this basis. Taking “green” as an example, some designers directly apply grass to its side to present things, there is also “empty”, some designers start with the word “eight” in the middle, with black and white graphics, giving people a sense of emptiness^[3]. Another example is the word “sea”. Some designers use the shape of fish to replace the right part, while the left part remains unchanged, but add some small white circles around it, making the word “sea” as a whole look like fish bubbling, not only interesting, but also fully express the meaning of the word.

3.3 Combining Science with Writing and Color

In the transmission of text information, it depends not only on the inside and back of the text, but also on the visual stimulation brought by the color of the text. Chinese characters have obvious representational characteristics. When people accept and read the text, reasonable color of the text can strengthen the representativeness of the text. In the context of rapid development, in order to further enhance the effect of information transmission, visual communication designers are required to combine words and color scientifically, which plays an important role in visual expression. Only when designers deeply grasp the connotation of color can they make color design more attractive

and arouse people's interaction ^[4]. For example, in describing Yang Bai-Lao's story, the designer uses black and gray tones, which can strengthen the sad atmosphere of the protagonist; in the movies and TV plays describing the New Year, the red tone is the main tone. It can be said that the scientific combination of words and colors can stop people and carefully appreciate the hidden stories behind the words.

Text, graphics and color are closely related, especially in visual communication design. However, in order to better play the role of these three design elements, designers are required to have good innovative ability, be good at keeping pace with the times, and fully consider the aesthetic characteristics and needs of modern people.

4. Conclusion

To sum up, in the era of rapid social development, if visual communication design can not keep up with the pace of development of the times, it is only waiting for its demise. In this context, all aspects of society have been greatly impacted, but behind the impact is often opportunities. As for visual creative designers, we should seize this opportunity to design popular excellent designs and achieve the purpose of influencing people's artistic taste and aesthetic art by applying our own works. In addition, designers are required to pay more attention to the rational collocation of various design elements, apply them scientifically according to the actual situation, reform and innovate on the basis of tradition, and form their own theoretical system.

References

- [1] Geng Jianbin. Application of Visual Communication Design Elements in Web Design Course Teaching [J]. Computer Fans, 2018 (09): 117-118.
- [2] Wu Longjiao. Relevance analysis between elements of visual communication design [J]. Private Science and Technology, 2017 (08): 259.
- [3] Yuan Weijing. Applied Research of Visual Communication Design Elements in Interior Design [J]. Shanxi Architecture, 2016,42 (21): 20-21.
- [4] Wen Xue, Bi Juntao, Sun Xueqing. Explore the significance of computer graphics and image technology to the realization of visual communication design elements [J]. Communication World, 2015 (18): 234-235.