

Application Research of Computer Graphics and Image Software in Print Advertising Design

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Abstract: Graphic images are very important elements in print advertising design and have a very important impact on the expression of advertising content. With the popularity of computer applications, computer graphics technology has been widely used in print advertising design, which has promoted the development of China's advertising industry. The powerful performance of the computer makes the development of the graphic advertising design a great place. In the design of advertising forms and themes, the design language can be made richer. This paper analyzes the application of computer graphics software in print advertising design, which further promotes the development of China's advertising industry.

1. Introduction

With the continuous progress and development of society, people's thinking is constantly improving. In the print advertising design process, computer technology is used. Computer graphics software can create a good platform for graphic advertising design and enhance the visual impact of graphic advertising design.

2. Advantages of Computer Graphics Software

In the design of graphic advertising, computer graphics software has been widely used, and computers can be used to specialize graphics and images. In the traditional print advertising design, the manual design method is mainly used, and the process is very long and consumes a lot of human resources. There are many restrictions on the color and content of the picture, and the later modification is very difficult. In the computer graphics software application, a large amount of material can be provided for the graphic advertisement design, and the content of the graphic advertisement design is more comprehensive [1]. After the print advertisement design is completed, the local modifications can also be made. The use of computer graphics and image software can meet the design needs of customers and save design content in a timely manner. In the design of print advertising, the use of computer graphics and image software can enhance the creativity of print advertising design to a certain extent. In the traditional print advertising design, it is limited by manual operation, and can not be achieved in color and form. Effect. The use of computer graphics and image software in print advertising design can make the graphic advertising design more creative, save a lot of manual links and save a lot of materials.

3. The Effect of Computer Graphics Software in the Application of Print Advertising Design

3.1. Improve expressiveness

The application of computer graphics software can improve the color of print advertising design, and match different colors together, which can produce very good results. Colors can be used to express different emotions and achieve vivid emotional transmission. With the help of computer graphics software, you can mix and match all kinds of colors to fully display rich colors, so that the connotation of advertising can be highlighted [2]. In the use of Photoshop software, in the color design, using a variety of design methods, you can combine the colors in the graphic advertising design to achieve color contrast and produce a strong visual impact. The color is adjusted by

processing such as color contrast and curves.

3.2. Creative

Graphic image is an important performance link in graphic advertising design. It is one of the languages of graphic advertising design. The role played in graphic advertising design is self-evident, which enhances the visual effect of graphic advertising design. Graphic and graphic designers can show their creativity in print advertising design, and computer graphics software provides a platform for designers to show their creativity, so that their talents can be fully utilized. In the application of graphic image software, many design tools can be used to simulate artificial pens and brushes. Graphics and images can be automatically selected to express the designer's creative intent [3]. Advertising is more than just a text description. It can also be combined with graphic images. In the graphic design, the graphics and images carry more content.

4. Application of Computer Graphics Software in Print Advertising Design

4.1. Adobe Illustrator and Adobe Photoshop applications

Adobe Illustrator and Adobe Photoshop are the two most widely used programs in computer-aided graphics. Illustrator is a professional-quality graphic art vector creator and Photoshop for image editing. Adobe Illustrator is an advanced vector-based program that differs from Photoshop's pixel format in that it uses mathematical constructs to create vector graphics. In Illustrator, a line consists of two points that are connected by computer algorithms rather than pixel lines. Therefore, Illustrator is often used to create graphics that may need to be printed or displayed in different sizes. In the graphic advertising design, if you scale, the vector graphics will not lose its quality. One of the advantages of Illustrator is that it can be easily used to modify images that have already been created, and the usability of filters and image editing tools is unlimited.

In the graphic design process, the Illustrator program is used to create the graphic design of the skirt, and the stripe pattern serving the side of the product is realized, and the patterned stripe pattern for the bottom of the product is created in Photoshop. The model is unlined women's, round neck, neckline cut 1 cm wide, making the design of the clothing more convenient to fit. The neckline trim is attached to the neckline. It is a short-sleeved dress with a sagging shoulder, a slightly arched waist, no waistband, and an interlocking knit material made up of 69% viscose 26% polyamide and 5% elastane. . Elastic material clothes do not require a zipper or button, and the clothes are easy to put on. The cuff hem and hem are double-sleeve. This design method is widely used in the clothing industry and is often used in thin knit fabrics. The hem-down part consists of the printed side of the skirt. It is a sports and leisure product that can also be worn as a sportswear. It can be easily worn with a short jacket or a thin A-line jacket. The stylization of the stripe pattern is done in photoshop to get the final look of the border. After the graphic design is completed, the extension design is made. The documents with the extension illustrator can be accessed through photoshop. After opening the document containing the striped pattern in photoshop, the first step is to use the cutting tool and limit the document so that it can be in the workspace. Only stripes. Then, from the Filter menu, select the Liquify command and set the style of the stripe look. After styling, the document should be saved as .jpg. In Illustrator, open a file saved as .jpg, drag and drop it into the Swatches panel, and you can make changes to the design, select the bottom edge of the product as the border, and then insert the previously added image. In print design, in order to be able to present multiple color variations, photoshop makes it easy by using the "Color Range" command located in the "Select" menu, which only allows one click and replaces with another. The color of the product. Select the Color Range command, double-click to select the color to replace, select a new color in the Color panel, and replace the original color with the Brush tool.

4.2. Adobe Adobe Spark application

Adobe Spark is an integrated web and mobile design tool for creating flat design views. It is a web-based, user-friendly graphical design tool for creating modern web pages, flyers, image

presentations, social media content, advertising and more. Visual project. Adobe Spark users use the provided templates or create projects from scratch; easy-to-understand hints combine text elements with photos and brand icons in templates, and users can choose to add music and images to their projects. Content developed by Adobe Spark can be downloaded or shared through social media tools integrated with the Adobe Spark platform. Adobe Spark is ideal for print ad design because it is designed to be convenient for non-graphics professionals. This ease of use allows for libraries that don't have a graphic designer. Adobe Spark's projects fall into three categories, which Adobe calls "story formats": Adobe Spark images, Adobe Spark pages, and Adobe Spark posts, all of which have similar user interface and design philosophy. Adobe Spark images allow users to create short films to tell stories, and image projects start by selecting a story template. These templates consist of narrative types, and selecting one of them will create a frame outline for the image.

In print advertising design, projects generate slides that define settings, describe the problem itself, illuminate future visions, propose solutions, and then invoke actions. Each slide in the Adobe Spark image project begins with a 30-second image clip or a pan and zoom still image that overlays text, visuals, music, and narratives that Adobe Spark provides for these slides. A theme, font, transition. You can manipulate the slides slightly by trimming the length of the slides, but Adobe Spark video is an assembly tool that implements the functionality of an image editor. In the age of social media, the ability to quickly assemble images from existing content is very attractive to people. Adobe Spark is designed for social media, so there are predefined templates for Baidu, Youku, Pinterest, Instagram, Twitter, and Facebook. Designed for low-resolution social media campaigns, Adobe Spark was originally designed for low-resolution social media campaigns, now allowing for custom resolution and the ability to generate high-resolution images suitable for printing. Therefore, the tool can be used to promote product activities through social media and traditional paper flyers with the same look and feel. Users interested in using this tool for printing projects should note that the project is based on raster and can only be exported as JPEG images. In the print advertising design, Adobe Spark Pages is used to create a single web page. These image-centric pages are collections of user-definable lines; lines can form text, images, images, sliding text forms called Adobe, glideshows and photo collages. .

Line-based design leads to the use of responsive design of vertical scrolling pages that are friendly to both desktop and mobile devices. In the print advertising design section, the page only creates one web page, not multiple linked pages. Graphic ad designers are able to advertise quickly and seamlessly across multiple platforms and social media, meaning that each product department can have the creation and maintenance of its marketing positions. Adobe Spark's consistent look and feel in the format means that ad designers can avoid inconsistent branded content. Unlike traditional print ads, Adobe Spark is accessible via an Internet browser on Windows, Mac and Chrome OS computers. A web application, or a series of standalone mobile apps for various formats of iOS (Adobe Spark Post, Adobe Spark Page, and Adobe Spark Video). In print advertising design, to create content in Adobe Spark, simply create an account and log in. Users can log in using the Adobe account, or log in through Baidu and other accounts through OAuth. Regardless of the format, users creating new Adobe Spark projects can select templates from multiple categories, such as Business, Organize Events, or use a blank canvas to start from scratch. These templates are pre-populated with stock images, but these images can be easily swapped while leaving the layout unchanged. Users can then swap layouts, text styles, color schemes, sizes, spacing, opacity, text effects, or item order before continuing to add additional text, photos, and icons. Like another free design tool, Canva, Adobe Spark enhances coherent layout and design aesthetics while allowing for some customization to produce great-looking visuals. Sometimes this forcing causes the photo to be resized or cropped in unexpected ways. Adobe Spark allows users to search and import images by jointly searching for Creative Commons tag images for Google, Flickr, Pixabay, 500px, and Unsplash. Therefore, it provides a fairly beautiful set of images for many image searches. Users can also upload their own images for projects in local disk or cloud services such as Dropbox, Drive or Adobe's own Creative Cloud. Once imported, users can move, crop, and scale images, as well as add photo filters.

Throughout the process, users can undo or redo edit. Adobe Spark post and Adobe Spark video allow users to post directly from the tool to social media, so there's no need to download content from Adobe Spark and then re-upload the content elsewhere. Users can also share designs through email or links. This feature is ideal for ad design, and their mission is to maintain social media posts in an efficient, effective, and timely manner. Adobe Spark is a typical cloud-based service that can be used as a storage device for all ad designs, and print ad design can be synchronized across devices and platforms. In print ad design, Adobe Spark offers a wide variety of free apps and web apps to help non-professional users create professional-looking content for specific media types or platforms. Users who want to create graphics can use canva to provide tools that simplify site creation, and users can access renderforest or moovly to develop image content. However, Adobe Spark distinguishes these other tools by providing a consistent user interface across multiple tools that are specifically designed to develop content on different media types. In addition, it provides a set of easy-to-use tools that automatically generate images. Given that the Adobe Spark suite consists mostly of modified and improved versions of previous Adobe mobile applications, Adobe will also improve the performance of the product. In the print advertising design phase, Adobe Spark Canva provides multi-user collaboration from the same account through multi-user collaboration provided by its corporate account, enabling true multi-user workflows, so print designers can communicate their ideas in design. To achieve the optimization of advertising design. In addition to being used to create product content for social media sites, Adobe Spark can easily be used as a focal point for promotional product projects. Adobe Spark's integrated approach, linked to a variety of social media tools built into the platform, is ideal for promoting one-off teen or teen technology projects. If print advertising design doesn't use online tools to design graphics for social media, Adobe Spark can provide a lot of online design material.

5. Conclusion

In the graphic advertising design, computer graphics software can improve the efficiency of the design and present the designer's creativity. In the future of graphic advertising design, designers should give full play to the effects of computer graphics and image software, bringing people a strong visual impact.

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