

Brief Analysis of Illustration Art

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Abstract. As one of the oldest and most important forms in the history of world painting, illustration art has extremely high literature value and artistic value. Therefore, fully recognize the status of illustration art, strengthen the attention to illustration art, actively reform and innovate illustration art, and gradually get social attention. This paper introduces the main forms of illustration, points out the inheritance and innovation of illustration art, and hopes to promote the further development of illustration art.

Introduction

Illustrations, ancient Chinese books are generally a combination of text and text form, and the book, the article will be bound to attach some pictures. While absorbing and drawing lessons from traditional illustrations, modern illustrations also carry out reform and innovation. Traditional illustrations are mainly printed forms, while modern illustrations can include proof of concept of text, explanation of visual image and illustration of things. In a narrow sense, modern illustration is mainly used to illustrate and demonstrate the painting works. In a broad sense, modern illustration mainly refers to visual materials used for demonstration and illustration, such as illustrations, diagrams and photography. Therefore, China's illustration art can be said to be extensive and profound, with a long history.

The Main Form of Illustration

At present, under the promotion of market economy, illustration is mainly divided into two forms: media and efficacy, among which media illustration can be divided into printing media and film and television media. Printing type belong to print media, including books of illustration, the illustration and traditional newspaper media, advertising products, such as the decoration in the film and television media type of illustrations are more widely, and most can through mobile phones, computers and movies and other modern media spread, many enterprises and education agencies prefer advertising illustration, these advertising illustration is the mainstream of the advertising can be spread through print media type. However, with the development of science and technology, film and television media gradually replace the traditional advertising illustration. Modern enterprises mainly apply film and television media publicity, and the main form of expression is advertising film, which spreads commercial illustration through advertising to shape the brand and image of enterprises. Film and television media has the advantages of wide and convenient communication channels. Therefore, in the process of development, film and television media is gradually favored and respected by modern enterprises.

The Application of New Year Picture Art in Modern Illustration

New Year pictures as ancient art form has a history of thousands of years, its origin throughout the country, the most representative of Shandong, from the yellow house of Suzhou, Tianjin, and Henan immortals township, four big origin made pictures on the theme and artistic expression all have their own characteristics, constitute and colorful folk art. Below, the author from the theme, composition, decoration and color four aspects of analysis, how to better apply the New Year painting art to the creation of modern illustration.

Traditional New Year Painting Color in the Use of Modern Illustration. The most impressive New Year painting is its strong color, because this special kind of painting, decoration environment and production process and other conditions, forming a unique color style. Due to the requirements of the production process, cost and audience of New Year pictures, folk artists try to reduce the color variety of the plate and pursue the effect of heavy and bright. The New Year picture USES the color strongly, fills the festival joyful atmosphere. The color collocation of high purity reflects the simple aesthetic characteristics of the common people, represents the concept of life of people in a period, and is also the art form closest to the popular love. There is a saying among folk artists who make New Year pictures: "purple is bone and green is muscle. It is really new with red and yellow paintings. Red Lord New, yellow Lord light, green big not good-looking. Purple multiple evil yellow silly, clean color painting bright." it can be seen that the color matching of the New Year pictures is very exquisite. The proportion of different colors in the pictures affects the interest and emotion of the final picture. Modern illustration is more applied in business. Whether it can attract users' interest and attention in a short time is one of the problems that need to be considered in creation, and the color collocation with

impact force is an indispensable factor. Strong colors in New Year paintings are exactly what modern illustrations need. Different colors can bring people different psychological feelings.

Traditional New Year Painting Decoration Techniques and Modern Illustration Integration. When it comes to the art form of New Year pictures, it is necessary to analyze their unique decorative techniques. New Year pictures mostly show the picture content in a popular and straightforward form, and boldly integrate the things that symbolize happiness and harmony into the picture. There are relatively few themes to show the story plot, with exaggerated modeling and full and rich picture composition. The figure is presented with a plump figure. The head of the figure is exaggerated and enlarged, usually appearing in the proportion of four heads, which is far from normal body proportion. In addition to the figures, other objects are also exaggerated in size. For example, the doll carries a huge peach, a beautiful flower and a pomegranate, a symbol of fertility, on the back of the doll. Golden carp big enough to let children embrace, Fuwa can ride on the auspicious fairy peach, these reflect the New Year pictures in the image processing on the intended artistic deformation, to show the rich and peaceful atmosphere. It is this disproportionate artistic treatment that makes the images in the New Year pictures humorous and typical. In the decoration technique, there is no spatial depth relation on the picture, only the occlusion relation before and after. The object image that has dimensional volume is in after the processing that changes plane, image also undertook above original style deformation and artistic processing, have adornment meaning more. It is a characteristic of Chinese art to depict things with "lines". In the expression of New Year paintings, lines are used to fill in colors. The outline is clear and the pattern is clear. Many modern illustrations express the scene in the form of plane in style, make the picture interesting and formal in design and processing, and strengthen the impact of the picture to attract the audience's attention. Novel picture effects require designers to transform the original "natural form" of nature into "artistic form" processed by thinking with imagination and creativity, integrate their own subjective understanding into the modeling design, break the rule of common sense, and emphasize the "meaning" of the picture. Therefore, in the process of creation, we can learn a lot from the decorative art forms in New Year paintings to make the picture more interesting and characteristic.

The Artistic Expression of Illustration in Modern Packaging Design

The innovative application of illustration in packaging design is more and more widespread, which not only stimulates the vision of consumers, improves the sales volume of products, but also brings considerable economic benefits to enterprises. More than this, packaging design with the help of graphics, color elements, the application of illustration art becomes more innovative and flexible, endowed with more abundant information transmission and value expression of goods. It is no exaggeration to say that illustration in the application of modern packaging design to achieve a perfect artistic expression.

Clever Design, Highlight Packaging Information. No matter how packaging design is developed and how its value is expanded, there is a basic function indispensable, which is the transmission function of information. From the perspective of the market of product packaging, the packaging design of modern commercial circulation and sales, is based on the convey of information, whether it is with the aid of graphics, text, or color, whether abstract or representational, only fully express the product information, to get more strong visual impact effect, seize the consumer's eye. The artistic expression of illustration in packaging design is naturally inseparable from the basic information expression. No matter it is graphic design or color matching, the application of illustration should be just right, to show the priority and pursuit of information with clever ideas.

First, build brand image. In the modern market with fierce competition, it is necessary to set up personalized brand image, attract consumers with prominent brand characteristics, and maximize the enterprise's brand recognition in the market if it wants to beat its rivals. The unique artistic expression form of illustration gives the enterprise brand image design a rich source of inspiration. More and more designers apply illustration art in the establishment of the enterprise brand image and obtain good market feedback effect. In the field of entity, the personalized artistic expression of illustration captures the subtle psychological changes of consumers with intuitive visual effects, and promotes consumers' purchase behavior. In the virtual field, the application of illustration also gives commodities in the Internet field more artistic packaging. Even due to the openness and inclusiveness of the Internet, there are a lot of illustrator celebrities who make more perfect packaging plans for the brand image and greatly enhance the value of packaging. Whether in the physical field or virtual field, product packaging design benefits from the information expression of illustration art. Take the cosmetics brand aili-cabin as an example, its success just gives us more inspiration about illustration artistic expression. The consumer group of this brand is women between 20 and 30 years old. Illustration is widely used in the packaging design, and the form of illustration is not rigid. The overall packaging is updated at a very fast rate, creating beautiful cosmetics like fairy tale princesses for these girls who love fantasy and art. The communication of this product information and appeal caters to the consumer needs of female groups, and successfully creates a cosmetics brand integrating loveliness, delicacy, richness and change.

Second, enhance the economic value of commodity packaging design. On the basis of establishing brand image, product packaging also needs to have a more important function -- promotion. From this point of view, designers should start from details in packaging design, highlight special design elements, perfectly display all the aesthetic feeling, and meet consumers' higher level of aesthetic pursuit and psychological needs. Illustration still shows amazing artistic appeal in this aspect. The limited packaging of some brands in cooperation with a master illustrator shows a strong artistic value and commercial value, which greatly improves the value of commodities. All these are the charm and value that illustration brings to product packaging, which is an artistic expression of effective information.

Cater to Psychology, Reflect Product Emotion. It is an important principle that packaging design must adhere to reflect emotional appeal in design and cater to the emotional needs of consumers to the greatest extent. The artistic expression of illustration also needs to start from this perspective, to impress consumers with positive and warm emotions, and ultimately promote the purchase behavior. However, in the process of design, designers should not use illustration art at will. Instead, they should scientifically consider the real emotional needs of consumer groups, consider the salient features of different products, and use scientific design ideas to better arouse the emotional resonance of consumers.

For example, the application of food packaging design to illustration art should dare to innovate, highlight individual design, improving the impression and appeal of food in the hearts of consumers, so as to achieve the purpose of promotion. "Childhood" candy packaging design is novel, the application of artwork in the organization with the help of geometry on the composition, abstraction and composition or physical composition, realization with brown, red, pink, black and white series, the application of color, to bring consumers broad space for Lenovo, at the same time the art design style is contracted and generous, fashionable sweet, reflect a kind of "colorful happiness" the beauty of the vitality of the consumer conveys a feeling of personalization, promoted the impression of this candy in the consumers' mind and appeal. In addition, the heart to match the brand of toilet paper also adopted a series of design illustrations, in the form of a few meters to Taiwan illustration "left, right" as the main packaging graphic elements, is to target young men and women's psychological and emotional needs, greatly stimulated the community buying enthusiasm, marketing effect is good.

Creative Illustrations are Integrated into Movie Posters

With the diversified development of modern art, the field of illustration art has also been fully developed. It has not only created new ways in the original field of design but also influenced other fields of art design.

The application of illustration design in the design of movie posters first takes into account the current hot topics, which enables designers to feel the public's preferences and emotional elements and express them with the design method of illustration. Film posters are designed by means of illustration. From the perspective of visual communication, it can convey broader and more vivid information than words, and can strike a chord with readers. Compared with the traditional graphic design, the artistic expression of illustration is more plastic. The drawing techniques of illustration are various, which makes the illustration design more free and rich. The picture of illustration design is easy to give readers a kind feeling, in the visual more close to the psychology of the modern young generation; Illustration design in today's more fashion, natural, casual and novel. The design method of adding illustrations into the poster design of the film will make the poster bring readers more fresh and fresh feeling. Although the movie poster is the product of commercialization, the expressive technique of illustration will add new space for reverie and imagination.

Summary

Innovation is the source and power of the development of things. Only through continuous reform and innovation can the art of illustration maintain its vitality and vitality. When creating illustration works, illustration creators should reasonably absorb and draw lessons from China's traditional excellent culture, pay attention to the creation and development of illustration art, vigorously promote and carry forward the traditional excellent culture, and constantly enrich the content and form of illustration works, so as to promote the prosperity and development of illustration art. Meanwhile, under the background of cultural diversity, illustration art can be effectively combined with the traditional culture, design concept and aesthetic consciousness of other countries in the world to learn from each other and draw on each other's strengths to achieve cultural exchange and integration. In addition, the illustration creator should set up the correct ideas, reasonable to absorb and draw lessons from foreign culture, science and handle problems between traditional and modern illustrations, positive innovation artwork creation style and form of expression, constantly meet the aesthetic needs of different cultural backgrounds, different people, to enlarge the influence of artwork, realize the revival and development of the artwork.

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