

Art Design Research in Digital Age

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Abstract. Today is the digital age, graphics and text some traditional ancient symbols and became the mainstream of contemporary social culture, they enrich people's visual culture; bring a new experience for people's life. Fused digital art and design is a kind of innovation is inevitable, in this paper, on which is the inevitable outcome of the modern art design field, business illustrations are discussed, and the integration of digital design, it analyzed in art and design aspects of the relationship between them, as well as digital commercial illustration in the development prospects of the future society.

Introduction

Artists think "nowadays, painting art became a basic subject, and commercial illustration is the application discipline." Modern commercial illustration has its special social function attributes, such as aesthetic function as a work of art, is the basis of commercial illustration art, it show the contents of the aesthetic feeling and purposeful and conditionality, so commercial illustration aesthetic, moral and utilitarian function; commercial illustration have practicality and popularity, it is the artistic features of the design and expression to accord with contemporary aesthetic taste, so purely commercial illustration is not art, it is the main function of the catalytic activity, economic performance, to attract people's eyes through art show, and achieve the expected business objectives. But no matter what, commercial illustration in the society and people's lives have already occupies a very important position, it will not replace the painting art, but in widening the scope of its application, is impossible to ignore.

The relationship between digital age and commercial illustration

The digital age is a kind of trend, and commercial illustration is an art. To the development of art, we have to cater to the trend of the development of the times to make the changes. To apply digital technology into commercial illustration, not only can enrich the creation concept, methods and forms of illustration, can also be a kind of brand-new commercial art form into people's hearts, and add to the city's design aesthetic feeling, lets many cold commercial advertisement become more close and warm. From the design point of view, digital design and illustration design, in harmony to organic, to play to the charm of the contemporary social business illustrations, so we are discussed the digital age and commercial illustration, the relationship between the understandable for the integration of digital design and commercial illustration design, this kind of fusion involved elements include the following.

Design creativity

Digital business illustrations designer needs to have two kinds of creative thinking using digital technology to digital creative thinking and designing commercial illustration art design thinking. The so-called creative is to enhance communication between the audience's visual and works, open the audience's thinking space, by the works desire to hook up their imagination. This kind of thinking can reveal the inner nature of objective things and work, also can create a brand new visual image for the audience.



Fig. 1 British commercial illustration

As shown in figure 1 of this commercial illustration, it is a picture from the London Piccadilly Circus commercial building shopping guide is one of commercial illustration. The illustration of the creative is accorded with the history of the industrial age and single wheel bike, and driving bicycle gentleman behind that old engine said the British have far away from the industrial age, into the modern era of science and technology. This is also the British a connotation of classical thinking reflected, it is the traditional British conservative mentality, like this illustration and commercial block in the great cities of the poster design in the UK are very common. In figure 1 this time travel and digital visual fantasy illustration form of thinking, can bring people into a whole new world of fantasy virtual, this is the charm of digital technology for the illustration of unlimited creative thinking space.

Graphic design

Business illustrations and digital design pays attention to the expression of graphic, sometimes the expression is more like a kind of form in visual communication and psychology to allude, commercial illustration of the graphics and logo and pattern is different, it is not a simple decoration, but it can be based on specific ideology formed under the domination of a deliberately depicting expression form of one or more elements. The sublimation of commercial illustration is a kind of aesthetic consciousness, some elements contained in digital business illustrations of many, perhaps also has the very profound philosophical implication, can't immediately understand by people, but its "shape" is real is not abstract, it is also a digital commercial illustration of the skeleton. Here, expressed by the "form" is a kind of the territory of an image, the outline of different style and it has imaginary space, also can pass information thinking, and its connotation of mining need people to have aesthetic consciousness and imagination. So, imagination can be understood as the source of graphics is created, is also a chance to express people accepting graphics. In digital design, the approximate expression of the graphic image attributes a lot, such as traditional computer design commonly used hand-drawn illustration, photography, illustration, computer illustrations can undertake business illustrations for the transmission of information, symbol and metaphor. Digital points, lines, and abstract background and symbol expression, embodies the digital, to the promotion of commercial illustration artistic value make its modern form design ^[1].



Fig. 2 Multimedia application of digital business illustrations of the world

The characteristics of commercial illustration art design in the digital age

Digital age using the unique technical characteristics of the commercial illustration for their intelligence propaganda opens up a new route of transmission, so from the artistic expression of contemporary commercial illustration, the deep behavior, in all areas of the digital age gives business illustrations more expression and larger play space. From a technical point of view, commercial illustration is out of the mold of traditional painting, to 2.5 D and 3 D world. And the technique of expression and means of commercial illustration also has been away from the traditional brush, have more digital tools auxiliary, realized we can't achieve before painting skills, operation is also more concise.

New authoring tools

New painting tools thanks to a powerful digital design system, the emergence of intelligent graphic software can also let the creator to get rid of some old thinking, only through simple operation can be completed in the traditional paper and pencil drawing is very time consuming process, and it is more convenient to modify. Such as digital drawing software in the use of gradient, feather painting technique, which they draw the outline of the dotted line effect more rules, smooth and even. If there is demanded, the computer can also be the creator to copy out numerous exactly the same pattern of monomer, which greatly reduces the creators of the heavy workload. So in the computer aided intelligent digital technology, commercial illustration also gradually became a computing subject, its calculation and measuring standard completely can be done in the program based on the certain rule, and the error is very small.

To strengthen the virtual of the reality

Digital business illustrations bring to people is a four dimensional art, the so-called four dimensional art is to strengthen the extreme of the virtual reality. The current commercial illustration is given priority to with 2 d, but the traditional two-dimensional business illustrations are more and more complanation, monotonous, while 2 d drawing style based on the technology of digital processing in the line, graphics, and color is more open, broke the traditional conservative in painting, to develop amazing. In three-dimensional performance, digital commercial illustration is more use of highly compound painting language, such as the compound effect across the concept of degree of freedom, or will the manual painting, 3 d graphics and photography trinity combined, form a hard composite effect. While on the post-processing, the extensive use of the graphics, transparency, fold at the end of the match adjustment, thus forming a blend of the 2 d and 3 d technology integrated business illustrations, it can bring people a strong visual impact, and fresh ideas. As shown in figure 3.



Fig. 3 The commercial illustration of game show in Tokyo, Japan in 2010

The development advantage based on the digital art design of commercial illustration in contemporary social

Digital technology intervention for commercial illustration to ascend the high fidelity, it can be repeatedly nondestructive continuous replication, and information quality do not discount. So based on the digital art design of commercial illustration on the practical performance is stronger. Based on this, the digital business illustrations in contemporary social development can be advantage to expand.

Contemporary digital commercial illustration is more suitable for commercialization

Based on digital design of commercial illustration icing on artistic expression, intelligent software in computer assisted, creator of the operational space and design inspiration is infinite amplification, which makes the tedious manual work into real can release imagination and inspiration of the high-tech technology application. From the perspective of creative designers, it is convenient and powerful technical support promoted their creative inspiration and creative intentions, this for broadening the commercial illustration of the commercial market is a big positive message.

On the other hand, commercial illustration is closely related to the business, so a wide range of spending power support is a must, and required by the business operations of the modern society is rapid, accurate, easy to modify and has the very strong visual impact and expressive force. So if use traditional techniques to create commercial illustration, has now is not suitable for high speed development and upgrading is very frequent tempo of modern society. Therefore, to meet the demand of the contemporary market business with digital business illustrations, and traditional hand-drawn illustration is more inclined to those beautiful, expensive artwork, have a high taste for art need of special crowd. So, digital illustration is more suitable for business and the development of contemporary society and contemporary commercial high-speed operation, it is contemporary society formed a kind of art efficiency model.

Strong interactivity

As stated above, the emphasis of digital commercial illustration is a kind of interactive, namely the viewer through commercial illustration with friends face to face communication, and communication from a distance between the viewer and the author. So it conforms to the contemporary society, the law of the development of a deeper level of participation. Designer to design the digital commercial illustration is hope t able to enter the work, to communicate with people, this is the contemporary digital art, embodied the interactivity of social human computer interaction. It is not only beneficial to

the viewer to the participation of commercial illustration, also can promote people's taste and imagination. Digital image, as it were, with the help of the Internet has broken the traditional thinking of art appreciation. Digital commercial illustration is to reduce the distance between the viewer and works, make people in a new way of aesthetic Angle and involved, to form more effective communication, which is digital business illustrations hope that through such a way of communication to keep living in the information age but increasingly booming cold interpersonal [2].

The development Prospects of commercial illustration art design at digital age

Digital art development of commercial illustration

Both traditional and digital, art has always been pursued by the commercial illustration, no art, no expression. So in the digital age, the art of commercial illustration design development prospects there are two major types of technology.

The first kind is called a bitmap. Bitmap by law is a point in the digital painting, it is very suitable for processing some rich layers of color and light and shade, delicate and exquisite detail visual phenomena. Currently in commercial illustration of digital design, such as Photoshop, painter drawing software which is frequently used in the current business is very popular in the illustrations. As shown in figure 4 illustration of a woman is adopted in the bitmap law point, a woman's neck, hair, adopt the watercolor rendering, the performance of the more prominent facial details. While the eyes, lips, apply to the delicate depiction of lattice, there are more exquisite luxuriant. Although the painting part is 2 d drawing style but is because is very three-dimensional distinct levels, embodies the beauty of female facial features. As shown in figure 4.



Fig. 4 Female business illustrations

Secondly, vector diagram, expressed by the vector diagram is a term used to describe a method of computer graphics, its characteristic is to be able to output the design of the high precision image, but also for the processing of hard edges more conveniently. For commercial illustration to join selectivity of vector diagram design means that the rich resources. In general, large vector gallery has tens of millions of image resources, it is for the creation of the commercial illustration design a big advantage, designers through the choice of vector diagram and modify to complete the work, can be quickly and quality is assured. So from a technical point of view, the development prospect of the digital commercial illustration is the combination of its artistic value and commercial value, now people need a state of daily life of aesthetic content, for the commercial illustration itself is an important factor to continue.

Rational view of the interaction between art and technology

Business illustrations and digital technology is, after all, two kinds of culture, Italian illustrator Wells is considered "painting is essential craft illustrator, and computer technology is needed for a design creation tools." Indeed, the combination of commercial illustration and digital technology to be rational view, although the combination of the two cultures brought infinite good for people, but the future development of commercial illustration or need these illustrations original painters have a certain hand painted ability, can will be based on the digital commercial illustration, for the basic skills of painting art still is the social development need a kind of art ability. As "real" digital technical commercial illustration is to some excellent art works by the traditional craft blended with digital technology. Technology is to convey the artist thinking tool, and the soul of the commercial illustration is its artistic quality. ^[3] "this sentence tell people also reveals the development of future digital business illustrations path, that is digital application for designers provide more opportunities for artistic creation, it does not mean the end of hand-painted art, art does not contradict between digital technology and art.

Conclusion

All round the world development, digital era of science and technology has been over whelming, it has almost all of the people's life. Digital business illustrations as a business and the integration of art, art and technology of the contemporary society, should have its own characteristics, principles, and personality. As a kind of new art form, it is the foreseeable future, so, this for the foreseeable future needs people to grasp earnestly, see the business illustrations of the digital age, right is right about the future of art.

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