

The Application of Digital Technology Hand Drawn Illustration in Commercial Posters

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Abstract: With the advent of the information age, hand-painted illustration also changes with the development of information technology, which makes the expression forms and visual effects of commercial posters more abundant. This paper mainly analyzes the application of digital technology in commercial posters hand-painted illustration of specific measures. In the information age, there is a close relationship between the application of digital technology and business development. For designers, computer software has become a better medium to express their sense of design, such as Photoshop, AI, 3DMAX, painter, etc. Based on the technology of the digital age, this paper provides a theoretical basis for the application of hand-painted illustration in commercial posters by simply interpreting the concept of hand-painted illustration, expounds the expression form of hand-painted illustration in commercial posters, clarifies the research direction, summarizes and summarizes the specific application methods of hand-painted illustration in commercial posters, and makes commercial posters more expressive and propagandistic by using digital technology.

1. Introduction

Hand drawn illustration requires the creator to have a certain sketching ability and master the traditional painting tools, and only use the pen, paper or other plane media to create the illustration. The combination of digital technology and hand-painted illustration can shorten the time of illustration drawing, increase the use tools of illustration, make the created works more in line with the needs of the development of the times, so as to enrich the content and form of commercial posters.

Commercial posters refer to commercial advertising posters that publicize commodities or commercial services. The design of the commercial poster should match the style of the product and the audience properly. It has the characteristics of introducing something and event to the masses, so it is also an advertisement. Nowadays, commercial poster is a very common form of poster. Its language requirements are concise and concise, and the form should be novel and beautiful [1].

With the rapid development of digital technology, the application of digital technology hand-painted illustration in commercial posters, on the one hand, satisfies the current society's pursuit of personalization, enriches the forms and expressions of commercial posters, and improves the tension of commercial posters. On the other hand, with the emergence of digital technology hand-painted illustration, the creators can combine their creative power with digital technology to bring people different visual enjoyment, so as to improve the expression ability of commercial posters, so that commercial posters can catch people's demands at the first time.

2. Development of Digital Technology Hand Drawn Illustration

Digital technology hand-painted illustration is the extension and development of traditional hand-painted illustration. It not only embodies the innovation of the creator's painting techniques, but also experiences the change of the creator's creative thinking and content, which makes the digital technology hand-painted illustration more breath of the new era and meets the visual enjoyment of the public. The combination of digital technology and hand-painted illustration is mainly reflected in several aspects. First, the creator will improve the creative thinking and creative technology according to the development of digital technology, making digital technology hand-

painted illustration more tension and expressive, meeting the needs of social and commercial posters, and bringing people alternative visual enjoyment. Second, digital technology adjusts technology according to the development of traditional hand-painted illustration, providing more creation tools for creators, breaking the limitations of traditional hand-painted illustration on creation tools, making creators can use digital tools to create as much as they like, so that commercial newspapers can have more choices in the application of digital technology hand-painted illustration. Third, with the rapid development of digital technology, more and more elements are touched by creators, which can meet the needs of society and commercial posters. There is a complementary relationship between digital technology hand-painted illustration and commercial posters. Digital technology hand-painted illustration enriches the content of commercial posters. The needs of commercial posters are The development of digital technology hand-painted illustration provides opportunities [2].

3. Application of Digital Technology Hand Drawn Illustration in Commercial Posters

3.1. Inheritance of Traditional Hand Drawn Illustrations

Traditional hand drawn illustration has always been an important carrier of historical information recording in China. It records the status quo of some ancient social, economic, cultural and development aspects in China, so that modern creators can search for elements of painting according to their creative needs, and combine digital technology to create and design hand drawn illustrations, and inherit the essence of traditional hand drawn illustrations. On the basis of innovation and development, digital technology hand-painted illustration becomes more vivid.



Figure 1 English alphabet design

In the design of hand-painted illustration with English letters in the figure above, the elements in traditional Chinese hand-painted illustration are combined, and on this basis, innovation is carried out to make the overall picture more three-dimensional, change the overall layout of the picture, and catch people's eyes.

3.2. Innovation of Content and Form of Hand Drawn Illustration

With the rapid development of the times, people's demand for personalization is gradually increasing. Many creators will combine people's demand to innovate content and form when they create, which makes the digital technology hand-painted illustration show exaggeration and grotesque performance, meeting people's pursuit for personalization. Digital technology hand-painted illustration creators can use digital technology to synthesize, modify and change images, which not only improves the creative efficiency of creators, saves the creative time of creators, and enables creators to have more time to improve their works, but also provides creators with a lot of creative themes and creative tools to help creators with digital technology hand-painted illustration Content improvement and expression, give people visual enjoyment.



Figure 2 Lidong poster design

In the picture, snow, rivers, trees, animals and other things vividly express the characteristics of Lidong. The beginning of winter does not mean the beginning of winter. It also means that the autumn crops have been collected and dried, and the animals are ready to hide for hibernation. The picture fully explains the meaning of the beginning of winter, the collection of everything and the avoidance of cold.

3.3. Application of Digital Media in Commercial Posters

With the rapid development of digital technology, more and more shooting media are used to record every bit of life, learning and work. People are not pursuing the way of recording, but pursuing the enjoyment and yearning of life. Before, people needed to use computers to process pictures and modify paintings after taking photos. Now many photo media functions are becoming more and more perfect, without the help of professional equipment, and without the need for later modification of pictures, they can show people high-quality pictures and meet people's needs. Digital technology hand-painted illustration creators will also use modern media to create hand-painted illustration, so that creators can improve their works anytime and anywhere, providing more convenience for creators [3].

3.4. Application of Minimal Blank Form of Commercial Posters

Chinese people pay attention to "overflowing is overflowing". They should leave three points for themselves in everything. In this era of minimalism as a challenge, "leaving blank" is not the ultimate embodiment of minimalism. In Chinese traditional painting, blank space is often used to render the artistic effect of "no painting is a wonderful place". Later, this method is gradually applied to the digital technology hand-painted illustration, which makes the illustration very special, increases the connotation of the illustration, and easily causes people to think deeply.



Figure 3 Father

The right blank space can give people unlimited reverie space, so as to better express the artistic

conception of space. In the father in the picture above, the main body of the father is highlighted through a large amount of blank space, which not only obtains unexpected aesthetic interest, but also expresses the creator's yearning and gratitude for his father. Therefore, the creator can select the blank space according to the needs of commercial posters, and appropriately "subtract" the hand-painted illustration to highlight the focus. The more distinct the focus, the more obvious the aesthetic value of the whole space.

3.5. Application of Continuous Pictures of Commercial Posters

Continuous picture refers to the continuous presentation of pictures and information in the form of splicing under the same theme, so as to deepen the theme of pictures and deepen the impression of the masses on pictures. In commercial posters, continuous pictures are often used to express pictures, and the themes are analyzed from multiple perspectives to attract people's attention, so as to achieve the display purpose of commercial posters. Digital technology hand-painted illustration can also be expressed by continuous pictures. According to the development sequence of story or theme plot, and using multiple continuous pictures to express a kind of art form of common taste, montage art form, space-time concept and photoelectric conversion can improve the continuity of digital technology hand-painted illustration, and fully elaborate the designed pictures, So as to achieve the purpose of commodity exchange [4].

At the same time, with the continuous development of digital technology, the artistic creation of hand-painted illustration has also broken the two-dimensional limit of graphic design, added new forms, and enhanced the publicity tension and effect of poster design. In addition, commercial posters can also add text and color embellishment in the design process, enhance the artistic conception of posters, and highlight their appeal. Digital technology hand-painted illustration can make a breakthrough in its own form according to the expression form of commercial posters. It should not only include the traditional realistic expression form, but also meet the needs of the development of the times, enhance the application scope of commercial posters, so that commercial posters can more explain the needs of mass products.

4. Conclusion

In conclusion, the application of digital technology in commercial posters can enrich the content and form of commercial posters, make commercial posters have more tension and appeal; on the other hand, it can provide opportunities for the development of digital technology hand-painted illustrations, make digital technology hand-painted illustrations can be adjusted according to market demand, and promote the development of digital technology hand-painted illustrations One step development. Therefore, in the digital era, commercial posters also need to follow the development of the times to slightly adjust the content and form, so as to keep pace with the times, meet the needs of the development of the times, and meet the needs of people, so as to promote the further development of commercial posters.

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