

## Research on Fashion Illustration Design in Visual Communication

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**Abstract:** Fashion Illustrator combines painting and design in an ingenious way to make visual communication design more artistic expressive and appealing. At the same time, it further enhances the positive role of fashion illustration in various application fields. This article is a research object, analyzes its value, and then further explores the practical application of fashion illustration in visual communication design, which is embodied in advertising, packaging design and book binding. Through in-depth analysis of the theme of fashion illustration, I hope to play a guiding role in the application of fashion illustrations in visual communication design.

### 1. Introduction

With the continuous advancement of the social development process, fashion illustrations are developing with the advancement of science and technology and information conditions in terms of creative methods and means of communication. Since the 20th century, people have entered the “reading picture era”, which has been used in our lives for many years, and the scope of penetration involves all visual communication design of interactive media, fashion, film, animation, advertising, architecture and digital products. The field thus becomes the most important visual experience. In recent years, fashion illustration design has attracted more and more people's attention. It plays an important role as an important means of visual communication design. The influence of fashion illustration on visual communication design and its own development has profound significance.

### 2. The value of fashion illustration

The development of art form is closely related to the background of the times and the social environment. The fashion illustration in visual communication has special aesthetic value, mainly because it has obvious timeliness and artistry. This form of artistic expression comes from life but is more Abstract and perfect than life. In the era of digital media, people's material spirit is satisfied and they are pursuing spiritual enjoyment<sup>[1]</sup>. Fashion illustrations are presented in people's vision with their unique artistic values and aesthetic characteristics. Specifically, the fashion illustration in visual communication has the following artistic values (as shown in Figure 1): first, aesthetic and practical; second, artistic and popular; third, image and artistic imagination.

#### 2.1 Aesthetic and practical

The practicality of fashion illustrations in visual communication is very significant. However, the artistic expression of fashion illustrations has an intrinsic and basic aesthetic value orientation. In terms of practicality, the design of fashion illustrations requires effective and clear objectives, and then passed to the public through diversified channels, so that the audience has a profound impact on the fashion illustration design in visual communication, thereby maximizing the arousal Volkswagen's desire to buy helps businesses get more economic benefits. As an expression of modern art expression in fashion communication, fashion illustration has both aesthetic and practical artistic value. As far as fashion illustrations are concerned, it is obvious that their practical value is at the top of the list, because the fashion illustration design in visual communication is for specific people and things. Creation is subordinate, and visual communication designers first consider the illustration design<sup>[2]</sup>. It is the potential practical value of the design work, not the artistic value of the work itself. However, due to the aesthetic nature of fashion illustrations, visual

communication designers will also combine aesthetics and practicality in the process of illustration design to further enhance their commercial value, and businesses create more benefits.

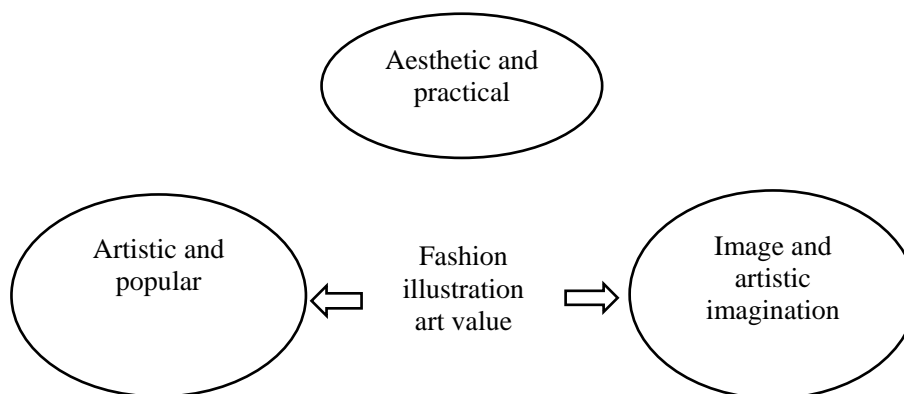


Figure 1 The value of fashion illustration art

## 2.2 Artistic and popular

The fashion illustration in visual communication has its own aesthetic function, so its artistic beauty makes the visual communication effect more vivid and three-dimensional. The value of fashion illustrations is also expressed in both artistic and popular. Its artistic nature helps to promote the commercial value of fashion illustrations. With the artistic beauty of fashion illustrations, the design of works makes the business activities of the merchants more beneficial. . When viewers watch fashion illustrations, the artistry is attracted by more people because of its visual impact. The audience also enjoys artistic aesthetic enjoyment. The fashion illustration of visual communication is artistic and popular. In the constantly developing business environment, fashion illustrations gradually have more and more appreciators, which means that fashion illustration design must meet the public aesthetic requirements and standards. It also needs to have a unique artistic beauty. The fashion illustrations in visual communication need to serve the general public, so its design should be easy to understand, both need to be creative and novel, but also need to be clear at a glance, in terms of performance techniques, and Accepted by the general public. Meet the public aesthetic needs.

## 2.3 Image and artistic imagination

As an important part of visual communication art, fashion illustration has the image and intuitiveness that language and words can't surpass. This artistic value makes the fashion illustrations have significant advantages in commercial propaganda. At the same time, it is easy to let the different literary and age stages better understand and appreciate the fashion illustration works, which is the image of fashion illustrations. the benefits of.

In the process of creating works, the artist pays great attention to the eclectic innovative design because of his pursuit of art and aesthetics, as well as the artistic beauty and special ideological connotation that he wants to convey. The development of visually conveyed fashion illustrations reflects people's constant pursuit of innovation and creativity. In the current business environment, fashion illustrations need unique innovations to attract more audiences. Some fashion illustration designers who are good at innovation and pursuing new ideas incorporate personalized design thinking, which makes the expression of the works have a fashionable atmosphere and the pulse of the times. It is precisely because of this uniqueness that people can quickly appreciate the artistic connotation and unique thinking of the works in the ever-changing environment of development. This silent form of information dissemination is deeply rooted in the hearts of the people. The development of creativity is inseparable from the rich and bold imagination. The fashion illustration works make the viewers fully exert their personal artistic imagination and transform the objective works into the artistic beauty in the inner mind. Their artistic expression and appeal are also on another level, can highlight the value of fashion illustrations in business activities.

### 3. The application of fashion illustrations in diversified fields

At present, fashion illustrations are used in diversified fields, because they can convey product information and brand culture more accurately and vividly, and design in combination with the general aesthetic needs of the public, constantly satisfying consumer psychology and creating emotions. Resonance, at the same time, the fashion illustrations are full of artistic creation and charm, which makes the original complicated information content more concise, clear, eye-catching, vivid, novel and orderly. The visual language with unique style is more and more popular. The appreciation of the viewer.

#### 3.1 The application of fashion illustrations in the field of advertising

Fashion illustrations can present the content of goods and information to people in a very intuitive and visual way, and spread the artistic appeal of beauty. Its unique style of creation plays an important role in current visual communication design. The creativity and visual beauty of fashion illustrations often attract the general public. Fashion themes and visual elements convey the product information to the viewers inadvertently, which will not cause consumers to resist and dislike when watching the advertisements<sup>[3]</sup>. On the contrary, people make a deeper impression on it. The most significant advantage of fashion illustration design in advertising is that it can quickly distinguish the differences of products of different brands, effectively innovate people's buying interest, convey the information and brand culture of goods, and satisfy people's spiritual needs while purchasing goods. On a global scale, mainstream consumer brands recognize the unique artistic connotation and value of fashion illustrations, and use them in advertising and publicity. The publicity effect obtained is very significant, which not only enhances product sales, but also promotes brand influence in the industry. And the competitiveness has been further improved. For example, mainstream brands in different fields such as Coca-Cola, Roger vivier, Prada, GUCCI, Adidas, Hermes, Absolut Vodka, etc. all use fashion illustrations as one of the important ways of brand advertising.



Figure 2 Roger vivier 2012 spring and summer new products



Figure3 Prada glasses series

#### 3.2 The application of fashion illustrations in the field of packaging design

At this stage, the living standards of the public are constantly improving, and people's requirements for products are no longer limited to the basic functions of practicality. In order to further satisfy people's spiritual pursuits and stimulate consumers' desire to purchase, fashion illustration design can help products. Packaging design is more creative. Illustrator and packaging

design are interdependent and mutually unified. The combination of packaging design and fashion illustration can make the overall image of the packaged product more vivid and effective to convey product information to people. When the packaging design uses the fashion illustration design, it will design according to the commercial target of the product and the information to be conveyed by the product. At the same time, the product design will be more accurately positioned in combination with people's aesthetic habits and needs<sup>[4]</sup>. If the packaging design makes reasonable use of fashion illustrations, it can not only bring visual impact to people, enhance people's interest in products, but also encourage people to enjoy the packaging illustration and get spiritual enjoyment at the same time. On the other hand, the visual appeal of fashion illustrations impresses the viewers, and at the same time further enhances the cultural connotation and fashion charm of the products, further increasing the cultural value of the products. It will help to increase the sales of products, and at the same time further enhance product awareness and promote consumer purchase. In addition, fashion illustrations can provide product information more vividly with the artistic expression of the picture, such as the method of use, product composition and so on. Since the expression of fashion illustrations can be both figurative and Abstract, the expansion of the creative imagination space also greatly enhances the interesting effects of packaging design.



Figure 4 Absolute Vodka Limited Chinese Bottle

### 3.3 Fashion illustrations in the field of book binding

At present, fashion illustrations can be seen in various publications, such as newspapers, magazines, picture books, etc. The application of fashion illustrations in the field of bookbinding is a supplement to some textual language art and an irreplaceable part of the text. In fact, the important position of fashion illustration in the design of book binding is becoming more and more prominent, because under the application of fashion illustration, it can effectively highlight the main idea of books and increase the appeal of art. Fashion illustrations are gaining more and more attention in traditional books and magazines as well as in popular electronic publications. Fashion illustrations are mainly used in more avant-garde books, magazines and fashion picture books, which have a good realistic effect on the social trends and the preferences of the readers. In fashion magazines, designers from print layout design to illustration performance skills are more focused on meeting the public's aesthetic needs and hobbies, while also more innovative use of some beautiful or interesting illustrations to add reader interest.

## 4. Conclusion

At present, fashion illustration as an important part of visual communication design is a visual communication method with both profound cultural heritage and new concepts of the times. Fashion illustration design requires constant innovation from designers, making full use of new technologies and new concepts to carry out design research. At the same time, it must adhere to the combination of public aesthetic needs and hobbies to ensure that fashion illustration design in visual communication can be accepted in all fields. To people's love, and to further develop its potential value.

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