Research on the Embodiment of Ancient Style Illustrations in Visual Communication Design

Xiao Zhong

Xi'an Academy of Fine Arts, Xi'an, Shaanxi, 710065, China

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Abstract: In visual communication design, illustration art is the most unique form of artistic expression. Its presentation is not only reflected in understanding and communication, but more importantly, when you enjoy the visual feast brought by illustration, you understand the deep meaning behind it. As illustration gradually penetrates into people's lives and attracts people's attention, in order to better understand the art of illustration, this article introduces the ancient style illustration as an example to introduce its expression forms, expression techniques, and the artistic charm of ancient style illustration. It also introduces the characteristics of illustration art and its application in various fields to help people better understand the role of illustration art in visual communication.

1. Introduction

Illustrations, also known as "illustrations," as the name implies, are interspersed with books and periodicals in conjunction with the subject text information. They often appear in the middle of the text and in the inserts. In the field of visual communication, illustrations can be broadly divided into book illustrations and business illustrations. In the field of modern design, society has been labeled with various labels, and illustration design has become an indispensable fashion element in the information society, consumer society, and postmodern society. Illustrations are no longer confined to books, magazines, and commercials in a simple, traditional form, but have been extended to various application areas such as clothing, animation, film and television media, and games. These phenomena indicate that the contemporary nature of illustrations has undergone huge and obvious changes compared with previous forms and styles. This change has, to some extent, caused some changes and developments in art design, art communication, and art communication. To be precise, the contemporary development of illustration in visual communication design is an organic part of the development of commercial society, and it is also a breakthrough in the design concept and performance of designers.

2. Existing Form and Style of Illustration

In ancient China, the earliest illustrations that appeared in books were Buddhist scriptures. With the literary genre on the stage of history, the spring and autumn of Han poetry, Tang poetry, and Song verse, and the emergence of niche genres and narrative texts have all promoted cultural progress. However, many ancient people at the time did not understand and could not understand, making commodity illustrations. Came into being. The art of illustration has gone through the process of development from figuration to imagery, to abstraction, to conception. From the beginning, it was only the interpretation of words, and it developed to have a certain artistic value. Until now, it can be created according to the illustrator's thinking and applied to various Commercial products. At this stage, China's rapid economic development has brought us into the era of the Internet. Illustrations are no longer defined and interpreted in a narrow sense. It has more freedom, with hand-drawn, vector, cutting-edge, pixel and other production methods. It is a line drawing and colour print. Not only are illustrations created in a variety of ways, but also their styles. The styles of European and American illustrations are more pragmatic and realistic. The style of Hong Kong illustrations is illusory, like the world of immortals, with strong Chinese characteristics.

Korean illustrations are rich and colourful. There will not be a feeling of smallpox, but a little fresh taste; most of the Japanese-style illustrations are character cartoons, which are loved by modern people; there are also many cosplay powders in China, and many young people's illustrations also imitate Japan.

3. Contemporary Features of Illustrations

In terms of communication, the meaning mainly includes the words communication and sharing. In the era of interlaced multimedia, illustration design shows the contemporary and aesthetic characteristics peculiar to the digital age. Most illustration creation cannot be separated from digital tools. For example, the use of tools such as Photoshop, Illustrator, and painter can be said to have changed the original expression of illustrations to a certain extent, making the illustrations more diverse in materials and styles, and collages and styles of various materials. The fusion of the two will present the bolder and more creative illustrations to the audience, bringing a new experience to the audience visually.

Secondly, the illustration style is exaggerated and simplified. Compared with the traditional illustrations, contemporary illustrations begin to pay more attention to the simplification of the content form. Using simple and exaggerated shapes can often make the illustrations show a strong visual impact and appeal, and thus achieve an eye-catching visual communication effect. . The use of exaggeration is also in line with the taste of modern society and modern fashion aesthetics. Many works began to use bold and exaggerated creative methods to enhance the visual expressiveness and appeal of the pictures, resonate with the audience, and achieve powerful information transmission purposes.

There is also the use of strong colour contrast. Compared with traditional illustrations, the colours of contemporary illustrations are bright and bright. From many illustrations, you can see that their colours are used boldly and strongly, which reflects the fast-paced characteristics of the development of modern society through colours.

In the end, the designer personalized and flattened the processing. Illustrations have gradually become an expression of people's ideological symbols in visual communication design. The pursuit of personalization of illustrations is a characteristic of this era. In order to survive, illustrators must show their own personality and use a special emotional expression method to The theme elements are conveyed, and the central idea of the work is conveyed. It can be said that the continuous development and update of digital technology has provided designers with the possibility to publicize their personality. At the same time, the illustrator uses the technique of vector to create the picture in a concise, lively and flat manner, which better reflects the decorative interest of the picture and achieves a better visual communication effect.

4. Application of Illustrations in Visual Communication

Visual Communication Design (Visual Communication Design) is an indispensable industry in today's society. Its main forms of expression are mainly two-dimensional images such as logos, paintings, typography, illustrations, graphic design and electronic equipment. Illustrations, as a form of expression in visual communication design, are mostly used in commercial fields such as commercial image promotion, poster design, books and publications, and game design.

Advertising design is to better display goods and serve goods. The illustration content used in advertisements cannot be abstract and conceptualized, but should be simple, clear and friendly. We often rack our brains and think about advertising copy, hoping that a voice can reach the bottom of consumers 'hearts, so with illustrations, ads will be better. Advertising using illustrations uses flat vector graphics, and uses colour changes to create different The image not only has a certain aesthetic pursuit, but also maintains the originality of the work. The simple illustration graphics make the advertisement stand out from the design while being close to the people. The application of illustrations in VI is mainly used in the design of cartoon mascots, in order to extend the popularity of the company, help companies build brand awareness, standardize the CI of the

company, and of course, the cartoonization of product modeling. In this case, people are not Buying the product itself is about pursuing trends. From the perspective of the enterprise, the formation of a brand-centric buying trend in the society is a successful performance, and it is also what the enterprise wants to pursue. The unique personality of the cartoon mascot makes people feel intimate and happy about related products, and provides people with spiritual comfort, which makes ordinary consumers impressed and more easily accepted.

Similarly, the application of illustrations in packaging is also very common. Illustrations, due to their unique artistic appeal, have increased the visibility of enterprises in the application of packaging. The data display of product sales also proves that illustrations have added vitality to the market. Packaging is no longer so simple, and companies have gradually replaced their appeal with emotional integration in the promotion of their corporate culture. The product packaging itself brings us a unique visual touch. The pictures of Changbai Mountain in spring, summer, autumn and winter are full of fairy tales, and convey the value of mineral water to consumers in the form of stories. Tell The origin of our source makes our products more credible.

5. The Artistic Expression of Ancient Style Illustrations

Expressions of ancient style illustrations The expressions of ancient style illustrations change with the actual needs. Their expressions range from traditional hand-painted to modern computer drawing, and the media from paper publications to multimedia transmission. Their forms and transmission channels The change has brought more and broader thinking and creative methods to people. It is precisely because of the wide use of ancient style illustrations that some young designers are full of passion and rich imagination for the design of ancient style illustrations. In order to produce better works, in addition to the creation of personal unique perspectives, the requirements for illustrations in commercial illustrations are more stringent and harsh. The standards must meet commercial requirements, and they must reflect commercial value and be rich in artistic beauty. Therefore, this is a major issue that modern designers need to consider. They can meet the needs by using a rich variety of arts and the perspective of media.

Expression techniques of ancient style illustrations Most of the expression techniques of ancient style illustrations refer to the expression techniques of painting art. Illustration art and painting art have a lot in common, and the history of painting art is much longer. The use of painting art in creation can make the depth of the content of the illustration art more profound, so that the illustration art can develop for a long time and enhance the illustration art. Of infection and vitality. From a macro perspective, the art of illustration is an extension of the art of painting. Due to the needs of social development, the application of illustration art is becoming wider and wider, especially in the information age. People's lives are inseparable from text and pictures. In fast-paced living conditions, I want to browse the specific content of text. It really takes a while, and the pictures are faster. The antique style illustrations use the expression of patterns, combining the unique aesthetic sense of the antique style and the actual needs. In the drawing, clear lines, classical colours are used, and Give unique meaning to the audience with a relaxed mood and visual experience. It has great flexibility, and the overall style is an ancient style, but the specific content can express various themes such as emotion, exaggeration, etc. The theme of wanting to express is combined with classical beauty, which is more innovative and also Can bring rich emotional experience to the viewer.

The application of illustrations in visual communication design can be seen as a medium for the continuous development of modern society. It can be used as a tool for people to communicate. It has the shadow of illustrations in all aspects of modern society and integrates them into fashion elements in order to better Development, it has a wide range of applications, from the internal illustrations of the original publication to the current clothing, packaging, etc., we can appreciate different types of illustrations on different topics. The application of illustrations is mainly manifested in the following aspects: First, it is widely used in the commercial field. With the continuous development of commerce, the use of advertising has been continuously improved and innovated. People have aversion to the old form of advertising. Injecting new vitality into

advertising, the commercial field uses illustration advertising, which not only has a lasting aesthetic sense, but also follows the development of the times in the selection of elements, and its colour choices are more abundant and diverse, and improvements in these areas have been enhanced. The freshness of advertising attracted the attention of consumers. In addition, in addition to being more popular in appearance, the information embodied in it can also be covered more widely. This artistic advertising sales model leaves people with the feeling that they are no longer hard sales but instead present advertising information while expressing beauty. At the same time passed to consumers, which helped commercial advertising flourish again.

In addition to the creative use of illustrations in commercial advertising, illustrations can also be used in modern clothing design. The use of illustrations in clothing can also show its role in visual communication design. No matter in which era or stage, clothing is always an essential basic life. When people need basic warmth, they need to design clothing. More and more attention is also paid to the choice of basic appearance styles, fabric texture, colour brightness, and pattern design of clothing. Therefore, popular clothing must have a unique pattern style, for example, an ordinary top, through some small patterns can show its charm. Young people often pursue a publicity and positive feeling. Selecting such patterns can be more popular. For example, Converse's cloth and footwear products will have some illustrations. Such illustrations The area is not large, but it is a good highlight on the shoes, which makes the shoes have a unique cultural charm. Some young people who are pursuing fashion often choose those that have both a sense of fashion and not overstatement. Become the mainstream trend of choice for young people. In addition to shoes, illustration elements are more widely used on bags, and the choice of elements is not limited. On the bags, you can choose various subjects such as characters, plants, and landscapes. Designers then make certain decisions based on these themes. The abstract creations make the original image objects have a strong ancient style connotation. These creations are through the continuous conception through a series of adjustments to achieve the best results. By using illustrations on objects, people can not only appreciate the art of illustration, but also make themselves more attractive. The combination of illustrations and clothing can reflect the unique charm of illustrations, also promote the development of the clothing industry, and meet the needs of contemporary youth. The application of illustrations in film and television multimedia is mainly shown in program advertisements, website login interfaces, and mobile phone screensavers. Usually the performance of this type of illustration art is presented in a dynamic form. For example, when using a computer, a dynamic antique style illustration that pops up automatically is combined with text. , Colours, pictures, etc., such dynamic antique illustrations have a strong visual impact, making people feel that the colours are rich, and the dynamic form breaks through the original static mode, which makes the expression effect of the illustrations more magical. The audience brings an immersive visual experience.

6. Conclusion

With the rapid development of society, illustrations have been applied to all areas of people's lives, and its importance is self-evident. Illustrations have entered many industries such as commerce, clothing, film and television, multimedia, etc., which has brought people a better visual experience and also promoted the development of their industries. In a sense, illustration goes beyond the use of traditional categories, which not only adds convenience to people's lives but also brings a unique aesthetic sense. The development prospects of illustrations have unlimited possibilities. No matter in which era, illustrations are a bridge for information dissemination and unique artistic expressions.

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