

Aesthetic Art Based Graphic Design

Shu Li

Hunan City University, Yiyang Hunan 413000, China

Abstract: With the continuous development of scientific and technological life, people have higher and higher requirements for aesthetic graphic art design. Graphic art design plays a vital role in modern life. Traditional graphic art design can not meet the needs of modern life. Therefore, how to improve the aesthetic quality of artistic graphic design has become an important issue. Through the analysis and introduction of the networking, linguistic and three-dimensional art graphic design, this paper puts forward the aesthetic research of graphic design, which is of great significance.

Keywords: Graphic Design; Aesthetic Art; Network Art

1. Introduction

In the development of graphic design, the continuous progress of various software and digital technology has greatly enriched people's visual and sensory experience, but also created a lot of unexpected design results. However, such a two-dimensional medium can no longer satisfy people's growing curiosity. Therefore, in the process of people's pursuit of diversification of design, it is very necessary to pay attention to the humanistic care and satisfy the psychological needs of different individuals. The concept of design needs to be expressed through the carrier of materials, and the materials and design concepts are mutually supportive. When people appreciate a work, they will be attracted by its material at first. This is the beginning stage of aesthetic cognition. Then they will form the perception, feeling and touch of the aesthetic material through their sensory organs. Then they will produce emotion through association and analysis, and finally form an aesthetic state of will. Under these conditions, the aesthetic images in people's subconscious and unconscious levels can be mobilized, and then people have a kind of aesthetic emotion to the works. Graphic design works want to convey their own aesthetic connotation, the use of comprehensive materials is an extremely effective way, through the integration of various characteristics of comprehensive materials and highlight, it can be turned into concrete abstract, to see the material, to attract the object, to draw with the object, in combination with the properties of the material itself on the basis of art^[1-3]. Aesthetic thought can be more sublimated. In other words, the aesthetic creativity in graphic design and the use of comprehensive materials are mutually complementary.

In foreign graphic design technology and creative ideas are relatively advanced, in the West art trend of thought constantly emerged, a variety of artistic styles and concepts one after another, especially for the developed countries in the West, the degree of industrialization is

higher, all walks of life on the demand for graphic design increasingly high, prompting graphic design art water. The continuous improvement of the level, especially the continuous production of new materials and technological innovation and development make the level of graphic design change with each passing day, the expression of ideas is also rich and colorful reflects the extraordinary creativity of graphic designers. The book, *A Talk of Western Composite Materials Artists*, published by U.S.A. Apt, summarizes 31 well-known Western artists' views on the application of composite materials through interviews, including Seth Apt's views on art as a mixed media artist's passion for art and his psychology. Academic attainments merged into^[4]. Another artist, Michelle Ward, was constantly inspired by his work, using cool textures and superb colors to go beyond people's visual limits^[5]. In addition, minimalism is also popular in Western graphic design, which can reflect some characteristics of contemporary foreign graphic design.

2. Plane Design Theory

Graphic design was first proposed by the famous American scholar De Wiggins in the early 02nd century. Its real development was in the 07S of the 02nd century. Until then, graphic design was recognized by the international design community. Graphic design, as an art form, has entered our country for a relatively short time and at the beginning of its entry, different scholars have certain differences in cognition. Shortly after entering China's related fields will be known as costume design in schools will be known as the development of the Department of costume design so far has been known as graphic design. Graphic design is mainly through a variety of graphics, text and other arrangements and design to achieve the purpose of visual communication is to serve the specific needs of information transmission in product publicity and promotion plays an important role.

The original view that graphic design is a very important part of the design category in all the two-dimensional

space in the design of non-film and television activities are completed on the basis of graphic design. In addition, graphic design is closely related to printing, especially the packaging of books, advertising design, logo design, corporate image design, font design, various publications design, these are relatively the most important group in graphic design. Part is its core content. Graphic design is the basic elements of the plane, mainly including graphics, fonts, characters, colors and logos in conformity with the form of display so that it can become a batch of printing with visual communication of special functions can also be designed for the audience with A product system that meets psychological needs. This shows that the space represented by graphic design is two-dimensional, and the form of expression is mainly the main field of various graphics and characters, and the main purpose of visual creation is to transmit all kinds of effective information.

3. Graphic Design Of network Art

With the rapid development of Internet technology, the software of graphic design in Luozhuang is constantly appearing.

It has been widely applied in practice. Graphic design art has shown more popular trends, such as the design of creative products become very simple through simple operation can be completed. With the support of various software, the planar design has got rid of the original operation mode and no longer relies on traditional operation methods such as brushes and watercolors. This new way of creation has brought a new technological change to graphic design. In terms of time, it has improved the efficiency of creation and greatly shortened the process from creativity to implementation.

Time consumption. From the technical level, this design only needs simple operation to be able to complete effectively and the design effect is very good, including a variety of color matching can be effectively controlled layer to some artificial can not complete the work of the river through the effective computer processing. . Creativity inspiration and implementation have become easy to add and synthesize Luo elements, through the software can be effectively dealt with. In terms of production effect, the use of new technology, modern printing has become increasingly exquisite Luo fashion style can be effectively reflected.

Developed web technology makes web design, interface design and other graphic design has become a new content month although the software allows designers to easily outline the desired image effect, and make it more accurate and realistic. Especially online shopping, online games and online publishing can be completed through graphic design, and the effect of the completion compared with the traditional method has a strong advantage.

3.1. Stereoscopic

Traditional graphic design is mainly completed in two-dimensional space, which shows that the field of graphic design is mainly two-dimensional space interface. With the rapid development of technology and market

The change of field demand, which is a two-dimensional space, has been difficult to effectively meet the needs of different groups of people. present

Graphic design in contemporary society has broken through the restriction of two-dimensional space and developed to three-dimensional and four-dimensional space. Space and three-dimensional effect is obvious, which greatly expands the performance of graphic design, graphic design has become the mainstream of development, creative thinking can be unlimited extension. The rapid development of science and technology in the modern network era can make the designer's imagination develop freely. The spatio-temporal and technological development of graphic design provides a broad imagination space for audiences. The overlay, perspective, dislocation and gradual change of Luozhou design images can be realized. In order to make the image in the graphic design full of three-dimensional sense.

4. Aesthetic Graphic Art Design

Any figure is composed of points, lines and planes. In graphic design, we can get the desired figure by organic combination of different points, lines and planes, which contains rich aesthetic characteristics. This aesthetic not only embodies the form, but also carries a wealth of. Cultural connotations. The rich cultural connotations accumulated in the dots, lines and surfaces make the graphic design have very rich symbolic and symbolic forgetfulness symbolic in its external form of aesthetic feeling and internal accumulation of social and cultural content. The whole meaning of the figure which is composed of point, line and surface has already broken through the form and content stipulated by point, line and surface, showing the complicated aesthetic appearance.

5. Graphic Art Design Language

In graphic art design, in addition to the characteristics of material performance and technical innovation, designer's artistic concept of design expression is particularly important, in today's graphic art design in materials and techniques of continuous innovation and development, the artistic form of appeal is the full embodiment of the designer's artistic concept. In a sense, design means and integrated materials are used to express ideas.

Material itself has three-dimensional and multi-maintenance properties, it will inevitably make the work have a multi-dimensional spatial form, in the expression will also show thinking and spatial level of multi-dimensional characteristics, so people usually in the form

of artistic expression is also to give full play to this characteristic, so that materials Their own attributes become the first aesthetic of works. But art and aesthetics are the spiritual and spiritual activities of human beings. Either era or viewpoint is a reflection of the author's own aesthetic concept. Clive Bell once put forward the view that art is a meaningful form, in which rhythm and rhythm are the main contents of the meaningful visual form. In addition, the physical attributes of the material itself enable the material to become a second aesthetic that can be felt and touched, and incorporate itself into it. Every kind of material has its own special characteristics in a particular period of time, and it has been endowed with corresponding social and humanistic characteristics by human beings. Before artistic creation, we must have a thorough understanding and careful analysis of the meaning of the materials used, which is also one of the most important prerequisites for a good design work. The humanistic information of the industrial age and information technology may be carried on abandoned circuit boards, or the seas and rocks hundreds of millions of years ago represent today's chapped surface, the beginning and continuation of human logic is represented by today's Arabic numbers, and so much of the material that can be seen everywhere can be infinitely creative. And imagination.

6. Conclusion

Because today is an era of efficiency, the world is full of pure computer graphics design works, people began to have a kind of aesthetic fatigue. The cultural content contained in aesthetic creativity and concept innovation has important practical significance. Therefore, in graphic design, we need to use comprehensive materials to change the text carries a very rich cultural connotation. Graphics is the most important part of modern graphic design to stimulate consumers'desire for possession and purchase through the visual impact of images. However,

the role of words can not be ignored. Especially in China's graphic design Luo language occupies a very important position in the text element is very obvious that the text in China's graphic design has a strong national character. Out of the simple sense of traditional function of the text gradually has a variety of formal aesthetic River in accordance with the needs of the production into a variety of forms of presentation. Especially in the modern graphic design, the role played by the text is not a simple description of propaganda, but played a certain auxiliary role. Writing can be made into a clock type with the unique function of independent decoration and its role has a strong similarity with graphics. In the design, the form is changeable, and the characters are always displayed in the form of beauty, which makes the graphic design more pertinent and reasonable. Graphic art design is not only an important way to construct visual art. It is also an important material carrier to expand modern art, and it is also an important way to construct modern aesthetic aesthetics. This way greatly promotes the expression of Designers'design ideas in works. The comprehensive material is actually a kind of free artistic way, which makes our aesthetic culture change from "object-centered" to "people-centered".

References

- [1] Li Yingjie, Ma Zijing. Modern graphic advertising design and material application [M].Tianjin: Tianjin University Press, 2012:107-120.
- [2] Liao Jun. Visual arts thinking [M]. Beijing: China Textile Press, 2000:134-138.
- [3] (US) Rudolph Arnheim. Art and Visual Perception [M]. Beijing: China Social Sciences Press, 1998:89-91.
- [4] Zhu Yuanji. On the Influence of the Arts and Crafts Movement and the New Art Movement on Modern Graphic Design [J].2012, (12): 60-63.
- [5] Tang Yali, Li Lukui. Creative Graphics [M]. Shaanxi: Shaanxi People's Art Publishing House, 2004:74-79.