

Research on the Graphical Design of Print Ads Text

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Abstract. The text mainly matches with the graphics element to convey the theme of advertising and information and the graphic design of text itself is an important manifestation technique of the creative. This article illustrates the image of the text in graphic design, from three aspects of the text graphics same structural design, texture creation and group combination to discuss the method of choreography graphic design in print ads text. Graphic design of print ads text has greatly enriched the language of advertising design and enhanced the creativity of print ads.

Introduction

Print ads often play a role in conveying instantly, personalized content and originality manifestations can show originality print advertising works. Graphic design of print ads text ads is one of the unique forms of expression and it can capture the public's attention in an instant, and binding on outstanding creative in a new way.

The Text and Graphics of Print Ads Design

Text is used to record the human language to express feelings of symbols. The most important feature is the text symbol express the concept is that people are thinking objectively reflects the form of the object and the object of objective rational generalization. The text mainly matches with the graphics element to convey the theme of advertising and information and the graphic design of text itself is an important manifestation technique of the creative. Print ads include a title text, slogans, text and attachment. Print ads text itself is a clearest and most convincing concept notation, supporting graphics deliver advertising messages, causing consumers to pay attention and read. Graphic advertising content is to convey the visual image, focusing on shape and color performance. Text itself is a graphic symbol and graphic design of text is extremely malleable and unique performance, so that the text extends to the graphic concept of communication, graphic-rich expression of text, text and graphics to extend the meaning of performance. Graphic text greatly enriched the creative graphic design language and enhanced the creative charm.

Image of Print Ads Text

The Image Design of Text Graphic. Image of text in print ads has its each characteristic. Image refers to the external shape of things or phenomena, objective, material, concrete. Font types are printed, handwritten and artistic. Chinese characters are mostly square and the Latin word is more circular. Handwriting is full of personality, friendly and natural. Art involves a large range of fonts, decorative features.

Image text graphic expression commonly used techniques are: changes in the shape, stroke substitute, restructuring and so on. Text itself has a certain shape features, you can break the conventional design, a change from the external morphology, so that more square, more rounded circle, or even a pattern extending from a stroke, the enhanced font graphic decorative features party. Stroke is a part of text, to ensure the appearance of text at the same time, allows graphics replace some stroke of text, then the graph should have a common appearance on the stroke, such as the Eiffel Tower with graphics instead of the letter A , enhanced font fun graphic features. Text itself has a certain structural features of the structure of the text broken up, and restructuring to change the text form, such as environmental advertising screens are all green, "wood" word order, the

"wood" word break strokes on both sides of the middle into a black "ten", on its advertising connotation vividly expressed. Therefore, graphic design Morphological characteristics of the text, in the form of graphical creativity resulting in the expression of the effect of having a visual tension.

Images Design of Characters and Graphics. The so-called image is an artistic image that the main objective creates the images through unique emotional activity. "Meaning" refers to ideas, feelings, thoughts, etc., is subjective, spiritual and abstract; "like" refers to things external image or phenomenon, is objective, material, concrete. Images in graphic design text graphics expression is an abstract concept, thinking through figurative text, graphics show. At this point there is not only the image of expression, form and shape in the back binding, as well as the shape and meaning of conversion. Peaceful reunification as advertising design, the picture is "China" letters, one of which is a Taiwan map shape the "i" on the copy is: less this point, it is not a complete China. The local advertising alternative of graphical text is through figurative graphics adapter to interpret advertising connotation. This creation into the designer's feelings, thoughts, charm, harmony and unity to achieve the main object, is the artistic expression of a character pattern Creative higher level.

The Method of Graphic Design in Print Ads Text

The Isomorphic Design of Text Graphic. Isomorphic Creative Graphics is a major method of contemporary graphic design. Text graphics isomorphic design means text and graphics are combined together to form a new image, the new image is not a simple combination of text and graphics, but a mutation or beyond, forming a strong and rich visual psychological feelings. I once designed a decade of Macao's return to print ads, designed by combining text and graphics, using the word "and" creative graphics, the word "and" the right "mouth" and the traditional Chinese red lotus flower pattern with a textured design font ink strokes were for local use structure, with elements reflecting the return of Macao to China ten years memorable. In this way is a local isomorphism, works to maintain the basic characteristics of the text, the text in a certain part of a similar combination of graphics design, mistaken identity on this logic makes advertising designed to generate a more far-reaching significance. Another way is homogeneous whole, with all text graphics with structural design, such a more holistic way. Children around the world make a variety of hand gestures to make a combination of "PEACE" word to express the yearning for peace for the world's children. Text graphic design is not isomorphic simple combination, and to multi-faceted, in-depth study of their morphology, contact connotation from the image of expression extends to transfer images to form Tech, intended to win.

The Texture Creation of Text Graphic. Texture refers to the texture feature images of the surface can be divided into visual texture and tactile texture. Text graphics performance texture variety of ways, using various tools and materials in the text generated graphics special effects, but also with computer design, light color characters and graphics performance of the formation of the texture and the like. Text can be composed of texture graphics, text itself can be a texture composed graphics, graphic design in the way they should be applied flexibly. Hong Kong designer Alan Chan works on display at the Shanghai Biennale "Great minds think alike," advertising is to design Adidas and Nike, McDonald's and KFC, Microsoft and Apple, Coca-Cola and Pepsi signs of these competitors reversed, with humor way to play brand. The design method on the application of the character pattern texture design, neatly arranged text will be formed to feel texture, adjust the color brightness, so that the composition of Nike logo Adidas logo and slogan text. Text graphics performance of rich texture of the expression of print ads, advertising design enhances the appeal.

The Combinations Choreography of Graphic Character. Text can be used as point, line, surface morphology appeared in print ad design, text layout after grouping can be composed of graphics, illustrations reach, the layout form unique to enhance the beauty of form and the ratio between the screen maps, text, space problems, and enhance people's appreciation and readability. The most basic presentation of the text are: linear arrangement; layout variations; Surface-shaped layout; text layout along the left and right are homogeneous; left layout; right layout; the layout of text and other graphics. Wherein the main creative points of graphical layout of the text refers to the

text along the graphic layout of text and graphics mode. Absolut print ads pictures are unique bottle shape to be creative graphics, in which one character is composed of bottle-shaped, whose written records significant events occur each year, the bottle shape can attract customers, but more importantly, clever arrangement of text advertising graphics gives infinite charm and mystery. This is a very interesting and creative ways to attract people's vision can often achieve fun effects.

Conclusion

Text graphic design for print ads has a wealth of creative inspiration. Through the isomorphic design, texture creation, combination choreography and other creative practices can make text and graphics better imagery expression. Concise, combine images, unique innovation are the pursuit of graphic design, design techniques of graphical text is as well as more worthy of our in-depth exploration.

References

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