Research on the Constitutive Art Law of Graphic Design

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Abstract: People's aesthetic level has gradually improved with the continuous development of social economy in China, and graphic design has gradually attracted people's attention. The graphic design has gradually become the focus of attention with the continuous development of the advertising industry, the research and application of graphic design has also continued to deepen. The graphic design needs to reflect various functional needs in the design process, and it also to reflect the artistic concept. The designer should use various technologies to carry out the design work in this process, and the related concepts and laws of constitutive art play a certain role and value in graphic design, which has important practical significance to study them.

1. Introduction

Constitutive art is a subject which studies the aesthetics of morphological structure, the basic elements are combined to a form conforming to people's psychological aesthetic concept according to visual principle, psychological principle and mechanics principle. Constitutive art is the basis of design in all walks of life. It studies how different forms of elements meet people's aesthetic needs in theory.构 The point of view of artistic aesthetics is not to create works for beauty, but to combine the practical, creative and scientific characteristics of design works while pursuing aesthetic feeling, it also integrates the rational thinking and the perceptual thinking generated in the creative works as a rational behavior to guide the designer's creation. Constitutive art is a kind of plastic activity, its core idea is to convey the emotional concepts of artistic creators by means of abstract modeling techniques, the abstract geometric shape is particularly preferred in the design process, and the formal value of the work is highly emphasized. Composition includes three parts in our current composition teaching: graphic composition, color composition and three-dimensional composition.

Graphic refers to the difference between graphic and solid, which mainly solves the modeling problem of two-dimensional space. Composition, that is, "assembly" means to assemble all the elements needed in graphic design according to the principle of formal beauty, it likes a combination of machine parts to form a new and meet the design needs of the graphics. The graphic structure is a contoured image, and different basic shapes are combined into a pattern on a graphic according to certain rules.

The composition of color is the interaction of color, it starts from the different psychological effects of people's perception of color, and restores the complex color phenomenon to the basic elements by scientific analysis, it can combine the relationships among the components and create new color effects according to certain rules by utilizing the changeability of color in space, quantity and quality.

The three-dimensional composition is based on certain materials, vision and mechanics. The three-dimensional composition of the three-dimensional space is carried out according to certain principles of composition, it combines into a beautiful shape, which is represented by the two-dimensional graphic shape into the three-dimensional space.

2. The reflection of constitutive art law in graphic design

2.1 The characteristics of constructive art applied in graphic design

(1) Practical functionalization

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Constitutive art not only meets people's aesthetic needs and pursues spiritual pleasure, but also has functional characteristics. People began to make stone beads, fish bones, animal teeth, shells, feathers, animal skins and so on into daily necessities as early as in the primitive society. Later, it gradually developed into more artistic and practical goods because of human's constant pursuit of beauty. In modern times, there is a higher demand for beauty with the improvement of people's material living standards. They are gradually given certain concepts and connotations for their own living environment and even daily necessities.

Initially, artists used the waste articles and materials selectively as the creative expression of art. With the change of people's aesthetic view, constitutive art is also advancing with the times, constantly changing to meet the needs of the times to make the design more in line with people's psychology of seeking novelty and change and pursuing personality expression. For example, there are more and more ways to pursue individuality and novelty in book cover design according to different contents and meet the needs of different readers of books in the modern book cover design, so it can attract readers to read and buy books. This kind of cover design pays attention to the presentation of the texture of the material, giving people a feeling of intimacy and simplicity while having a strong sense of design, it is easier to stand out in design and be accepted by people, making people feel happy in reading. The application of constitutive art to daily life is in good accordance with the trend of pursuing individuality, fashion, environmental protection and thrift at modern society in modern graphic design, constructive art shows strong expressive force in creative expression of graphic design.

(2) Decoration of life

"Decorative" is to adapt the design to the aesthetic needs and psychological trends of the public, the works are beautified to achieve the effect of appreciation and pleasure according to the sense of decorative expression and the intrinsic attributes and characteristics of decorative objects, The ultimate aim of art is to stimulate people's love for life through works. Design shows great innovation with the improvement of people's aesthetic consciousness.

There are many applications of decorative composition design in daily life. For example, decorative collages, clips, fiber art, cloth wall hangings, commodity packaging and so on. There will be abundant graphics and colors in the process of creation because the material sources of the works are very abundant. At the same time, different materials will have different texture effects. It makes the works not only play a decorative role, but also have a strong artistic flavor and aesthetic.

(3) Creativity flexibility

The basic elements that constitute art are flexible and changeable, and the ways of combination among them are also very rich. Constitutive art design contains many elements, such as point, line, surface, color, texture, etc. The composition of the graphic is not to randomly stack these visual elements, follow the beauty of form, and select and combine elements in a certain way although the creative process of graphic design is experimental and the final effect of the work is contingent. Creative expression and combination can be carried out according to different contents in the process of creation, and various elements can be refined, selected and flexibly applied by scientific means, presenting a variety of artistic effects.

(4) Ethnic localization

We often say that the nation is the world, and works of world significance must have strong national character. The unique artistic characteristics of the nation show infinite vitality in the design. Design should not only have the characteristics of the times, but also pay attention to the display of local color, both of which are interdependent. The sense of the times should be embodied in the national characteristics, and the national cultural spirit should be integrated into the modern aesthetic consciousness. The two complement each other. New popular elements are constantly emerging throughout the development and current situation of graphic design, and more and more new elements are used in design. However, we can easily find that the new generation of designers blindly pursue novelty and difference, while ignoring traditional culture, there are fewer and fewer traditional cultural elements in graphic design works. It is worth noting that the use of traditional culture is not blindly copying the elements of traditional culture, but it used the ideological

connotation and cultural temperament of our Chinese culture to form our design.

(5) Multi-mediaization

Since the twentieth century, the means of forming art have become more and more diversified with the progress of science and technology, especially the emergence of various new media provides new ways and opportunities for the development of modern graphic design, accompanied by the emergence of many new artistic features. The influence of science and technology on the development of modern design is tremendous, especially the prominent role of computer technology in graphics and image processing. Meanwhile, various forms of media carriers promote the further development of graphic formation techniques in form and expression, which are closely related to each other. The diversification and rapid development of social media communication has promoted the rapid renewal of graphic composition art. The emergence of network digital technology enables designers to give full play to their subjective initiative, there are many personalized designs, such as website design. Firstly, they adopt decomposition and assembling to process the real objects in daily life by hand, then it records the satisfactory results with the camera and other tools. Finally, it carries on the comprehensive processing, the work uses the original appearance of the object, showing a more attractive and vivid visual effect.

2.2 Aesthetic embodiment of constitutive art in graphic design

Beauty is changing and developing with the times. Designers must be in the forefront of aesthetics as the explorer, pioneer, guide and transmitter of the aesthetic development of the times and society, It gives full play to the designer's sensitivity to the discovery and recognition of beauty, and be good at capturing the breath of the times in the process of life and design, paying attention to the development trend of social aesthetics, seizing the elements that can reflect the aesthetic characteristics of the times, and forming new ideas and thinking of design. And it is applied to design works to create works with the aesthetic flavor of the times.

For example, books reflect the cultural development and social progress of different times as a symbol of culture. Book design embodies the aesthetic consciousness and characteristics of different times. The form of expression of book art has undergone tremendous changes with the rapid development of modern science, technology and culture, people's ideological awareness and aesthetic concepts continue to improve, the artistic form of book design has also attracted great attention. Book design is the product of culture, reflects the aesthetic characteristics of an era, and it is a comprehensive reflection of the times and culture. Book binding design is no longer limited to the original static graphic design with the emergence of modern multimedia technology and the development of modern aesthetics. Instead, it integrates modern technology and fully taps into a variety of aesthetic experiences, including touch, smell, hearing and taste in addition to vision, this is a multi-level design presentation that shows three-dimensional aesthetic feeling. On the other hand, book design combines various artistic elements, such as painting, calligraphy, photography and so on, it greatly increases the artistic expression through the use of artistic expression techniques in design.

2.3 The comprehensive aesthetic value and unique visual impulse of constituting art

A good composition of an artistic work should give people spiritual pleasure and enjoyment, not only in the form of external beauty, but also in the profound meaning of the interior, only such works can have aesthetic value. This artistic form of expression has a very high comprehensive and broad aesthetic value because of its intuition and strong expressiveness. The interpretation of formal beauty constitutes a regular and inherent way of expression of art relative to traditional design, it breaks through the original thinking pattern and adopts a new and innovative way of expression, the unique interpretation of contrast, unity, exaggeration creates unique and artistic appeal of the design works.

The art of graphic composition has a strong sense of intuition and contrast. This characteristic makes it have a unique visual aesthetic feeling in the shaping of visual effects. This is where the graphic composition works are more outstanding compared with other expressive techniques. Artistic expression techniques are often used in advertisement poster design in graphic design,

because constitutive art itself has a strong visual expressive force and it is a unique, creative and artistic way of expression. It will exaggerate, contrast and other characteristics to the extreme so that the viewer produces a strong visual stimulus, it has a strong visual impact so that the viewer has the impulse to enter and understand the works. The most important point of graphic design is to attract the attention of others, so that the viewer is willing to stop and communicate with the designer's works to achieve the purpose of transmitting information. The design is meaningless if the designer cannot make the work attract the viewer's eyes, making it interesting, stopping to understand, and guiding the viewer to understand the information of the work in depth. The prominent performance of visual impact is an effective means to improve the performance of design in graphic design, and it is an effective method commonly used by graphic designers. Therefore, an excellent graphic design work should have rich connotation and appealing visual impact effect.

3. Conclusion

In a word, the innovative use of graphic design in art conforms to people's visual and cultural needs with the development of people's aesthetic concepts towards bold diversification, it has maximized the expression of contemporary graphic design works whether from the form, expression techniques and ideas.

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