

# Research on the Plane Art Graphic Design Core Skills from the Perspective of Planar Formation and Visual Optimization

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**Abstract.** In this paper, we conduct research on the plane art design core skills from the perspective of planar formation and visual optimization. Artists in the process of the plane design performance, especially in the aspect of layout, text, graphics performance, promoting the normal layout, layout style appears very free, free. Text in the future socialist content is no longer a kind of expression of symbols, but became a kind of visual graphic elements, can be arbitrarily freely change modelling, the distribution of the organization and arrangement. Visual images are mostly on the composition, overlapping to represent the dynamic and sporty. Our research analyzes the principles of formation and visual optimization to optimize the current mode of designing which will be meaningful.

**Keywords:** Plane Art Graphic Design; Core Skills; Visual Optimization; Planar Formation.

## Introduction

As we all know, design is the basic ideas, creativity is the basic characteristics, characteristics of basic is original, should think of the unique creative and not everyone does well, to each of the proud to accept, we think that is unlikely. Design is not successful, we think, also did not fail. As the cultural industry category of plane design art is facing the social reality of culture and economy blend mutually, have to think about the survival of the industry environment and how to seize the opportunity to strengthen its own development in the economic tide. Evolution of the concept of design from the

fine arts, has experienced almost all the time in the 20th century, compared to nearly a century of development, modern design in the domestic development only twenty years or so. As an important part of modern design, graphic design is also as the country's reform and opening up began, after the 20 years of development, now prosperity. After has experienced rapid development for a short period of time, the result is good, but there are some inevitable problems, the present plane design system towards what the future will be, this is a problem needed to resolve. The development of graphic design cannot leave on the own perspective, accurate positioning and value judgment. So-called graphic design, it is the different basic graphics according to the specific and certain rules in plane combination into a pattern of three-dimensional space, which uses visual language to convey information and express ideas. Due to graphic design to use visual elements to spread the designer's design and planning, with text and graphics to convey the information to the audience, and let people willing to and willing to accept. Therefore, graphic design not only involves the use of a variety of elements, but also involves the use of different technique of expression and skill [1].

The problems existing in the modern plane design could be summarized as the follows. (1) Along with society's development and progress, more and more people begin to realize the importance of national culture characteristic for graphic design, there are more and more designers begin to combine our country traditional culture elements and design work, can try to design with design works of Chinese

national culture characteristic, however, it also needs to go a long way. At present, our country the status quo of the plane design is just copying some designers design methods and style, without a good understanding, digestion and absorption of design ideas and concepts, really can not the national cultural elements and modern graphic design combined with well-designed work neither fish nor fowl or lack of features. (2) With the rapid development of computer network technology, information transmission speed is faster, spread more broadly, the content is more rich, it's all for the development of graphic design to create a more intense environment, also put forward higher requirements for graphic design and standards. In this case, the design should not only keep up with the constant development of the aesthetic art, but also keep up with the progress of design techniques, design also gradually to the stylized [2]. (3) With the continuous development of globalization, the international environment has been changed, the various countries' national culture influence scope is more wide, more abundant cultural information, has a huge impact on the modern plane design, modern graphic designers to different national culture through the image combination, which convey more diverse cultural information to the public. Internationalization and diversification of the national culture has a new influence on popular culture ideas, the modern plane design must be geared to the needs of the masses, from the design and performance meet the demand of globalization and diversification of design of the broad masses of the people. Modern plane design under the influence of the design of economic and social needs, at the same time, graphic designers design concept and style, and so on will also be affected by a variety of modern economic and social culture, as a result, the trend of the development of graphic design will be consistent with the trend of the development of economic and social, the modern graphic designer to design works with modern style and unique personality,

his mind must first be able to get consistent with the future economic and social values, maintaining the social ethics and social ethics. In the figure one, we show the sample of the art.

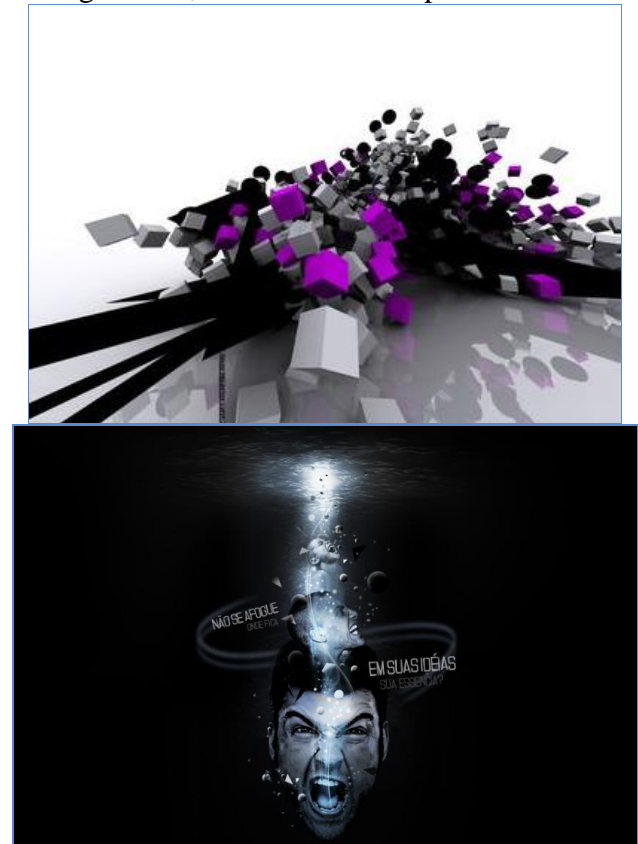


Figure 1. The Sample Demonstration of the Plane Art Design

In this paper, we conduct research on the plane art design core skills from the perspective of planar formation and visual optimization. From the current from the localization of the plane design works, it presents not only to the traditional reproduction, but the spirit of traditional culture and western design concept of integration, found that both have in common, to build, combination. The integration of modern civilization and traditional culture, presents its unique design connotation. Originality is a designer in a different perspective on the expression of the state of things is the work of the spirit.

## **The Proposed Methodology and Perspective**

**The Plane Art Design Core Skills.** Art design is inseparable from the formal beauty. In the current mainstream art design education, design as a kind of social behavior, its social properties are determined, it must be accepted by the broad masses of consumers, rather than the extreme front of artists, art aesthetic concept of the philosopher. It conveys aesthetic concept, is accepted by social morality, its form which was accepted by society. It also will be affected by the social leading culture, and forms a kind of trend and the trend of the form has become a fashion personality. Formal beauty as an important means of art spirit and the practical coordination which is the design of the designer must have the basis of the fundamental. Is the designer must master the life for the enterprise. Creative performance through to the creative center of deep thinking and system analysis, give full play to the imagination and creativity of thinking, the visual and visual imagination, thoughts. This is the last part of the idea, is also a key link. Due to unique social labor and human language has reached the level of the development of human consciousness, people's thinking is. A knowledge representation, and then the superficial concept formed in the record to the brain, and then will these come from real life experience, the concept of generalized fixed, which is the external world, and all sorts of objects and processes of their own thinking in the brain produce for each image. These effects are separated by direct external relations, maintain and operate independent of the mind.

In the aesthetic point of view, what is beauty seems to have been bothering aesthetes and philosopher. But from the overall, in the form of beauty is inseparable from, this is a unified understanding of the aesthetic of all stripes. Master aesthetic expression must have a certain aesthetic theories. At present the development of the society, the design of the mainstream aesthetic concepts still is based on modern aesthetics and practical aesthetics. This type of

aesthetic rules still follows the harmony, order, and the basic aesthetic theory of the whole. We are now the font design is based on thousands of years Chinese characters into the creative development. Designers use the product of some modern social development as a creation of the material, creating a modern atmosphere which makes the text creative has contemporary feeling. Not only from the form, and further deepen to the content of the performance from the content, is a kind of imagery graphic text. Characters of graphically creative thinking stems from the graphics and the development of the creative thought. Is the text itself is treated as a graphic, coupled with the graphics changes meaning extension of the meaning of the text itself. But the visual text and there is a difference between the original text graphics, the former is the graphics, the latter is the written word. Text evolved on the basis of the original graphics, text of modern graphics and develops on the basis of the existing text, figure than the original red text more a deep layer of cultural connotation and new form [3-4].

**The Planar Formation and Visual Optimization.** In the field of graphic design, the image is the visual language, it gives people the feeling is mutual, the biggest characteristic of it is the pursuit of the international field of vision, make the design with first-class quality and the related design of the globalization and diversified demand of graphic creation, perspective, and the public understand aspects proposed the rationalization of the cognitive view. On the premise of globalization, the idea of different countries and nations and performance in modern graphic design on the expression of basic language is the same. Geographical, thinking, life style determines their design style, local culture for its design has formed certain influence, so the designers of regional growth determines his cognitive view of design. The issues could be observed from the following angles. (1) From a psychological point of view, due to the understanding of the human activities are

selected, the selective attention from of objects, it is the primary medium of human psychological activity. Because the black and white ash has priority to evoke visual nerve perception characteristics, on the vision to play the role of first impressions are most lasting. (2) From the artistic point of view, due to the color of black and white is abandoned the colorful world, into a plain of monochromatic heaven and earth, generalize relationship between rich color and would be a simple black and white and gray relation to express the theme. Therefore, this needs the artist can through their appearance in "coat", will be simple and unadorned appeared, sublimation. (3) From the physiological point of view, because the black, white, ash has priority to evoke visual nerve perception characteristics, especially in black and white can cause most people visual attention. In writing or in black and white, the grey color, give people visual and psychological feeling is completely different. This is because people's eyes in the sensitive degree of black and white ash than other color sensitivity are high.

For the application of symbols in the design of plane art is very strong, symbol expression in graphic design is very strong. Symbol, for example, images are mainly use a mock object for design and use, image symbols for similar application has its own role in the design, make audiences for symbols with image and visual perception. Such as portrait, mainly is the image of someone, through the symbolic representation of what, makes may feel inspired, let people recognize at a glance. Especially in automobile industry and cosmetic industry as well as clothing, related equipment, etc. When using the symbol, mainly because of the plane design and the corresponding refers to objects have a certain correlation between role the causal role. In this design is mainly used in logo design application, especially popular in the indication of commodity and trademark design, etc. There is a place in the design of plane art culture symbol design, in the local symbol design, the local

cultural symbol is necessary. Culture reflected in the surface of the material, this place cultural symbols, to obtain a certain cultural character and cultural value and meaning of requirements. Graphic design has experienced from industrial society to information society [5], we on the design concept, function, expression and form are influenced by foreign culture trend and artistic style. In today's market economy condition, the modern plane design art is facing many new issues such as the demand of the diversified development trend puts forward multiple color; Human survival way keep appearing on the new situation, new thinking, new idea, which made us broke the past often used in graphic design to the law, the inherent symbol phenomenon by deconstruction, plane design must keep pace with The Times. The new historical mission requires all practitioners of the graphic design must firmly grasp the development direction, bold for theoretical research and business innovation and actively explore with Chinese characteristics of modern plane design rule and theory system.

**The Prospect and the Future of Plane Art Design.** Graphically creative purpose is in order to attract a large audience through image language of visual sense, so as to provide a wide space to think, if the advertising designer be able to deal with the image of the material in the form of novel, unique, will greatly improve the advertising appeal. Graphics are main components in the plane advertisement design is the most important part of, and creativity is the core of the plane advertisement design, therefore in the process of graphic design must cooperate with unique graphic originality can give full play to the true value of graphic design. The following figures show the illustration of the trend.

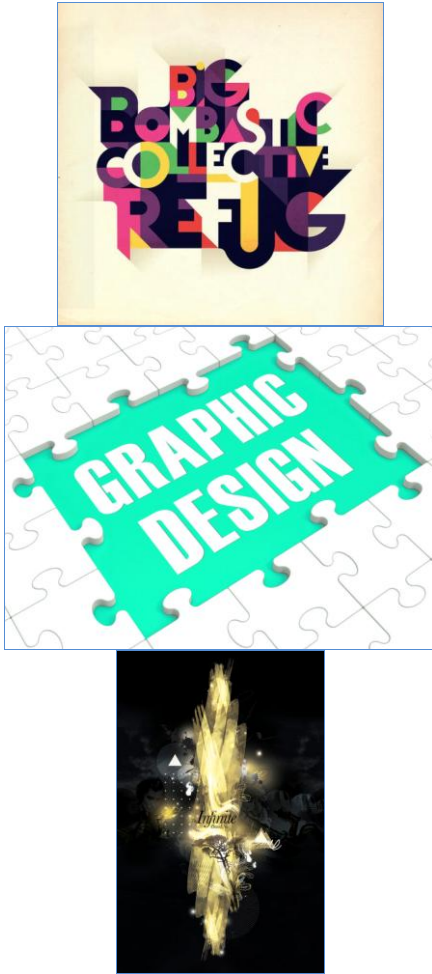


Figure 2.The Illustration of the Trend of the Plane Art Design Development

## CONCLUSIONS

In this paper, we conduct research on the plane art design core skills from the perspective of planar formation and visual optimization. With the rapid development of network technology, it has a great influence on graphic design, the development of modern graphic design in the network era of graphic design, network

information transmission with visual, auditory, interactive visual communication interaction information characteristics of globalization, through a variety of graphic information integration design with a strong appeal and visual impact to people, a growing number of graphic designers also take the network as a way for graphic design and it also become a kind of current trends and the future trend of development which will be diachronic.

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