A Study on the Performance and Application of Graphic Creativity in Graphic Advertisement Design

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Abstract: In today's fast-developing era, information technology is also rapidly developing. Innovative and interesting print advertising design plays a very important role. It can not only express the designer's design intentions and emotions intuitively, but also can allow viewers to directly obtain information that you understand. At the same time, it can also bring viewers a visual artistic beauty, appreciate beautiful pictures, and improve the ability of viewing this aesthetic art. This article mainly introduces the basic meaning of the graphics in the design and its characteristics. We try to explain the role of the design patterns, and show the practical application and research of the graphics in real life. In addition, designers in China should also increase research and exploration in this area.

1. Introduction

A designer has a lot of imagination. For graphic design, the designer is very important, and the design of graphics is a way for designers to express themselves. There are different people have different ideas for design. Therefore, each person's ideas and the products designed by each person are different. The emotion that each person wants to express through the product is also different. With the development of economy and the continuous improvement of living standards, because people strive to pursue beauty, the requirements for designers are getting higher and higher. At the same time, designers also pay more attention to the quality of China's design. Graphic creativity must be applied to the design of print advertisements, so that the quality of advertisements in China will continue to improve and develop and progress.

2. The Meaning and Characteristics of Graphic Creativity

2.1 The Meaning of Graphic Creativity

Graphics are the most intuitive form of expressing the characteristics of products, and it is related to the designer's thinking logic. To put it simply, graphic creativity is a designer use his own unique thinking method to try to transform the previous traditional advertising into a new print advertisement, or to create a new print ads based on the characteristics of the development background of the times. Its main design principle is the "creative", which requires designers to have a sense of innovation and the ability to design graphic advertisements according to the characteristics of the times. The design of graphic graphics has greatly highlighted the creative

ability and emotional design of designers. The emergence of graphic creativity has broken the traditional display form of graphics, showing people relatively new and beautiful graphics, which can make people understand the content and ideas of the picture at once. So the graphic can also be used as one of the methods to effectively spread information.

2.2 The Characteristics of Graphic Creativity in Print Advertising Design

With the rapid development of the times and information technology, graphic creativity has become the main idea of graphic advertising design. Graphics can convey product information to people intuitively, and people can see the appearance of the product at once. Graphic creativity can also convey the designer's design philosophy, so graphic creativity plays an extremely important role in print advertising. Graphic creativity has many characteristics in print advertising. First, the content of print ads designed by using graphic creativity is more novel. The use of image creativity in print advertisements become common. Because we combine graphic creativity and information technology, according to the development characteristics of the times, so that we make print advertisements. Therefore, the print advertisements we see today are very novel. And this also requires designers to innovate the content of print advertisements, so that the product will attract people's attention. Second, the packaging of the print advertisement products designed with image creativity is more beautiful. Because print advertisements must show people the appearance and characteristics of the product, which must be exactly the same as the actual product. Therefore, in order to improve the sales of the product, the outer packaging of the product must be beautiful so that the product may be well advertised. Third, the print advertisement designed by graphic advertisements can directly summarize the characteristics of the product. Because graphic creativity can express the characteristics of the product very well. And it can accurately present the characteristics of the product to people through pictures so that people can understand the characteristics of the product at once. Therefore, in order to continuously improve the design technology of print advertising, we must control these characteristics.

3. The Role of Graphic Creativity in Print Advertising Design

With the development of the times and information technology, graphic creativity has become a necessary skill for designers. As a visual element of print advertising, graphic creativity plays an extremely important role in print advertising. Why? The main reason is that graphic creativity has the following two functions. First, graphic creativity can quickly convey information. Graphic creativity can convey the innovation and design thinking to people. At the same time, it can also highlight the theme and ideas of the designer want to express. People can quickly understand the product quickly. In today's rapid development of the era, people may not be willing to take books to look through the information to query the content they need, and they prefer to get the information in a faster way.

4. The Application of Graphic Creativity in Print Advertising Design

4.1 Application Principles of Graphic Creativity in Modern Graphic Advertising Design

Now, most of print ads are displayed in the form of graphics. And if you want to improve the design of print ads, you must observe the following principles. First, the creativity of graphics must be consistent with the design of print ads. It is necessary to deeply understand the characteristics of the product. According to the characteristics of the product, we can combine with novel picture elements to produce a good quality and new print advertisement. In this way, China will continue to

improve and develop in graphic design. Second, graphic creativity must meet the requirements of the information age. China is in the information age, and people may be impatient with reading books. Therefore, graphic designers must combine the creativity of graphics with the characteristics of information to create a novel graphic advertisement. Graphic print advertisements made by graphic creativity will certainly attract people's interest. It may be difficult, but it is a principle we must comply with and enforce. Third, the content of the picture should be easy to understand. Every graphic designer has different ideas, and the graphic advertisements he designs are also different. Some designers will create a more abstract graphic advertisement, which may not to be understood by others. Therefore, it is impossible to understand the characteristics of the product, and people will not buy this product. Therefore, designers must abide by these three principles in modern print advertising design, so that China's print advertising design will improve.

4.2 Suggestions on the Application of Graphic Creativity in Print Advertising Design

Graphic creativity can clearly convey the theme of the advertisement. Graphic creativity is the most intuitive way of expression in the design of print advertisements. It can express the design intent of the advertisement in the most intuitive way. Print advertisements can be spread through vision, allowing people to receive information more directly. In our lives, we can see advertisements everywhere, such as on TV, mobile phones, buses, clothing stores and other public places with a large number of people. A better print advertisement may clearly highlight the characteristics of the product due to its novel content, exquisite pictures and bright spots. This may attract people's attention, and people may be interested in this product. The effectiveness of this product will increase. If the design of print ads is to be able to attract people's attention, this requires the design of print ads to have a strong visual impact to attract people's attention. It can grasp people's eyeballs, making people remember to see this advertisement and deeply attracting people's attention, which will help promote the development of graphic creativity in graphic design.

5. The Influence of Graphic Creativity in Print Advertising Design

In the design of print advertising, graphics account for a large part of the whole. Some good graphic designs can make it easier for people to understand the intent of graphics. In addition, it also allow people to understand and communicate through their eyes. And it is also conducive to promoting communication across difficulties such as the differences in the world, geographical restrictions and language communication barriers, so as to achieve the resonance of art and culture. If the designer wants to make his own work unique and stand out from many works, he must use graphic design reasonably and skillfully. Because of its unique characteristics, graphic creativity has attracted the attention of the masses and has become an indispensable part of advertising design, which is conducive to promoting the spread of advertising design and increasing people's interest in learning advertising design.

6. Conclusion

We are now in the information age. All the good-looking things we see in our lives are related to graphics. This is the credit of graphic design, because graphics are the concrete embodiment of graphic design. In addition, graphic creativity can stimulate people's sensory system. Graphic creativity is also in line with the characteristics of today's information age. A print advertisement with novel content and good-looking colors can attract people's attention. Because people are more interested in novel things, so that people's requirements for design are becoming more and more. Designers must be deeply aware of the importance of graphic innovation in graphic design. At the

same time, they must continue to update their knowledge base, keep pace with the times and follow the trend of the times. In this way, the development of China's graphic design will continue to progress.

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