

Research on Graphic Symbol Expression in Visual Communication Design

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Abstract: Visual Communication Design unprecedented tremendous development, rich visual form also brings to the audience a sense of visual fatigue. Visual communication designers must be the most sensitive to understanding the audience's attention lying. Graphical symbols have vivid, expressive and appealing features. The most important thing is to make people in a short period of fast memory, distinguish complex visual information, making it stand out. This paper focuses on research on graphic symbols expression in visual communication design. This paper mainly use classic business case study analysis, to find graphic symbols in Visual Communication Design major commercial value and social significance. For the re-creation of graphic symbols in-depth analysis, draw lessons from the relevant argument scholars, to achieve rich connotation about a graphic symbol context, the diversity of the graphic symbol, figurative expression of graphic symbols, graphical notations of abstract expression and so on.

Introduction

Visual communication design[1] is the designer and media cooperation in information dissemination. With the continuous development of human civilization and innovative of science and technology, visual communication design has reached an unprecedented tremendous development. People are rejoicing in a variety of visual forms of expression at the same time, but ignore the fact that abundant form to the audience fatigue brought vision. Visual communication designers had to make the most sensitive to discern where the audience's attention. Graphical symbols have vivid, expressive and appealing features. The most important is that the graphics symbols can make it in a short time fast memory, distinguish complex visual information, to cater to the audience in the visual fatigue physiological characteristics, so that our designs can stand out. Cooperating with the language of symbols, we can visualize abstract concepts, concrete. By image or situations induce people's emotions. Visual communication design[2] graphic symbol information function is to attract the attention of the audience, to stimulate people's interest, to guide the audience to understand visual semantic information, and to strengthen the audience of the entire design work memory. At the same time, it also has aesthetic functions. This article is intended to study the important role of graphic symbols in the visual communication design, in order to be able to strive for modern visual communication design input of fresh blood.

Visual Communication Design of the Graphic Symbol Expression

Symbolic Graphic Visual Impact Effect-omega Watches[3]. In the world watches and clocks, omega represents excellence, innovative design and craftsmanship. Omega watches has become a pioneer in the world of watchmaking, and its high price of consumer goods into the aristocratic class. Omega is one of the world's best-selling high-end watch brands, although the production of watches in Switzerland accounted for only four percent, but firmly grasp the high-end watch market. owever, these are all kinds of interesting excellence all concentrated to that little"Ω"symbol among. In this sense, an extraordinary character in small, also pinned the people unlimited reverie and pursuit. Omega watches mark is shown as Figure 1:



Fig. 1. Omega watches mark

Also, this "Ω" symbol in the entire marketing process also plays a very important role. "Ω" Symbol take full advantage of the visual association law, so that the audience for the visual image from the perceptual intuition risen to judged understanding. This kind of visual images in the process of symbol information cognition is a key hub, sexual psychological form.

Association means by the current psychological process joint other related things. Association is inherent in the internal relations of things and external linkages response. When the inevitable link between things and things or between several characteristics of things come into and solidified in the human brain, the formation of an association of memories, experience and perception while the current stimulus contact occurred, or by the current stimulus communicate Contact memory in a variety of related things, so it caused a wide variety of associations. A "Ω" symbol, evokes a lot of memories. Those stories about school days. That often appears in the symbols of mathematics textbooks. We see it again today, but it is in another environment, another feeling. This is exactly the essence of Omega watches logo. The three brand logo contrast are shown as Fig 2:



Fig. 2. Three brand logo

From the Fig. 2, we can know that these three are the brand logo. From a fairness perspective, I suppose we do not know the history and culture of these brands, and they just met at a first surface of the state, and we can clearly feel that the most visual impact, most can draw attention to the signs must watch the logo design. Little sign "Ω" From the first into our line of sight when he brought back our strong interest. This is because it is not a simple graphics, it is a symbol. "Ω" Is the first in Greek and is the last letter. It symbolizes the beginning and the ultimate.

Symbolic Graphic Brand Marketing Effect-absolut Symbol Marketing. Absolute vodka for Sweden[4] is shown as Fig. 3. Absolut Vodka marketing world is a symbol of marketing. A commodity, with a sign, get the business, fashion and art combination of the three great success, which is the Swedish Absolut Vodka, a miracle in the history of commercial symbol. Absolut bottle is forever poster protagonist. The short-necked crystal bottle with rounded shoulders very fit Absolut's core values - pure and simple, perfect. As a symbol of successful marketing strategies in the 1750s That marked the beginning of the marketing philosophy of market movement, the bottle symbol is the foundation and source of all advertising creative, is the master behind the scenes. Focus all the ads focused on the "bottle-shaped", while accompanied by classic advertisements. This simple and powerful advertising appeals different, to create a new advertising model, the starting point is positioned on the spread of artists, movie stars, tycoons, celebrities, also contributed to the "Absolut vodka" brand of fashion, personalized, the value of the communication process.



Fig. 3. absolute vodka for Sweden

Symbolic Graphic Brand Extension Strength-the National Flag as "goods" of the Country. The flag as a graphic symbol[5] has its own commercial value, in addition to the US Stars and Stripes, probably the only Switzerland. American Stars and Stripes contains powerful dream, which is the US government stressed that "unity under the Stars and Stripes," to lead the citizens of the results of education. The use of the Swiss flag symbol, but with the Stars and Stripes different. Switzerland can be called the symbol of the country most closely connected country, so Switzerland is known as the brand's kingdom, where people who have been to Switzerland will be the streets of the "flag" to attract. The logo of the Swiss flag with the symbol of Swiss brands are shown as Fig. 4:



Fig. 4. The Swiss brand logo with a Swiss flag symbol

Switzerland itself is a source of brand concept is that Switzerland is the world's leading rich countries. One of the most representative is Swatch.

Swatch in the minds of young people, is a fashion brand leader. Because this young, innovative watch exclusive manufacturing in Switzerland, has become a passion, interest caused by moving, the perfect symbol of the pleasures of life. Swatch founder Nicolas Hayek under its leadership, the Swiss watch industry to make bold innovation, continuous improvement of new electronic watches, the watch case into a colorful piece of art, and naming these works of art as "Swatch". The name of the "S" not only on behalf of its Swiss origin, and contains "Second-Swatch" that is intended to form the second block, indicating that people can like own fashion, his colleagues have two or more than two watches. From the Swatch logo design we can see, the Swatch faith is built on a strong foundation on the Swiss watch industry. They rely on the deep culture and long history of the Swiss watch, and hope to pass down. It can make people in many brands, a crooks out of this is a Swiss brand. Switzerland Swatch also learned many "Seiko secret agents," "superior quality" and "robust."

Re-creation of Graphical Symbols

Diversity of Visual Symbols. There is a diversity of characteristics[6] between the visual symbols and meanings. A meaning can have a variety of symbolic representations, and also can have a variety of graphics performance. This is also what we usually call a righteous multiforme and a view of a multi justice.

Graphic symbols and meanings of things is to be formed by the association of the way to achieve. The so-called association, is to master certain methods and laws. Of course, this requires designers also need a certain degree of literacy and life experiences in order to better grasp the graphic symbol creative, take full advantage of the graphical symbols in a creative view of a multi-defined characteristics, to create a more complete graphical symbol .

Visual Symbols Context. Text conversion from the graphical symbols, graphic symbols on it since ancient times and text are inextricably linked. Due to human favor of the text, as well as the rapid development of philology, forms the basis of semiotics also on philology. Graphical symbols are to be subjected to a picture pinned and affect other visual elements, but also among various other visual elements and the existence of contrast and echo. But for a graphic symbol represents the impact of meaning, there is a more ambitious power, and that is an area of influence of regional culture, regional political, economic and regional local history and other factors on the graphic symbols meaning.

Graphic Figurative Expression Symbol. Wanted to show some of the more figurative meaning, designers can use some of the more graphic or similar symbolic graphics to performance. This is also a sign of things similar to the graphical expression of the most commonly used. Designers can grasp the overall shape of concrete things, from which summed up the most concise style. It also requires a strong modeling capabilities and organizational structural capacity designers. In the study of treatment of different things to different categories, to find the regularity of things, and applied to generalize things were to go the graphics. In the graphic symbol figurative expression, but also pay attention to a different perspective of things, a lot of specific things it is characterized by different perspectives have different forms.

Abstract Graphic Symbol Expression. Abstract graphic symbols behave the way things shine than with graphic symbols like the expression, the space will be wider to play more, but will also be more difficult. Since the abstract meaning of things in the way of thinking and expression means something more than figurative content can play, so we are creating something abstract graphic symbols also have more possibilities to choose from. But there are more opportunities, but also accompanied by more difficulties and challenges. For an abstract thing, there must be a mind full of designer ready thinking, which requires the designer's thinking is divergent, not a specific image and representation of the restrictions.

Conclusion

Development is not just limited to the exchange of graphic symbols in the field worldwide. Many companies and brands in the world are aware of a symbol which can give companies enormous business opportunities and promote its force. This paper mainly use classic business case study analysis, to find graphic symbols in Visual Communication Design major commercial value and social significance. For the re-creation of graphic symbols in-depth analysis, draw lessons from the relevant argument scholars, to achieve rich connotation about a graphic symbol context, the diversity of the graphic symbol, figurative expression of graphic symbols, graphical notations of abstract expression and so on.

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