

Research on the Application of Text and Graphic Creativity in Graphic Design

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Abstract: Text, graphic creativity and color are the most important basic elements in graphic design. This paper expounds detail the basic concepts and origins of the three, how they are related to each other and how they are applied and reflects in graphic advertising, and analyzes how to make better graphic design with the proposed methods.

Keywords: Text graphics; Creativity graphic; Design; Application research; Color

1. The generation and development of words

Words can be divided into two categories: Chinese characters and Latin letters.

At the beginning, Chinese characters are transformed from pictures. After the precipitation and accumulation of time, people organize pictures and create them again, and there are "hieroglyphics", so words and pictures are closely related. Latin letters originated from ancient Egypt, and like Chinese "hieroglyphs", each letter also has a corresponding picture. Later, due to mutual trade, 22 letters were used by the Greeks, and then the Greek letters, and ancient Rome also borrowed from the writing method of ancient Greece and ancient Egypt. And on the basis of its perfect modification, gradually developed into 26 letters, then formed a complete system, the form of Latin characters is simple, and the change of Chinese characters is interlinked, can generate according to the strokes, glyph and all kinds of new features, text and graphics have inseparable connection, so in the graphic advertising design, text has become one of the most important expression.

2. Creativity in text in graphic advertising design

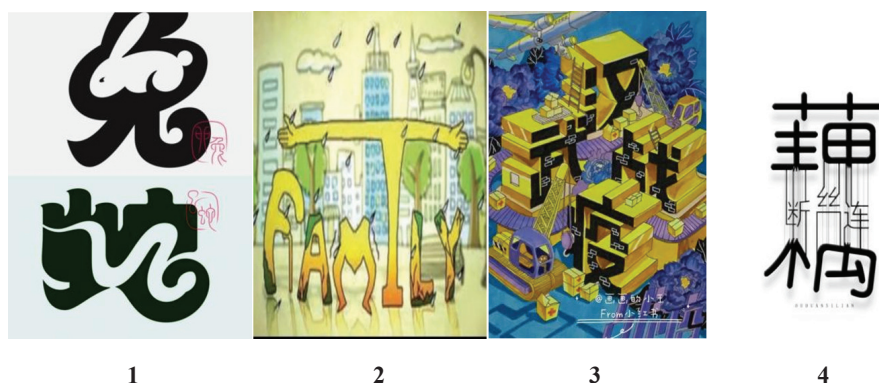
2.1 How to show the text in the print advertising design

2.1.1 Hieroglyphics representation

Words have evolved seven times from ancient times, Many words are evolved from graphics, For example, the mouth, When people open their mouths, Like a circular circle, Slowly, it developed into the word "mouth", For another example, the "Day", The most primitive writing of the "day" is not angular, But of a circle inside with a dot, After the time of precipitation, Slowly, it became the present writing method, This "hieroglyphics" actually stems from pictorial words, so, In the graphic advertising design, It can be expressed using existing words combined with its own meaning, Using the shape of the mountain to express the word "mountain", Novel and unique, fun and readable, Make the reader know what the author wants to show without objection, It does not cause any misunderstanding in the meaning that the author wants to express.

2.1.2 Interspersion method

In the design of the text, Some words evolve from the appearance of the things of themselves, It is more convenient to use the "hieroglyphics representation", And some of the text and strokes are very complex, Completely impossible to see that it has evolved from things of itself, You can make the original meaning of the text mixed in the text (Figure 1), for instance, The word "snake" in the twelve Chinese zodiac signs, You can insert the shape of the snake into the word "snake", For another example, The word for the rabbit, We can observe that the two erect ears of the rabbit can indicate the radicals of the upper half of the word "rabbit", So we put the shape of the rabbit in the whole position of the word "rabbit", Aligning the rabbit's two ears with the stroke, Increased in the design sense of the text, Also let the reader more profound understanding of the text original idea.



2.1.3 Personification method

Whether some Chinese characters or some Latin letter shape is and the appearance of people or animals or make action similarity is very high, we can use these characteristics when creation (figure 2), for example, "FAMILY" in "FAMILY", "F" in the "F" bent, like the old curved back, crutches is more anthropomorphic, for example "T", the author added two hands and cover on "FAMILY", for the home, make the letter with emotional color, gives the letter special meaning.

2.1.4 3 D font design method

In the stereotype, people think that words should be two-dimensional. But when the text design into three-dimensional graphics, but can show more want to express emotion and meaning (figure 3), a two-dimensional "Wuhan campaign" ordinary, no visual shock, also feel people beat the virus win confidence, and 3 d "Wuhan campaign" not only has a strong visual impact and strong contrast, more expressed the confidence to win. In the middle of the word, there are ladders, cranes, which is not just a word or a building, easier to remind the speed of "Leishenshan" and "Huoshenshan" construction, while implying "Chinese speed"

2.1.5 Meaning the font design method

In many cases, we want not only to design a single font, sometimes is a word, a phrase, if only for some changes on the font, a slightly monotonous, and if combined with itself to express the meaning will be interesting and profound (figure 4), lotus root was broken and it is connected, so in the design, the word "lotus root" divided into two halves with the middle line, and the "broken" with the middle line together.

2.2 How to typesetting in print ads

A good typesetting gives a clearer message of what the author wants to express. Can make the advertisement more readable, its typesetting basis is to find out the internal connection between the font and the font, to make the text and the text look more coordinated, more overall, more can highlight the main purpose of the advertising, more easy for readers to identify, must not let the reader guess whether the word is connected to "A" or "B". When typesetting, people should also pay attention to the habit of reading, such as reading from left to right, and put the more important text content as far as possible in the left position, to determine the main and secondary. In form, you can regard a text as a point, a line of text as a line, and a paragraph of text as a surface, and you can regard them as a whole, forming them into any style typesetting that meets the advertising requirements or tonality.

3. Overview and method of graphic ideas

3.1 What is graphic creativity

Graph is a visual symbol, is the most important component of visual design, which can contain far more information than text, language. Can be divided into abstract graphics and concrete graphics, in the form of painting, photography, etc. , performance techniques also include exaggeration, metaphor, etc. , "graphics" is the creative ideas with the process of the creative, creative graphics, creative can use a unique composition, color collocation or several color collision, the transformation of shape or lines, etc. The quality of graphics creativity can determine the success of advertising, and good graphics creativity can span the limitations of gender, space, time and so on, giving people a sense of "the bright moon on the sea, the horizon at this time".

3.2 The method of graphic creativity in graphic advertising design

3.2.1 Association and imagination of graphics

"Association" means that when we see or think of a thing or experience an event, Thinking of another thing that already

exists or an event that has occurred, There is always some connection between things, Between the pictures and the pictures can also be similar by shape, Similar in meaning, Cause and effect of the relationships, Strong contrast and so on to connect, for instance, Through causation, During a hot summer day, We can think of the myth that "the descendants shoot the sun", A food called "ice cream Popsicle", An object, "The leaf fan shaken in grandpa's hand", An electrical appliance called an "air-conditioning fan", An animal that "knows", A dress "halter skirt", All of the above associations can be the inspiration of designers in the design, Let graphs that that is not a class of connected together through a line, Give it an essential connection.

"Imagine" is the existing or have experienced processing and transformation into a new image process, 1) can consider the color of specific objects, function, shape, imagination, such example for a common alarm clock, its shape, material, color can become completely new, including its function can have more. 2) We can put together several unrelated objects and imagine more "new species". For example, when we see an apple and a building, we can imagine building the building in an apple. 3) You can also connect two unrelated graphics to find new ideas in the mistakes, such as zipping a human's mouth and unzipping his mouth when eating or talking.

3.2.2 The shadow of graphics

The shadow of the objective object itself changes abnormally, showing a different shape from the original shadow, for example, the two back-to-back quarrel. And their shadows looked at each other hand in hand, as if reconciliation, although the two men held hands, their shadows held knives to stab each other.

3.2.3 Isomorphism of figures

The two objects have want to close or the same elements together configuration method, form a new image, should be good at finding the commonality between the two objects, for example, when we use the compass, you can find that it has "two legs" and a fulcrum, we can think of whether we can put the compass "two legs" into people "two legs"?

3.2.4 Conflict of the graphics

Turning the conventional things that conform to the objective facts into unreasonable and things that conform to the laws of the objective facts, the works of the famous contradiction space master M. C. Escher perfectly interpret "what is the contradiction of graphics". All the stairs in the work are not in a three-dimensional space.

3.2.5 Positive and negative shape of graphics

The figure itself is called positive, around the blank become negative shape, negative complementary coexistence, because when watching the position of the eyes is different, you can see different images and images, the famous psychologist Rubin Rubin cup, if only pay attention in the white area, you can see is a goblet, and the eyes gathered in the white area, you can see. Out are the faces of two people.

3.2.6 The paradox of graphics

"Paradox" refers to the pattern of counter intuitive and illusory graphics, often use exaggerated techniques to show, for example, in the hands of human dying earth, think of human behavior make the earth "black and blue", water resources are destroyed, forest is excessive cutting, a large number of rare animals slowly extinct, for example, in rags of a group of people were crushed under delicate shoes, think of in the old society, poor labor by capitalist squeeze scene.

4. Application of text and graphics in color

It is not hard to find the color changes in temperature can bring different psychological feelings, for example, when a room is black or cold dark, people will feel nervous and uneasy, but if it is cold light color, can feel cool, when we see vermilion or orange such deep warm color, can feel hot festival or is very important, on the contrary, if you see light color warm color, we can feel the warm. In the usual design process of not pursuing the extreme personality and drama, A graphic design will usually select a primary tone, Try to avoid the contrast color flush or a very high saturation of the cold and warm color flush, In the same picture, Color has to pass through many times in the brightness, fineness, saturation level, The reconciliation and contrast between temperature and temperature, Determine the priorities, light and shade, Make it harmoniously structured and hierarchical, But not a complete loss of individuality, Another important factor is the " audience of ads, At the different ages, sex, Countries have different perceptions of color, for instance, Need to design a girls down jacket ad, During the design time, You should first determine that the audience is the "little girls", The second thing to determine is to develop the design around the "down jacket", So to sum up the two limitations requirements, The designer shall generally determine the subject color as a lighter warm color, For example, the light pink, Light orange or light yellow, etc. , Can be paired with white, Low-purity blue, etc. , serve as auxiliary colors, Using the repetition of the colors, The light and shade of color, gradual depth makes

the color rhythmic, sense of depth, For another example, To design the China-fashion element shoe, First, the audience group is "young men and women", The second style theme is "China-fashion wind", In the choice of color can be exaggerated and bold some, With a more personalized contrast color contrast design, Can make the purity of the color, lightness, The saturation is high to satisfy the fashionable men and women who want to show their individuality.

5. Case analysis

"Young you" poster, in the color with dark dark cold color as the overall tone to give the reader a sense of dark tension, but with blue and white and light green, feel still hope, this color collocation has a sense of rhythm, breathing feeling. On graphic creativity, the designers put two starring body shoulder above the bottom of the plane, their back to back but rely on each other, the cold pouring rain on their face, they are wet, although their face expression with sadness and despair, but the mouth is slightly up, on the font, "young you" a few characters sharp knife, vertical writing, let has not seen the movie feel the poster saw the movie story, and the fate of two people is tragic, but they snuggle warm, still believe each other is a beam of light in his dark world.

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