

Research on Chinese Character Form Design in Internet Advertising Font Design

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Abstract: In recent years, with the continuous advancement and development of information technology and Internet technology, Internet technology has been inseparable in the process of production and management of various industries, including advertising design. Most of the current advertising is done by relying on Internet technology. However, in the process of font design in China, the current Internet advertising is more concerned with the external form of Chinese character design, and often ignores the inherent logic and its connotation of Chinese characters. In order to change this situation and improve the level of Internet advertising font design in China, this paper mainly analyzes and discusses the concept, development, characteristics, style, principle and specific design research of Chinese character font design.

1. Introduction

As an independent nation, the Chinese nation has its own independent cultural system, but lacks its own independent design system. With the accelerating process of economic globalization, various cultural awareness has had a tremendous impact on our traditional culture. Although China has a long history of Chinese character culture system, due to the imperfection of the design system, the situation of these traditional design elements is very embarrassing. Under such a background, the vast number of design workers must strengthen the design and study of Chinese characters, make full use of the advantages of the Internet era, constantly explore the connotation of Chinese character form design, enrich the design of Chinese characters, and explore a complete Chinese character form design system is used to inherit and carry forward the traditional culture of our country. Next, we will take the design of Chinese characters in the design of Internet advertising as an example for specific analysis.

2. Overview of Chinese glyph design

2.1 Chinese character glyph design concept

Chinese characters have unique glyphs. Therefore, Chinese characters not only have the function of conveying information, but also have high aesthetic value. The purpose of Chinese character glyph design is to constantly improve the beauty of Chinese characters. However, when we understand the concept of Chinese glyph design, we must separate the font from the book, and we need to distinguish the two from the art. Among them, the font belongs to the concept of philology, and it pays more attention to the design of Chinese characters from the configuration of Chinese characters. The book body is a routine and genre formed in the process of the development of Chinese calligraphy. It pays more attention to the design of Chinese characters from the style of Chinese characters [1]. The art word mainly focuses on the processing of Chinese characters. With Chinese characters as the carrier, it pays more attention to the design of Chinese characters from the aesthetics.

2.2 Development of Chinese Character Glyph Design

We can see from the development of Chinese glyphs that most of the Chinese glyphs we have seen so far are slowly transformed from the initial glyphs. The ancients also used the "six books" to

classify the construction and use of Chinese characters. In the book "The World of Forms", there is a view that "the form is not a simple shape and contour, but a living form. It has been in a state of constant movement and deformation." However, from the current Internet advertising in China In the design of fonts, we can easily see that many designers pay too much attention to the design of Chinese characters' creative forms, and rarely categorize Chinese characters from the sources of Chinese characters, development history, internal logic and their own connotations. The font is designed. As a result, there are communication barriers in the design of Internet advertising fonts in China. The form of the font does not fully reflect the charm of the Chinese character font. Therefore, in the design process of the Internet advertising font, it is necessary to establish the connection between the Chinese character font form and the external world, so that the charm of Chinese characters can be fully displayed. And improve the level of Internet advertising design.

2.3 Chinese fonts and their style

Chinese characters are the essence of history, and each Chinese character has a very strong cultural heritage and profound meaning. Chinese characters can reveal a profound philosophy of life through a simple arrangement, in which idioms are typical representatives. The basic elements of constructing Chinese characters are strokes and radicals, and there is a certain internal relationship between strokes and strokes. Points, horizontal, vertical, left-falling, right-falling, fold, hook, and pick are the basic brushstrokes of Chinese characters. These different strokes can express different forms and styles [2]. In the design process of Chinese characters, although the designer cannot destroy the structure of the Chinese characters themselves, they can change the strokes of Chinese characters, such as: rotation, bold, superimposed, etc., which can produce different styles. New font. People often say that "words are like people". It can be seen that the style of the font can reflect the character and character of the writer. In fact, it is also the same in advertising design. Different fonts can express different advertising styles. Therefore, in the process of designing Internet advertising fonts, designers should select appropriate fonts according to the type of advertisements, and adjust the fonts appropriately to reflect different advertising styles.

Chinese characters have undergone a very long evolution process, and the styles of Chinese fonts formed in different periods are very different. This requires that in the process of Internet advertising design, designers should constantly modify and improve the form of Chinese characters in the design of Chinese characters, and form a new Chinese character style. Only to effectively attract the attention of the audience. The font styles in Internet advertising are mainly the following: First, the typical style is dignified, that is, the font is full of romantic and elegant atmosphere, which can bring a very fresh visual effect. Usually, such fonts the strokes will be more delicate. Second, the retro nostalgic style, the current retro nostalgia has become a new fashion, in order to cater to the nostalgic psychology of the audience in the design of Internet advertising, Chinese characters are often designed into this style; third, lively and cheerful, this The style of the font has a strong sense of jumping and rhythm, which can bring a lot of fun to the audience. Fourthly, the style is strong and the type of font has a strong sense of power. Can give the audience a sense of security; fifth, vigorous and simple, this style of fonts will be relatively simple, but has a unique cultural charm; sixth, novel and unique, this style of fonts will generally be more Abstract And the theme is novel, which can bring different visual effects to the audience.

3. Principles of Chinese Character Form Design

In the design process of Internet advertising fonts, in order to fully highlight the main body of the advertisement, then it is necessary to make

The text glyphs of the advertisement have distinct visual features. The main function of the text in the advertisement is to convey the information of the advertisement content. Therefore, in the process of font design, the Internet advertisement must be able to clearly display the function and meaning of the characters using the glyphs of Chinese characters [3]. On this basis, designers need to enhance the visual effect of Chinese glyphs so that they can highlight the theme of the ad in a unique visual way. This requires designers to clarify the purpose and application environment of

Internet advertising design in the process of designing the form of Chinese characters, to coordinate and plan the expression of Chinese characters, and to select the appropriate glyph design method. The Chinese character glyph image with more connotation is effectively enhanced to enhance the visual effect of Internet advertising font design.

4. Chinese character form design in internet advertising font design

The form of Chinese characters is not static, but sports. This also makes the external form of Chinese characters and the meaning of words have a very close relationship, and the Chinese characters have their specific meaning and unique meaning. Visual characteristics. Therefore, in the process of designing the form of Chinese characters, designers must pay attention to the indication of the glyphs, reveal the meaning of Chinese characters, and continuously enrich the meaning of the meaning of the words. Chinese characters have undergone a very long evolution process, witnessing the rise and fall of different eras, which also makes Chinese characters have obvious characteristics of the times. Therefore, in the design process of Internet advertising fonts, designers must absorb and draw on the characteristics of Chinese characters when designing Chinese characters, and design and create Chinese characters on the basis of meeting the requirements of Internet advertising font design. In this way, Internet advertising can be made more in line with the characteristics of the times.

4.1 Space creation of Chinese character form design

In the process of designing Internet advertising fonts, in order to strengthen the relationship between the glyphs and meanings of Chinese characters, the glyph design of Chinese characters becomes more distinctive, and designers can adjust the spatial structure of Chinese characters appropriately. Achieve different visual styles [4]. First of all, the designer can redesign the glyphs for the internal space management between Chinese characters. Although the fonts of Chinese characters have a very strict structure in space, designers can use other forms to present Chinese characters as an audience. Brought a new visual effect. Secondly, when designing the Chinese character form, the designer needs to select the appropriate font type according to the needs and types of the advertisement, and on this basis, adjust the form and space of the Chinese character to make it more in line with the theme of the advertisement. For example, simplifying the glyphs of Chinese characters, stretching and drawing strokes, bolding, curling, etc., to achieve different advertising design styles.

4.2 Emotional Creation of Chinese Character Form Design

In the design process of Internet advertising fonts, designers can use the graphical representation of the font to give different emotions to Chinese characters. The graphical expression can make the form of Chinese characters more vivid, vivid and specific, and thus better trigger the emotional resonance of the audience. Because there is a mutual relationship between people's emotional memory and font form design, therefore, the emotions expressed by different glyphs are also different, and the glyphs of different styles and characteristics have different emotional feelings for the audience. For example, the black-faced font can make the Chinese characters become more robust, and then bring the audience a A kind of calm and heavy feeling; the Song font can make Chinese characters more square and stereo, which will bring a sense of justice to the audience; and creative fonts can make Chinese characters more beautiful, and then bring an activity to the audience. Cheerful feeling [5]. Therefore, in the process of designing Chinese characters, designers should flexibly use the different emotions brought by different glyphs to achieve different advertising effects.

4.3 Time creation of Chinese character form design

The intrinsic features of Chinese glyphs are mainly reflected in consistency. In the design of Chinese characters, the consistency of font forms is mainly reflected in the logic of font styles. Fu Xiyong put forward the view that "the art of an era includes not only the styles that appear in the

present, but also the styles that survived in the past and the styles that are precocious in the future, and there is a mutually inclusive relationship between these styles." The same is true of the time, through the creation of time, the Chinese characters can be presented in front of the audience in different styles of visual style [6].

5. Conclusion

In summary, the Chinese character form has a profound cultural heritage and unique connotation. Therefore, in the design process of Internet advertising Chinese characters, we should follow the internal logic of Chinese character development and fully reflect the unique cultural connotation of Chinese characters. In order to improve the level of Internet advertising design. This requires the advertising designers to have a profound cultural heritage, so that they can flexibly use various design methods in the design process of Chinese characters, and give different emotions and moods to Chinese characters. Different visual expression effects create more excellent glyph design works, thus promoting the sustainable development of Internet advertising font design in China.

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