

Digital Illustration in the Performance and Practice of Advertising Creativity

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Abstract: This paper discusses and analyzes the style and creative expression of digital illustration in advertising creativity. It tries to help people better understand the role and practical significance of digital illustration in advertising creativity.

1. Digital illustration overview

With the development of science and technology, traditional illustration can no longer meet people's growing aesthetic needs. Thus, digital illustrations have emerged. Digital illustration is known as "CG", English full name "Computer Graphics", that is "Computer Graphics". It comes from traditional illustration and develops with the rise of computer. From a certain point of view, it is a form of illustration designed and produced by computer. In a virtual state, it is a digital effect of image drawing in the form of computer.

Digital illustration belongs to digital visual art, and digital visual art is divided into dynamic and static two kinds. Dynamic is generally called "digital animation", while static is "digital illustration". Digital illustrations are generated by the need for new media, and the application of new digital technology has subverted the original creation model of illustration art, expanding the development space of modern illustration art. Digital illustrations have broad and narrow scores. In the broad sense, digital illustration refers to all forms of computer design and production, including all graphic parts, and even forms, symbols, images and so on. The narrow sense of digital illustration must have "painting", "static", "association" three elements.

Digital illustrations have a significant advantage as an emerging art door class. We know that traditional illustration needs to use a lot of materials and tools, and it is not convenient to carry, while digital illustration is a paperless operation, the form of content storage for CD, disk and other media space. Secondly, traditional illustration regards the original work as the highest form of expression and the ultimate way of appreciation, while digital illustration is different. Its essence is a pile of data[1]. The original work is displayed on a digital screen, which can be realized by using printing and printing technology. Therefore, it is more close to the era, it is a popular popular public art. Again, digital painting can communicate more accurate, vividly convey information elements, making the picture of the illustration more vivid. It can also fully convey the ideological concepts and emotional attitudes of illustration designers, and meet the aesthetic needs of the public with its strong visual appeal and artistic effects.

2. Characteristics of digital illustration

Digital illustration is a kind of visual expressive art, which aims to realize the artistic expression of the virtual form of digital technology. The artistic characteristics expressed by it have very important artistic value. The artistic features of its performance can be summarized as the following two aspects.

First of all, digital illustration has the characteristics of virtual reality. Virtual reality is one of the most prominent performance in digital illustration art characteristics, so-called "virtual", there are two main forms: One is based on specific reality, which is highly refined on reality, thereby performing art to create; another virtual refers to things that do not exist in real life through subjective imagination. Although in essence, art itself has virtuality, it is transmitted through virtual scenes and abstract objects to deliver some kind of aesthetic awareness. However, the virtuality of digital illustration is more pure here, because the external media it relies on are virtual, not real things, such as drawing board, color pen or paper, but created with the help of digital technology.

For example, in the movie Hulk, the Hulk is a representation of virtual reality[2]. Through the use of digital illustration, not only make the Hulk, which does not exist in real life, vivid, but also make its visual impact effect, more meet the aesthetic needs of the audience. In today's digital age, people can create it through digital technology. Digital illustrations are the scenes that do not exist in virtual reality in digital technology, and complete the re-creation of art.

Second, digital illustrations have interactive features. The so-called interactivity is interactivity, refers to the designer and the public to have a certain interaction and communication. Traditional illustrations can only communicate unidirectional information, can't communicate well with the public, and unable to achieve the needs of the public. Digital illustrations are defective in the lack of interaction of traditional illustrations with the advantages of digital technology. On the one hand, with the wide application of digital technology in illustration art, the picture of illustration is transformed from the original flat static image into multi-dimensional dynamic image, so that the public can feel the subjective concept that the designer wants to express personally, which is a kind of performance of interaction. On the other hand, digital illustrations are put on digital media or on the Internet. In this way, the public can interact with designers through the Internet to express their ideas and opinions, and designers can also get corresponding feedback to improve their works. This process itself is actually an interactive process. With the advent of the digital era, digital illustration in the rapid environmental changes, but also highlighted many new characteristics of The Times. For example, simulation, functionality, rule, these new features have injected new vitality and vitality in the development of digital illustrations.

3. Performance techniques of digital illustration

The development of digital illustration to today, the classification of performance techniques has been very mature and stable, clarify the performance techniques of digital illustration, help guide the public according to their own ability and interest, cultivate the best way to learn and develop[3]. According to the current digital illustration of the expressive technique, it can be divided into the following three.

Thin coating method is mainly used to distinguish images, show the light and shadow changes of colors and the volume texture of objects with outline lines. This technique is commonly seen in illustration types with strong personal style such as picture books and cartoons. For example: Japanese quadratic style, Chinese classical style and light color fresh style and so on are the embodiment of this technique. Thin coating method uses lines to strengthen the outline of the object image, and uses the turn of lines and the change of dense rhythm to show the decorative and artistic beauty of the picture. Taking the young painter Zhang Wang as an example, the painter has a solid

traditional painting and high humanistic literacy. The painting style inherits the exquisite and rigorous and rigorous of Fan Zeng and other older generations. In the processing of modeling, it also absorbs the symbolic and complicated processing characteristics of details in today's game concept design. The artistic re-creation of the characters "Optimus" and "Wei Zhentian", achieving the harmonious unity of classical humanistic spirit and modern visual tension.

Thick painting method is a technique that completely uses color to show the outline of body structure and the tone of light and shadow. It tends to be realistic technique. It is also the mainstream performance technique in today's digital illustration creation. In the concept of game design, film and television animation, designers use thick coating to complete roles, scenes and atmosphere maps. In creative practice, the thick coating method has evolved into two forms of direct coloring method and overlapping coloring method, among which the overlapping coloring method is relatively close to the western classical painting coloring method. Starting with sketch, gradually improve the structure, light and texture of the object, and then use the "color" or "overlay" effect in Photoshop layers. Create a new color layer on top of the sketch layer and use large brush strokes to lay out the main color of the object and the relationship between warm and cold, then further describe until the work is completed[4]. The advantage of the stacking method is that the documentation is rapid, the steps are clear, easy to modify, suitable for completing works that require higher drawing accuracy, and the mainstream of Europe and America. Domestic game designers are increasingly using this technique to complete design. In addition, the direct color method is also more common. The designer tends to slightly overline, and directly uses a big color block to determine the body. For example, The "God of War" series developed by Tencent Games uses direct coloring. It has a very good visual effect in the color relationship of the large color block.

Collage, a performance technique often used in the digital illustration industry. They've been plagued by copyright infringement and opportunistic practices, but in the hands of good digital illustrators, the collage can be made to improve the important creative method of working efficiency and expression. In the game, some fine art, film and television play in the project with high degree of realism, light and tonal processing requirements of the objective, structure building property and the perspective needs absolutely accurate, implementing these requirements, the designer must be flexible to use means of "pictures", often in this type of design, designers of digital illustration of the instrumental requirement, far higher than the pursuit of artistic quality.

4. Digital illustration in the form of advertising creativity

Digital illustration is one of the most important image elements in advertising creativity. It has profound expressive force for the expression of advertising creativity. According to its expression form in advertising creativity, it can be roughly divided into the following four types.

Realistic representation illustration. This is an objective or associative image, plot, and scene, which is a very familiar and favorite artistic expression. In this kind of illustration works are often poured into the designer's personalized creation concept and rich emotional color. With the advancement and development of science and technology, photography, camera and computer technology extended to advertising creative design, realistic illustrations have begun to turn to artistic conception and personalities, and become a unique personality banner in advertising creativity.

Abstract expressive illustration. An illustration of subjective abstract expression composed of points, lines, planes and other abstract graphics or color block texture. Abstract illustrations refine natural images, simplifying new art images, which can be used as an important element of advertising creative design, but also effectively divide information on communication, establishing information conveying level. Abstract illustration is a graphic visual form language, which can be

divided into inorganic form and organic form, and generally can be divided into geometric abstraction, organic abstraction and free abstraction.

Decorative expressive illustration. This kind of illustration has the formal characteristics of non-realistic illustration, and adopts subjective induction and generalization of natural form for visual expression. Its modelling is simple, pure, it has the sense of form extremely. Decorative illustrations are mostly flat patterns, and their creation draws lessons from traditional or folk forms of expression, such as traditional patterns, folk paper-cuts and so on. For example, Coca Cola's advertising creativity made use of this form of expression to create, showing a different taste meaning.

Animation performance illustration. It is a illustration of cartoon, anime graphic, and more anticipated, animal, plants or things to exaggerate, with active, cute, distinctive, spiritual artistic characteristics. For example, the cartoon works "Minions" with lively personality, affinity strong cartoon image, left a deep impression on people, loved by the public.

5. The application of digital illustration in advertising creativity

In advertising creative performance, digital illustrations are more expressive than traditional illustrations and applications. Traditional illustrations are single, the application range is more limit, which is limited to paper-based flat propagation, generally more books, newspapers, magazines to make a cover or internal page illustration. Digital illustration is not limited to this. With its technical advantages, it breaks the application pattern of traditional illustration and is applied to the scope of advertising creative design and performance at a faster speed. The most prominent manifestations are in the following aspects: The first is the advertising creative planning, digital illustrations are applied to the advertising promotion and packaging design of the product, so that their functions turn from the two-dimensional plane to three-dimensional stereose or multidimensional space, this application is widely used in the spread of brand image, which is often seen in the current commodity economy. The second is film and television advertising. The progress of digital technology has greatly promoted the position and role of digital illustration in film and television advertising. The composition of film and television pictures, the presentation of dynamic effects, the production of post-production content and other aspects are inseparable from the figure of digital illustration. Many film and television masters, such as "Hobbit", "Spider-Man" is a picture of this digital illustration, created a number of pictures with great creative and strong visual impact. Thus bringing to the public the visual experience of a gluttonous feast.

In addition, the illustrations created by digital technologies have adopted a variety of ways and media. You can create more novel advertising pictures for advertising creativity, enrich their advertising content and visual effects, attracting the eyes of Proopers, giving its ability to spread and beautify, producing more social and artistic value. In advertising creativity, the advantages of using digital illustration are significant. It is featured by strong expressive force, interesting, diversified forms, high production efficiency and repeatable editing. It is highly respected by the majority of designers. This form of application has greatly shortened the cycle of advertising creation and accelerated the speed of advertising dissemination. On the other hand, it also reflects the irreplaceable superiority of digital illustration for advertising creativity.

6. The practice of digital illustration in advertising creativity

The ultimate purpose of digital illustration is to serve advertising creativity and establish their own brand image while prompting consumers to have the desire to buy. As a unique expression in advertising creativity, digital illustrations have attracted the eyes of consumers with their unique advantages, thus achieving consumption purposes. From the perspective of an art body, it has certain

independence, from attributes, and restrictivity. For the independence of digital illustrations, the illustrator should read the text and grasp the content, so that the illustration can improve the text theme and enhance the infectivity. Generally speaking, the recognition function of graphics is far greater than words. Graphic information is concise language, and also the information carrier that is easiest to recognize and remember. The so-called "hearing is empty, seeing is real" makes goods more persuasive. At the same time, the illustration is attached to a certain product information for marketing and propagation, so the digital illustrations are applied to advertising ideas, and their advertising promotion and promotion has unique advantages. With the development of digital technology, the form of advertising illustration has been constantly innovated, and the content has been constantly enriched. In terms of the current development, the continuous innovation of digital technology makes advertising illustration no longer simply pursue the changes in skills or forms, but more tend to pay attention to the humanistic and creative connotation of advertising illustration itself. On the other hand, the development trend of the entire social culture is also objective to refer to the meaning of the humanized theme. From a certain point of view, the creative practice of advertising illustration should be an aesthetic re-creation of digital technology. As the product of the high combination of material culture and life style, it itself has the double characteristics of complex materiality and artistry.

In the practice of advertising creativity, beautification of advertising images by means of digital illustration can stimulate consumers' aesthetic taste and convey the best visual information. Therefore, digital illustration plays an increasingly important role in advertising creativity. In the process of commodity promotion, it plays an equally important role with copywriting, sometimes even occupies more position than copywriting. In some advertising posters, digital illustration even plays a more important role than copywriting. For example, KFC and IBM have deleted the copywriting part and only used digital illustration for advertising promotion, which has received very good social response.

To sum up, digital illustration in advertising creative performance, with the unique advantages of digital technology, it has created a lot of novel, different and even a variety of humanized dynamic videos and images. It also laid a solid practice foundation for the development of the advertising creative industry, and it has played a huge artistic value.

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