

## Study on the Visual Application of Exaggerated Techniques on Children's Picture Books

Weina Sheng

Weinan Normal University, Weinan, Shaanxi, 714099, China

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**Abstract:** The picture book language is the artistic concise of the creators of the picture book through various levels such as formal language, image language and meaning expression. No matter the picture-making language or the narrative language of the picture book, it has the characteristics of virtuality, narrative, generality and exaggeration. This article elaborates on the exaggeration techniques in children's picture books from the exaggeration of form and the exaggeration of color, and summarizes the search for memory points, moderate exaggeration, use of various deformation techniques to exaggerate and use abstract, metaphor, symbol and other ideas. Techniques such as exaggeration and visual application techniques.

### 1. Introduction

The art of picture book is created with its unique picture book image, which makes people feel fresh and interesting. That is because the images of all kinds of picture books that have been created and imaginary by the artist are not the enrichment, refinement, exaggeration and sublimation of human and human nature. They are integrated with drama and humorous creation on the basis of reality. The theme and expression of picture books have become more and more diversified with the development of society. No matter the image is shaped, the theme setting and the style of the picture are not subject to certain rules. It is the imaginary world constructed by the artist of the picture book with his own tone of voice. It is not only the hooligan of the artist of the picture book, but also the direct flow of the artist's subconscious mind. It is the "vision" and "sense" created by the artist's thought after the infinite birth. This kind of visual care is the multiple integration of the form and meaning of "construction". There are many aspects of the visual expression of exaggeration in children's picture books. This article mainly discusses the exaggeration of children's picture forms and the exaggeration of colors, and summarizes the corresponding exaggeration techniques.

### 2. Exaggeration of form

Japanese picture book artist Miyasida is also playing her humorous wisdom in the picture book of "Hungry Little Snake". The story cleverly conceives the knowledge of date, fruit shape, color and so on. With exaggerated style, unique style, unexpected ending, humorous and artistic imagination, it brings us unlimited space for imagination, and the end creator turns the whole tree into the food of the snake. This unexpected and interesting surprise attracts us. In addition to laughing, I have to admire the artist's vivid application of exaggeration. In this creative process, the designer has treated the shape of the apple, banana, rice ball, grape, pineapple, and tree with the body of the snake. After the snake swallowed the food, the abdomen became a food.

Secondly, the richness and exaggeration of the action expression can effectively shape the character of the picture book, and it is the soul that expresses the emotion of the picture book character. It refines the expression of real human emotions, and gives creative and intelligent thinking such as humor. It is a non-verbal and non-verbal communication. It can be the character of the picture book, on the paper, whether it is sad expression, happy expression, humorous and humorous. Expressions, or sluggish expressions, are rendered through exaggerated art, making it easier to drive the viewer's emotions and enhance the artistic appeal of the picture book.

In the picture book "David, No," David Shannon vividly depicts a moving, naughty, adventurous,

"disobedient little bad guy" David through exaggerated facial expressions, and this is exactly the artist's The art of rebellious kid who has the tricks of swearing and swearing in life, David's naughty behavior of "the tears and noses are still dry and smirked" is not exactly what happens in the boy's house in real life. In David, don't eat! On that page, David's mouth is full of food, whole chicken legs, whole carrots, and even a lot of vegetables and fruits. The outline of David's face has been deformed with the shape of the food. It's awkward, this is an exaggeration of life, because people's mouths in life can't hold so much food. In order to express David's greed, the artist exaggerated the character's style, and thus sublimated life is true. Art is true.

In addition, in the process of drawing the picture book, the scene design is an important part of the composition of the picture book. It mainly provides a stage for the performance of the picture book. It is the main visual element that constitutes the style of the picture book. The picture book scene refers to everything except the picture book character in the picture book. The design of the shape. It can render the picture book atmosphere and introduce the reader naturally into the picture book situation. The good picture book scene design has many functions of explaining the time and space relationship, creating emotions, portraying character characters, assisting narrative, enhancing the rendering of the picture book theme, and enhancing the artistic style of the picture book. Improve the visibility and aesthetics of the picture book.

The art of picture book is a creative art form. The development and renewal of its creation is inseparable from the bold innovation and attempt of the picture book scene. The picture book "Fox and Me" was created by the world-famous French director Luc Jacques, France. A children's picture book by the famous illustrator Fred Lick Monceau. It is the picture book of the same name created after the movie "Fox and Me". In this picture book, the depiction of the natural scene is different from the expression of the nature documentary in the movie. The artist paints the whole story on different floral pieces. On the other hand, the mood of the character and the natural scenery built by the floral pattern are subtly blended together. It is a family picture book that thinks about the meaning of love. The scene design uses bold techniques to make bold artistic innovations with florals. The unique style of the picture book scene produced by the cloth has a rich sense of picture, and it also mentions a good effect on the creation of the emotion of the picture space.

### **3. Exaggeration of color**

Color plays an irreplaceable role in the picture book and is an indispensable part of the picture book. In the creation of picture books, in order to show more complex meanings, picture book artists often cooperate with other modeling factors according to various themes, and exaggerate the color to give a visual impact.

In the design of the picture book, the artist of the picture book will adjust or change the color relationship at any time according to the needs of the theme, so that the theme of the picture book can be fully expressed. In order to change the original color and unpretentious color characteristics, "Colorful Rainy Day" is a children's picture book that recognizes color and develops imagination for children around 3 years old. The innocent and colorful seven-color rainbow rain is on the author's beautiful world. Curious and yearning, it is the most beautiful gift for those who love life, love nature, love fantasy and imagination. The artist uses an exaggerated and poetic picture language to create colorful wings for children with beautiful, magical and dreamy colorful rains. Let them jump between imagination and reality, and make children's colorful hearts begin and colorful. The world collided, or talked, or played, and began a wonderful artistic journey. The artist's use of exaggerated artistic techniques gives the rain a color, which makes the seemingly bland rain turn into something full of imagination and magic, and it is easier to stimulate children's imagination and perception, thus living, Have a deeper understanding of color.

"Field Mouse Afo" is a "color magician" Leo Leoni's full of humanism and rationalism, with a poetic picture book, with his other three works "One inch insect" "Little Blackfish" "Alexander and Clockwork Mouse" won the American Cadillac Award. The picture book "Walf Ava" tells a beautiful story: in a happy family of five little voles, four of the voles are busy preparing food, but there is a little voles called Afo. He is collecting sunlight, colors and words. The long and cold

winter is here, the food is eaten by everyone, the lives of the voles are empty and boring, no one wants to chat, at this time, Afo takes out the sunshine, colors and words he “collects”. Brought warmth, color and vitality for everyone. Finally, when Afo finished, they applauded and applauded: "You are a poet, I really can't think of it" and Afo shyly responded: "Yes, I know." In this picture book, we learned to recognize ourselves, persist in our dreams, and learn to understand and share. It is no wonder that the children's reading promoter Ajia explained that "Walsh Afo" is "teaching people to seek peace and happiness from the inner self, rather than relying entirely on the external material world." In this picture book, "the storyline and The narrative content may also be in the scope of children's life experience and understanding, but in fact it is still aimed at adult readers. [ ] Picture book artist Leoni exquisitely exaggerated the color, with the delicate feelings of Afo, let the color warm us Life makes our life happy and beautiful.

In another picture book, "Oops, Long Stripes," picture book artist David Shannon used a dramatic story, exaggerated pictures, and absurd ways to create an "unbelievable chameleon kid Camilla." It aims to make people recognize the value of self, accept the original appearance of the self, and accept the importance of their own characteristics, character and various preferences. In the picture book, Camilla's skin changes with the author's imagination in a crazy way. After a while, the whole body is covered with stripes, like a rainbow, and it becomes a "flag" and a "purple dot". Chessboard square." Here, the color is exaggerated by the artist, which enhances the comedy effect of the picture book, and makes the story convey humorously, vividly and vividly indicating the main purpose of the picture book. This method of color adjustment and change is inseparable from the method of contrast and harmony. The artist is not limited by the objective color authenticity. The use of flexible decorative color contrast blending greatly changes the plain color of realistic color, thus making the picture book The work is more attractive and appealing.



Figure 1 Picture book "Oops, long stripes on the body" illustration

In addition to the above works, there are many picture books that exaggerate the color, such as "Little Yellow and Little Blue", "Chameleon Caro", "Magic Color Queen", "What is my color", " In the children's picture books such as "Fantastic Colors" and "Changes and Changes", they use different degrees of exaggeration techniques, change the original attributes of color, and subjectively deal with the theme of the picture book.

Second, the visual application skills of exaggerated techniques in children's picture books

In general, in the art of picture book, whether it is to deal with the exaggeration of form or the exaggeration of color, we must constantly expand our knowledge. In such an environment where the integration of various disciplines becomes more and more popular, it is necessary to carry out Learn a variety of exaggerated techniques, learn the exaggerated expression techniques of other art, such as exaggerating the artistic processing and effects of language in animation, drama, drama, film, art, and design. For example, to learn the exaggerated language of animation art, Hegel said,

"If you talk about the ability, the most outstanding artistic skill is imagination." Animation art is one of the most imaginative art, with the characteristics of "multi-layered", "multi-faceted" and "visual success" [1]. The art of picture book, like the art of animation, is also the process of dreaming, and it requires the imagination of "unreasonable". In the art of animation, there are static exaggerations, such as exaggeration of style and exaggeration of color; there are also exaggerations of movement, such as the exaggeration of movements and the exaggeration of expressions. In short, we can learn a lot of exaggerated techniques in the art of animation. Designers explore more creative ideas. The author summarizes the following lessons based on the learning experience of this major.

#### 4. Find memory points and make moderate exaggerations

It is to grasp the main characteristics of things for reasonable exaggeration, to choose properly, to reflect the unique personality and form beauty, dynamic beauty and demeanor beauty. For example, there are many rabbit images in anime, so the designs of the more famous Mi Fei rabbit, rogue rabbit, jailbreak rabbit, Tuzki, Mi rabbit, Peter rabbit and love rabbit, although some rabbits like Tuzki and Love rabbit have already I can't see my mouth, and Miffy's mouth is close to the "x", and the design of the rabbit's eyes is round, flat, or even a line, but all the exaggerated design does not affect us. The identification of the characteristics is because all these designs capture the essential characteristics of the rabbit, which is his memory point - the ear. Both picture books and animations are comprehensive art, with the possibility of cross-border cooperation. The example proves that the picture resource provides a lot of new ideas for animation creation. On the contrary, animation can also provide new ideas and ideas for the picture book.

#### 5. Use a variety of deformation techniques to exaggerate

In the creation of picture books, it is especially important to learn to use a variety of exaggeration techniques. This can be improved by learning the deformation skills of related majors. For example, the exaggeration performance skills in learning animation can analyze the cases of animation works and learn the crowds that are often used. Deformation techniques such as pressing, stretching, scull, material dissimulation, elastic deformation, associative deformation, segmentation fission, body dismemberment, and special motion state. As shown below:



Figure 2 Distortion effect Figure 3 split fission, body dismemberment effect Figure 4 extrusion, stretching effect



Figure 5 Xiao shape and material dissimulation effect in the animation "Cat and Mouse"

The extrusion and stretching technique means that the creator squeezes or presses or stretches the creative object to cause visual deformation effects such as flattening, twisting or stretching, as shown in Figures 3-23 and 3-25. In addition, the "Diary of a Traveler" created by Japanese director Kato Kyuyen, the whole text uses green tones, expressing the general minds of travellers and the adventures of all the people traveling alone. The pigs led by the film travellers have long thin legs like giraffes as shown in Figure 3-27. There is a huge contrast with reality. The artist uses the artistic exaggeration technique of stretching to create a surreal The mood of dreams.

Xiao-shaped and material-dissimulation techniques, that is, the creative person through the creative concept, the original shape is alienated and turned into an exaggerated artistic effect with various visual characteristics of the image. As shown in Figure 3-26, the mouse is beaten by a cat



with a spade. After that, the middle of the squats, the shape of the mouse; after the cat hit the door, due to the vacancy under the door panel, the cat turned into a "chair"; the cat's mouth opened an umbrella, its head changed The shape in which the umbrella is stretched; after the cat has drilled the wall, the body becomes a hole. In short, the creative object can be transformed into an accordion with the infinite imagination of the creative person. It can be turned into an accordion. As shown in Figure 3-26, the cat's body is used as an accordion.



Figure 6 Surreal exaggeration effect in the animation "Diary of a Traveler"

Elastic deformation means that by changing the physical properties of the object, the object with weak elastic performance is deformed by elastic treatment, resulting in a strong elastic effect, as shown in Figure 3-29, after the ball is kicked by the human foot, the flattened state is formed. The originally hard ball has physical properties like a balloon.

In addition to the above deformation techniques, we can also use segmentation fission, body dismemberment as shown in Figure 3-24, reduce and increase the exaggeration technique shown in Figure 3-30, and also use the association deformation as shown in Figure 3-28. Exaggerated techniques such as spherical, special motion, and synaesthesia, as shown in Figure 3-29, are the auditory sensory stimuli triggered by visual patterns.



Figure 7 animation "If the world is fat" super realistic exaggeration effect



Figure 8 processing image of the animation sound effect



Figure 9 Animated image processing of reducing and increasing the effect of the eye

## 6. Use abstract ideas, metaphors, symbols and other creative techniques to exaggerate

The animated short film "el Empleo" directed by Argentine director Santiago Grasso, also known

as "Humanity", expresses the story of a man washing up, eating breakfast, playing, and going to work. The narrative of this film is simple, the picture is natural, durable, and full of content. In the entire movie, there is no music, only some sound like alarm, walking, switching doors and so on. The picture is soft and full, with a poetic effect and a surreal taste. The whole film has no beautiful visual effects, but it can hold the audience's attention firmly on this unique protagonist. The creator succeeded in using metaphor and symbolism, visual transformation and its subtlety. In the world he built, the lights, dining tables, mirrors, chairs, hangers, taxis, elevators and other tools are all played by people. The actor who seems to have a higher status is also in front of someone else's office. The appearance of the carpet appears, and its unexpected exaggeration has a shocking visual effect, which causes the viewer to think infinitely about life. In addition to the exaggerated treatment of the meaning, the creator also exaggerated the styling and color application. The fat body working in the elevator in the film, the whole body is close to the ball, which is the deliberate exaggeration of the shape, and the traffic lights appearing in the film. The creator replaces the red and green clothes worn by people, which is an exaggeration of color.



Figure 10 The exaggeration of meaning, symbolism and metaphor in the animated short film "Employing Workers"

In short, in the creation of children's picture books, whether it is exaggeration of form or exaggeration of color, we must follow the principle of moderation and avoid exaggerated stylized performance. In the reading of the picture book, we must leave enough imagination space, do full feelings, and play the emotional and intelligent value in the picture book. For example, in a picture book, text not only conveys story information, it can bring rhythm to the picture, but too much text rendering will weaken the unique artistic charm of the picture book.

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