

Media Elements and Their Applications in Graphic Design from a Humanized Perspective

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Keywords: Humanized perspective; Graphic design; Media elements

Abstract: The humanized perspective plays a crucial role in graphic design, advocating for the core of human needs and feelings, and pursuing the practicality, aesthetics, and emotional resonance of design. In the application of media elements, a humanized perspective requires designers to deeply study the audience, accurately select media elements and design techniques, and achieve innovation and integration. Designers create visual experiences that meet people's psychological needs by carefully utilizing media elements such as color, graphics, and text, thereby improving the quality of their works and user experience. A humanized perspective also emphasizes the environmental and sustainable aspects of design, promoting the development of graphic design towards a more green and environmentally friendly direction. With the progress of the times and changes in people's needs, a humanized perspective will continue to lead the development trend of graphic design, providing strong support for creating more outstanding and more in line with people's needs design works. The application of a humanized perspective will inject new vitality into the field of graphic design and promote its continuous development.

1. Introduction

In the wave of the digital age, graphic design is no longer just a visual art, but a comprehensive means of communication that integrates a humanized perspective[1]. With the rapid development of new media technology, people's ways of obtaining information are becoming increasingly diverse, and graphic design is also keeping pace with the times, constantly exploring ways to integrate with various innovative communication media. In the past, the carrier of graphic design was mainly limited to traditional printing media, such as newspapers, books, and magazines. These media forms, although classic, are limited by their scope of dissemination and timeliness. With the advancement of technology, the carrier of graphic design has gradually expanded to the field of multimedia. Internet media, social activity media, mobile media and other new media forms provide a broader stage for graphic design [2].

Internet media has become an important carrier of graphic design because of its global coverage and instant communication characteristics [3]. Designers can quickly spread their works to various parts of the world through online platforms, achieving real-time sharing of information. Internet media also provides rich interactive forms for graphic design, such as animation, sound effects, interactive design, etc., making the works more vivid, interesting and attractive [4].

Social media provides an opportunity for graphic design to interact directly with the public. In various exhibitions, conferences, celebrations and other activities, graphic design works communicate face-to-face with the audience through display boards, posters, brochures and other forms. This form of communication is more targeted and effective, and can directly reach the target audience, producing a more profound impact[5].

Mobile media fully utilizes the popularity of modern transportation and integrates graphic design into people's daily lives[6]. On transportation vehicles such as buses, subways, and trains, we can see various print advertisements and design works everywhere. These works attract the attention of passengers through clever composition and color matching, conveying information while also adding a beauty to people's journey.

From a humanized perspective, graphic design demonstrates great flexibility and innovation in media elements and their applications. By fully utilizing various new media forms, graphic design

can not only achieve rapid dissemination and extensive coverage of information, but also engage in in-depth interaction and communication with the audience, improving communication effectiveness. In the future, with the continuous progress of technology and changes in people's aesthetic concepts, there will be more possibilities for graphic design in media applications waiting for us to explore and explore [7].

2. The significance and value of a humanized perspective in graphic design

2.1. The significance of humanized perspective in graphic design

As an important means of visual communication, graphic design plays a crucial role in daily life[8]. Integrating a humanized perspective into graphic design can make the work more in line with people's psychological needs and generate deeper resonance.

A humanized perspective helps to enhance the affinity of graphic design [9]. In the creative process, if designers can fully consider the psychological feelings of the audience and integrate human emotions, needs, habits and other factors into the design, the work will be more approachable and easier to be accepted and loved by the audience. For example, in advertising design, using warm and friendly colors and patterns can create a comfortable atmosphere, create a favorable impression on the audience, and thus generate a desire to purchase. A humanized perspective helps to enhance the dissemination effect of graphic design. Humanized design can resonate with the audience and connect them emotionally with the work. This emotional connection not only deepens the audience's memory of the work, but also stimulates their desire to share, making the work more widely disseminated on social media and other platforms. In addition, humanized design can also improve the audience's understanding and acceptance of information, making information more accurately conveyed to the audience. A humanized perspective helps to promote innovation and development in graphic design. Under the guidance of a humanized perspective, designers need to constantly explore new design concepts and techniques to meet people's ever-changing needs. This process of exploration and innovation not only promotes technological progress in graphic design, but also enriches the cultural connotations of design, injecting new vitality into the field of graphic design.

The significance of a humanized perspective in graphic design is significant. It can not only enhance the affinity of design and enhance the dissemination effect, but also promote the innovation and development of design. Designers should fully consider human factors in the creative process to create excellent works that better meet people's psychological needs[10].

2.2. The Value of Humanized Perspectives in Graphic Design

As an important component of modern visual communication art, graphic design's core concept is to effectively convey information and evoke emotional resonance among the audience. In this process, the introduction of a humanized perspective undoubtedly adds profound value to graphic design.

A humanized perspective makes graphic design closer to people's hearts. Designers consider the audience's perception, cognition, and emotional experience from a human perspective, integrating human emotions, needs, aesthetics, and other factors into the design. This design not only has a higher affinity and can quickly bring the audience closer, but also deeply touch their emotions, allowing them to appreciate the work while feeling the designer's care and care.

A humanized perspective helps to enhance the practicality and functionality of graphic design. The purpose of design is to solve problems and meet people's needs. Humanized design emphasizes putting people first, emphasizing the practicality and functionality of design, making design works more in line with people's usage habits and aesthetic needs. This design can not only improve audience satisfaction, but also enhance the value of the design work and achieve the maximum benefits of the design.

The humanized perspective also promotes innovation and development in graphic design. Designers are not only concerned with human needs and experiences, but also constantly exploring

new design concepts and techniques to create designs that better meet the requirements of humanization. This process of exploration and innovation has promoted the progress of graphic design technology, enriched the cultural connotation of design, and injected new vitality into the entire design field.

The value of a humanized perspective in graphic design is immeasurable. It makes design closer to people's hearts, enhances its practicality and functionality, and also promotes innovation and development in design. Therefore, in the practice of graphic design, we should pay more attention to the use of a humanized perspective to create more excellent and more in line with people's needs design works. Table 1 clearly demonstrates the value of a humanized perspective in graphic design.

Table 1 Value of Humanized Perspective in Graphic Design

The embodiment of humanized perspective in graphic design	Elaborate on	Value significance
Close to people's hearts	Designers consider the audience's perception, cognition, and emotional experience from a human perspective, integrating human emotions, needs, aesthetics, and other factors into the design	Make the design more approachable, close the distance with the audience, and touch the audience's emotions
Enhance practicality and functionality	Humanized design emphasizes putting people first, emphasizing the practicality and functionality of design, making design works more in line with people's usage habits and aesthetic needs	Improve audience satisfaction, enhance the value of design works, and achieve maximum design benefits
Promoting innovation and development	Designers constantly explore new design concepts and techniques while paying attention to human needs and experiences, creating designs that are more in line with humanization requirements	Promote the advancement of graphic design technology, enrich the cultural connotations of design, and inject new vitality into the entire design field
Immeasurable value	A humanized perspective makes design more excellent, meets people's needs, and has profound value significance	In graphic design practice, emphasis should be placed on the application of a humanized perspective to create better design works

3. Application principles of humanized perspective in graphic design

In the field of graphic design, the introduction and application of a humanized perspective is of great significance for improving the quality of design works, enhancing user experience, and meeting people's needs. A humanized perspective emphasizes taking human needs and feelings as the starting point, emphasizing the practicality, aesthetics, and emotional resonance of design. In graphic design, the application of a humanized perspective needs to follow the following principles.

A humanized perspective requires graphic design works to have clear and clear readability. The elements such as text, graphics, and colors in design works should be able to clearly convey information and avoid ambiguity or misleading. Designers need to consider factors such as the audience's reading habits and visual perception ability, and choose appropriate fonts, sizes, and layout methods to ensure that information can be accurately and quickly conveyed to the audience.

The humanized perspective emphasizes that graphic design works should have good aesthetic and artistic qualities. Designers need to pay attention to the visual effects and aesthetics of their

works, and create an attractive and infectious visual experience through color matching, graphic combination, composition skills, and other means. Designers also need to consider factors such as the cultural background and aesthetic preferences of the audience, so that the work can meet their aesthetic needs and resonate with them.

A humanized perspective requires graphic design works to focus on emotional expression and emotional resonance. Design works should be able to touch the audience's emotions, evoke their resonance and sense of identity. Designers need to have a deep understanding of the audience's emotional needs and psychological state, and convey positive emotions through their works, bringing joy, warmth, and emotional experiences to the audience.

A humanized perspective emphasizes that graphic design works should have practicality and functionality. Design works should be able to meet the actual needs of the audience and solve their problems. Designers need to pay attention to the audience's usage scenarios, operating habits, and other factors, design interfaces and elements that conform to ergonomic principles, are easy to understand and operate, and improve the value and user experience of the work.

The application of a humanized perspective in graphic design also needs to follow the principle of simplicity. Design works should strive for simplicity and clarity, avoiding excessive decoration and redundant elements. Designers need to streamline design elements, highlight themes and key information points, make the work clearer and easier to understand, and improve audience acceptance and satisfaction.

The application principles of a humanized perspective in graphic design cover aspects such as readability, aesthetics, emotional expression, practicality, and simplicity. These principles together constitute the core concept of humanized design, guiding designers to fully consider human needs and feelings in the creative process, and create graphic design works that are more in line with people's psychological needs, with practical and aesthetic value. By following these principles, designers can continuously improve their design skills and bring audiences a better visual experience and spiritual enjoyment.

4. Media Element Application Strategies in Graphic Design from a Humanized Perspective

Guided by a humanized perspective, graphic design should not only convey information, but also establish emotional connections with the audience to meet their aesthetic and practical needs. As a core component of graphic design, the application strategy of media elements is crucial.

We need to have a deep understanding of the target audience. Different audience groups have different aesthetic preferences, cultural backgrounds, and emotional needs. At the beginning of the design, we need to conduct a detailed analysis of the audience, clarify their needs and characteristics, and select appropriate media elements and design techniques. For young audiences, we can adopt more lively and fashionable colors and graphics, while for middle-aged and elderly audiences, we can choose more stable and traditional design elements.

Emphasize the innovation and integration of media elements. With the continuous development of technology, new media forms are emerging one after another, providing a broader stage for graphic design. We can try to combine traditional media elements with new media elements to create more attractive and unique design works. Combine traditional print media with Internet media, and achieve online and offline interaction by scanning two-dimensional codes, so as to enhance the audience's sense of participation and experience.

We also need to pay attention to the emotional expression of media elements. Graphic design is not only a visual presentation, but also a transmission of emotions. Through the clever use of media elements such as color, graphics, and text, we can create different emotional atmospheres and resonate with the audience. By using warm tones and soft lines, we can convey warm and comfortable emotions; The use of cool tones and sharp graphics can convey a calm and rational atmosphere.

The practicality and functionality of media elements cannot be ignored. Design works should have a clear function of conveying information, while also facilitating the audience's use and understanding. When selecting media elements, we need to fully consider their readability and ease

of use, ensuring that information can be accurately and quickly conveyed to the audience, and facilitating audience interaction and operation.

We also need to focus on the innovation and sustainability of media elements. While pursuing uniqueness and attractiveness, we also need to pay attention to the environmental and sustainable design, choose environmentally friendly materials and processes, and reduce resource waste and environmental pollution.

The application strategy of media elements in graphic design from a humanized perspective needs to comprehensively consider multiple aspects such as audience needs, innovative integration, emotional expression, practical functions, and innovative sustainability. Only by organically combining these strategies can we create excellent design works that meet the requirements of humanization and have unique charm. Figure 1 clearly illustrates the media element application strategy in graphic design from a humanized perspective.

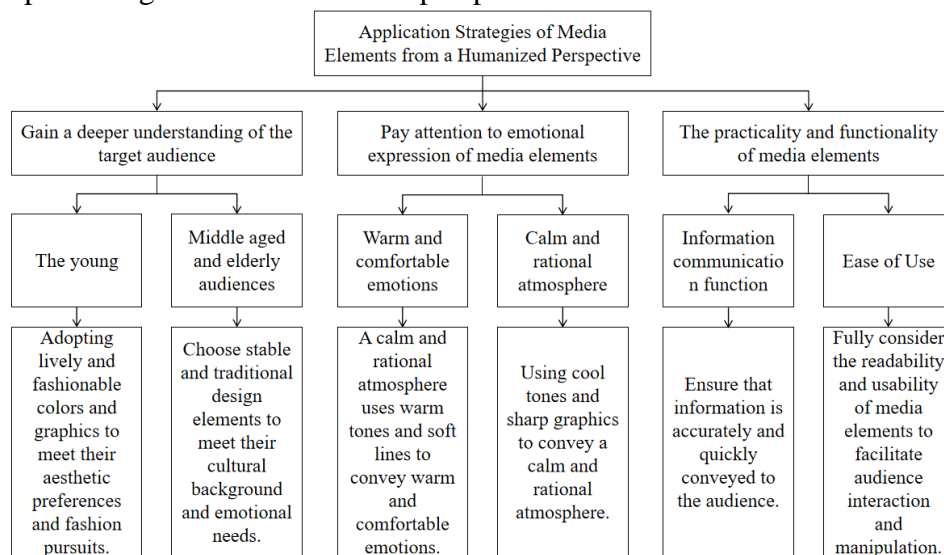


Figure 1 Media Element Application Strategies in Graphic Design from a Humanized Perspective

5. Conclusions

Through in-depth exploration of media elements and their application strategies in graphic design from a humanized perspective, we can easily find that humanized design is not only the core concept of modern graphic design, but also the key to improving the quality of works, enhancing user experience, and meeting people's needs.

Guided by a humanized perspective, the media elements in graphic design have been more deeply applied and explored. We pay more attention to a deeper understanding of the audience, in order to choose suitable media elements and design techniques, making the work more relatable to people's hearts. We are also constantly trying to integrate traditional media elements with new media elements to create more attractive and unique design works, bringing a new visual experience to the audience.

The humanized perspective also emphasizes the balance between emotional expression and practical functions. By cleverly utilizing media elements such as color, graphics, and text, we create different emotional atmospheres and resonate with the audience. We also focus on the practicality and functionality of our works, ensuring that information can be accurately and quickly conveyed to the audience, and facilitating their interaction and operation.

In future graphic design, a humanized perspective will continue to play its important role. We will continuously explore new design concepts and techniques to adapt to people's constantly changing needs and aesthetic concepts. We will also pay more attention to the environmental protection and sustainability of design, and contribute our efforts to building a beautiful design ecosystem.

The application of a humanized perspective in graphic design not only improves the quality of

works and user experience, but also injects new vitality and innovative momentum into the entire design field. We have reason to believe that under the guidance of a humanized perspective, graphic design will usher in broader development prospects.

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