Application Research of Three-dimensional Design in the Process of Print Advertising Teaching

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Abstract—**Objective: To analyze the change of attentional shape in the process of three-dimensional graphic design teaching, it is necessary to use photos, sculptures, and the above-mentioned techniques to combine the comprehensive application of some rhetorical methods, or to use some self-morphological changes, isomorphism, etc., and then to find out why there will be a unique visual experience. And in the process of deformation, it will be necessary to pay attention to how the analysis of the picture is personalized and the creation of the story environment. These are the important elements of the richer print images and the more powerful visual effects. Further research on the changes in the meaning brought about by the shaping of shapes, mainly from the aspects of humanization, interest, and aesthetic value, in order to design more excellent works.**

Method: It can combine the case study and the summary induction method, analyzes the composition of the three-dimensional design elements from the graphics and text analysis, and analyzes the performance techniques used to analyze the fascination and profound connotation of this emerging expression. It will help a lot to create a more intense visual element of space and realism.

Conclusion: The application of three-dimensional design in print advertising not only facilitates the multi-dimensional sensing of the picture, but also makes the picture more dynamic and vivid.

Keywords—three-dimension; spatial sense; realism; multi-dimensional; dynamic

I. INTRODUCTION

The three-dimensional design is to establish a multi-dimensional space in the plane, and then implement a multi-level representation. It compensates for the characteristics of the lack of information in the simple plane graphics, static and rigid, and lack of vitality and vitality, etc. The creation of a new space field makes the design interdependent with the surrounding environment, forming a whole, cleverly expressing ideas and creating novel and unique visual effects. Graphics and font design are used in advertising design. It is used to enhance the performance of the picture and attract the attention of consumers, thus promoting consumption. [1]

II. THE EXPRESSION OF "GRAPHICS" IN THREE-DIMENSIONAL DESIGN IN THE PROCESS OF TEACHING DESIGN

A. In the Teaching Process, Students Can Be Guided by the Way of Taking Photos, Using Multiple Techniques of Photo Synthesis, with Visual Intuition

The intuitive image of photography on the advertisement is a face-to-face vertical experience for the audience to directly use the image to touch and infect the audience. [2] For example, chocolate advertising, (see "Fig. 1"), the front subject squirrel occupies a separate layer, being used to form the visual center of gravity of the picture. The background is located in the back of several layers, being used to express the environment and set off the atmosphere. Finally, they will be needed to combine into a picture to express a complete story. This expression is more realistic. Although it is impossible to have such a scene in reality, the logical interpretation makes the picture reasonable.

B. Three-dimensional Graphics Use the Brightness and Purity of Color to Control People's Emotions

A good picture can not only convey the information that the work is to express, but also enhance the style of the design. (See "Fig. 1") The whole style of the series is dark, the purity is relatively low, and the deeper the color, the heavier the person. [3] Advertising is enveloped in an unfortunate atmosphere, giving people a sense of oppression, and rendering the sad atmosphere through color.

C. While Using Photos, Three-dimensional Graphics Can Also Integrate Various Rhetorical Techniques to Enrich the Content of the Screen, Full of Dynamic Sense

The advertisement of chocolate uses anthropomorphic exaggeration to give people a feeling of realism. Because all the pine nuts are used to make chocolate, the squirrel can't eat pine nuts, and unfortunately committed suicide. The whole picture is full of imagination and creativity, leaving a space for readers to question. Although the picture looks static, one second before the story is alive. Taking "Fig. 1" (b) as an example, the chair is down and the squirrel is hung on the beam. It makes people associate that the squirrels are suffering some unfortunate things, emotionally wavering.

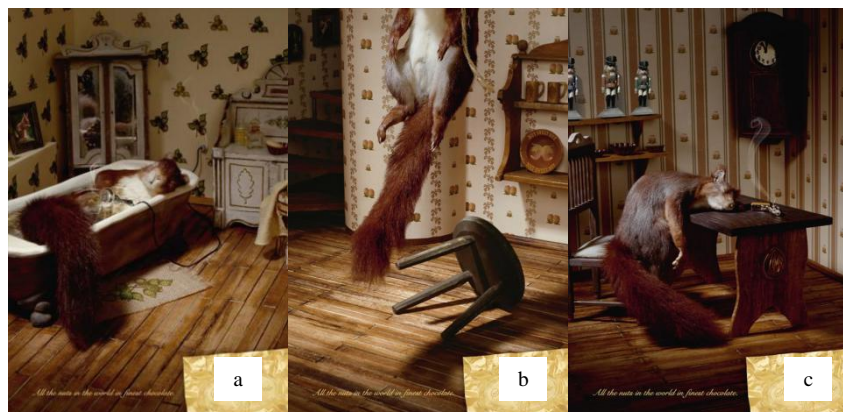After the thought wrestling, it pushed the chair and ended its life.

Fig. 1.   Chocolate graphic advertising design.

D. Three-dimensional Graphic Descriptions Can Be Sculptured or Engraved, and Different Materials Can Be Used

The three-dimensional shaping not only increases the sense of volume, but also extends the angle conversion in visual aesthetics, with one step making a difference. It is composed of physical space composed of real space and virtual space on the basis of entity. It can directly feel the three-dimensional space art form through visual, tactile, auditory, psychological and other factors [4]. Different materials give people different textures, and people will have different desires. Like the brand of chocolate like Zaini, it will bring people different feelings to express the taste of chocolate, as the chocolate is carved into the style of chicken, fish and rabbit. (See "Fig. 2") In order to express the real effect, shadows and different positions of light are added to it in order to create a more three-dimensional sense.

1) The description of the shape focuses on individual shaping: The eyes of chickens, fish, and rabbits are portrayed in a staring style to create an independent personality. People are attracted by the different expressions of these animals, and novelty gives people a unique visual impression. Naturally, people will think of constipation, nervousness, heartbeat, uncomfortable, which makes people deeply remember the brand. The personality of the brand is relative to the personality of the consumer. It is one of the important ways to break through the tedium, touch the target audience and communicate, exchange and interact with the audience. [5] When consumers buy the same product, in addition to considering whether such products can meet their basic needs, they will also consider whether the characteristics of this product are consistent with their own personality, or whether they can show their individual pursuit.

Fig. 2.   Zaini chocolate series print advertising.

2) Three-dimensional relief design always conforms to a certain scene or storyline: They play an auxiliary role in the performance stage of the whole graphic, but it can cause reasonable association. People can think of both the good side and the bad side. The white part means that the travel bag has experienced a journey of paradise. The travel case has experienced a comfortable trip, encountering angels and

all kinds of gods, and caring for it; in contrast, the travel package reflects the extraordinary treatment of the hell experience, and encounters all kinds of robbery devils. It is obvious that customers will choose which way to make their travel safer. The embossed sensation enhances the visual impact, and the style of the painting is bumpy and fascinating, which makes people astonishing. (See "Fig. 3")

Fig. 3.   Samsoite pull box print advertisement.

E. Three-dimensional Graphic Design Can Use a Comprehensive Design Expression Method

This includes the deformation of the graphics. The way of deformation can include the replication of the same graphic, the breakage and articulation of the shape, and the distortion of the shape. It can also use isomorphic or heterogeneous representations and so on. Such as gloves slip advertising, for the concept of "skid resistance", direct plane expression has certain difficulty. The way to apply anti-slip effect is like the bottom of the glass is surrounded by many circles and fixed on the arm, just like the ceramic cup has more handles, and just like the glove penetrates the plate and holds the whole style. The whole style is very visual, intuitive and infectious. (See "Fig. 4" and "Fig. 5")

Fig. 4.   Gloves advertising.

Fig. 5.   Chocolate cake advertising.

III.   THE ROLE OF THREE-DIMENSIONAL DESIGN GRAPHICS

A. It Helps to Visualize the Shape

The lingering chocolate on the face makes people feel the aroma of cheese. Visualizing things to describe the feelings of taste and replacing the simple description with a hippie expression makes people feel rich in vision and close the sense of distance from customers. People always feel the elements of dynamic and fashionable. And in their personal experience, lipstick has become a chocolate color. People are no longer full of resistance to advertising, and the picture from beginning to end is shaping a sweet, to pass a message of enjoyment to people.

B. It Helps to Create a Sense of Space

It refers to the aesthetic feeling similar to the real space caused by the artistic image through certain methods. It includes the space in which the work is directly expressed and the space beyond the concrete image of the work. This sense of space is not necessarily a real sense of space, but also an illusory element. Space expands the range of consumer perception, and the expression of elements is both rich and distinctive.

IV. THE EXPRESSION OF THE "SHAPE" OF THE THREE-DIMENSIONAL DESIGN FONT

A. Three-dimensional Fonts Have Strong Recognition and More Sense of Volume

It can represent more content than similar print ads. In the process of text design, a more significant trend is that the design of the text gradually enters a new realm, that is, by decomposing and destroying the arrangement of characters in the traditional design, interesting arrangement and reorganization are carried out to enhance the space thickness of the picture, so that the layout has a deeper level. [6]

This design method is to form a new expression by adding components to the original text reasonably. [7] Through the arrangement of different orientations, it creates a discordant visual element for the reader, and then highlights the focus of the picture. The discordant letters are very poorly recognized by the inconsistencies in the letters of the normal letters. It is suggested that the bacteria present in the teeth need to be removed by flossing. (See "Fig. 6")

Fig. 6. Dental floss advertising.

V. THREE-DIMENSIONAL DESIGN ON THE EXPRESSION OF "YI" (ARTISTIC CONCEPTION)

A. Three-dimensional Design Helps to Create a New and More Humane Image

The design should try to get rid of the indifference of the picture and bring the distance between the picture and the audience closer, so the picture should be as full of life and full of fun. Anthropomorphism of animals is a common design technique. The expression of pigs and sheep showed as disgusted, and an abnormal expression appeared. What is their unusual expression, mainly because the detergent cleans the oil on the plate and the pan too clean, causing these animals can't find their own smell and lack of belonging. The animal form is humorous and naughty in a rich appearance. The body is tilted at a certain scale, and the expression is expressed in a large side and a positive side, which is more dynamic. The imaginary three-dimensional painting can truly reflect the inner world of animals. It also implies that the audience is not passive to accept products, they are flesh and blood, and have a very strong emotionality. This kind of emotional appeal-oriented picture is more likely to bring the audience into the play, to understand the meaning and connotation of the picture.
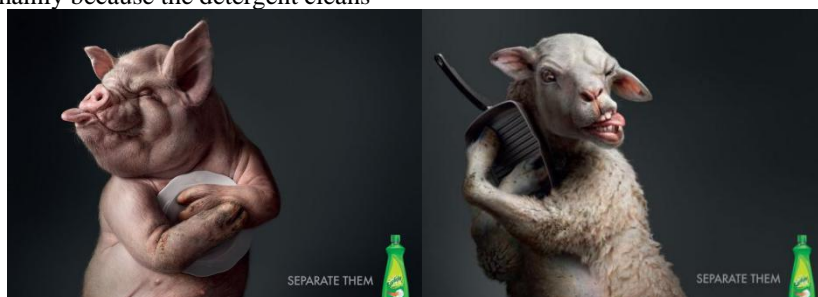

Fig. 7. Separate them — Cleansing agent print advertisement.

B. Three-dimensional Design Can Bring Interest

Like the cremica cream biscuit print ad (see "Fig. 5"), the entire picture realistically describes the visual feeling of the cream flowing. The whole process of the senses is dynamic and constantly changing. And the background factor is matched with the curve, giving people a sense of movement. In the detailed description and scenes, it gives a strong sense of visual contrast. This feeling is pleasant to people, like a hippie joke in childhood, specializing in mischief. Interesting graphic design, which seemingly inadvertently changes the ordinary form of the object, actually changes people's cognitive habits. Leo Burnett once said, "Every piece of goods has its own innate drama." [8] The funny picture makes certain changes in contemporary values, making the experience of visual happiness into a contemporary aesthetic concept and judging the important conditions of graphic design. [9]

C. Three-dimensional Design Helps to Improve the Aesthetic Value

It also helps people with their aesthetic realm to a new level. Artistic conception is an important category of Chinese aesthetics, and it is also a concept that characterizes the

aesthetic taste and aesthetic feeling of design products. Appreciation and feeling of art design works can make people enter a spiritual realm of scene blending, falsehood and unity, so that the aesthetic subject transcends the sensible concrete image and appreciates the artistic realm of a certain universe or life. Chocolate ads are borrowed from love as a metonymy, which reminds people of the sweet, happy moments of love. (See "Fig. 8") Zaini uses men and women's kisses to express the delicious side of chocolate. The three-dimensional picture is very vivid, and the black and white picture is strong. To some extent, people can't tell whether it's a fantasy or realism. It gives people a feeling of sweetness. The other is the Jissbon condom advertisement (see "Fig. 9"). The background is in the form of ink painting, which is reminiscent of a pool. And the ripples in the pool make people feel unfathomable. Swimming in the water is two happy fish. The picture uses the metaphor, which implies that the sex life is also happy like a fish.

Fig. 8. Zaini chocolate advertising.

Fig. 9. Jissbon condom advertisement.

VI. CONCLUSION

The three-dimensional design gives the print advertising more space and imagination, and the expression technique is simple and practical. It is an ideal visual expression language. With the advancement of new media technology, the "three-dimensional" design through the extremely modern design method, it makes the graphic design get rid of the "flat" design of teaching in the traditional sense, and meets the high requirements of people's visual aesthetics in a larger sense. [10]

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