

Research on the Functionality and Artistry of Poster Design

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Abstract: Functionality and artistry are two basic attributes of poster design, which are influenced by many factors. With the progress of society and the improvement of people's happiness index, people's demands for design have changed. Therefore, the relationship between functionality and artistry should be re-examined. This paper studies the different manifestation of poster functions and the influencing factors of artistry, and attempts to further explore and sort out the relationship between the functionality and the artistry in the new era.

1. Introduction

The poster is a common medium to convey information by the means of posting it on streets, at stations, and in cinemas or other places. The earliest poster in the world was a 3,000-year-old human discovery made by the British army at the ancient site of Thebes in Egypt and it is now in the Museum of London. The poster, as one of the oldest forms of advertising, is not as widespread as its heyday on the streets in today's information era which is typical of rapid increase of information media and communication means, but it is being with new forms in the emerging multimedia platforms such as electronic publicity column and mobile phone, and it is still one of the most widely used and indispensable media of information transmission. In addition, the poster design, as a required course of graphic design, an embodiment of social art forms and a main means of practical art, has been a hot topic of discussion on its functionality and artistry since its birth.

2. Functionality of poster design

Functionality refers to the use of posters, also known as "functionalism". It is an important support of modernist design, which started at the end of the 19th century and reached its peak after more than half a century of development. Based on the concept of "people-oriented", functionalism advocates the functionality and practicability of design; that is, any design must fully reflect the product function and its use, in simple terms, functions first. Function is the essence of design, as well as the origin and the final destination of design. The functions of poster design are mainly reflected in two aspects: they are, information transmission and demand stimulation.

2.1 Information transmission

In the book of "A Brief History of Graphic Design", Richard Hollis puts forward that "Graphic design is for creating or selecting graphics and then arranging them on the surface of the communication medium to achieve the purpose of transmitting information." So achieving the information transmission is the first element of graphic design. Design methods such as color, composition, and information layout of the picture should be developed on the basis of meeting the accuracy of information transmission.

Poster design serves as a bridge between the sender of information and the audience, so the accuracy of information transmission is often used as a standard to judge the quality of poster design. Graphics and text are the main means of information transmission in poster design. As the cultural basis of modern design, graphics have the intuitive functions of reflecting information and attracting the target audience, and are used to show the main attributes of posters and attract the target audience. Text has the function of accurately positioning information and is used to convey the exact information of posters. The process from graphics to text is a process of information

transfer from the shallow to the deep, but this process is not absolutely irreversible, and the diversification of information and design techniques has also resulted in the blooming of poster design. For example, the anti-war poster designed by the Godfather of Japanese graphic design, Shigeo Fukuda, could accurately convey the message he wants to express by only using two simple graphics, respectively a pistol and bullets, so as to omit unnecessary text messages and form a more pure expression of the message.

2.2 Demands stimulation

If the transmission of information is the basic function of poster design, then the stimulation of demands is an advanced function on top of this. This function is usually reflected in commercial posters; that is, posters can stimulate consumers' potential purchasing demands by means of design. This method can be creative, humorous and direct to people's hearts so that consumers not only feel happy but also their subconscious mind can be activated to facilitate the purchasing behavior. Take MUJI as an example. In the poster design, it often presents a high grey, simple, elegant, quiet, peaceful and rural picture of life. This kind of design is not just to carry out the minimalist design, but to show its people-oriented design concept through these pictures, so as to stimulate the desire of people who agree with its core product philosophy and then buy MUJI products.

3. Artistry of poster design

With the development of the Times and the turn of social forms, the public's aesthetic taste has been greatly improved. When a single form of poster design can no longer meet the aesthetic needs of the public, it puts forward a higher request for the artistic quality of the poster. If functionality is the material attribute of posters, then artistry is the spiritual attribute of posters, which emphasizes the aesthetic and spiritual connotation of art. So the formation of artistry in posters is often influenced by the public, fashion and design practitioners.

3.1 Public influence on artistry

The functionality of the poster is the low-level demand of the information sender while the artistry is to meet the high-level demand of the public aesthetics. Its purpose is to design the pattern, color and arrangement of the poster on the basis of the original functionality, so as to make the audience feel happy in spirit, advance the audience's favorable impression on the information transmitted and increase the rate of information transmission. As the Durex poster design indicates, which has become a phenomenon in recent years, it can often combine the product itself with the current hot issues, so as to make consumers smile. This has also effectively increased consumers' understanding and trust in the product, making Durex the No.1 seller of similar products all year round. This kind of Durex poster design has become a style by many customers to chase after. Thus it can be seen that when the posters are pleasing the public, the improvement of the public's aesthetic taste also promotes the development of their artistry, and the two sides complement and promote each other.

3.2 Fashion influence on artistry

Fashion refers to the style generated by the collective identification of a certain style or idea in the current society. These past trends would eventually precipitate into different design styles, providing more design references for future design practitioners. Therefore, the influence of fashion on poster design is characterized by wide range and long time span. For example, Rococo, which originated in the 18th century, is often used in posters advertising high-end houses. The palace of art, influenced by the Southeast Asian royal families, was visually ornate but it was then widely criticized as a violation of the principles of the Renaissance, but has been revived in the 21st century. Who doesn't want their home to be as luxurious as a palace? In a new era of greater openness, inclusiveness and diversity, these past trends have returned to the stage of history, presenting to the public their time-worn aroma like old wine that has precipitated over time.

3.3 The influence of design practitioners on artistry

A soldier who doesn't want to be a general is not a good one. A designer who doesn't want to be a master is not a good one, too. In the design process, designers will inevitably integrate their own understanding of the design theme and their own feelings. Various reasons contribute to it. In addition to the "master complex", there is another main reason, that is the influence of Postmodernism, especially influenced by the American architect Robert Venturi (Robert Venturi) who put forward the anti-authority concept of "Being less is being boring". In this case, designers are no longer hidebound but in bold attempt, and the personal style tends to be at an all-time high. Therefore, in designing posters, the designer's personal understanding of the art becomes an important factor affecting the artistry of posters.

4. The dialectical unity of functionality and artistry

There is no solid conclusion for the chicken-and-egg question in science, but there is no doubt on the question of whether poster design should be functional or artistic first. The early poster design was influenced by many aspects such as social form and production technology, and could only fulfill its functional mission. For example, for the earliest poster advertising mentioned above, in ancient Egypt, only single colors and simple lines could be used to draw the poster. In this case, excessive pursuit of artistry would greatly increase the difficulty and add cost of production, leading to a decline in transmission rate. Therefore, poster design should not only meet the needs of the public, but also need to integrate the aesthetic perception and emotional needs of design practitioners.

Functionality is the carrier of artistry, and the poster design without functionality is no doubt water without source, but this does not mean that functionality and artistry are one-way linear relationship. Functionality satisfies the audience, whose aesthetic taste can promote the development of artistry, which also in turn promotes more diversified functionality. Therefore, the relationship between the two sides is like a circle connected from head to tail, which influences and complements each other. However, the integration of functionality and artistry in the development of design is not running smooth, and the competition between them for the dominant position in the design almost constitutes the whole history of modern design. The initial Medieval style emphasized functionality, restrained decoration, and was solemn in style. Later Baroque and Rococo styles pushed the complicated decoration to the extreme. After that, it started from the Arts and Crafts Movement and experienced more than a dozen design movements such as Art Nouveau, Art Deco, Modernism Design, Internationalism Design, and Postmodernism Design. These design movements establish one of functionality or artistry as their dominant position in the design, and regard it as an important design guiding ideology, which has led to intense collisions and debates of thoughts. In today's more inclusive and diverse era, design practitioners gradually realize that the design that lacks artistry and overemphasizes functionality is an incomplete design that may lack the spirit and beauty of the times, while the design that overemphasizes artistry and ignores functionality is the product of flashy pretense as well.

Functionality and artistry are the unified whole that cannot be separated in the design. The problem of design is not who dominates who, but how to grasp the degree between them so as to achieve a proper balance. It seems that the reasonable allocation is the way to achieve a win-win scenario.

5. Conclusion

It is relatively difficult to grasp the artistry in poster design. Professionally trained design practitioners will involuntarily integrate their own design concepts into their works. But if they design their works too much according to their own wishes, they will make them too artistic and abstract, so that the audience can not fully understand the content of the posters, thus causing the difficulty in the information transmission. So when in the design, we should remember that art

comes from life, and it must not be higher than life. It should be people-oriented and consider the demands of multiple groups. A single focus on functionality or artistry is both a damage to the integrity of the design. The former is simple and durable while the latter is brilliant and eye-catching when designing posters. So in the design process, we should combine the audience and current social relations with appropriate addition and integration so as to achieve a perfect work.

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