Analysis of Graphically Creative Application in Modern Plane Advertisement Design Teaching

Anqi Chen

Sichuan University of Media and Communications, Chengdu, 611745, China

Abstract: *Print advertising can be seen everywhere in our life today, filled with every corner, it can directly or indirectly affect people's life and thinking mode, the graphic creativity into modern print advertising design, can bring people a strong sense of visual impact, can increase the design effect of print advertising to a certain extent. Therefore, in the teaching of modern print advertising design, teachers should attach importance to the application of graphic creativity, and use graphic creativity scientifically and reasonably in teaching. This paper analyzes the application of graphic creativity in the teaching of modern graphic advertising design, expounds the teaching significance and expression form of graphic creativity in graphic advertising design, and puts forward effective application measures to help students understand graphic creativity in modern graphic design teaching to explore.*

Keywords: *Graphic creativity; Modern print advertising; Teaching application*

1. Introduction

In modern society, all aspects are progressing, and people's aesthetic consciousness is also improving. In the face of print advertising, the public has put forward higher requirements for design creativity. Print advertising is an important part of advertising, and has a very close relationship with the daily life of the public. Today, print advertising design technology continues to innovate and breakthrough, after a large number of practical applications to prove that graphic creativity can highlight its advantages in print advertising effect, play an important role. This requires teachers to actively apply graphic creativity in the teaching of modern print advertising design, help students establish the cognition of graphic rules, guide students to understand graphic creativity, and explore the concrete form of graphic creativity with students.

2. The significance of graphic creativity in the teaching of modern print advertising design

In the teaching of modern graphic advertising design, teachers need to guide students to understand the meaning of graphic creativity, and learn to explore the use of graphic creativity for advertising design, which can improve students' ability of graphic advertising design, but also improve students' comprehensive ability of design, help students have better creative ability to use advertising to convey information. We should strive to apply graphic creativity to the teaching of graphic design, which is of great significance for students majoring in advertising design [1]. Print advertising this type of advertising can integrate a variety of advertising elements, show the theme of the relevant content, clarify the meaning of the advertisement, and help the public to have a sense of identity and pay attention to the content of the advertisement. In print advertising design, graphics is one of its important components. In teaching, teachers can use different presentation ways of graphics to stimulate students' cognition and understanding of advertising content, and use the powerful visual impact ability of creative graphics to attract students' attention. If only the application of graphics, it is easy for the public to watch at the same time form a vague understanding of the situation. Because of different cognitive levels and life experiences, people will have different ways of understanding advertising and cognitive results. Graphic creativity of print advertising can enhance the design effect of print advertising, the more novel graphics, the more can enhance the interest of advertising, the more can achieve the desired effect of advertising.

3. The role of graphic creativity in modern print advertising design teaching

The meaning of print advertising is to promote what you want to show. As the main design element

of advertising, graphics are used to enable advertising to achieve the desired effect. The more interesting the state of graphic expression, the more it can focus people's attention, and then can achieve the effect of advertising. Graphics can make advertisements have strong visual appeal. As a medium of visual information transmission, advertising is an organic combination of text and graphics. As a visual art, it lays more emphasis on visual effects, which cannot be expressed by advertising words [2]. In the design of modern print advertising, the role of graphic creativity is mainly divided into the following points: First, graphic creativity can accurately convey the theme of the advertisement, and also can easily be clearly known by the public. Second, graphic creativity is able to attract more people's attention. In our daily life, advertisements can be seen everywhere, so if advertisements can only express what they want to express, then people who watch advertisements every day will develop advertising antibodies, and then ignore ads without design sense and creativity. Therefore, when designing advertisements, we should attract the attention of more people through creative graphics, so that people are willing to take the initiative to study the connotation of the advertisement, and watch the advertisement as a visual enjoyment. Graphic creativity with good visual effects is its biggest advantage. Third, graphic creativity is used to assist text advertising. Creative graphics can usually express the content that the text wants to express very clearly. Through clever design, it can also attract the attention of the audience, so that people are willing to think about converting graphics into text for viewing and understanding.

4. Graphic creativity in the teaching of modern print advertising design form

In the image processing of graphic creativity, it includes not only the image of the plane, but also the application of the three-dimensional form in the plane. Graphic creative image material is very extensive, how to choose image and create image is the basic content of graphic creative, we can from the following five forms of expression to describe in detail.

4.1 Isomorphism

The types of graphics are rich and colorful with different images, but we can use shapes to summarize them, such as the moon, football, cigarettes, tree stumps and other seemingly different images, they all have the same outline. In the process of graphic creative application, the most vivid visual effect is the difference between the shape structure. To a considerable extent, it can bring a certain sense of novelty to the audience and break the previous restrictions on logical thinking [3]. There is a very close relationship between the two shapes and structures, which requires advertising designers to ensure that the final graphic design is vivid enough and vivid, and maintain the shape harmony based on its internal image. If there is a serious sense of violation, it will greatly reduce the ornamental value of advertising design.

4.2 Heteromorphism

In life, people will use their experience to recognize the fixed concept of things around them, which makes people associate the texture even if they draw an appearance. This method can show the close connection between different elements of graphic creativity in modern print advertising design, and this differentiated design form is often more story-like, mainly used to tell and spread corporate culture, commodity stories or convey certain ideological spirit [4].

4.3 Polymorphic isomorphism

Polymorphic isomorphism can be regarded as the upgraded version of heteromorphism design technique. In the design, the original irreconcilable graphic element contradictions are integrated bidirectional, so as to present the visual impact of graphic creative elements and improve the visual beauty. For this kind of creative technique, people need to have a keen observation, people will be familiar with the image material reorganization, and give it a new connotation. When graphic creativity is applied in modern print advertising design, designers can make full use of polymorphic isomorphism to present three-dimensional images on a two-dimensional plane. The relationship between perspective and depth of field creates a clever scene that gives the audience a deeper sense of the story.

4.4 Anomalous reconstruction

Heteromorphic reconstruction is the integration and reconstruction of more than two kinds of image materials. The heteromorphic energy is the naturally generated form, or it can be a new form created, and then the different graphics are recombined to obtain a new abstract idea. In reality, there is no distinction between abstraction and concretion of graphics, because in creativity, as long as it can be designed, it is concretion, and the abstraction here refers to people's perception of it [5]. Refactoring is all about refactoring. It's easy to change an image in design, but it takes some artistic ability to create a new one.

Five is to form freehand. In advertising design, people use creative graphics, these can be understood as form xieyi, that is, through the image to express meaning. However, when we tell the story as a creative technique, we should be different from what we have explained before. Xieyi does not start from graphics, but from artistic conception. This idea is to pay too much attention to certain things or certain scenes, and under the requirements of this kind of creativity, we use this kind of image material for embodiment [6].

5. The effective measures of applying graphic creativity to the teaching of graphic advertising design

5.1 Graphic creativity should fit with the main body of advertising

When designing a print advertisement, the first thing to be done is that the creativity must be combined with the theme of the advertisement, which cannot be created out of thin air through the subjective imagination of the creator. Therefore, when exploring graphic creativity, students should combine the life experience, living environment and cultural background of the object of the advertisement, and carry out advertising creativity on this basis. In modern print advertising design teaching, graphic creativity has become an important way to express the rich content of print advertising and improve the effect of external expression. Scientific application of graphic creativity can show the characteristics of subjective improvement of print advertising communication effect. In graphic creative design, it is necessary to clarify the theme and purpose of advertising, carry out advertising design around the theme, use different graphics and structures to organize information, and then express ideas. Graphic creativity should not only be beautiful, but also have certain cultural implications, and the expression of graphics should have strong artistry and practicability [7]. All kinds of information reflected in print advertising works can only show the complete information value, be coherent, and leave a deep impression on the audience through the distinct main body connected together. In the teaching of print advertising design, we often find that there are a lot of students, their design concept is very high-end, graphic creativity is very unique, let people see the fun, but it also makes the advertisement become too rich in color, and can not clearly show the theme of the design, the audience will remember the content of advertising design after seeing the advertisement, but have doubts about the ambiguity of the theme. So when we teach students the design of print advertising, we must educate students to integrate graphic creativity with the theme of advertising, so as to highlight the value of advertising.

5.2 Innovation on the basis of graphic creativity

In the application of graphic creativity, the first thing is to give creative exploration to the realization form of graphic creativity. In this step, teachers should guide students to give full play to their imagination, upgrade the original graphics again, so as to achieve innovation. But in this link, if students do not understand the form of graphic creativity, then in the process of graphic processing upgrade, students will feel very difficult. Therefore, teachers should constantly guide students in the teaching process to learn to use a variety of graphic creativity for new exploration, to give play to students' subjective initiative, to learn to use the form of graphic creativity, based on a variety of forms of association, and then create new graphics. In class, teachers need to study with students, be their companions on the learning road, and explore the concrete form of graphic creativity [8]. In the environment of continuous innovation and reform of Chinese scientific concept, through the complex changes of different figures, it can play an important role in improving figures and enriching the types of figures, and most creative ideas mainly innovate around the basic figures with several characteristics. Based on the requirements of modern print advertising design teaching, teachers can focus on the most basic graphics to strengthen students' cognition and understanding of graphic creativity, and explore its

concrete form with students. On this basis, graphic creativity can be innovated again to enrich students' design thinking and improve students' design innovation concept.

5.3 Improve students' cognition of graphic creativity

In modern print advertising design teaching, graphic creativity has become an important way to express the rich content of print advertising and improve the effect of external expression. Scientific application of graphic creativity can show the characteristics of subjective improvement of print advertising communication effect. In teaching, teachers should fully combine students' personalized learning needs and development rules to help students establish a complete cognition of graphic creativity [9]. So that students can be in the modern graphic advertising design based on creative scientific design. For example, teachers can integrate diverse graphic creativity to design advertising works according to different types of print advertising design methods, and let students have group discussion. Through students' observation of advertisements and complete cognition of graphic rules, they will actively put forward their own questions and different views. After that, teachers can use targeted guidance to change students' wrong thinking.

Teachers should avoid disturbing students with their own experience and subjective consciousness when using graphic creativity in advertising design teaching. But to conform to the students' way of thinking, so that students can find problems and deficiencies based on their own thinking. In teaching, teachers need to make clear that the goal of applying graphic creativity is to express the internal meaning and external performance of advertising more rich, so teachers need to fully combine the essential connotation of modern graphic advertising design, try to use different creative ways of graphics, so that students can feel what collocation rules between different types of graphics. Modern print advertising design needs to be more return to the essence, with concise and clear as the basic principle. This can make the public more simple and direct to understand the essence of print advertising content, to cater to the interests of the public, such advertising works can also be recognized and welcomed by more people.

In addition, some print advertising design also needs to be designed for different types of audiences. In teaching, teachers should enable students to analyze the attributes and characteristics of commodities first, based on which different audience groups can be divided [10]. Teachers need to combine the psychological needs of the audience to carry out advertising design teaching guidance, so that students can fully combine the development demands and psychological characteristics of the audience in the application of graphic creativity in modern graphic advertising design of the corresponding advertising content.

6. Conclusions

In modern society, the use of graphic creativity in advertising design is very frequent, but behind every excellent advertising design, there are unique graphic design ideas, teachers need to combine the actual learning situation and development characteristics of students in teaching, to create a variety of learning activities, to help students to truly integrate graphic creativity into the design of print advertising. Teachers should adopt different teaching methods to make students feel the fun of graphic creativity, and in this process, let students form the correct cognition and understanding of graphic creativity, and realize the organic integration of modern print advertising design and graphic creativity. Graphic creativity can make print advertising become more promising, it has an important expression in information transmission, so that advertising art has a unique charm, so that it has a unique connotation and infinite sense of form.

References

[1] Zhou Yan, Zhu Xiaolong, Kang Zhengling (2019). The performance and application of graphic creativity in modern Print advertising design [J]. Journal of Shandong University of Agricultural Engineering, 36(12): pp116-117, 154.
[2] Cai Yingjun, Hao Xiao (2022). Research on the Expression and Application of Graphic Creativity in Print Advertising [J]. Art Science and Technology. 35(17): pp172-174.
[3] Wu Xiaoli (2022). The Application of Graphic Creativity in Teaching of Modern Print Advertising Design [J]. Footwear Technology and Design, 2(22): pp69-71.
[4] Zhang Xinyin (2021). Analysis on the Application of Graphic Creativity in Print Advertising Design

[J]. Shenhua (II), (10):pp 112-113.

[5] Wang Le i(2022). Research on the Application of Graphic Creativity in Print Advertising Design [J]. Tomorrow's Style, (10): pp135-138.

[6] Guo Qingqing (2019). Construction of Visual Aesthetic Elements in Graphic Brand Design—Comments on Visual Elements of Modern Graphic Design [J]. News Lover, (7):p4.

[7] Yuan Bowen. (2019). Application of Information Technology in Graphic Design teaching [J]. Art Education Research, no. 22, pp, 100-101.

[8] Zhang Fang (2020). The Application strategy of graphic creativity in visual communication design [J]. Packaging Engineering, 41(2):pp. 281-283, 290.

[9] Weng Jingqian, Chen Hexiang, Zeng Jingting, et al(2022). Discussion on the development and application of MG Animation in the environment of New Media [J]. Art Literature, 187(5):pp136-138.

[10] Chang Cailin (2020). On the expression of graphic Creativity in visual communication Design [J]. World Premiere, no. 11, p20.