

The Application Strategy of Graphic Creativity in Visual Communication Design

Dong Chen

School of Art and Design, Wuchang Institute of Technology, Wuhan 430000, Hubei, China.

Abstract : Graphic elements are very important in visual communication design. In order to effectively improve the artistic level and quality of design, the scientific application of graphic creativity should be done, and different graphic creative forms should be selected according to different visual communication goals and concepts. Choosing appropriate graphic creativity will enhance the artistic tension of visual communication as a whole, and fully reflect the expressive power of visual communication. In this regard, this article starts from the importance of graphic creativity in visual communication design, explores the value and function of graphic creativity, and then explores the strategy of graphic creativity in visual communication.

Keywords : Graphic Creativity; Visual Communication Design; Application Strategy

Visual communication is based on the combination of graphic elements. The design of visual communication with good expressive ability and artistic tension needs to be based on scientific and effective graphic creativity. However, in the process of visual communication, because of the many elements involved, the variety of combination innovation methods, and some visual communication designs have a certain design framework, designers often find it difficult to break through the bottleneck of graphic creativity, resulting in poor design. This requires the integration of innovative thinking concepts of graphic creativity, returning to the extremes based on graphics, and starting from graphic creativity to make it play a key role in visual communication. To achieve good artistic and practical effects, designers need to start from different angles, multi-evaluate, and constantly break through the design bottleneck.

1. The importance of graphic creativity to visual communication design

Graphics are the basic elements and cornerstones of visual communication design. To a certain extent, they have artistic beauty and expressive practicality, reflecting both the practical value of communication and the artistic value of vision. On the one hand, graphic creativity is based on the combination and innovation of image forms and characteristics, and uses graphic content to convey the design language, which plays a real role in “communication”; On the other hand, designers adhere to the design concept and value based on graphic creativity. The pursuit of art is integrated into it, so as to achieve artistic expression, trigger cultural resonance, and make the design artistic and cultural. The good use of graphic creativity can not only make the visual communication design have a brief and refined direct expression effect, but also make the design penetrating with stronger expression and visual tension.

2. The value and effect of graphic creativity on visual communication

2.1 Express the design concept

Graphic creativity plays an important role in conveying design concepts and expressing design values in visual communication design. There are two key points in visual communication design, one is design, and the other is communication. Excellent graphic creativity will integrate the value of the design concept and achieve the goal of practical expression, and can combine the designer's design concept and the connotative value of the item fully show. Through innovative methods such as splitting and combining basic

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doi: 10.18686/ah.e.v5i9.3927

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graphic elements, the theme of graphic creativity can be fully reflected, so that the design content and form can obtain a completely unified effect in graphic creativity.

2.2 Reflect cultural value

Visual communication design should have a certain cultural value and enlightening significance. The design with images as the carrier has undergone diversified integration and innovation, carrying different cultural values, and making people have cultural resonance. In the process of historical changes, different nationalities and different people have different cultural characteristics and inheritance. Graphic creativity can also promote cultural spirit and reflect cultural values in the process of visual communication, and enable different cultures to communicate. Understand each other, learn from each other, and make continuous progress and development in innovation.

2.3 Stimulate commercial value

Visual communication design is commonly used in commercial areas such as brand design and advertising. The effective design of visual communication works in graphic creativity can deepen consumers' impression of the brand, achieve better publicity effects, and stimulate potential commercial value. Positive meaning. Graphic creativity that incorporates business ideas and good memory points can often play an overall role in visual communication. Consumers' cognition and trust of products mostly comes from the understanding and trust of the brand. Excellent graphic creativity can on the one hand reflect the highlights and value of the product, on the other hand, it can enhance the brand value through the promotion effect.

3. The strategy of graphic creativity in visual communication

3.1 Adhere to the balance of graphic creativity

The balance of graphic creativity is very important in modern visual communication design. It must be adhered to and guided by this important principle, and balance is the primary consideration standard and requirement. First of all, graphic creativity must achieve an effective balance of graphic elements. As the basic block of visual communication design, graphic content should first be paid attention to the color, tone, shape and state of each graphic element in the process of splitting, combining and creating it. The first step of doing a good balance. Through effective and harmonious graphic structure and content connection, a good sense of visual balance is formed, laying a foundation for the effectiveness and scientificity of visual communication, referring to important principles such as the golden ratio, controlling the limits of visual communication, and avoiding abruptness and incoordination. Thereby, the content of graphic creativity and the form of visual expression are effectively unified. At the same time, it should be noted that paying attention to the balance of graphic creativity does not require graphic creativity and symmetry, but rather the balance concept of graphic creativity and the coordinated look and feel of the overall design, which is achieved through creative links between points, lines and surfaces. Effective visual communication with innovative value and ideas, so that the receiver can accept the design ideas in a good look and feel, and appreciate the value.

3.2 Using the exaggeration of graphic innovation

Visual communication design takes the creative combination and innovative use of graphics as the basis for artistic development. Through innovative and exaggerated breakthroughs in graphic creativity, it will effectively break through the design bottleneck of graphic creativity and more intuitively reflect the design theme. Good visual communication effect. On the one hand, paying attention to the exaggeration of graphic innovation can effectively magnify the highlights and key points in the design, so that the key points are prominent and detailed, so that the receiver can accurately receive the information and ideas that the designer wants to convey with limited attention. On the other hand, the exaggerated use of graphic innovation can help designers open up their ideas, broaden paths, and improve imagination in the process of visual communication design, thereby breaking through the creation bottleneck, and attracting reception with a stronger combination of artistry and practicality. The attention of the readers has been affirmed and praised. In addition, the use of exaggerated methods itself can strengthen the three-dimensionality and vividness of the graphics, make the basic graphic elements more flexible and harmonious, enrich the artistic connotation value of the work, allow the designer's concept to be fully expressed, and effectively improve the level and quality of the work. It has the unity of expressiveness and artistry, and better reflects the comprehensive value of the embedded value, cultural value and commercial value of visual communication design.

3.3 Reference of using graphic creativity

The so-called "standing on the shoulders of giants" requires designers to see and learn more in visual communication design, reasonably learn from excellent expressions and forms of expression, fully absorb excellent design concepts, and enhance their

design capabilities in all directions. Better realize the flexible use of graphic creativity. For many designers, long-term design will easily trap themselves in their comfort zone, and design their own graphic creativity and visual expression according to their own unique set of patterns, which will form a bottleneck for graphic creativity, and will also limit the transformation and transformation of graphic elements. Use ability. For example, in the visual communication design of a certain theme, you can first browse a large number of excellent creative designs of the same type, pay attention to the advantages of learning and borrowing methods, and be inclusive of all sources and brainstorming. In addition, designers should pay more attention to the innovative forms and details in various fields of life, constantly enrich their knowledge reserves and creative inspirations, integrate them, and fully learn, so as to comprehensively improve their graphic creative design concepts and artistic standards. For another example, in terms of design concepts and thinking, designers can pay more attention to some complex graphic designs in their usual learning and reference. The combination of graphics needs to take into account balance and exaggeration, which is usually difficult to integrate, and these excellent complexities. The works can be well balanced, and the design concepts and creative methods are worth studying. At the same time, designers can also use a lot of learning and reference to fully train their ability to transform graphics and use innovation, to control and use points, lines, surfaces, dimensions, etc., and to continuously improve their artistic taste and design standards. As a result, there are a series of qualitative improvements in the design thinking, hierarchical structure, and value expression of graphic creativity in visual communication design.

4. Conclusion

In summary, modern society has put forward new requirements in the field of visual communication design, and it has also brought new opportunities for innovation and development. Adhering to scientific and effective graphic creativity is an effective transformation and qualitative sublimation of visual communication design, and it is very important to enhance the artistry, communication and value performance of visual communication design. Through graphic creativity to fully reflect the value of design concept, theme connotation value, cultural and artistic value and explore commercial value, it can not only enhance the artistic and cultural attributes of the product, but also form a unique brand and style, and promote the overall progress and development of the visual design field. develop. Therefore, in the process of visual communication design, designers should pay full attention to the balance, exaggeration and reference of graphic creativity, constantly update design concepts, break through design bottlenecks, look at visual communication design from a development perspective, and continuously improve themselves. The comprehensive ability to improve the graphic creative expression effect of visual communication design.

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