

# Explore the Advantages of Illustration Art in Visual Communication Design

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**ABSTRACT.** *Illustration art, as a long-standing visual art, has long existed in books and served as images to assist readers in reading. Nowadays, the definition of illustration is no longer a picture interspersed with words, but a diversified new form of hand-painted art combined with digital media technology. Illustration art is applied to visual communication design, can make the theme more image, more vivid, more interesting, it plays an important role in strengthening the visual communication theme ,enhancing the audience interest ,enhancing the visual communication effect and so on.*

**KEYWORDS:** *Illustration, Visual communication, Advantage*

## 1. Introduction

Illustration usually refers to images expressed in auxiliary text. When the text description is not enough to express things visually and correctly, an illustration is usually inserted to supplement the text or improve the artistic effect. With the development of The Times, this concept can not fully express the meaning of illustration. In the traditional concept cognition of illustration, it is often limited to the illustration of article, title page or cover, etc. , while it is not considered as illustration in other visual design. Now commercial design developed, the form of illustration has been diversified. Traditional hand-drawing art, photography and video art and even digital media art are combined to present a more colorful illustration form, it is not only more artistic, its supplementary expression of text description is further visual, giving the audience a strong visual impact effect, it is not only more artistic, its supplementary expression of text description is further visual, giving the audience a strong visual impact effect.

With the development of digital media, people are surrounded by countless information. People have to sift through it to get the information they need and are interested in. As a visual communication of image thinking, image reading has become the most important way of information acquisition nowadays. In the era of reading pictures, illustration art has been further developed and become a fashion form of visual communication, and people have higher and higher requirements on illustration art.

## **2. About Visual Communication Design**

Visual communication design, it is primarily about communicating specific things in visual form. Such as logo design, layout design, poster design, interface design, etc. all belong to the category of visual communication design. Visual communication design is to disseminate information and persuade the audience for the purpose, through more effective than direct words.

## **3. Analysis of the Advantages of Illustration Art in Visual Communication Design**

### ***3.1 Strengthen the Theme of Visual Communication Design***

Influenced by the development of communication medium and technology, the illustration art has achieved unprecedented development in the tools and materials used for drawing. Computers, smart tablets, digital tablets, and drawing software can realistically and effectively simulate all kinds of hand-painted effects. Whether it's heavy oil painting or light watercolor, even the texture of the paper can be simulated to be realistic. Using new techniques to accomplish this can greatly improve efficiency in rendering. In visual communication design, the audience's point of view is always from top to bottom, from left to right, from large to small law of visual interpretation of design works, and illustration art in the way of insertion in visual communication works, greatly enhance the interest of visual communication, to strengthen the role of the theme. At present, in the era of image reading, visual reading is mainly in the form of fast browsing, so as to save time and effort to obtain the information needed by the audience. In the visual communication design, illustration art can display the scenes related to the theme, and give full play to the visual advantages of the era of picture reading. The audience is inundated with various kinds of information, so it is the most important task for many visual designers to catch the audience's eye. The illustration with distinct theme will leave a visual impression on the audience, which greatly improves the visual communication effect and presents unique visual artistry while achieving the theme.

### ***3.2 Increase Audience Interest***

In visual communication design, pure text description information or product details can be very abstract even boring and audiences tend to lose interest when they see large paragraphs of text. Illustration art is applied in visual communication design to display text information in the form of image display. Although the information conveyed is unchanged, it is clearer, more attractive and more visually contagious, making the picture more abundant. Illustration art is applied in visual communication design, the graphic illustration language can play a role in guiding the audience's desire for action. Illustration art is closely integrated with the development of digital media technology. In the works of visual communication, many audiences can understand the symbolization and visualization meaning, which

is of great help to guide the audience to understand the theme of visual communication. Illustration art makes visual communication works obtain unique visual effects, and commercial advertisements have artistic taste and aesthetic value. In the subtle influence of people's aesthetic taste.

### ***3.3 Enhance Visual Communication Effects***

Illustration art combines emotion and aesthetics together, gives the audience the feeling of image beauty, and makes the audience feel less tired when receiving information. Illustration designers need to convey the information into commercial illustrations, to combine information transmission and aesthetic taste to convey to the audience, the audience can not only understand the conveyed theme, but also experience the aesthetic feeling. Through the application of illustration art in visual communication design, the theme (commodity appearance, performance, usage, etc. ) image can be displayed to make the composition more complete and the theme more prominent. Visual communication emphasizes to convey information from the perspective of positive energy, truth, goodness and beauty, while the application of illustration makes the communication effect more three-dimensional sense, and propagates the practical value of visual communication design more fully.

## **4. Application of Illustration in Visual Communication Design**

As a kind of visual art, illustration art is also a kind of visual communication design in a broad sense. In a narrow sense, illustration can be used as a visual element in visual communication design. Therefore, it is widely used in poster design, publication design, packaging design and other visual communication design fields, and plays an important role in enhancing the value of visual communication design works.

### ***4.1 The Application of Illustration Art in Poster Design***

The development of poster design is very rapid. Its elements, themes, forms, media and production means constantly break through the tradition, which further satisfies people's aesthetic taste. The application of illustration elements in poster design also strengthens the expression techniques of poster design and makes poster design more beautiful in form. Illustration styles are varied, and different styles can be applied to poster design to obtain different effects. For example, in the illustration of realistic technique, the image will be drawn concretely to convey the most authentic and accurate information to the audience. The audience can understand the theme of the poster accurately without using text description. When designing posters, designers will also generalize the image of illustrations according to actual needs. For example, when cartoon-style illustrations are applied to poster design, they will enhance the intimacy and interest of posters. Cartoon style illustrations are characterized by bright colors and exaggerated shapes, which are more suitable for humorous poster design. In addition to realistic style and cartoon style illustration,

illustration art also has many unique techniques of expression, such as clipping, black and white and other styles. According to the theme and audience of the poster, appropriate illustrations are selected for element application to enrich the type and style of poster design.

#### ***4.2 The Application of Illustration Art in Publication Design***

The application of illustration art in publication design can broaden the artistic vision of readers (audiences). It can not only enrich the design elements, but also better explain the design intention. Take book binding design as an example, it can provide more rich expression, and readers can arouse their interest in reading text by browsing the illustrations. In the book binding design, its cover is the first part to attract readers. Whether the cover design is beautiful plays a decisive role in whether readers buy publications. The application of illustration art to cover design can play an artistic promotion role, and at the same time can accurately convey the theme of the book, so that readers understand the brief content of the book in a short time. In addition to cover design, interior pages of publications can also be decorated in the form of illustration art. In the design of a publication, the text may be supplemented.

#### ***4.3 The Application of Illustration Art in Packaging Design***

Rich and colorful commodities make people's life colorful, and its packaging design has also become an important research content of visual communication design. As a common element in packaging design, illustration art has its unique aesthetic and connotation. It can be said that the application of illustration art in packaging design is irreplaceable by other elements. The application of illustration in packaging design enriches the visual language of packaging design and is more artistic. The reasonable application of illustration art in packaging design is also of positive significance to display the features of goods. In packaging design for different brands and commodities, visual designers can reasonably choose different styles of illustration for application according to the actual situation, in order to better add visual appeal to packaging design.

#### ***4.4 The Application of Illustration Art in Animation Design***

Excellent animation works in the design and production of the beginning, its role design and scene design must be one of the most important links in the production team. On the basis of careful study of the script to play the imagination, the script text description of the cartoon characters through the way of illustration. In fact, in animation design, not only the role design should use the illustration of the performance art, scene design, shooting drawing are all need to be supported by the illustration foundation. In large-scale animation creation, visual art design is the most important content. Illustration, as the most important technology in film and television art creation, runs through the planning and completion of animation works. It can be seen that illustration art plays an important role in animation design.

## 5. Conclusion

In the era of creative and innovative visual design, illustration art has gained a huge space for development. All kinds of new technologies and new media intervene in the illustration art and provide abundant new forms for the development of illustration. The advantages of illustration art in visual communication design can not only add luster to visual communication design works, but also enhance the aesthetic taste of works. As a visual communication designer, with illustrations to get rid of the dependence on traditional materials, and with original illustrations as the entry point, to open up a new visual expression route for the originality of visual communication design.

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