Research on the Construction of Visual Aesthetic Elements in Graphic Designs

Siwei Yu

Leshan Normal University, Leshan, 614000, China

Abstract. With the rapid development of science and technology and social progress, the enterprise further improves its market visibility to pay more attention to the promotion, especially by the way of advertisement propaganda. The construction of these propaganda content not only brings people a visual impact effect, but also stimulates the purchasing desire of the broad masses of consumers, which makes the enterprise get more economic benefits. This article analyzes the important role played by the aesthetic elements in graphic design, and explains the main aesthetic elements and visual transmission in graphic design. Finally, this article expounds the effective paths to construct visual aesthetic elements in graphic design.

Introduction

Graphic design is an important design direction; it refers to the two-dimensional space in addition to film and television design of all the design activities, but also includes some printed mass production of graphic design works. The printing batch production mainly has books, advertisements, special signs and so on. The construction of aesthetic elements in graphic design, graphic design, and visual aesthetic elements should pay attention to scientific and rational use, to better reflect the theme of the goods, goods to enhance visual effect and appeal, bring greater visual impact to consumers, to stimulate consumer desire to buy to realize the purpose of the product publicity and marketing.

Main Functions of the Construction of Visual Aesthetic Elements in Graphic Designs

Strengthen Economical Efficiency. At present, most enterprises in our country are widely applied to graphic design in its product design process, which is the main reason is the use of graphic design has the advantage of certain economy, and is the purpose of commercial goods better. In the process of product design into visual aesthetic elements can make the value of the goods and the function is more prominent, and embodied in the design work of the elements more in line with the actual demand of broad consumer, the actual goods can also obtain the seller's desire to buy. Therefore, in the process of plane design for goods in the full understanding of the goods must reflect the highlights and characteristic and grasp, in ensuring the product design more meet the needs of the people and the needs of the times. At the same time, in the beautification of the goods, so that commodities can attract the attention of consumers, for the promotion of goods and the promotion of economic efficiency has a certain role in promoting.

Highlight Order Beauty. In the process of graphic design of commodities, the visual elements must follow certain principles and rules, so that they can make the order of the graphic work more prominent. Graphic design works with elements of outstanding beauty of order of use has a direct relationship; once the design works of a certain lack of order, work design confusion, will make people in the vision have a certain rejection of the works cannot be better for most consumers show relevant design information. Therefore, with visual aesthetic elements in the process of design, must carry on the reasonable combination and arrangement of elements, security design work in an orderly manner manifested in vision, not only can effectively improve the design works of beauty, but also to a certain extent so that consumers for information the expression product is more clearly.

Embody Innovative Design. In the visual design, aesthetic elements have full expressive power, can play a visual and visual impact on the design of the work, and perfectly show the innovative features of the design. Related design personnel in the process of product design, pay more attention to the artistic and emotional level, typically, designers will be some iconic elements and special symbols added to the design work, to fully convey the subjective emotion and the design objective, clear the content and information publicity. In the design into visual aesthetic elements must be with the seller's aesthetic habits with full understanding of the psychological characteristics of consumers and master, consumption concept into the design work, and for the design, aesthetic elements combination and selection must be given high attention, innovative and unique outstanding design the product, making the works better for consumers to transfer the content of the expression.

Components of Main Aesthetic Elements in Graphic Designs

Graph Elements. In general, the graphics in the design refer mainly to the construction of points, lines and planes. The point in which the graph is represented is the two points of the graph, the starting point and the end. The line is an important component of the graph, and the pure dot does not make up a perfect figure. Only a perfect combination of dots and lines can represent a complete image information. The surface mainly refers to the spatial plane of the points and lines. In the process of graphic design of the work, it is necessary that the dots and lines form a complete graph in one space. Graphics as the most basic elements of aesthetic elements, without geographical environment and language limitations, graphics can efficiently and accurately convey the intention of the works, graphic with the high degree of recognition in graphic design plays an important role.

Color Elements. In the process of constructing visual aesthetics, the color has obvious difference in the aesthetic characteristics and the emotional expression of the designer. Such as the white department is mainly reflected in a pure artistic conception, purple show noble characteristics, red show enthusiasm. From the color identification can be reflected on the works of emotional information conveyed very well, through the expression of color lightness, saturation and hue adjustment can be better for people to emotional subtle changes, clear transfer reflects the ideological content. At the same time, the reflection of color is also the embodiment of people's aesthetic concept. In the process of applying graphic design, color must pay attention to the organic unity of design content and color. The main purpose of design is to make the commodity content better reflected in the works of color collocation process, must pay attention to packaging content and color symbol performance consistency, can effectively meet the psychological needs of consumers, can be fully mobilized through the rational use of color makes consumers buy enthusiasm. In addition, in the process of color matching, we must pay attention to the harmony and unity of color and market positioning. Due to the consumer psychology and consumption age has obvious difference, for the hobby of color and understand there are different, in this regard, in the process of product image design, must be reasonable use of color, color protection can meet the demand of market positioning. In the process of using color publicity, we must fully play the color induced function and role, so that the content and purpose of the product can be displayed, to meet consumer demand for the purchase.

Text Elements. The formation of characters is a long period of inheritance and development, and it contains a wealth of cultural connotations. In the graphic design process, the text is an important component of the font color matching, font reconstruction, font changes, as well as text graphics, can create a creative works of excellence. Therefore, in the design, must be on the literal style, style, size, color information content and direction and other aspects of the reasonable use of the work can fully exert influence, guarantee the character design in graphic design better meet the needs of consumers, which makes the design more theme works clear.

Features of Visual Elements in Graphic Designs

Beauty. In graphic design, the beauty of the visual elements is very important, for example, the beauty of order mainly refers to the hierarchy and position of many units, and constructs a sense of

beauty in space according to certain regularity. In the graphic design, the order of beauty is one of the most basic elements of aesthetic characteristics form, if the combination of graphic design in the lack of certain regularity, the design work will be out of order status, sensory identification and visual experience to achieve the aesthetic requirements. Therefore, in the process of the design of the work, it is necessary to accurately grasp the position and level of each element, so that the works can fully reflect the beauty of order, and ensure that the works bring visual enjoyment to people.

Identifiability. In graphic design, recognition refers primarily to the design of a work that gives people a visual impression. To make the work better show clear judgment, highlighting its salient features, designers must make reasonable use of special symbols and symbolic elements, so that people can work on the design of a better understanding of the content of the design can be annotated. The visual works must have planar identification information to judge, can attract people's attention, the first glance a deeper impression, can arouse people to work for a more in-depth understanding of the desire, works to convey the information can also be expressed more fully.

Artistry. As most of the graphic designs are designed to be used in commodities. The main purpose of the design is to carry out a wide range of commodity publicity, enhance consumer recognition of the enterprise, can love it and buy. Therefore, integration of visual elements in graphic design, must have accurate generalization and interpretation, the designer must have a comprehensive understanding of business and information goods, make the design of products to the enterprise commodity realistically effective propaganda, enhance the consumer goods for approval.

Effective Paths of the Construction of Visual Aesthetic Elements in Graphic Designs

Give Full Play to Composition Functionality. In the process of graphic design, the visual aesthetic elements should be integrated into the design. The designer should pay enough attention to the functional role of the composition, and give full play to the role of the elements in the composition. Because the image form is enough to make the works more specific, visual and vivid in visual communication, it can reflect the creative conception and design theme of the work more clearly. Therefore, in the process of creation must be built on planar elements to pay attention to, on the one hand must embody a picture with a sense of hierarchy, highlighting the main body of the goods information, and the use of reasonable time elements, which can play heighten the main purpose; on the other hand, reflects the image elements form with the role of visual traction. The so-called visual traction, mainly refers to the design process, the shape, pattern and color of the reasonable collocation, let a person through more specific composition effect on the product of the corresponding legend.

Reflect Beauty Sense of Visual Art. The integration of design elements must fully reflect the aesthetic effects of graphics and pictures. To better achieve this effect, we must pay attention to the rational use of color. Color plays an important role in the design of works, and can realize the transmission and shaping of the beauty of the works. Such as through adjusting the color brightness effectively, changes in the visual sense of space to display works can reflect the impact of alternative identification of the Chinese graphic view. In addition, the color to create a graphic picture, on the one hand, we must ensure that the color matching and the design of the work in the content of unity. Once the color of the content of the lack of a certain supplement, indicating the role of consumers cannot meet the consumer psychology, consumers desire to buy goods difficult to stimulate. The use of different colors will give a different psychological and emotional reflection; on the other hand, we must ensure that the color of the market features of goods fully play out. In the commodity color collocation, to fully consider the differences of color must be recognized from the perspective of consumers, to meet consumer needs of the different purchase, to ensure that the design of the commodity market for better service.

Conclusion

In summary, graphics, color and text is the basic aesthetic elements in graphic design, art of the visual aesthetic elements has the characteristics, functions, design work will enhance the use value

and artistic value, thus achieve the goal of design, to meet the social function and the recognition of the use of works.

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