

Talking about the Graphic Ideas in the Design of Modern Print Advertisements

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Abstract: Graphics, as one of the most concise and intuitive visual languages, is significantly different from other patterns. It should be said that the relevant graphics are neither simple symbols nor effective for decoration. Almost all graphics will show a visual beauty in the process of use, and convey the relevant information. From a development perspective, graphic creativity will also play an important role in the process of graphic advertising design. This paper analyzes the role of creative graphics in print advertising and the principles of design, and based on this analysis, combined with actual cases, I hope to give you more reference.

1. Introduction

Judging from the current development situation, the form of Chinese traditional culture graphics is very rich. Traditional graphics play an important role in it. Chinese pottery art, bricks and tiles, traditional calligraphy and other types of traditional graphics will be dissolved in it and form a distinctive graphic ornament. With the continuous development of the times, traditional graphics are not directly submerged in the wave, and more need to be constantly updated and show other forms of change. At present, various art forms are constantly developing and continuously inherited. This article mainly analyzes the design of creative graphics in modern print ads, and hopes to give you more reference opinions.

2. The Concept of Graphic Creativity

Graphic creativity itself is based on a certain graphic shape to design different graphic images. After all the changes and composition of the graphics, the graphics itself will have a deeper meaning and a broader vision [1]. Almost all graphics have certain symbolic, propagating, original and memory characteristics. In the process of the development of modern print advertising, if you simply adopt the traditional design, it will not be able to play a very good role. Therefore, everyone needs to pay full attention to the arrangement of words and the problem of design innovation in the process of design, so as to avoid making the whole design process more mediocre. Strive to infect viewers based on novel ideas.

It can be said that if the colorful ancient children's paintings and other patterns can be integrated into the design process, they can touch the audience in the shortest time. A good print ad contains a good idea inside. It also belongs to a window. Generally, it can be based on a beautiful image, and then let everyone experience the profound connotation. In the end, it is necessary to express the theme content by using vivid patterns and to convey more information inside the advertisement. Therefore, good graphic creativity does play an important role in design.

3. The Main Form of Graphic Creativity

At present, the forms of Chinese graphic creativity mainly include the following types:

3.1. Figurative graphics

Figurative graphics will also play an increasing role in the process of graphic advertising design. In the specific implementation process, scenes, people and other themes in life and nature can be effectively combined, and the graphics can be more distinct. In addition, some figurative graphics

will be closer to life and better evoke people's resonance. Consumers have an intuitive understanding of what the entire graphic is about to convey.

3.2. Abstract.graphics

There is a clear difference between Abstract.images and figurative graphics. In general, Abstract.graphics can be used to outline the entire feature of the product by using point, line, and surface tools. In general, Abstract.graphics can effectively represent the form and aesthetics inside the element. In the process of modern design. Many advertisements will quote the meaning of the peace lock on the ancient children's bracelets, so as to better reflect the meaning of good luck. The meaning of this kind of peace also reflects people's pursuit of a better life.

3.3. Imagery graphics

All imagery refers to some graphics with special meanings. In the process of designing a quality advertisement. Designers often draw on the meaning of some graphics to express internal connotations and understanding of the brand. For example, in the process of designing a moon cake and pastry pattern, some patterns of dragon and phoenix will be printed. These patterns are also often found in children's silver bracelets. The overall reflects the yearning for peace and good fortune.

4. The Design Principle of Creative Graphics in Modern Print Ads

4.1. All creative graphics need to be tightly locked to the relevant requirements

In addition to the application of some creative modern graphics, we can learn from the development of China for thousands of years. The industrious and clever ancient people created countless beautiful patterns [2] in their daily lives according to the characteristics of children's gold and silver ornaments. These patterns form a folk figure with folk style and local characteristics after a long period of precipitation. Including folk paper-cut art, folk embroidery and some patterns will show strong affinity.

For example, the ancient old people would give their children “long life locks” and “hundred families locks. “These special graphics will be preserved directly. Among them, the single-piece lock will show different hollow patterns. Sometimes these patterns bloom like flowers. Sometimes, these patterns will be as beautiful as Xiangyun. These patterns all mean that the elders have high hopes for the future development of children.

In the process of designing the graphics, only the correct expression of the product itself can give people a bright feeling. And guide people to make better consumption.

Therefore, the graphics related to the creative idea must be able to better guide the audience to consume. And more accurate ideas can be expressed. In the process of actual presentation, it is necessary to be able to promote products on the basis of in-depth analysis of market and consumer psychology. Pay attention to the theme to design the graphics. This will enable consumers to have a deeper sense of identity with the product.

4.2. All patterns need to be full of fun

When incorporating creative graphics into the process of graphic design, a professional designer needs to be fun with all the graphics and effectively satisfy the viewer's interest. Be careful to let all interesting graphics deliver the relevant information better. Only in this way can we better meet the aesthetics of the relevant personnel. For example, when designing a pattern during the graphic design process, many graphics can be anthropomorphized. You can even zoom in and out directly. This will allow the graphics to be filled with more creativity and to attract the attention of consumers in the first place. For example, the ancient gold bracelets are engraved with the patterns of funny children, in order to make people feel the fun of children's silver ornaments.

5. The Expression Method of Graphic Creativity in Print Advertising

With the gradual acceleration of the pace of life and the progress of the times, people's vision is becoming more and more numb, and even only those with highly stimulating forms can be accepted. To some extent, graphics are the most simple form to represent the most profound themes. When people are watching certain graphic graphics, they only need to see the graphics to understand the author's intentions. Therefore, within print ads, people can use a visual image to effectively carry out creative thinking. In the process of actually carrying out creativity, the majority of designers will also be affected by many aspects. However, the creativity inside most advertising graphics has different rules. So let's analyze the creative representation of different graphics in print ads:

5.1. Isomorphic composition

If you want to use graphics to express multiple meanings. If it is just a shape of its own, it cannot really explain the problem. And the list of simple graphics can be very boring. Therefore, in the process of designing graphics, we must be able to play the common factors in the graphics, and then effectively integrate them. In the process of actual creation, we must observe different internal meanings from different perspectives and different fields, and then release a kind of creativity.

5.2. Compound

All composites are based on one or more simple images, and effectively united together to create a new image. In the actual design process, you can also arrange several composite graphics to create a new visual image. It should be said that the creative image in all the advertising plane graphics is like a new combination. Only when the relevant combinations are better combined can the graphics be revitalized. For example, the patterns of water droplets, lotuses, and long-lived locks in many children's silver ornaments are designed in a composite manner.

5.3. Alien graphics application

Under the illumination of the light, different patterns change, resulting in a different image. Such a graphic can present a counterpart that is similar in shape to the original graphic but that is not identical. The corresponding counterpart is called a different image. In the actual design process, you can use anomalous shadows instead of similar things. It can even directly give the corresponding thing a shadow [3]. In the process of design, the designer directly combines the original shadow and the original features, and conveys the corresponding information through a richer visual language. All the different graphics have a strong contrast, but also make the entire flat advertising more abundant. As shown in Figure 1: the shadow of the entire smoke ring constitutes two hoes and two bones. It can be said that the whole picture is very simple and clear. It also conveyed the danger of smoking to the audience at the first time, and it was very creative. Another example is the inside of a glasses promotion advertisement. The shadow of the glasses was made into the shadow of a symbolic scissors. The handle of the scissors will match the shape of the lens. After that, the conversion of the shadows will become very reasonable. And effectively located the theme of the entire ad.



Fig.1. Smoke circle creativity

6. Conclusion

Advertising can not only meet the needs of everyone's stimulation, but also improve the needs of

consumers from all aspects of life, ultimately affecting consumers' behavior, clothing, diet and other aspects, and enabling people to adapt to new lifestyles. It can be said that the most unique cultural landscape of the society will reflect the characteristics of an era in the future. With the continuous development of the times. The exchanges between China and foreign countries will continue to increase, and the process of global integration will continue to accelerate [4]. More and more people will pay attention to the creativity inside the graphics. It will also better compensate for the deficiencies in the text and promote better communication between the world economy, culture and information. It should be said that in the future, the creative status of graphic advertising will continue to increase. Really good ads can express their themes in graphical language and bloom their own brilliance in the advertising design process.

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