

The application and innovation analysis of graphic design in graphic poster

Shulang Zheng

Zibo Vocational Institute, Zibo, Shandong, 255000, China

Abstract: *In ancient times of our country, there were no words at first, and graphics is the earliest language and culture carrier. The ancient people used graphics to communicate language, express emotions, clear intentions, and record what happened and mark the time nodes and so on. With the continuous evolution and development of history, the production of text gradually replaced the use of graphics, but the visual effect of graphics is still its biggest advantage, especially in the application of graphic design in the plane poster; can help people quickly and directly obtain valuable information through pictures. As a special language symbol, graphic design is very common in the application of advertising poster; the use of graphics, patterns, etc., can highlight the characteristics of its advertising, which is the most effective way to present poster publicity. Starting from the relationship between graphic design and graphic poster, this paper discusses the application value and principles of graphic design in graphic poster, and finally puts forward innovative expression techniques of graphic design in graphic poster, hoping to provide certain reference ideas for designers.*

Keywords: *Graphic design; Flat posters; Value; The principle; Application; Innovation*

1. Preface

At present, with the continuous development of information technology, graphic advertisement design has achieved a new development. As a kind of informative and aesthetically valuable content in graphic advertisement, graphic is widely used in poster design by designers. Graphics is different from ordinary marks, it is a creative thing formed under the designer's thinking creation, is the concrete expression of advertising art and creativity. Therefore, how to better present the graphic features in the plane poster is the demand of modern poster design innovation.

2. Graphic design and plane poster relationship analysis

As one of the ways of visual communication, plane posters use graphics as the medium to convey information. An important component of poster advertising is graphic design, which is the main body of thought transmission ^[1]. Therefore, the designer should make the graphics can convey and present its emotion and intention, in order to achieve good publicity and guidance effect. On the contrary, the audience will also know the designer's expression of emotion and intention through creative graphic design and self-cognitive understanding. It can be seen from this that the success of a graphic poster largely depends on its innovation in graphic design. If the designer cannot accurately convey the emotion and intention he wants to express, the audience will certainly not be able to quickly, accurately and effectively recognize and accept it.

It is not difficult to find that the link of graphic poster design is actually equivalent to the process of graphic design. First of all, we can directly view the plane poster as a graphic in a broad sense, so as to spread the specified information, so the process of graphic design is the inevitable demand of the plane poster design; Secondly, in a narrow sense, the information needed to be transmitted by poster advertisements is presented by graphics, which is realized based on the way and principle of graphics ^[2]. In short, with the help of people's cognition of graphics in the first visual and brain level, and thus forming ideological resonance with designers, graphics have become the core carrier of information transmission. An excellent graphic poster not only requires the designer to accurately convey information through innovative graphic language, but also requires the designer to form a high degree of collision with the audience's emotions.

3. The application value of graphic design in the plane poster

3.1 Theme value

At the beginning of graphic design, the theme must be taken as the entry point, and then the first draft of graphic design can be completed with the guidance of creativity, the basis of aesthetics, and the artistic cultivation of the designer. In this seemingly uncomplicated design link, the designer first determines the central theme, because only by catering to the needs of the theme, Graphic design can deliver the right message to the desired audience. Therefore, in the conception stage of the graphic poster, the designer must take the theme as the entry point. If not, the graphic design is likely to lose its original intention, not to mention the realization of the corresponding commercial and cultural value. Therefore, graphic design should follow the thematic principle at the beginning, which is to ensure that the basic value of the poster is achieved. Only on this basis to carry out innovative design, can realize the potential commercial and cultural value of poster advertising.

3.2 Commercial value

Under the background of the new era, the high development of commodity economy provides opportunities for the development of various creative graphics, especially the application of plane posters is very common, and the visual beauty and persuasiveness presented by it are often better than text messages [3]. In plane posters, graphics include illustration, photography, text evolution graphics, etc. With the help of different poster design themes, designers can choose and apply them according to their own design preferences. For example, the biggest feature of photography lies in its strong sense of reality, which can show the realistic shape of an object. Then, with the aid of graphics processing software, it can increase the innovation and humor of graphics, and finally present the visual tension effect different from that of ordinary photos, so as to achieve the expected goal of poster design and strengthen the commercial value of poster advertising.

There are many ways to express the commercial value of graphic design in flat posters, the most common of which are the following two: The first is local exaggeration, in which designers scale or replace photos or illustrations locally, so as to present an unexpected visual impact effect, so as to attract the audience's attention, and finally realize the commercial value of flat posters; The second is the symbol method, which usually reflects the local characteristics through graphic design for commodities with particularity and region. It is not only intended to convey the commodity information, but also more humanistic characteristics behind the commodity. In this way, applying graphic design to plane posters can not only emphasize its good commercial value, but also promote national culture, which can be said to kill two birds with one stone.

3.3 Cultural value

Culture is the soul of a country and a nation, representing the aesthetic and values of Chinese people. Plane posters, as a unique art form of expression, appeared in our country a very early time, the first posters originated in the Song Dynasty, but in the early days mainly to imitate the design prevailing, resulting in posters at that time basically similar, a single design style, and then were not recognized by the outside world. Throughout the ancient and modern times, although our country has thousands of years of history and bright culture, however, it is still carefully applied in the field of design, like treading on thin ice. In fact, under the deep influence of Confucian culture, the doctrine of the mean thought and the aesthetic characteristic of the implicit and graceful in our culture are very valuable. If we apply them to the plain poster, we will certainly enhance its cultural deposits and connotation. Posters should reflect their cultural and regional characteristics. If text information is difficult to be easily expressed, its readability and dissemination will be poor, while graphics can reflect it incisively and vividly in combination with national culture and artistic aesthetic tendency, so as to better enhance the cultural connotation of the whole poster and highlight the cultural value behind it [4].

In recent years, domestic designers have also begun to emerge on the world design stage. The most popular highlight of their design is the unique innovation of design concept and the traditional culture embodied in graphic expression [5]. In these award-winning designs, the designers did not just use cultural elements, but made bold innovations on the basis of cultural inheritance, and then achieved extraordinary design effects. Specifically, there are three ways of graphic design expression: the first one is to combine traditional patterns with modern trend elements by imitating them, and to achieve harmonious coexistence of tradition and innovation in graphic design by means of various graphic creation techniques

such as substitution, different shadow and symbiosis through design software; The second is to make the cultural form not limited to the traditional graphics, master the mainstream concept based on the traditional culture, and develop the graphic design with the beauty of moderation, blank and implicit, so as to create national and regional cultural characteristics. Third, through the different expression techniques of graphic and graphic text, it can not only highlight the accuracy of Chinese ideographic expression, but also make the graphics more interesting, forming a design technique with Chinese cultural background and characteristics, so that the overall plane poster looks more innovative and interesting (as shown in Figure 1 below).



Figure 1: Graphic Chinese ideogram

4. The application principle of graphic design in the plane poster

4.1 Highlight creativity

Creativity refers to the creation of meaningful and interesting new things, so creativity is the premise of poster design to attract attention, while design is defined as the imagination and presupposition before the creation of activities, so highlighting creativity is one of the basic principles of design, which is also different from the nature of graphic posters and fine arts, and their forms of expression and functional intentions are quite different. The commonality between graphics and posters lies in creativity, which requires designers' instantaneous creative expression so as to achieve the purpose of conveying information with graphics [6]. To sum up, art works cannot be directly applied to posters as the main graphic, it must be through the designer's creative processing, simplification and modification to play its artistic aesthetic role.

4.2 Emphasize added value

The added value here usually refers to some generalized value, which is the combination of various aesthetic values, commercial values and cultural values, etc., which requires the designer to express a positive feeling in the overall poster picture in graphic design, so as to convey a positive, healthy and beautiful thing to the audience. However, there is no contradiction between such emotional form and commercial value [7]. The Chinese Confucian culture has been inherited for thousands of years, and the cultural "good" subconscious is very strong. At the same time, it also derives positive aesthetic concepts and value orientation. If these are applied to the graphic design of posters, there is no possibility of violence or something harmful to the healthy development of society, but they must be some very beneficial themes. At the beginning of the design of commercial poster, if we can accurately grasp this value orientation, and take this as the basis to analyze the cultural needs of the target audience, then the designed commercial poster will have more cultural value significance and achieve good poster effect. Speaking of this, I have to mention that the famous design master Kan Tai-keung connects the relationships among business, aesthetics and culture in his poster design works, which makes the graphic design perfectly reflect the added value of artistic conception in the poster. Excellent poster works will have corresponding added value, if not then it must be empty and lack of life, it is impossible to achieve the superior effect of gambling.

5. Graphic design in the plane poster innovative expression techniques

5.1 Conventional graphic design expression techniques

5.1.1 Be witty

An excellent poster work often gives people a feeling of unique innovation. In fact, the design generally follows the above two principles, namely highlighting creativity and emphasizing added value. In plane posters, designers often use humorous innovative techniques, which is also the most intuitive and effective way to attract the audience. Usually, it is not very positive or negative, but tends to be neutral. For example, friendly smiles, grandiose metaphors, replacement scenes, and strong contrast reflect all kinds of social conditions, trivial things or emotional attitudes, and indirectly and implicitly convey certain thoughts, ideas or information elements of commodities of the designer, and finally win the favor and favor of the audience. An excellent designer is often good at endowing some living or inanimate objects in poster design with personality and connotation, making them have some human characteristics, and then designing graphics through anthropomorphism. Such expression techniques are not only vivid and humorous, but also have a sense of novelty and intimacy, which is easier to be accepted and liked by the audience [8]. It should be noted that the application of humorous elements should grasp the internal relationship or extended meaning between things, so as to play the appropriate effect.

5.1.2 Realism

The graphic design of realistic technique is also very common in the plane poster. Realism is the true depiction of the essence of things. However, it should be emphasized here that the realistic method of graphic design is not a direct contrast restoration, but a generalization, extraction, processing and processing based on objective facts, so as to make the graphic more authentic and typical [9].

5.1.3 Exaggeration

The exaggerated expression technique is easy to understand, and there is also a brief description in the front part. We can regard it as a technique to highlight or deliberately emphasize a typical feature of the graph with rich imagination and comparison based on the portrayal of people's real life. Similarly, when using exaggerated forms of graphic expression, designers also need to reasonably control the internal connection and extended meaning between things, break through the original solidified reasoning and traditional way of thinking, and bring more profound first visual impact to the audience. In plane posters, reasonable exaggeration and deformation techniques are conducive to highlighting certain characteristics of the objects to be displayed, so as to prompt the audience to leave a deep impression quickly, so as to achieve the ideal effect of poster advertising, but also to give designers more free space for creation.

5.1.4 Isomorphism

The so-called "isomorphism" means that two or more graphics are connected together through design combination, splicing and other processing methods to form an innovative graphic, and at the same time, it can accurately convey another expression intention [10]. It should be noted that such isomorphic graphics are not simply superimposed on the original graphics, but more like a transcendence or metamorphosis based on the graphic ontology, so that it can achieve a strong impact effect of the first vision and impress the audience deeply. First of all, from the perspective of space, the isomorphic graphic representation is more conducive to reducing the corresponding picture space, and then make the overall poster picture more concise without losing the sense of compact; Secondly, from the perspective of form, isomorphism can make various seemingly unrelated things naturally linked together and produce a unique sense of novelty, which promotes the poster theme to be more appropriate, profound and incisive. It can be said that there are similar works.

5.2 Unconventional graphic design and expression techniques

5.2.1 Absurdity

The absurd graphic design expression technique has a unique artistic color in aesthetics, which completely subverts the original aesthetic consciousness of ordinary people, and reflects the essential state of social real life with an extremely grandiose, deformed and funny expression technique. The emergence of absurdity is conducive to broadening the manifestation form of poster design and opening up another path of information transmission. Behind the absurd posters, the audience can fully seek a baffling excitement or fun. For example, a poster work "Communication" designed by Bi Xuefeng, a

famous graphic designer of our country (as shown in Figure 2), contains extremely strong western absurdist thought elements, with anti-logic surreal color. He uses our common traffic lights as graphic design elements to reflect the apathy of modern people in social interaction. The strong sense of posters can quickly cause people to think deeply about communication problems.



Figure 2: Bi Xuefeng -- Communication

5.2.2 Deconstruction

Deconstruction is the main feature of postmodern art, which means "resolution". It plays the role of decomposition and revelation in graphic design, which is a way of re-decomposition or re-combination of expression. The application of graphic deconstruction in plane posters can convey a sense of disorder, dissociation, fragmentary and uncertainty, and form a sense of spatial disorder without continuity, order and irrationality. For example, the poster work "We are an Indivisible whole" designed by Chen Fang was published by UNESCO as the cover of the ninth issue of Messenger (see Figure 3). He used a typical graphic deconstruction and expression technique, piecing together the five facial features of different people into a new overall image, expressing the unity of everything in the world and the family of human beings. The idea of harmonious coexistence.



Figure 3: Cover of the 9th issue of The Courier -- "We Are One and Indivisible"

6. Summary

In a word, the application of graphic design in the plane poster is very critical, and the positive role it plays should not be ignored. As a powerful visual language, graphics can enable poster advertisements to achieve accurate transmission of theme and creative expression. Compared with text information, graphics have excellent first visual effect. It can fully reflect the designer's feelings and intentions, so as

to give the audience a powerful visual experience. Under the background of the new era, the rapid development of information technology and the continuous innovation of culture and art make the boundary between design and art more and more diluted, and the organic combination of graphic art and advertising design has become a major development trend in the current domestic and foreign design circles. Therefore, designers should boldly integrate and actively innovate. Promote graphic design language can be more rich three-dimensional up, improve the overall level of domestic design.

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