

# Clothing Poster Design that Based on Computer Vision Image

Liu li-zhen

Wenzhou Vocational & Technical College, Wenzhou. 325035

1918427983@qq.com

**Keywords:** poster; design; topic images; production

**Abstract.** This paper briefly introduces the clothing poster, explains the process of making this poster and simply talk about the inspiration origin of clothing designer. It points out that the corresponding poster background is produced according to related topics and images. It focuses on the poster image processing, font design, color design as well as layout design, and then orchestrate them reasonably.

## 1. Preparation for Poster Production

### 1.1 Materials collection

Before producing this poster, we understand relevant contents first, and then collect relevant information and images, check out some books, search for some reference materials as comparison on the Internet and revise constantly. Designers from department of design ask about the category and inspiration of clothing and know that in most instances, clothing in each season can be divided into four series: woman series, office series, modern series and high-end series. While theme of this season is “Ocean Impression” which belongs to modern and leisure series.

### 1.2 Theme source

Theme inspiration of this season comes from the movie “Avatar”. It draws on the ocean color system as well as the epidermal mimicry pattern of original ecological animals, and combines the heart geometric art in 1960s. In addition, it uses bionic, variation and reconstruction design techniques which makes the design modeling present a kind of relaxed and dynamic atmosphere, and highlights the modern, mysterious and cool ocean feeling of this season.

## 2. Poster Design Process

### 2.1 Introduction on poster production

Poster is also known as image poster and poster painting, it is a kind of information dissemination media as well as the most straightforward form of artistic expression. The designed images and texts should be easily understood by customers and meet the theme of fashion design. Only through combining multiple software together, designers can produce a complete poster. In addition, they cannot design good posters if there was no strict attitude.

Photoshop: a graphic designing and editing software introduced by Adobe is convenient to use with powerful features and widely used in advertising design, photography, printing, multimedia production, video editing, web design and many other different fields, and occupies a leading position in image processing field. Illustrstor: a vector drawing software introduced by Adobe has been widely used in print advertising and many other fields.

### 2.2 Preliminary data and information of poster

Design: design refers to a poster produced through making use of relevant information, it meets the requirements of company and customers may understand immediately. There will be many such activities for companies and in each activity, the headquarters give materials and contents about relevant posters to the planning departments in advance, and then the planning departments perform production and text layout in accordance with the materials given by companies. Main contents that a company reflects on the poster are that: activity title, activity time and season, subject content and other relevant and important contents. While for poster, it mainly reflects the products of a company as well as the theme of this activity, and allows customers to understand the purpose of this

order-placing meeting more clearly and allows them to order their desired goods faster and better, the basic display is shown in Figure 1.



Figure 1 Final effect image

### 2.3 Posters concept and design process

On the technical basis of graphic design on the computer, poster design follows the development of advertising industry and has formed a totally new career now. Main technical features of this career are text, color, image, graphic, layout and many other factors that express advertising. Combining with the feature of media usage, it is a design process and activity of graphic design that achieves advertising image aims and purpose through relevant design software on the computer.

Poster design must contain appeal and artistic sense, it should mobilize image, color, image layout, expression sense and other factors to form a strong visual effect; the image should have a strong visual center and strive to novelty and keep it simple. In addition, it must also have a unique artistic style as well as design feature. Below is the overview of poster creation:

Learning about relevant poster topic and posting location and this is convenient to find out the appropriate images in poster;

Determining the theme of poster design and this is convenient to lock the target object. In addition, you may have a clear concept on the thing you study;

Selecting the expression form of this work and this allows your poster to accurately convey relevant information;

Taking patterned focus, primary and secondary relevant information as well as text layout into consideration.

### 2.4 Background replacement in image processing

Such images usually use Photoshop when replacing background in processing. After having a certain understanding on fashion design according to authoring overview, we pick out model image as well as the ocean image which is consistent with the theme of fashion design. We determine the theme of this poster and then put the theme and image which are suitable for the background together. In other words, we change the background because the model takes the photo indoor and has a white background. What we need to do is to select an image that related to ocean series, and it should be relatively close to the clothing color in the image as shown in figure 2.

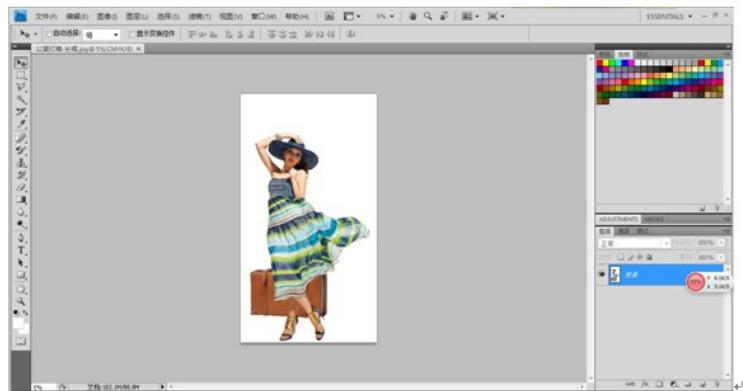


Figure 2 model image

We select magnetic lasso tool according to the image, use the mouse to click magnetic lasso tool button in the toolbar and set corresponding parameters in magnetic lasso tool options bar. Parameters setting may help you to manage it better and complete selection more accurately. Feathering setting makes the image you select have no serration. Move the mouse to the image editing area and click it to determine the starting point. Move the mouse along the edge of selected model area to produce a lasso line that attached to the image around automatically. A node will generate at some distance, the number of nodes is related to the values of setting frequency. Clicking the mouse may get a closed constituency when the start point coinciding with the end point, and the model profile in original image is selected (when the start point coinciding with the end point, ants line will flash).

“Shadow / Highlight” may correct the image which is underexposed or excessive exposure. Different from “Brightness / Contrast”which will lead to a loss of detail after using, “Shadow / Highlight” has less loss of detail when highlighting the shadows at the same time. If adjusted appropriately, it can also improve the detail in shadow and when correcting excessive exposure.



Figure 3 “Shadow / Highlight” setting image



Figure 4 Effect image of changing background

## 2.5 Processing of company logo

We have basically completed the overall form of expression and leaved trademark and text unfinished. The purpose of creating logo is that when looking at this, customers and others will immediately know this is the company's brand. As a result, the logo must be conspicuous but not over exaggerated. We open the trademark through using Photoshop software as shown in Figure 5.



Figure 5 Original trademark image

Select the white background in this image, press “Select / Direction” command to select the constituency of trademark and create a new interface. Set the shading with transparent color, press “Ctrl + C” to copy and press “Ctrl + V” to stick, and then copy the trademark into new interface as shown in Figure 6.

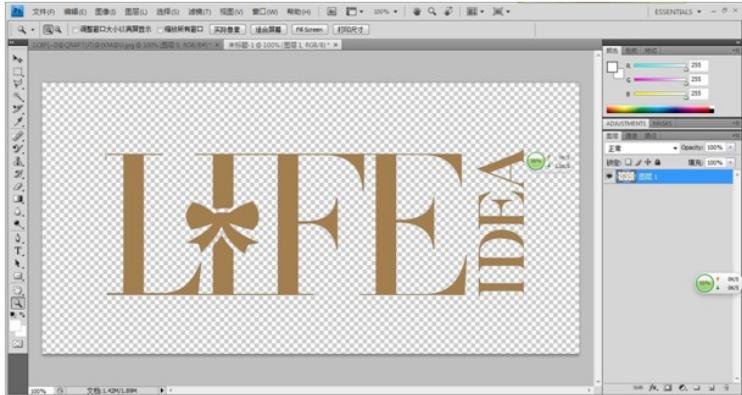


Figure 6 Trademark implantation image

The original trademark is brown, while blue, white and other bright colors occupy the overall color of this poster. Trademark is also very important, poster itself not only need to convey some information of this order as well as clothing theme, but also need to convey the information that this order-placing meeting is held by “Life. idea”. And then we replace the color of trademark with white according to the background color - blue and this makes the trademark more noticeable in the background image. Later we select paint bucket tool in the toolbar and fill it with white as shown in Figure 7.



Figure 7 Trademark effect image after changing color

Select “Edit / Free Transform” command, adjust the model size in background image, press “shift + Alt” button, click the left mouse button to drag and narrow the model image in equal proportion. After adjusting the size, click “transform” button on the “Free Transform” tool options bar and adjust the model to an appropriate location.

## 2.6 Font design

After finishing logo and overall image, we have completed most of the work. And the following thing is to figure out pasted location and size, and then this poster design is almost complete. During production, the poster design process mentioned above is the most tedious and next is font design, it also plays a very important role. If there was no text in the image, the designed poster certainly lacks of something because it plays a role that make a finishing point. Font design should be simple and clear, as long as the customers look at it, they will know the pasted location and size of this poster (205\*375cm).

### **3. Conclusion**

Poster refers to a kind of advertising poster for products or services. Poster design should act in concert with the style and target audience of the product appropriately. It mainly show the contents that desired by boss as well as several aspects of the design in the form of poster, and it has many advantages such as: short producing time, more fine printing, strong prescription, strong visual effect and low price cost. In addition, it demands less for the publishing location. A good poster should contain a real and clear event venue, time as well as main content. Designers can use some motivational words instead of exaggerating the facts and attract the attention of passers-by with the striking drawings of poster. Then they may use the most succinct sentences to summarize time, remarks, venue and other such main contents, and the length must be short and pithy. They may also make some artistic processing on the poster layout to attract viewers, particularly, the theme should be clear and the main content that designers want to express should be shown out. Generally speaking, they use PHOTOSHOP, Adobe Illustrator cs4 and other similar software to print mode CMYK, and note to leave a 3MM bleeding line when printing.

### **References**

- [1] Tian Tian. Pictures, Colors and Texts collocation of Graphic Design [J]. Business Culture (First half). 2011(04): 241.
- [2] Zhang Hong. Discussion on Outlines of DM Advertising Design [J]. Art and Design (theory), 2008,(11): 83-84.
- [3] Xiong Lingyu. Charm of Graphic Design [J]. Art Panorama. 2007(12): 91.
- [4] Chen Yajie. Color Expression in Graphic Design [J]. Technology Information. 2011(10) : 283-284.