

Innovative Research on Illustration Applications in APP Interface Design

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Abstract. In the information age, various APP applications have occupied every bit of our life. The aesthetics of the APP interface has gradually improved from the most basic needs to meet the psychological needs. In various mobile apps, illustrations are one of the most visual elements that appeal to the user's eye. Therefore, every designer needs to pay attention to how to use the innovative application of Illustrator to make it available to users in a wide variety of APP application markets for download and use. This paper analyzes the importance of the use of illustrations in the APP. In the APP design, it is possible to add illustrations in a timely manner to increase the use of the APP.

With the popularization of smart phones, various apps with different functions and unique styles are on the line. Each app wants to be visually appealed to users, so as to attract users' attention. Then, how to achieve this purpose? The use of illustrations in the APP is undoubtedly a good choice. The different styles of illustrations are used in the various interfaces of the APP, bringing a new experience to the users.

The Purpose of Using Illustrations in Apps

App is a mobile application that integrates operation, reading and interaction. The various information will be presented in the form of text. Over time, in long-term text reading, users often feel visual fatigue, which reduces APP usage and download rate. Adding the use of illustrations to each interface of the APP can greatly improve the user experience. First of all, in the sense of visual impact, it can be described as "stunning", and each interface is given an illustration of the corresponding interpretation, which allows the user to quickly obtain information, and allows the user to perform various operations in a pleasing state. Compared with the interface of the whole text, the interface interspersed with illustrations will greatly enhance our visual freshness and impact, in order to stimulate users to download and use. Secondly, the use of illustrations can increase the fun of the APP, and let the original dead interface have a vitality. For example, an empty page or an error-free web page often occurs during an application operation. In this empty page with no content presentation, adding a relaxed and humorous illustration can effectively alleviate the user's anxiety, making them feel as if they are not so bad, and patiently continue to the next step (Figure 1). Furthermore, the use of illustrations can satisfy the emotional needs of users, and emotional design is a higher pursuit in the current design to meet basic needs. For example, in the fitness application keep, on the Valentine's Day Valentine's Day, keep turns the running route into pink, and is equipped with a dog. The people who are still running on the Qixi Festival are likely to be single, meaning it goes without saying. (Figure 2).



Fig. 1 No web page illustration application



Fig. 2 Keep running route illustration application

Application of Illustrations in APP

Illustrations can be seen everywhere in the app. Illustrators can add emotions in the app design, making the expressions faster, clearer and more accurate, making the design more convincing.

In the APP launch page, the use of illustrations is very necessary. The startup page is the first interface that we contact after opening the app. The simple text does not get the attention of the user. The use of illustrations not only deepens the brand image, but also makes the app rich and varied.

In the icon, it is known that the icon to the APP is like the logo to the corporate image. In the dazzling app store, the first thing we see is not the interface of each app but the icon. The use of illustrations in the icon can make the style of the icon diverse, not only limited to the design of graphics or fonts, but also greatly improved expressiveness.

In the refresh bar, refresh is an operation that requires the user to wait. The usual refresh interface is blank and a simple symbol to represent the running refresh command. Usually the user is averse to this process and feels that the operation takes up an effective browsing time. Sometimes when it comes to network problems, the process of waiting may be even longer. The use of illustrations in this area can make up for the visual and psychological gaps of the user, so that the waiting time can also be done, and the feeling can be shortened and the use of the APP can be increased.

Illustrator is widely used in APP, suitable for launch page, banner, feature, refresh, icon, bullet box, background image and so on.

The Humanized Needs for the Use of Illustrations in the APP

People are visual creatures, and the way we get information is mostly visual. Therefore, in the entire APP design, images are the most expressive elements, of which illustrations account for a large proportion. Illustrators are more controllable than pictures, and there is more room for creativity. Of course, in addition to the basic functions of illustrating the information and creating the atmosphere, the designer pays more attention to the humanized needs of the illustrator in the APP design, and constantly improves the user experience in the APP design, which is the pursuit of higher UI

design. .

The mascot in the APP. In the spread of the brand, the feelings and temperament conveyed by the brand are basically derived from the brand spokesperson and brand mascot. The mascot can make the brand's tonality more realistic. As the brand's externalization performance, the mascot can help the brand to convey the trust to the user and make the brand more attractive. Mascots usually appear in the form of illustrations in the app, mostly for icon design, APP homepage, button design, etc. It can give the interface interaction vitality, and the user can continue to pay attention throughout the application process, becoming an important element that cannot be ignored in the entire user experience, and enhance the overall participation (Figure 3, Figure 4).



Fig. 3 Icon Design



Fig. 4 APP Homepage

Newbie tutorials and new user guided processes in the app. The guidance of image information is much faster, simpler and easier for users to accept than text messages. Illustrations can turn complex concepts and information into easy-to-understand visual images that are louder than text screams, so illustrations are often used for beginner tutorials and new user-guided processes. The novice tutorial and the new user guidance process often introduce the main functions, operation steps and key reminders of the APP. The illustration provides a continuous working environment for the user in a graphical form, so that the information to be transmitted by the interface is more clear. This helps the user understand the current steps and guides the user to the next step gradually. Rich and interesting and interactive illustrations can greatly enhance the participation of new users, and thus have a good impression on the APP and the motivation to continue to use it. Illustrations can turn a long and boring text tutorial into a simple and fun picture book that can be easily absorbed and understood by users (Figure 5).



Fig. 5 Guide Page for New Users of the APP

The reward interface illustration in the APP. In the app of the app, the reward interface will appear after each level of the game is successful. Whether it is the level unlock or the medal medal

is obtained, it is displayed by the illustration graphic. These rewards can stimulate the user's pleasure of use, the celebration of the interface and the carnival illustration, the emotional guidance will let the user pay attention to the content they want to see, it is the embodiment of emotional interaction, but also the humanized demand in the design (Figure 6).



Fig. 6 Game Reward Page

In modern design, illustration is an indispensable fashion element. The illustrations are rich in style and diverse in style, and they exist in every corner of the APP. Illustrators can greatly increase user attention and enhance the user interaction experience. In the APP design, to ensure the usability and relevance of the illustration, it is necessary to make it part of the product and brand. The drawing of the illustration should ensure the consistency of the style, cooperate with the copy, focus on creativity, pay attention to details, and maximize the role of the illustration in the APP.

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