The Application of Digital Technology Hand Drawn Illustration in Commercial Posters

Jun Zhang

Xi'an Academy of Fine Arts, Xi 'an, Shaanxi, 710065, China

Abstract: as a Way of Realistic Visual Expression of Human Spiritual Realm, Hand-Painted Illustration Conveys Thoughts and Beautiful Imagination. Poster Art as the Most Intuitive Means of Publicity and Visual Communication, Combined with Digital Technology Hand-Painted Illustration Has a Stronger Visual Impact and Expression Effect. the Commercial Poster Design Combined with Digital Technology Hand-Painted Illustration Can Overcome the Limitation of Time, Scene and Tools of Traditional Technology, and Expand in Depth and Horizontally in the Communication Path. With the Help of Digital Technology, Hand-Painted Illustration Technology and Chinese Traditional Calligraphy Art.

1. Introduction

As a Long-Standing and Enduring Art Form, Hand-Painted Illustration Design Has Two Basic Characteristics, the First is Practicality, the Second is Artistry. from Ancient Times, When There Was No Writing, Human Beings Could Easily Record Information and Events of Ethnic Groups by Hand Drawing. Everything in the Universe, the Sun, Moon, Stars, and Meteorological Phenomena Such as Wind, Rain, Thunder and Lightning, as Well as Natural Phenomena Such as Earthquakes, Landslides, Tsunamis and Mountain Fires, Were All Reflected in Human Hand-Painted Works At That Time. in the Later Period, Books, Words, Hand-Painted Illustrations Began to Become the Supplement of Words to Enrich the Transmission of Information[1-5]. So Far, the Development of Hand-Painted Illustration Has Gone through the Processing and Depiction of Natural Stones, Watercolor Pigments, Gouache, Ink, and Then to the Application of Modern Digital Technology. Different Ways Bring Different Texture and More Colorful Color Art Visual Communication to Hand-Painted Illustration.

2. Commercial Poster Design

The Development of Marketing and Commerce is Inseparable, and Marketing Advertisements Are Firmly Bound with Commerce from the Beginning to the End. But It is Too thin to Market the Goods Simply from the Words, Which Limits the Audience and Cannot Meet the Requirements of Multi Sensory Acceptance. through the Artistic Visual Communication with the Commercial Expression as the Theme, the Commercial Poster Can Make the Audience More Direct, Understand the Commodity Theme and the Connotation of the Commodity Faster through the Color Matching and the Artistic Appeal of the Design, and Can Better Transform into the Audience[6-10]. There Are Various Forms of Expression of Commercial Posters. the Ultimate Goal is to Have a Stronger Visual Impact, Persuasion, and Spiritual Artistic Appeal. All Kinds of Factors Should Be Well Reflected in the Design of Commercial Posters, Which Cannot Be Separated and Exist Independently. the Traditional Hand-Painted Color Distribution and Color Matching Still Need to Be Maintained in the Commercial Poster Digital Hand-Painted. the Influence and Intention of the Traditional Way to Create Need to Use Modern Digital Acquisition Means to Become Images. Commercial Poster Design Needs to Meet the Basic Aesthetic Standards and Needs of the People, and Also Has the Corresponding Commercial Publicity and Infection Value.

3. Hand Drawn Illustration Combined with Modern Digital Technology

Modern Digital Technology Greatly Facilitates People's Daily Life, and It is Also the Necessary Trend of Future Life. Combined with the Hand-Painted Illustration of Digital Technology, from the Artistic Point of View, It Can Use More Sophisticated Instruments to Reproduce or Express the Spiritual Realm Products in the Human Heart[11]. Now the General Digital Mapping Software, Such as Micro Soft Vision, Auto Cad, Photoshop, 3dmax, Zbrush and So on, Are All the Spiritual and Artistic Products That Can Well Output People's Hearts, Especially Photoshop Software is the Most Widely Used in People's Daily Life[12-15]. Photoshop Cs is a Graphic and Image Processing Software Developed by Adobe Company in the United States. It Has Powerful Functions and is the Most Popular Professional Graphic Design Software in China. It Has Gone through Several Stages, Such as Photoshop 4.0, Photoshop 5.0, Photoshop 6.0 and Photoshop 7.0. When It Came to Photoshop 8.0, It Was Renamed Photoshop Cs. Photoshop Cs2 is Actually Photoshop 9.0. This Time, Adobe Company Really Brought Great Surprise to Designers. Photoshop Cs Has Added Many Powerful Functions, Especially for Photographers. This Time, It Made a Great Breakthrough in the Past, Photoshop Series Products Pay More Attention to the Limitations of Graphic Design, Which Greatly Strengthens and Breaks through the Support Function of Digital Darkroom. Once Launched, It is Welcomed by Graphic Designers and People from All Walks of Life. However, It Should Be Noted That Due to These Improvements, the Requirements for Computer Hardware Have Also Been Raised a Step. 2gb of Memory is Recommended. in Fact, 1gb of Memory Can Also Run, But Only Routine Operations Can Be Performed. in Addition, a Separate Graphics Card is Required, No Separate Graphics Card is Available, and There is No Support for Opengl Graphics Acceleration, Which Will Cause Some Functions of Photoshop, Such as "Rotate View Tool" to Be Invalid Photoshop Will Prompt You to Upgrade the Driver of the Display Card to the Latest Version. the Graphics Card Needs to Support Directx 9.0c and Opengl 2.0, and the Display Memory is Not Less Than 64mb; the Display Resolution is At Least 1024×768, and 1280×900 or Higher is Selected; the Faster the Cpu is, the Better, It is Better to Be Dual Core; There Are Also Requirements on Software, Such as Windows Xp Sp3, Quicktime 7.5, Etc. When Photoshop is Started, a Window Will Appear, Which is the Default Gray Window, Indicating That All Work Starts from Zero.
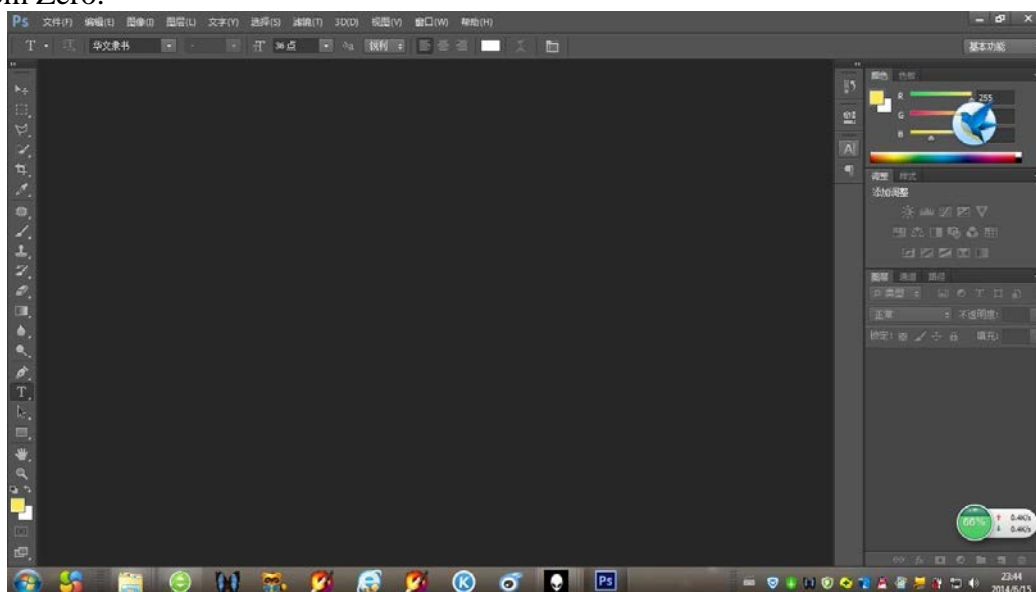

Fig.1 Photoshop Interface

4. Menu Bar Options Bar-in the Options Bar, When You Select Which Tool, You Can Set Various Parameters of the Selected Tool.

Hold-All-If You Want to Use Photoshop Well, You Should First Understand the Most Commonly Used Toolbox in Photoshop. Photoshop Toolbox is Like a Treasure Chest, Which

Provides Almost All the Useful Tools That Can Help Us to Carry out Various Operations.

These tools allow you to use text, select, paint, draw, sample, edit, move, annotate, and view images. With other tools in the toolbox, you can also change the foreground / background colors, go to Adobe online, work in different modes, and jump between Photoshop and ImageReady applications.

Floating panel can also be called control panel, control panel, etc. It helps us to monitor and modify images.

At the top is the palette well, which helps you organize and manage the palette. A panel well is used to store or park the panels you use frequently without having to keep them open in the work area. But in general, you can use the panel well only when the screen resolution you use is 1024 x 768.

Status bar-The status bar at the bottom of the window displays useful information. For example, the current magnification and file size of the active image, and a brief description of the usage of the active tool.

5. The Application of Digital Hand Drawn Illustration Technology in Commercial Posters

Digital hand-painted illustration technology has been well reflected in animation design, UI design and web design, as well as in commercial posters. Among them, the application in commercial marketing posters is the research focus (Fig.2, Fig.3). The poster is designed for a cultural institution, in which the calligraphy adopts cursive script, which makes use of the characteristics of cursive script "feiruruoyuolong, elegant as a startling goose", to create a large amount of blank space and space for the picture, which is scattered and orderly. The whole calligraphy is located in the lower right corner, the upper left corner and the lower left corner mark the introduction logo, leaving enough imagination space for the readers. The sparse structure will not bring more visual burden to the author, and it will give people a comfortable and quiet feeling. Just like the Jiangnan Town under the white wall and black tile, under the warm autumn sun, walking the black and white path to an institution to study or drink tea and chat .
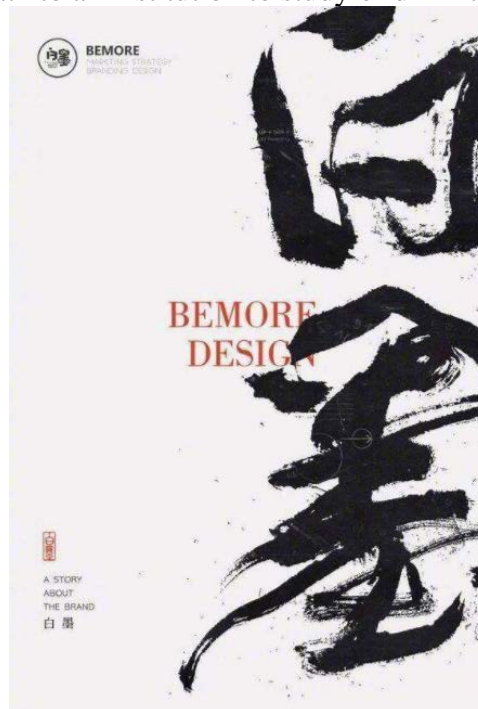

Fig.2 Digital Illustration Commercial Poster Works

6. Conclusion

In the development of commercial posters, digital illustration technology has become more and

more important. The practicality and artistry of digital illustration determine its main attributes. It has been well displayed in the network information, microblog, blog, wechat, QQ, as well as the real business activities, cultural exchanges and daily communication.

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