

# Reflections on the Construction of Visual Aesthetic Elements in Graphic Design

Ying Li

Xianyang Normal University, Xianyang, 712000, China

**Keywords:** graphic design, aesthetic elements, construction, color

**Abstract:** The rapid development of society makes people's material living standard higher and higher. When purchasing goods, consumers not only care about the quality of the goods themselves, but also the appearance packaging of the products which is one of the important factors attracting people to consume. Visual aesthetic elements are the basic elements in graphic design, which can bring people visual aesthetic feeling, enhance aesthetic appeal and enhance product taste. Targeted integration of graphic design and visual aesthetic elements to meet the aesthetic needs of consumers can improve the sales performance of goods and bring win-win situation to businesses and consumers. In this paper, the composition of visual aesthetic elements and their respective characteristics are analyzed, and the correct method of constructing visual aesthetic elements is obtained, which provides direction for the development of graphic design.

## 1. Introduction

Graphic design is a comprehensive and complex work, which requires designers to have the ability to handle and use the relationship between aesthetic elements, and to combine the characteristics of these elements, in accordance with certain aesthetic principles, to design rigorously. Graphics, text and color are the three most basic visual elements in graphic design. The rational and orderly use of these visual elements in graphic design can bring people visual aesthetic feeling, enhance the economic effect and aesthetic appeal of design, and play an important role in improving the taste of the whole work. These elements determine the visual effect of the whole graphic design work. This paper explores the function and construction of visual aesthetic elements in graphic design, and puts forward several ways to construct visual aesthetic elements, hoping to provide some reference for graphic designers.

## 2. Visual Aesthetic Elements and Characteristics in Graphic Design

In graphic design, words, graphics and colors constitute visual aesthetic elements. They are widely used in the process of creating visual impact, and together constitute a work with visual impact. Because of different combinations of visual elements, different artistic forms have been formed, thus forming different visual impact effects. First, the beauty of art. In graphic design, the vividness of visual language constitutes a unique artistic beauty. Whether it is the contrast of colors, the arrangement of elements or the adjustment of spatial structure, or exaggeration or fiction, it makes the whole more coordinated and dynamic, to a certain extent, it attracts the audience's vision and embodies a unique artistic beauty. Second, the beauty of order. The implementation of the beauty of order is the main manifestation of the aesthetic treatment of the design object in graphic design. In graphic design, the order of aesthetic elements has formed a specific and visualized feature, which brings a sense of visual balance and comfort to the audience.

These distinctive features have a positive impact on graphic design, which enables designers to better use visual aesthetic elements to build more perfect works of art design. Specifically speaking, its role mainly includes the following points. First, enhance economic value. Deep into the field of graphic design, we will find that a considerable part of the works are commercial in nature, and their design purpose is to achieve the ideal commercial value and purpose. The use of visual aesthetic elements such as text, graphics and color can quickly grasp the attention of consumers to better reflect the function and value of commodities, enhance the overall publicity effect, and

accordingly, effectively improve the economic value of graphic design works. Second, enhance the aesthetic effect. The application of visual aesthetic elements in graphic design is not random, but around a theme, following a certain rule of orderly arrangement, with good aesthetic effect, which makes it easier for people to accurately understand the information they want to convey, rather than be disgusted. Third, reflect innovation. Although visual aesthetic elements are orderly placed in graphic design, each element can also be deduced completely, with the help of reorganization, integration or the addition of special symbols to form a unique graphic design work, this process is actually a reflection of design innovation.

### **3. The Role of Visual Aesthetic Elements in Graphic Design**

In the graphic design stage, if the visual aesthetic elements want to play an important role, we should attach importance to the economy and order of the design works, and combine them to realize the innovation of the works.

In the process of graphic design, designers should combine visual aesthetic elements, master certain rules and principles, so as to show the order and expressiveness of design works. In the process of designing works, we should abide by the design principles, use order elements, properly arrange and combine various different elements, that is, pay attention to the order of design elements, show the orderliness of aesthetic elements, otherwise it will give people a feeling of disgust in vision. Designers should carefully adjust each element in order to show the orderliness of aesthetic elements, and at the same time to improve the aesthetic level of consumers, so that consumers can understand the information conveyed by the design works.

The use of visual aesthetic elements can realize the innovation of design works. Visual aesthetic elements can show a certain expressive force and give people a visual feeling and visual impact. In the process of graphic design, designers should highlight the emotions of works and give people an appeal. At the same time, works should fully integrate special symbols and symbols. It clearly reflects the implied meaning of the design works. In order to realize the innovation of design works, designers need to express aesthetic elements in an all-round way, which requires that all aspects of the design of elements conform to the aesthetic habits of consumers. In addition, designers should also grasp the innovation of works and consumer psychology.

The main purpose of commercial design is to improve economic efficiency. Innovative design of products should be carried out to reflect the value of commodity application. Excellent design works can improve visual aesthetics. At present, the market competition is very fierce, in order to stabilize the competitive position of the market, designers should fully consider the characteristics and characteristics of products, design excellent works, win consumer trust and improve sales efficiency.

### **4. Construction of Visual Aesthetic Elements in Graphic Design**

#### **4.1 Construction of Text Elements**

In graphic design, text has become a favorite element of designers. Its function is inferior to that of graphics and colors. By adjusting font size, brightness, changing font shape and direction, it shows different aesthetic feeling, improves the unity and rendering power of graphic design works, and constructs works with new era characteristics. For example, in the design of movie posters, in order to create a picture artistic conception, designers often use words and graphics to combine into a more harmonious and artistic effect, expand the connotation of the text itself, form a creative participation and integration, so as to achieve the creation of a picture artistic conception, and more perfect interpretation of the film's thoughts and feelings. . Secondly, the glyph is isomorphic. The combination of strokes and shapes in words can form a new kind of text image and give people unique visual enjoyment. More noteworthy is that in the design of film posters, designers should design according to the theme of the film, which is more inseparable from the participation of words. After a certain combination of strokes and changes, those words are no longer single,

especially with the combination of graphics, which has an ideal aesthetic characteristics. Finally, deconstruction and reconstruction. Character deconstruction is to destroy the whole character, and then recombine it into a new form. In this process, more emphasis is placed on the aesthetic connotation of the text, which correspondingly reduces the reading function of the text itself. Reconstruction is the use of exaggerated means to recombine the text, add a visual interest and attraction, let people enjoy it.

#### 4.2 Construction of Graphic Elements

Graphics is composed of three main forms: point, line and surface. The graphics composed of these points, lines and surfaces are mainly divided into two types: concrete and Abstract. concrete graphics have the distinct characteristics of directness and authenticity, which can present a thing naturally and truly, thus greatly shortening the distance between design and audience; Abstract graphics have many forms, which can be simple symbols and profound thoughts. Graphics is a highly generalized and concise idea of a designer. Its symbolic meaning requires the audience to use their own cultural knowledge to develop rich imagination, and to obtain resonance with the designer. In logo design, it is often necessary to use graphics to express consciousness and concepts. Firstly, concrete graphics. Symbol design with concrete graphics as the main design elements mostly involves animals, plants, buildings, utensils and other aspects. Only through proper manipulation can people show visual symbols. From some typical signs in our country, it is not difficult to find the figure of concrete graphics. For example, the signs of shopping websites such as Taobao and Jingdong are all animal images. The cat image of Tianmao, the dog image of Jingdong and the lion image of Suning are all vivid and friendly animal patterns with strong recognition, which have won the affirmation of the market. As shown in Fig.1.



Fig.1 Logos of Famous E-commerce Websites

Another example is the logo design of Hong Kong Cat Club is also a relaxed and elegant cat. What is more interesting is that the designer specially added whiskers to it, increased the overall visual tension, and realized the expression of the theme of protecting and promoting cat development and survival under the combination of harmonious visual elements. Thirdly, Abstract graphic symbol is an artistic symbol, which is not only limited to the use and expression of concrete graphics, but also inseparable from Abstract graphics. Making full use of Abstract graphics, combined with ingenious conception and novel expression techniques, can realize the combination of "motion" and "quiet", break away from the visual depression, and achieve the improvement of aesthetic value with good personality and high artistry.

#### 4.3 Construction of Color Elements

Color elements play an important role in the aesthetic construction of graphic design. As a special existence, color has been endowed with various meanings in the long-term development process, such as warm red, elegant white, healthy green and sad black. The special connotation of these colors satisfies the audience's need for color in graphic design and has prominent aesthetic value. Therefore, in graphic design, designers often choose the right color according to the content. When the color, to foil the theme, achieve twice the result with half the effort, this is particularly evident in packaging design. First, memory expression. Color is the primary element that attracts consumers' attention. Many times, consumers can not remember the packaging style, but can describe the color of the packaging, and thus arouse people's memory of it, to achieve shopping

needs. For example, white, light green, pink and wine-red are the most common colors in women's cosmetics design. These colors represent softness, elegance, freshness and nobility. In men's cosmetics design, black and gray are often used to show solemnity and stability, which is a typical representative of recognition, communication and purchase by using the memory expression of color. Secondly, symbolic expression. Different colors can always bring people different emotions. Applying these unique emotional associations to packaging design can symbolize the color or even taste of the product. For example, yellow and orange can be associated with sweetness, which is the exclusive color for candy packaging; brown and black can be associated with bitterness. It is this different way of expression that achieves a symbolic expression and construction, from which consumers can feel a kind of intimacy, a symbolic expression, thus prompting them to buy the goods quickly. Finally, advertising expression. In order to stand firm enough in a competitive society, producers need to establish a good image of their products and seize the market first. For example, Taiwan Strawberry Dry Packaging and California Wild Strawberry Dry Packaging are typical examples of the application of this technology. Many enterprises have begun to construct their own unique corporate image, and have made more or less attempts to achieve better results, which is the basis for the construction of aesthetic elements of graphic design.

## 5. Conclusion

Text, image, color and other visual elements can make graphic design get more aesthetic value and enhance the overall value of graphic design. Therefore, in the actual design process, designers must pay attention to the balance and effective coordination of the internal factors of visual language, arrange the visual elements reasonably in the works, and when necessary, go deep into the internal elements and the cultural expression of the design works. Degree, maintain the balance and effective coordination of the internal factors of visual language, leave a deep psychological impression on the public, and promote the development of design subjectively. However, in the actual graphic design, some designers did not think deeply about these important aesthetic elements, nor did they apply them adequately and flexibly, making the overall effect unsatisfactory. The above discussion on the aesthetic construction of visual elements in graphic design hopes to bring some help to relevant specialties, constantly innovate the application effect of visual language, and enrich the audience's aesthetic experience.

## References

- [1] QIN Jian-hua. The Construction of Visual Aesthetic Elements in Graphic Design [J]. Ackaging Engineering, 2019, 40(2):249-251.
- [2] CUI Jia-qiang. Research on the Construction of VisualAesthetic Elements in Graphic Design [J]. ChinesePackaging Industry, 2015(10): 65.
- [3] CHENG Zhao-yuan. Research on The Development ofVisual Communication in Graphic Design [J]. Literatureand Art, 2010(3): 104.
- [4] XU Guang-xin. On The Artistic Aesthetics of GraphicDesign in Visual Communication [J]. Architectural Engineering Technology and Design, 2015(9): 123.