

# Analysis of How to Use the Graphic Creation in Posters Design

Mengmeng Zhou  
Humanity College  
Yantai Nanshan University  
Yantai, China  
e-mail: 61910184@qq.com

**Abstract**—Varieties of graphic creation have become the most important method in the posters. isomorphism, heterogeneous, symbiosis and incomplete graph, all of them can create newfangled graph. Also made the audience's visual novelty. Thus creative posters are constituted. From exception to strangeness is the important effect in posters.

**Keywords**—Graphic creation; posters; isomorphism; symbiosis; incomplete graph

## I. INTRODUCTION

With the development of Chinese politics and economic, the demand of the continuous development of the cultural and artistic activities is increasingly important. People not only meet the growing material needs, but also meet the spiritual pursuit. Posters can do if. Especially in the construction of spiritual civilization, the relationship between the development of art field and carry forward the national culture is very close.

Chinese character font design, this foundation course in art colleges and universities plays an important role in the design of the professional. We must not only think about Chinese characters font design construction and development of this course. More fully study Chinese character font design and the importance of the fusion of national culture. As well as on how Chinese characters font design into the national culture exploration in such a big cultural background.

## II. THE GRAPHIC CREATION

The graphic creation is using graphs for creative intention. Basing on the modeling elements, figure and shape transform, eventually forming ideas. In the <Song Shu LI Zhi Four>, graphic is "pattern". In the Geometry concepts, graphics is short for "geometry". "Graphic", comes from Latin "Grphicus" and Greek "Graphikos". Prove or show pictures of maps or charts. Graphics is a kind of descriptive symbols, plays an important role in visual communication, during the course of human development has undergone complex changes.

Graphically creation is now the vast majority of posters and the basic elements of visual communication, also is the methods of designer to express design plan and the communication design concept. Graphics beyond the borders, become no words language. Visual language communicates with the audience. About 80% larger identify than text, the font used for poster creations are basically graphical and symbolic.

In such an era, whether public welfare poster or commercial posters, the use of graphics have become the mainstream.

Creation, namely the innovation or extraordinary, distinctive understanding and ideas, its core is creative and core method is the association and imagination.

## III. GRAPHIC CREATIVE METHODS OF POSTERS

### A. Isomorphism graphic of posters

Isomorphism, is not the same pattern, but different or connected or similar graphics on the artistic conception. May be harmonious elements, also may be opposite elements, or similar objects, combine cleverly. For example, the creative imagination about circle, you can look a simple circle as the sun, an apple, buttons or other similar things, can also be associated with unity, harmony, etc. At this point, the two don't just show individual character, but the combination of personality and commonality.

There is a poster about Audi cars, four birds' nest composite four circles. Happen to fit on the Audi logo. Separately there are four eggs in the nest, implies Audi cars are very comfortable, just like the eggs in the nest, enjoying mother's care. More than one language, accurately expressed Audi vehicles and high quality service, meaning accurately in place, strong visual impact on the composition, was a successful poster.

McDonald's advertising, two front teeth was gone in your mouth, but the smile is still bright. The front teeth is consistent with McDonald's logo, expressing the McDonald's how delicious. How humor.

Similar constitution can also produce the imperfect graphics, which formed an original and incomplete graphics. It can make people feel more interesting. The new image will produce novelty and strange feeling, then form a new visual center and increase interest.

Such as "fusion" poster, its author is the professor of visual communication design in the China academy of art, its main body pattern is an incomplete forms through heterogeneous image. Its center is a giraffe. At first glance is an animal, but see carefully, you will find that the giraffe is the famous Italian painter leonardo Da Vinci's incomplete the Mona Lisa. The incomplete graph gives a new sense. Their contour look similar,

naturally formed the deformity Mona Lisa, the homogeneous formation of disability to novel visual perception, to strengthen the artistic conception of the picture.

#### B. *Heterogeneous graphic of posters*

Heterogeneous is another form of graphic originality, "heterogeneous isomorphism is a manifestation of graphic creative language. It uses a kind of element shape to destroy another element, making the two conflict or connect, resulting in a new visual form. Weaken the role of form and emphasizes the meaning of existence.

In one of the anti-war posters sudoku arrange 12 small graphics format, 11 of them is the tomb graphics, the last one is a soldier in the lower-right corner of the window hat, which was written on the topic "NO WAR". This poster is the way of heterogeneous graphics.

Heterogeneous is no longer alternative or addition, but transcendence or mutation. One way is to use two or more objects in space structure that arranged on the mutant form of visual stimulation, another way is to use a graphic gradually become another graphic. Heterogeneous is the carrier, is the "content" or "me". Isomorphism is the bridge to connect, heterogeneous is the adornment of the Bridges, clever apply will produce strong visual effects.

As a way of heterogeneous, the call is adopt the gradient to convey information. There are many examples, such as the seal to the car's variation, the snake variation beauty, octopus island carrots, all of them embodies the human wisdom. After so many years of accumulation, we also rapidly improve our design ability.

#### C. *Symbiosis graphics of posters*

Contour symbiosis pattern symbiosis graphics includes two kinds. One is formed by the virtual graphics and the actual graphics, the other is by the pun contour. Can't be break up. Symbiotic graphics are often used to symbolize the meaning of interdependence between things. General component is symbiosis graphics contour symbiotic graphics and positive and graphics.

The graphics use concise line traced out the outline of a variety of image to express topics. Graphics is given priority with lines, the middle line connect the both sides of the graphics, forming the graphics.

Positive and negative graphic combine each other. Two meanings implicit in a line. In The physical principle "unity and mutual exclusion", the positive and negative lines formed in Washington. Because of this, the contradiction shows the charm of artistic counterparts and visual satisfaction. Gossip in China is the classic case of symbiotic graphics, the famous Rubin Cup is another.

A world, a home, in this poster, outstretched five fingers represents for unity. The five fingers at the same time also has been designed to finger, positive and mutual set off, clever performance theme. In a concert posters, people armed with all kinds of instruments to performers, conformal is a saxophone performers, followed by a negative graphic is long tube

performance. The positive mutual set off, the picture is full of music performing.

#### D. *Incomplete graphic in posters*

Our life is full of imperfect. On posters graph, a lot of incomplete didn't influence our understanding. On the contrary, just because of incomplete give people a new visual experience. Human visual perception is, in fact, a kind of visual thinking, it has the initiative and consciousness of gestalt. Although graphics itself is incomplete, but still can obtain a complete perceptual objects.

In the Chinese dictionary: meaning "disability", caused by missing limbs or organs, such as incomplete, some deficiency." [3] Thus, "defect" is a derogatory term, opposed to "perfect", is the destruction of the representation or everything is not perfect, is the destruction of things, is the reverse order, is psychological rebellious. But it is interesting to note that when the "incomplete" application in the art field, great changes have taken place.

Disability is a kind of phenomenon, so the imperfect is everywhere; broken beauty is a kind of theory, is the sublimation of incomplete representation on understanding. Broken beauty in the arts generally can be divided into two types: narrow imperfect and generalized incomplete. In this kind of incomplete or valentine or play imagination, hence the beauty; Incomplete generalized beauty is due to the incomplete beauty, which is incomplete. Whether it is local, incomplete or incomplete as a whole, can feel the beauty in the imperfect is incomplete beauty, also is said incomplete beauty.

Furnishing design, a victory poster, the picture without any language, is only the hands of a mutilated finger V shape. It is the imperfect third fingers refers to remind people to victory is to pay a painful price, strong visual impact is hitting everyone's heart, cannot help but let a person feel sad and poignant, prompting human for their actions to make a new review and reflection.

Poster imperfect subject graphics is not the simple incomplete, but the poster designer' design idea of graphics. It embodies the designer of posters theme subtle assurance, has deep creative ideas, mainly displays in the outstanding theme, imagination and meaning on three levels such as perfect. Brokeback Venus is due to its incomplete arm "a blessing in disguise", become the focus of debate of hundreds of years. When people see a broken things, because of its inner "gestalt" role, is bound to be trying to make this thing to conform to their idea of a "gestalt" as far as possible, so that it can produce a kind of psychological "pressure". This kind of "pressure" mobilized the viewer's mind, then the viewer is on the basis of gestalt to fill the gaps in their minds, So as to give full play to the viewer. Graphic creation is not only to shape vivid art form, but also should provide an intriguing aesthetic imagination.

#### E. *Isomorphism graphic of posters*

Isomorphism, is not the same pattern, but different or connected or similar graphics on the artistic conception. May be harmonious elements, also may be opposite elements, or similar objects, combine cleverly. For example, the creative imagination about circle, you can look a simple circle as the

sun, an apple, buttons or other similar things, can also be associated with unity, harmony, etc. At this point, the two don't just show individual character, but the combination of personality and commonality.

There is a poster about Audi cars, four birds' nest composite four circles. Happen to fit on the Audi logo. Separately there are four eggs in the nest, implies Audi cars are very comfortable, just like the eggs in the nest, enjoying mother's care. More than one language, accurately expressed Audi vehicles and high quality service, meaning accurately in place, strong visual impact on the composition, was a successful poster.

McDonald's advertising, two front teeth was gone in your mouth, but the smile is still bright. The front teeth is consistent with McDonald's logo, expressing the McDonald's how delicious. How humor.

Similar constitution can also produce the imperfect graphics, which formed an original and incomplete graphics. It can make people feel more interesting. The new image will produce novelty and strange feeling, then form a new visual center and increase interest.

Such as "fusion" poster, its author is the professor of visual communication design in the China academy of art, its main body pattern is an incomplete forms through heterogeneous image. Its center is a giraffe. At first glance is an animal, but see carefully, you will find that the giraffe is the famous Italian painter Leonardo da Vinci's incomplete the Mona Lisa. The incomplete graph gives a new sense. Their contour look similar, naturally formed the deformity Mona Lisa, the homogeneous formation of disability to novel visual perception, to strengthen the artistic conception of the picture.

#### *F. Heterogeneous graphic of posters*

Heterogeneous is another form of graphic originality, "heterogeneous isomorphism is a manifestation of graphic creative language. It uses a kind of element shape to destroy another element, making the two conflict or connect, resulting in a new visual form. Weaken the role of form and emphasizes the meaning of existence.

In one of the anti-war posters sudoku arrange 12 small graphics format, 11 of them is the tomb graphics, the last one is a soldier in the lower-right corner of the window hat, which was written on the topic "NO WAR". This poster is the way of heterogeneous graphics.

Heterogeneous is no longer alternative or addition, but transcendence or mutation. One way is to use two or more objects in space structure that arranged on the mutant form of visual stimulation, another way is to use a graphic gradually become another graphic. Heterogeneous is the carrier, is the "content" or "me". Isomorphism is the bridge to connect, heterogeneous is the adornment of the Bridges, clever apply will produce strong visual effects.

As a way of heterogeneous, the call is adopt the gradient to convey information. There are many examples, such as the seal to the car's variation, the snake variation beauty, octopus island carrots, all of them embodies the human wisdom. After so

many years of accumulation, we also rapidly improve our design ability.

#### *G. Symbiosis graphics of posters*

Contour symbiosis pattern symbiosis graphics includes two kinds. One is formed by the virtual graphics and the actual graphics, the other is by the pun contour. Can't be break up. Symbiotic graphics are often used to symbolize the meaning of interdependence between things. General component is symbiosis graphics contour symbiotic graphics and positive and graphics.

The graphics use concise line traced out the outline of a variety of image to express topics. Graphics is given priority with lines, the middle line connect the both sides of the graphics, forming the graphics.

Positive and negative graphic combine each other. Two meanings implicit in a line. In The physical principle "unity and mutual exclusion", the positive and negative lines formed in Washington. Because of this, the contradiction shows the charm of artistic counterparts and visual satisfaction. Gossip in China is the classic case of symbiotic graphics, the famous Rubin Cup is another.

A world, a home, in this poster, outstretched five fingers represents for unity. The five fingers at the same time also has been designed to finger, positive and mutual set off, clever performance theme. In a concert posters, people armed with all kinds of instruments to performers, conformal is a saxophone performers, followed by a negative graphic is long tube performance. The positive mutual set off, the picture is full of music performing.

#### *H. Incomplete graphic in posters*

Our life is full of imperfect. On posters graph, a lot of incomplete didn't influence our understanding. On the contrary, just because of incomplete give people a new visual experience. Human visual perception is, in fact, a kind of visual thinking, it has the initiative and consciousness of gestalt. Although graphics itself is incomplete, but still can obtain a complete perceptual objects.

In the Chinese dictionary: meaning "disability", caused by missing limbs or organs, such as incomplete, some deficiency." [3] Thus, "defect" is a derogatory term, opposed to "perfect", is the destruction of the representation or everything is not perfect, is the destruction of things, is the reverse order, is psychological rebellious. But it is interesting to note that when the "incomplete" application in the art field, great changes have taken place.

Disability is a kind of phenomenon, so the imperfect is everywhere; broken beauty is a kind of theory, is the sublimation of incomplete representation on understanding. Broken beauty in the arts generally can be divided into two types: narrow imperfect and generalized incomplete. In this kind of incomplete or valentine or play imagination, hence the beauty; Incomplete generalized beauty is due to the incomplete beauty, which is incomplete. Whether it is local, incomplete or incomplete as a whole, can feel the beauty in the imperfect is incomplete beauty, also is said incomplete beauty.

Furnishing design, a victory poster, the picture without any language, is only the hands of a mutilated finger V shape. It is the imperfect third fingers refers to remind people to victory is to pay a painful price, strong visual impact is hitting everyone's heart, cannot help but let a person feel sad and poignant, prompting human for their actions to make a new review and reflection.

Poster imperfect subject graphics is not the simple incomplete, but the poster designer' design idea of graphics. It embodies the designer of posters theme subtle assurance, has deep creative ideas, mainly displays in the outstanding theme, imagination and meaning on three levels such as perfect. Brokeback Venus is due to its incomplete arm "a blessing in disguise", become the focus of debate of hundreds of years. When people see a broken things, because of its inner "gestalt" role, is bound to be trying to make this thing to conform to their idea of a "gestalt" as far as possible, so that it can produce a kind of psychological "pressure". This kind of "pressure" mobilized the viewer's mind, then the viewer is on the basis of gestalt to fill the gaps in their minds, So as to give full play to the viewer. Graphic creation is not only to shape vivid art form, but also should provide an intriguing aesthetic imagination.

#### IV. COMPOSITION

Subject is graphic poster' own points, once you determine to convey thoughts, graphic designers should revolve around subject to expand. In the design process, integral feeling is particularly important, all parts of the poster should be in the service of the whole. If some detail picture too outstanding, destroyed the whole beautiful posters, distracted the audience's attention, weakened the poster body aesthetic attention. No matter how perfect it is, also need to ruthlessly discard extra detail, so as to highlight and strengthen the body. That is to say, any details of the picture must be submitted to the overall effect of for maritime and intention.

And the body of the poster graphics itself also have primary and secondary, and some details. In order not to submerged by ocean of information, and to attract the attention of the audience, it is necessary to highlight an important part of graphic poster subject, in order to become more prominent theme. And will make the main body of the poster graphics disability is one way. The purpose is to highlight the focus, service as a whole, is on the overall effect of clever disability, make the audience accept and bear the poster in the obvious idea.

#### V. CONCLUSION

Gombrich thought that people can easily be perceived pattern can let a person feel boring. When the desired pattern appeared in our field of vision, our attention is not attracted by it, in this schema structure will sink to the us under the will of the valve. A real infectious graphics, with concise expression, by grasping the essence of things, omit some parts, and further make the highlight part contains a kind of to be near a gestalt of psychological "depressed" or "tension". The graphics will be from familiar to strange. The audience's feeling produce the novel visual agitation, make visual gets greater satisfaction.

We're going to the using element, make them consciously together, forming new and more interesting element. Let them play a more important role in the poster. This requires the designer to accumulate more at ordinary times. How to observe the relationship and difference between the elements, in a wider perspective and a full range of observation, reviewing object, clever apply various graphical structure mode in the poster.

#### REFERENCES

- [1] Shujiao Zhu, Semiotics of homogeneous and heterogeneous and heterogeneous isomorphism in creative graphics resolution, pp.109, Journal of Henan Business College, January 2008.
- [2] Fang Wang, Theory in Graphic Advertisement Design, pp. 59, Popular literature, June 2009. published.
- [3] Handian electronic version, <http://www.zdic.net/>
- [4] Shan Wu, Enlightenment of the theory of Gestalt psychology in graphic design, Contextual Design, pp. 9, July 2008.