

The construction and practice of the aesthetic features of characters in visual communication design

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Abstract

With the rapid development of science and technology, information transmission channels are no longer limited to the traditional two-dimensional printing, television, computer, multimedia and other media gradually into people's vision. Visual media has developed into three or even four dimensional spatial dimensions. Text represents culture and is the most basic symbol medium for people to communicate visually. The use of text in visual communication design makes text have dynamic visual tension. How to express the text to the audience in a more effective and attractive way in visual communication design and bring the audience a kind of aesthetic artistic feeling is an important issue for visual communication designers to think about at the present stage. This paper discusses the characteristics of text in visual communication design and how to build the unique artistic charm of text in today's information explosion.

Keywords

Visual Communication Design; Dynamic Text, Receiver; Aesthetic Consciousness.

1. Current situation of visual communication design

The earliest visual communication design appeared in Tokyo, Japan. Due to the development of economy and science and technology, visual communication design has shown its own great charm. After images and images are gradually integrated into visual communication design, people gradually realize its profound appeal and communication power. Visual communication design includes two-dimensional graphic design and three-dimensional or even four-dimensional spatial design. Compared with other emerging media such as computer and mobile phone, print visual communication design is more and more obvious in its weakness, such as in the timeliness of information and the huge amount of information and other aspects are not the same. However, at the present stage, after being bombarded by a large amount of information, the receivers of information are no longer satisfied with the monotonous and lifeless printed media, and the information without pictures or novel design concepts can no longer win the favor of the audience, which leads to visual communication becoming the mainstream way of information communication. However, traditional text design pays more attention to traditional aesthetic rules, so it is too rigid in the way of information processing, which obviously does not adapt to the development trend of text design in the information age at present. Here is a quote from Herbert, an English philosopher, who said, "No matter how brilliant the author's coloured paper, no matter how important the message, no matter how skilled the printer is, what nobody reads is nothing but a pile of waste paper and worthless ink. The measure of the true value of a print is not how much is printed, but how much is read and understood." This sentence fully demonstrates people's desire for novel ways of information transmission. Only when information is read by readers can it reflect the value of information. The new visual communication design obviously has more lasting vitality.

2. Second, new features of visual communication design

(1) Dynamic text

The significance of text design in visual communication design lies in changing readers' reading mode from "reading" to "seeing". "Graphics" is the visual language expression of text design. Because text is conceptual, one can understand the meaning conveyed by the visual characteristics of text marks. At the present stage, people's life is full of all kinds of complex visual information, the visual constraints of people make them can only conditionally choose to receive part of the information. And how to make the text catch people's eyes in this process, so that the designer's information to effectively convey to readers, it must be appropriate processing of the text, make the text more vitality and impact, to bring the audience the enjoyment of beauty. The dynamic here refers to a special visual element that people can perceive but cannot touch, such as the change of color, the movement and rotation of text, and the jump of the picture. Dynamic text endows visual communication design with a new ability, which makes text have an unexpected beauty characteristic. For example, when a dynamic spherical pattern jumps from one end of the screen to the other, the dynamic ball obviously attracts the audience's attention better than the static one, which in turn triggers the audience's various follow-up thoughts, such as where will the ball stop moving?

(2) Dynamic text and voice

The combination of words and sounds in images can spread language far away or preserve it. The purpose of visual communication design is to present the needs of customers to the public, and its purpose is to attract the public's attention to its information in a way that is easy for the audience to accept. As sound is more spatially malleable than image, the combination of sound and text completely breaks the limitation of text transmission. Through the perception of the sensory system, hearing, vision, taste, touch and smell of the five senses of mutual cooperation, to improve the effectiveness of people's cognition of things. If there is a conflict between visual and auditory information, the brain will respond to the first time to receive information from the outside world. This kind of communication mode that text and sound cooperate with each other will make the visual communication design more profound.

(3) Screen reading

There is a world of difference between reading on a screen and reading in print. The first is the difference in reading time. Readers are free to choose their reading time, but the reading on the screen only exists at the time when the text appears. It cannot be done in advance and is irreversible. The printed word, on the other hand, is information that comes late, once it has been determined, can never be changed, and the reader is free to spend as much time as he or she likes. Secondly, there is the difference in quantity. With the proliferation of cash, computers and mobile phones, people still choose books as the medium of text reading and learning. Books are more suitable than screens as the medium of continuous reading.

3. Third, the aesthetic construction of characters

(1) The representativeness and intentionality of characters

The representativeness of characters is reflected in the content of words and meanings, which is the basic form of artistic creation. Representational text design is very significant in the effect of conveying information. Visually, the image font of half text and half picture is symbolic, which directly reflects the aesthetic feeling of the form of text. Intentionality is another characteristic of text design. The intentionality of text shows its own interestingness and appeal through the integration of its external form. As a medium of information transmission, intentional text design does not show its appeal in concrete images, but causes readers' thinking through the deep connotation of the text.

(2) Text arrangement

Because people's attention is limited, in order to improve the appeal of the text in the limited space layout, it is necessary not only for the text design to have visual impact, but also for the reasonable arrangement of the text, to stimulate people's visual aesthetic consciousness, so that the information can be transmitted effectively. In visual communication design, only by fully grasping the law of visual aesthetics and organizing visual flow dynamically can the aesthetic purpose of arrangement be finally achieved. The purpose of visual flow design is to integrate all kinds of information and lead people's eyes to the designer's intention, so that people can get a lot of information. Only in accordance with the law of visual perception and the order of people's psychological identity, can the audience complete a clear visual guidance, a successful logical visual flow design.

(3) The readability and objectivity of dynamic text

Readability is a fundamental problem to be solved in dynamic text design. Readability is the premise of dynamic text movement speed, text size and so on. The state of the movement of words and pictures should not be an obstacle for people to read the words. However, the difference between the moving speed and the size of the text will inevitably affect the readability of the text. If the text is too large or too small, the moving speed of the text is too fast or too slow, which will have a great impact on the readability of the text. At the same time, in addition to readability, dynamic text must also have objectivity, which can also be called ornamental, namely the perceptual meaning of dynamic text in addition to its aesthetic sense in form and semantic logic in words. When the audience receives the external information, it is attracted and guided by the information, and this attraction does not necessarily come from the connotation of the text content itself, but also from the aesthetic perception of the information. "Distance produces beauty" has been tried on many occasions. If the information conveyed by the text is too absolute, and no reader can play the space through the ideological association generated by himself, then it is difficult for the reader to pay aesthetic attention to the text, thus leading to a lack of attention from the recipient of the information to the text object. Therefore, when designing visual communication, designers should pay attention to the balance between readability and objectivity of the text in the media where the information is transmitted. In order to make the designer's text image stand out from the image space which attracts readers' attention, the designer must carry on the deep processing to the text and pursue the deep infectivity of the text.

4. Four, the character aesthetics characteristic

As a form of visual language, text is mainly used for writing, carving or similar processing in other ways. While symbolizing, it has its own aesthetic characteristics. Text is an existence of visual information symbols. Information dissemination function and visual aesthetic function are its main aesthetic features.

(1) The unique shape of the text

The use of words runs through the visual communication design, in which the unique artistic value and aesthetic value of words are clearly revealed. In visual communication design, it is not simply to deliver the language to the audience, but to mobilize the audience's visual perception and auditory sense by various means, so that the audience can obtain the spiritual satisfaction and feel the aesthetic value of the text at the same time of entertainment. Text, as a basic symbol of communication, has its own connotation. We can read, we can see, we can listen. Since ancient times, Chinese characters have developed for thousands of years. During this period of development, the structure of Chinese characters has been changing with the development of society and culture, and its connotation has become more abundant. The connotation of words is constantly endowed with new contents by The Times. The five

development processes of Chinese characters, including the seal character, official script, regular script, running script and cursive script, in each development process, the characters show the characteristics and charm of The Times.

2. Artistic quality of Chinese characters

With the continuous development of visual communication design, the requirement of text structure is higher, and the visual perception of text is more important. In the past, people paid more attention to the deep connotation of characters and their understanding of characters. At present, people have a stronger aesthetic awareness of characters. Therefore, designers need to adjust the structure, combination form and order of characters with the help of numerous scientific and technological means. Such a change will greatly bring visual freshness to the audience, make the reader instantly produce visual gap, and attract the audience's attention. However, it is not enough for a text to have a good structure and appearance, because the profound connotation behind the text is the basis for the text to be inherited to this day. Writing records the development course of The Times and its heavy connotation. However, as people only pay attention to their own commercial and economic interests at present, they expand their visual enjoyment, which leads to the spiritual emptiness of people and the blockage of the communication of visual communication characters. Considering that visual communication design is still in the early stage of development in China, and various communication means are still immature, designers need to think about how to correctly grasp the unique aesthetic features of characters in order to touch and wash the hearts of the audience.

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