

Research on the Application of Blank Art in Graphic Design

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Abstract: Blank art has been applied to the design of literary works since ancient times. With the development of society, the use of blank space art has been expanded. Modern graphic design constantly pursues innovation and breakthroughs in design elements and techniques, hoping to create more expressive works. At this time, the art of blank space has become a good choice for many designers, drawing on this expression to create a unique atmosphere, on the basis of meeting the requirements of the application of blank space art can better foil the theme, so that graphic design can give a new feeling. This paper mainly describes the expression and application of blank art in graphic design.

1. Introduction

Blank space refers to the corresponding blank in a work. Blank space can be divided into broad and narrow sense. Blank space refers to a kind of narrow sense in the field of art. There is no description of words or graphics in the works. It complements and contrasts with the depiction of other objects in the picture, which makes the various entities no longer inseparable, but has a certain distance, enhances the space sense of the whole picture and gives the view. One has room to think. Modern graphic design is also using such means of expression. The use of blank space makes the design more three-dimensional, creates the focus of the work, deepens the design concept, and provides a better visual experience for people. Blank space originated from ancient Chinese painting art, widely used at home and abroad, and now there is a "white heat" in the design. It not only inherits the ancient art, but also meets the requirements of modern art, so that the design has more aesthetic value.

2. Blank space in ancient China and the art of "blank space" in contemporary design

The expression of the art of leaving blank in ancient China is mostly in painting. There are only two colors in traditional Chinese paintings, black and white, so it makes leaving blank only an inadvertent creation. Leaving blank in the works at that time can be an alternative to other colors, which allows the viewer to imagine for himself. At this time, it is only the natural background color of Xuan Paper, and there is no deliberate description. Take Mayuan's "Picture of Individual Fishing in Cold River" in the Southern Song Dynasty as an example, there is only a boat and a fisherman fishing in the picture, and not a trace of water, but it makes people feel vast and vast, full of water. The use of this blank space enables the appreciation of aesthetic consciousness to be better developed with invincible, foil-free and full of artistic feelings.

Contemporary "blank art" is mainly embodied in graphic design. Graphic design refers to the layout and design of graphics, text and color, so as to convey feelings and information. This kind of design is mostly used for propaganda and promotion, and design is mostly two-dimensional design. The blank in graphic design mostly refers to the remaining parts after removing the proportion of words and pictures. Under the blank part to have no contrast, forming a strong visual contrast, forming a good visual effect, deepening the connotation and artistic conception of graphic design.

Ancient and modern blanks are the parts that keep blank in one creation. Then there are real and imaginary parts, which are very artistic. Modern design absorbs the advanced parts of ancient times and innovates on this basis. Make modern graphic design better in line with social trends, in line

with the aesthetic vision of most people.

3. Why does graphic design need "blank space"?

3.1 Blank space can highlight the theme and deepen the visual effect of the works.

Judging the quality of a work is not whether there is no space in his picture, but whether the emotional content to be expressed has been shown through the elements of the work. The result of excessive use of words and graphics may not be the fullness of the work, but the repetition and miscellaneous, which is that the whole picture does not focus on expression and gives people the feeling of ignorance. Modern graphic design is mainly propaganda and promotion. It conveys what it wants to show in limited time and space. The use of "blank space" will make the design have a broad visual sense. It can make the viewer understand at a glance what the expressed theme is. It can set off tangible objects in an invisible way. It is not easy to produce visual fatigue. The picture is clear and crisp. Lissor, let people's mind is still not exhausted.

The use of blank space in graphic design meets the visual requirements of modern people. Grasping the key points at a glance saves time and energy. The visual effect is more prominent. It also reduces the burden for most people's visual senses and deepens the visual effect.

3.2 The combination of emptiness and reality in the art of "leaving blank" to improve the style

In the traditional Chinese painting art, the combination of virtual and real is often used, among which "virtual" often refers to the blank, using the so-called "virtual" to foil the reality of the depiction, so as to enhance the style of the work. Modern graphic design is the same. Large areas are real. Only works without creativity can arouse public interest. Only the combination of virtual space and real space can such works have a certain sense of artistic conception and better acceptance by the audience.

When designing, we should make full use of the relationship between black and white and virtual reality. Starting from the whole, we should coordinate the blank with graphics, text and color to form a whole. Under the arrangement of virtual and real space, we can better show the primary and secondary relationship, highlight the theme, catch the audience's eyes, give the viewer a good psychological feeling, and improve the grade of the works. More stylish.

3.3 The beauty of artistic conception arouses the imagination of the viewer.

The relationship between graphic designers and audiences should be interactive and interrelated. A good work is the bridge and link between them, which plays the role of communication and communication. Among many works, designers need certain skills and means to make their works acceptable to the public, or let the viewer participate in your creation, or need the viewer to exert his imagination, and can freely imagine what your works want to express in his mind. This surge of imagination can let the design play a "silent victory at this time." The role of "sound" is to help stimulate the imagination of the audience. They need to fill in the blank space of the work through their own imagination. The blank means can stimulate the interest of the viewer, thus better convey the profound inner meaning of graphic design works.

Good design works under the use of blank art have a certain artistic conception, which is the use of special calligraphy, so that works avoid a lot of rendering and prominence, no cash, everything is intuitive transmission. To give a similar example, our clothing industry is generally divided into two industries, one is the wholesale industry, the other is the retail industry, wholesale industry is the accumulation of clothes, there is no good exhibition, all kinds of elements, all kinds of feelings are together, giving a "dazzling" feeling, but this feeling is only complex, there is no certain sense of beauty, see. After that, consumers may lose their senses and be more likely to suffer from visual fatigue, which is like the design works without the use of blank art. It gives people the feeling that they are in such disorder and have no aesthetic sense. The retail industry is just like the works after using the blank-keeping method. Its elements are unchanged, but the feeling is quite different. The display of clothes is not only orderly, but also beautiful, which makes consumers more comfortable

and easy to produce a sense of satisfaction. This is the use of the blank-keeping artistic means, which makes a good design work have its own artistic conception. Beauty.

4. The Application Principles of "Blank" Means in Graphic Design

4.1 Uniform

The design of any work should be the neatness and unity of elements, which is the minimum requirement. Only by maintaining the unity of the whole, can the works created resonate with the audience. The neatness of elements and styles, the unity of contents and emotions, and the consistency of techniques and expressions are all crucial. Only in this way can the audience have emotional resonance. The use of blank space art integrates the advantages of traditional Chinese painting. It has become a design method in modern graphic design. It should also be used in a neat and uniform way. That is to say, it is necessary to use the art of blank space in the use of ink elements, and it is necessary to consider whether such blank space conforms to the consistency of the picture. Only the appearance of a neat and uniform one. In the creation of works, people will not feel that the picture is incomplete or heavy. Uniformity is one of the principles that should be strictly followed in the use of blank space in modern graphic art design. This paper also hopes to take this opportunity to let the creators better understand this point.

4.2 Natural Harmony

In the creation of ancient landscape paintings, it was emphasized that the picture should be in harmony with the artistic conception, which was also necessary for any artistic design. Natural harmony does not have a certain institutionalized standard of measurement, but can only be measured through the visual vision of designers and audiences. The common aesthetic ability and aesthetic accomplishment of both sides, together with the general view, can make a good work reflect its natural harmony. The so-called blank space is not simply left to please the audience, stimulate their random imagination, too much or too little blank space will make a work flawed, the emergence of good graphic design works must be through a series of repeated consideration and consideration, the basic principle should be natural harmony, will not give people a sense of deliberation. Whether there are more or less blanks, what meanings need to be conveyed, and what the audience should think about, all need to be considered. According to the requirements of graphic design, a series of pictures are created. Elements are collocated with each other to give people a comfortable feeling. This comfort is not only for the creator itself, but also for the audience to better understand.

4.3 There are rules to follow.

As the saying goes: "no rules, no square circle", we can see that the development of everything should be rule-based, need specifications. Graphic design has been popular for a long time, but the use of blank space is not particularly common in graphic design. Either blank space is left or a space is divided randomly without rendering, because some elements in graphic design are fixed and can not be separated arbitrarily. If this can not be done well, elements that originally belong to the same space can be forcibly disassembled. The result is no longer artistic. After too much operation, the final work may appear "four dissimilar" feeling. Without aesthetic feeling, it is unacceptable.

5. Artistic expression of "blank space" in graphic design

5.1 Design and Application of Blank Retaining in Packaging

The use of blank space in packaging design can better stimulate consumers' desire to buy. The use of blank space in packaging can highlight the key points and themes, render a certain atmosphere, creative packaging can be more attractive. The use of blank space in packaging can make it more appealing. Bright colors and blank space give people a sense of vitality and pulsation, such as people often connect. Coca-Cola touched, its packaging is very simple, the use of color is limited, white Coca-Cola English words plus red bottle body, a large area is the use of blank art, no

other color and graphics, but it is this design that impresses the public, everyone knows Coca-Cola, Coca-Cola packaging. This is the charm of the art of leaving blanks. In other words, if Coca-Cola's packaging is a mix of different colors, and the graphics are all over the bottle, you can hardly find its brand, do the public still have memory for it? The answer may be No. Whether it's Coca-Cola, many brands are packaged in such a simple and impressive way.

5.2 Design and Application of Blank space in Logo

All kinds of logos can be seen everywhere in life. Some are impressive, others are overwhelming. The use of the blank means in the logo can make the logo more hierarchical and connotative. The blank logo breaks the original design concept. For example, the logo design of the Bank of China in our life adopts the simple shape of ancient coins, and the middle character "Zhong" is designed as a hollow form. This is the use of the method of combining the virtual and the real. The blank space and the entity set off each other, so that the logo image of the Bank of China is concrete, simple and easy to remember, and it is easier to give the viewer visual resonance.

5.3 Design and application of blank space in web pages

With the progress of science and technology, the network has become an irreplaceable part of life. Everyone will browse the network. The design of different web pages is also different. Most of the web pages follow the principle of practicability. The purpose is to help the audience get relevant information. However, monotonous pages and excessive text can only bring people a sense of depression. People's needs are always improving. When designing web pages, teachers should use the art of blank space, adjust the layout reasonably, leave blank space for visitors, and use the volume sense of blank space to construct reasonably between words and graphics, so as to make the page more hierarchical, primary and secondary, to resolve the pressure of complicated information, to create a relaxed and harmonious atmosphere for visitors, and to find a balance between them. A sense of satisfaction. For example, our common browsers are 2345, Google, Baidu and so on. Their designs are different, and people feel different when they enter the page to browse. A good browsing page is not only comprehensive information, but also reasonable layout. Appropriate layout makes the elements on the whole page present a sense of rhythm of ups and downs. But in the process of page design, we should also distinguish the type clearly. Not all pages need the art of blank space. The official browsing of government pages should be serious. This requires designers to grasp the degree and measure well when creating, so that the designed works can be in line with the occasion and conform to the trend.

6. Conclusion

Blank space is a form of artistic expression, which has a far-reaching impact on modern graphic design. The application of this special method can enhance the style of design work and better display artistic value. Blank is indispensable in modern design. We should learn from the art of whitespace in traditional Chinese culture, extract its essence, and remove its dross, so as to create a modern art of whitespace. Finally, it should be noted here that the use of artistic techniques of blank-keeping is not arbitrary. Appropriate blank-leaving not only meets the requirements of the audience, but also reflects the profound artistic conception beauty. Only by grasping the scale of creation, can such works meet the requirements and have appeal.

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