

## Application of Graphic Creativity in Graphic Design

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**Abstract:** The elements of graphic design include graphics, text, color, etc. Graphic creativity is based on a deep understanding of creative intentions, through systematic analysis, exerting imagination and creativity, organically combining the available elements, reconstructing them into a new concept, giving them specific meanings to expand the image processing, thus forming a unique visual manifestation. Graphic creativity in graphic design is not only the foundation, but also the most important. It plays a vital role in accurately conveying information and accurately receiving information by the audience. This paper mainly focuses on images.

### 1. Introduction

Graphics represents the beauty and creativity of graphic design works and is the soul of a work. Graphic design consists of text, color, graphics and so on. Among these elements, graphic design is the most intuitive and basic. The purpose of abstract graphics or concrete graphics is to create an impression that can convey information quickly. Nowadays, there are many homogeneous design works. If we want to make the audience feel the message in an instant, the intuitive graphics must touch the psychological feelings of the audience, leave a unique, profound and strong vivid image for people, make the audience accept and generate association, so that the information can be correctly and fully conveyed.

### 2. The Performance of Graphic Creativity in Pictures

Graphic expression of creativity is to give full play to imaginative thinking and creativity through deep thinking and systematic analysis of the center of creativity, visualize and visualize imagination and ideas, which is the last link and the key link of creativity. As a complex and interesting creative thinking activity, in the current graphic creativity and advertising design, it appears as a visual image, and has a certain creative form. Graphic design creativity is to visualize specific information and concepts, but some things can be directly expressed, some information and concepts are invisible, but can feel and understand. Graphic design also makes it visible, and ultimately allows the audience to restore their feelings and understanding to the original specific concepts and information after viewing.

Graphics, as a specific way of information transmission, it is not only 1:1 for the transformation and transmission of concepts, but should be greater than or equal to 1. Graphics is not only a simple statement of the original concept, but also a process of sublimation and extraction of recreation. Graphics trigger the viewer's association mechanism (memory, experience, impression) to get the connotation of the concept. However, another important factor in visual communication design is to explore the beneficial choice of visual elements for information. The attraction of visual elements to visual attention is to change the random visual gaze into intentional gaze with unique personality, so as to guide the gaze into the program of visual language that you arrange. The visual transmission of graphics, on the one hand, enables people to obtain high-energy communication information and make decisions on whether to act or not, and at the same time, with its artistic orientation, conveys various emotional, aesthetic, symbolic and psychological significance of its deep structure, constantly enriching people's perception experience and psychological feelings



### **3. Combination and Creativity of Graphic Creativity and Text**

Mr. Keller once said, "Font should be a graphic element, and font graphics is a highly unified form and content."

Graphic creativity can not be a single in the use of design works, it must be combined with the text, the text is the visual symbol of human communication, is the visual expression of language. Reasonable text arrangement can effectively further elaborate the implicative of the work. The use of words is generally simple text description, more importantly, the graphical two kinds of text. Chinese character is a kind of text that has been tested for thousands of years, that is, form and meaning, and it has the aesthetic feeling of graphics. The so-called character graphics is to reorganize and change the form through the analysis and study of the structure of the text, so as to make it consistent with the meaning of the words to be expressed. In the design and arrangement of the space or the structure of the head, we should take full account of the visual aesthetics. Whether we use realistic or abstract methods of expression, the accuracy of change is very important. In English typesetting graphics, we can make use of the exaggerated deformation and arrangement of various fonts to highlight the characteristics and strengthen the symbolism, such as horizontal, straight, folding, winding, nesting and so on. In the design, the main letters can be combined with the background pattern, or can be independently changed into a new form. Graphic text is also commonly used to express or extend the theme meaning with abstract physical graphics. In modern visual communication design, similar text graphics are widely used in advertising, packaging, book covers. It makes a single text rich and colorful, greatly improves readability and interesting, and makes communication more effective.

### **4. Application and Performance of Graphic Creativity in Design**

Graphic language is the most direct and easily conveyed visual language, It is the key of graphic design. Its quality directly affects the overall effect and internal tension of the work. Professor Holgo Matisse, a master of contemporary German graphic design, once said: "A good design should be annotated by graphic language, not by words." The main function of graphic design is to convey information, which is the basic form of visual communication. Therefore, graphic design is widely used in advertising design, packaging design, logo design, display design, book design and so on.

Innovative advertising graphics can attract people's attention and enhance people's interest. Graphic creativity is widely used and expressed in design. Like advertisements that people usually come into contact with, it can leave a deep impression. To a large extent, it depends on whether the graphics in advertising works can capture consumers and arouse consumers' resonance. Compared with words, graphics have dynamic picture elements. Considering from three aspects:

1) The number of graphics should be small and precise. For most advertising works, the effect of graphic communication is absolutely different. One or two high-quality and high-quality pictures, vivid and prominent, can give prominence to the theme one by one, but after more than two pictures, the visual impact is relatively weakened, and the atmosphere of the picture seems flat.

2) The area factor of graphics depends on the importance of graphics. Large area graphics are often used to render the atmosphere, which can produce strong impact. Especially for large outdoor advertising posters, more vivid pictures are needed to catch the reader's eyes, in order to achieve the purpose of instantaneous transmission of information. Small area pictures are used to help and deepen the reader's impression. Postal advertisements, newspaper advertisements, because their readers have a lot of time to read advertisements, their graphical part can be relatively weakened, while the text is strengthened.

3) Users' habits and emotional factors should be taken into account when using graphics.

Graphic creativity can make an ordinary packaging box interesting and play the role of finishing point. Packing pictures are the combination of words and graphics, which complement each other. The effect of the size of graphics is different here. Large area of graphics can stimulate people's nervous system and make people remember instantly. Especially for those large gift boxes, it is more necessary to use vivid pictures to attract consumers' attention in order to achieve the purpose



of attracting small packages. Creative image elements and text collocations can be used.

In modern commercial society, logo has become a symbolic mass communication symbol, and graphics itself is a symbol image in visual space design, and a more direct and accurate communication media in the process of visual communication. When graphic creativity is applied in logo design, it is of great significance to understand the combination of "shape" and "meaning" of graphics and to grasp the future development trend of graphic design for modern logo design.

In the design, the elements of Chinese national culture should be vigorously promoted. China has a long culture. The traditional graphic art is extensive, profound and has a long history. Its artistic language is different and distinctive according to the evolution and development of different dynasties, nationalities and periods. It has formed many representative and symbolic typical patterns, which provide rich design elements for logo design. As far as modern logo design is concerned, both in the form of expression and in the connotation of culture, traditional graphics provide abundant materials for our creation. The aesthetic spirit of Chinese traditional graphics emphasizes verve and artistic conception, which is precisely the most important aesthetic goal pursued by modern logo design. Traditional graphics and modern logos actually have similar creative process. The precious experience, creative ideas and expression techniques inherited from the previous graphics creativity can be used in modern logo design. Simple and simplified means to cut down on complexity and simplify, to refine and refine, and to sum up more with less.

In a word, the purpose of graphic design is to communicate with people. As a medium to convey ideas, design itself is a symbol, and design is composed of symbolic elements. Designers successfully select, combine, transform and regenerate these elements into symbols referring to their own thoughts, and become symbols recognized by both themselves and their audiences. Graphic symbols are combined with words. The new concept of reconstructing words narrows the connotation of the word itself, gives it specific meaning, or reinterprets its literal meaning; carries out graphical processing of the word, treats the form of the text as an image, takes the meaning of the text as the basic guiding ideology of creativity, expands the meaning by deformation, restricts the transformation of the form by meaning, and carries out the image processing of the text. This is the real formation of communication, accurate and complete transmission of information, the design of this thinking process is complete.

## **5. Conclusion**

The social pressure of modern people is very great, too many words people have no time to take into account, often the first eye intake is graphics, so in the design, graphics occupy a pivotal role, graphics creativity is very important, a good design and a good graphics creativity can be more impressive, so that readers can have resonance. A successful design should not only give the reader a clear account of the problems to be expressed, but also inspire the reader to have associations.

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