

# *The Integration of Contemporary Art Visual Elements in Visual Communication Design*

**Liu Wenjuan**

*Zibo Vocational Institute, Department of Animation Art, Zibo, Shandong 255314, China*

**Keywords:** Visual communication design, Contemporary art, Visual elements

**Abstract:** With the rapid development of China's economy, people's demand for spiritual culture is increasing and their own artistic accomplishment has also been improved in this pursuit. The development of informatization and network has also enabled the integration of various cultures with design and art, which has made a major breakthrough in visual communication design. In art, people rely more on their own vision to interpret art works. Designers should attach importance to visual communication and integrate the visual elements of contemporary art into their design works. In addition, they need to make their works closer to people and bring the enjoyment of art to the public, thereby enhancing the public's artistic accomplishment.

## **1. Introduction**

China's economic has met people's material needs, but one thing that cannot be ignored is that the development of socialism also requires the construction of spiritual civilization. In the construction of spiritual civilization, the development of art promotes economic construction. The visual communication design can express art well and let people understand art better. Designers should break through the shackles of traditional design concepts and combine their ideas with contemporary culture, life, environment, etc. What's more, they can use the visual elements in contemporary art to enrich the connotation of their design works and let the public easier to understand, and unknowingly improve their artistic quality.

## **2. Brief Description of Visual Communication Design**

Visual sensory is an important way for people to receive external information, while visual communication design is the application of images, text, colors and other elements, making the displayed information easier for people to understand. At the same time, it makes the information itself has artistic quality and enhance the value of the information itself.

In traditional design, planes are mainly used graphics to convey information, such as promotional color pages, graphic design, product packaging, book illustrations and cover design, etc. It is mainly to create graphic design and then use printing technology for information dissemination. However, as our country enters the era of informationization and networking, the dissemination and expression of visual information has undergone tremendous changes. New information transmission is more inclined to the three-dimensional dissemination. At the beginning of the design, various

visual elements are transformed into three-dimensional and dynamic. Modern visual communication design is more about emerging technologies and content with the help of innovation, so that visual communication design is more in line with people's habits and aesthetics of reading information.

Traditional planar vision can no longer adapt to people's requirements for information reading. Modern visual communication design involves many information elements and rich expression forms. Designers must make good use of modern technology and communication methods, so that the various elements in the design are reasonably arranged, which is more conducive to information dissemination and the public enjoys the process of reading this information even more.

### **3. Brief Description of Contemporary Visual Art**

Art means that creators reflect on the content of life after experiencing life, and then express it in some way. The times characteristics of the art is very strong. In the process of creation, artists use their sensitivity to the life to create on the basis of their own life experience, aesthetic concepts and knowledge systems. Artists are more related to have a silent conversation to the current era. Appreciators of art need a certain experience and artistic foundation to better understand the feeling of creation. With the development of society, the expression of art is constantly changing. Contemporary art has long broken through the expression form of traditional art.

Contemporary art is mainly distinguished according to the time of social development, and the time is mainly limited to the universalist thinking of the awakening of world war culture after the 1980s.

### **4. The Embodiment of Visual Elements in Contemporary Art**

There are many types of visual elements in contemporary art, which can be divided into information and methods in terms of connotation. Elements such as text, pictures, objects, etc. contain a lot of information, and the method is to coordinate and merge the element relationships in the information to form a perfect art design work. The organic combination of the two can make the visual communication design works richer in content, more artistic, and have a stronger visual impact and appeal on people.

Elements of contemporary art can be seen everywhere in people's lives, work, and studies. Many contemporary art works show people's reflections on history, culture, and life. In contemporary art creation, creators use their sensitivity to social life to discover problems, and then use their thinking about problems to express them in their works. Contemporary art works contain rich emotions, which are more likely to resonate with people. Contemporary art is the inheritance, innovation and development of traditional art forms. It connects the times with art and is the fusion of ideas. With the help of the characteristics of the times, contemporary artists combine traditional artistic elements with contemporary ideas, and innovate artistic elements that conform to the characteristics of the times. Artists' thinking is more divergent and active and their expressions are more distinctive. This makes the manifestations of contemporary art elements diversified.

### **5. The Integration of Contemporary Art Visual Elements in the Communication Design**

#### **5.1 The Significance of Integration**

With the integration of cultures around the world, the culture and art of various countries have accelerated the pace of communication and integration with the help of information technology and network technology. People have more convenient and convenient access to information and they

have improved the expression and communication methods of information. The requirements for vision are particularly obvious. Traditional graphic design has been unable to keep up with the times and can't meet people's requirements for vision. After people get material satisfaction, they have more spiritual needs and become more urgent. There is a long distance between traditional art design works and modern people's trendy ideas, and there is a certain sense of estrangement from the times. Modern society needs visual communication design to complete the transmission and communication of information, which requires visual communication design to actively blend with the cultural and artistic elements of the times. Contemporary art is the precipitation of reflections after people's lives nowadays. It has the shadow of people's lives at the present time. It fits people's aesthetic concepts and visual feelings very well, and the imprint of the times is very profound.

## 5.2 Methods of Integration

Contemporary art itself has its own new vitality. Designers can easily understand the meaning that contemporary art wants to express. It is easier to integrate it into their own works, and the visual communication design works are more closely integrated.

The development and progress of visual communication design is inseparable from the development of the times and culture. Visual communication design ultimately serves mankind. The progress of the times and society will cause huge changes in human culture, knowledge system, cognition, and aesthetics. If visual communication design wants to have better development prospects, it must be synchronized with society and the times at all times, actively integrate with various cultures in society, and radiate new vitality in the integration of each other. So the imprint of its own era will be more concentrated and meet people's aesthetics and requirements for information. At the same time, visual communication design should highlight its own artistry in promoting the dissemination of social information, so that the information has a certain artistic value and people are more happy in the process of reading information, and their own artistic quality has been improved. This requires designers to actively study the respective characteristics of visual communication design and contemporary art, not only to give play to the practical function of conveying design information, but also to make its artistic quality manifest. So the quality of the public can be improved and we can find a balance between the two and unify them. Finally, the visual communication design has a longer-term development in the new era and society.

## 6. Conclusion

The creation of art revolve around the development and change of people, and the public's pursuit of beauty is unlimited. In the process of experiencing art, the people's own artistic quality is constantly improving. Incorporating the elements of contemporary visual art into the communication design is in line with people's aesthetics and habit of reading information. At the same time, the way of information transmission has changed, which promotes the innovation of visual communication design technology. Visual communication design has a single-dimensional graphic design transfer method. Gradually developing to a multi-dimensional aspect is the trend of future design. The integration of visual elements in contemporary art can accelerate this process and bring people visual enjoyment.

## References

- [1] Wang Shan(2019). *Analyze the influence of modern art on visual communication design*[J]. *Artwork Jian*, no.03, pp: 247-248.
- [2] Liang Wang(2019). *Analysis of the use of visual elements in visual communication design*[J]. *Art Technology*, vol.32, no.9, pp:179-180.

- [3] Huang Shengfeng(2019). *Theoretical Exploration of Modern Visual Communication Design Elements--Taking Chinese Calligraphy as an Example*. *Tokyo Literature*, no.6, pp:44-45.
- [4] Li Zekun, Zhang Huabin(2019). *Discussion on the effective use of visual elements in visual communication design*. *Artist*, no.10, pp: 52-52.
- [5] Zhou Yue, Wang Ying(2017). *Analysis of the use of visual elements in visual communication design*. *Design*, no.11.
- [6] Gan Lu(2015). *On the interpretation of Chinese traditional elements in contemporary visual communication design works*. *Art Technology*, no.7, pp: 11-11.
- [7] Ding Li(2014). *Chinese traditional culture in modern visual communication design*. *Young Writer*, no.32, pp: 121-122