

# *Analysis of the Application of Illustration Art in Graphic Design*

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**Abstract**—With the development of modern science and technology, science and technology is continuously applied to graphic design, and traditional brush tools has been replaced by computer gradually. As a unique art, illustration profoundly affects people's aesthetic. Since illustration art continues to advance with the times, it plays an increasingly important role in graphic design. This article will analyze the great significance of its application to graphic design from the illustration art itself, as well as the problems and measures of the application of illustration art in graphic design.

**Keywords**—*illustration art; graphic design; application; measures*

## I. DEFINITIONS OF ILLUSTRATION ART AND GRAPHIC DESIGN

### *A. Illustration Art*

Tracing back to historical literature, illustration is developed in parallel with writing, giving text a better interpretation through painting techniques so that readers can have a deeper impression and understanding of the writing. In a word, illustration is an auxiliary text that appears in all aspects of people's lives. Illustration appears mostly in pictures, with certain independence. Even if accompanied by words, it is intended to enhance their appeal to readers through visual effect, rather than to narrate. The basic principles of illustration are beauty and practicality, so the lines are smooth, the shape is clear and the production is convenient. Besides, illustration will be affected by authors' subjective consciousness more or less, and there is no unified expression or evaluation criterion of illustration, so illustration do not have a fixed definition framework. It is a living art [1].

### *B. Graphic Design*

Graphic design is indispensable for modern creation. It expresses ideas or information by means of graphics, words, abstract symbols, design combinations and so on with strong artistry and specialty. It is widely used and accepted by the public. Generally speaking, graphic design is the process that creators complete professional creation and express their design idea with professional skills in font design, typesetting, visual art, and so on.

## II. INTERDEPENDENCE BETWEEN ILLUSTRATION AND GRAPHIC DESIGN

### *A. Illustration is an important element of graphic design*

Illustration is a component element of graphic design and has an important position in graphic design. In order to satisfy customers, at the same time of beautifying product, some elements must be added in graphic design with clear purpose, especially illustration, the most important one in the major components of graphic design.

### *B. Graphic Design is the Result of Illustrations*

The illustration is not a single painting, because it is not a single existence, but an appendage of graphic design. Compared with other elements in graphic design, illustration has unique advantage. Compared with fonts, colors, typesetting, etc., it can convey information more intuitively and attract more audiences' attention. It enables people to understand the information at a glance. As the saying goes, "a picture wins a thousand words", and the strong persuasion of graphics and images often makes the description of many words tedious and redundant. In other words, an excellent graphic design usually contains a corresponding illustration design to make it easier to accept.

In summary, graphic design and illustration art are inseparable. They are interdependent and interact with each other. Whether it is from the design concept, techniques and even the theme, only the perfect combination of the two can create more works in line with demand.

## III. GREAT INFLUENCE OF ILLUSTRATION IN GRAPHIC DESIGN

First of all, there is no doubt that illustration art has a positive impact on graphic design. We will analyze the impact of illustration art on graphic design from two perspectives, the graphic design itself, and the effect that graphic design achieved.

### *A. Increase the Artistry of Graphic Design*

Illustration can interpret words in graphic design lively and reduce the boring nature of reading. At the same time, works of graphic and text are more easily accepted and understood by readers. Besides, illustration art has many styles and features, which greatly enriches the content of graphic design.

### *B. Create the Uniqueness of Graphic Design*

As a product of subjective intention, illustration art fully reflects the subjective initiative of artists. Graphic design

shows its own views with illustration. At the same time, illustration art contains designer's unique design concept, combined with design needs, design preference and so on, thus making graphic design have its own characteristics and style.

#### *C. Enrich the connotation of graphic design*

Illustration art is an appendage to the text. Without words, illustration has not only one meaning. According to readers' understanding and needs, illustration will form new concepts thus deepening the content that graphic design express. For example, a pair of black and white vase paintings some people see is a vase and some people see two people.

#### *D. Enhance the Visual Effects of Graphic Design*

Illustration itself is a kind of graphic art form, it was welcomed by people mainly because graphics can cause strong visual impact on human beings, and the meaning is more concise and easy to understand [2]. Because of this, illustration art can endure for a long time. Numerous excellent works with novel style and artistic shock bring people a feast of visual enjoyment. Relatively independent aesthetic function and strong visual impact are exactly the significance and value of illustration art in graphic design. Its application has made graphic design an emerging culture. Successful graphic design works can not only accurately convey designers' unique thinking, but also can demonstrate remarkable ideas. It can be said that illustration art has a crucial role in the completion of graphic design and can serve as a bridge between the communicators and recipients of information.

#### *E. Make the Content of Graphic Design Expressed More Clearly*

The text with picture will generally be more visible than the text itself and can convey information more directly. Illustration art is mainly divided into explaining content and describing content category. No matter what kind of illustration should convey the content of the work vividly and precisely. Under this precondition, the expressive space of graphic design works has been extended to the greatest extent, enhancing the creativity of the work itself, and showing the deep connotation of the works more lively and vividly.

#### *F. Add Artistic Emotion to Graphic Design*

Graphic design can not only effectively express the content of the works, but also reflect the aesthetic and emotional values it possesses through illustration art [3]. It is also the basis for judging the success of a graphic design. Most modern art products pin their emotions as the design concept of their works so as to enhance their own value. Illustration art is an important means of its performance, the emotion into which adding artistry of graphic art.

### IV. APPLICATION OF ILLUSTRATION ART IN MODERN GRAPHIC DESIGN

With the development of modern innovative ideas, illustration art has also been changing a lot. It has been shown to consumers through different forms, covering many aspects, such as modern business, media and so on. In order to make it easy to distinguish, we classify illustration art into two parts according to the media, that is, the print media and the film and television media. Print media mainly includes some graphic

design of paper products, such as newspapers, product outsourcing, advertising leaflets, books and magazines, business poster and so on. Film and television media include a variety of electronic products display screens and electronic players. Movies and TV series are seen most often. Next, we will introduce the specific application of illustrations in graphic design from each category.

1. **Poster Advertising Illustration:** At the time that advertising is mainly rely on print media to pass information, it can be said that poster advertising illustration is in the dominant position of advertising. However, with the advent of video media, its scope of application has narrowed. And a large number of graphics library animation, game shows, graphic forms, have become commercial illustration. Even so, the spread of advertising media is inseparable from the illustration's landscaping.
2. **Newspaper Illustration:** Newspaper is where printing type illustration used more. It has the characteristics of popularity, low cost, large circulation, wide spread, fast speed and short production cycle, passing illustrated stories and news to readers' hands.
3. **Magazine and book illustration:** It includes the design of cover and bottom, illustrations of text, widely used in various types of books, involving literature, science and technology, history and so on. Such illustrations are gradually diminishing, but after modern science and technology are applied into illustration art, illustrations will flourish in electronic books and electronic newspapers. A good cover can effectively attract the attention of readers, and a good cover illustration has an inestimable effect on the spread of the work.
4. **Product packaging Illustrations:** product packaging makes the application of illustrations more extensive. Product packaging design consists of three elements, symbols, graphics and words. In addition to introducing products, the brand image is also set up at the same time. The most prominent feature, however, is that it is between the plane and the three-dimensional design. The quality of product packaging illustration directly affects the connotation and grade of the product in consumers' impression [4].
5. **Enterprise image propaganda Illustrations:** enterprise illustrations often represent the facade of the enterprise, which is an important symbol of the corporate image, and also brings great publicity to the enterprise. In general, it appears mostly in the advertising film, improving the attractiveness to customers with strong visual impact, not only to beautify the product, but also to achieve the effect of publicity.
6. **Video Illustrations:** It often refers to illustrations appearing in film and television, but also include computer screens, which has become the expression space of commercial illustration, and numerous graphic library animations, game shows, and graphic forms have become part of the commercial illustration. The

use of illustration can help films and videos leave deeper impression on audience.

## V. PROBLEMS OF APPLICATION OF ILLUSTRATION ART IN GRAPHIC DESIGN

### A. Stereotyped Design Concept

As time goes on, illustration art has changed greatly in the form of communication, means of communication and media. However, design concept still cannot escape the restriction of traditional mode. In other words, in addition to design tools, the basic artistic accomplishment of designers is very necessary. Therefore, designers' artistic level is the fundamental factor to determine the quality of illustrations, and the improvement of the artistic accomplishment of graphic designers is the key to the breakthrough of the traditional design methods.

### B. Lack of Creativity in Design

The rapid development of science and technology not only expands the application field of illustration art, but also makes graphic designers have more design ways to produce more high-tech content works. However, many graphic designers neglect to improve their design and creativity ability, but study the effect of computer graphics software blindly. Consequently, the quality of works is not rising but falling. In addition, some designers copy foreign works because of their limited capacity. They think it is unnoticed and clever, but in fact it is wearing their creative inspiration. In the long run, not only their design level will decline, but also it will have a negative impact on the current design industry. Without the support of culture and professional design concepts, plagiarism and simple emphasis on formal beautification will make the illustration design lose its original meaning. The works without connotation are also perfunctory about audiences. As the user's requirements for content gradually increase, products without design connotation will gradually be abandoned by users.

### C. Template Design is Easy to Form

The application field of illustration art in graphic design is relatively constant, so it is easy to form a historical formwork problem. In other words, the previously provided version may make an individual or organization continue to use, to save the labor cost and energy that redesigning needs, so the general design template will be formed, and the form is fixed [5]. However, as the quality of users increase, there will be some resistance to such frequently appearing illustrations and related propaganda works, which will impede the promotion purpose these works are used to achieve.

## VI. COUNTERMEASURES OF PROBLEMS

To promote the development of illustration art in modern era, we can put forward countermeasures to improve the quality of illustration art itself and at the same time improve the artistic level of design works.

### A. Innovate Design Concept

Design concept should keep pace with the times, so that illustration art can sustain the long-term development in modern society. Therefore, if we want to better develop illustration art in graphic design, we must follow the pace of the times, keep learning modern excellent culture, pay attention to and understand the real-time trends of modern design, acquire new materials in time, analyze the changes of consumers' aesthetic taste and aesthetic preference, and enhance the understanding of the world's popular graphic elements. In a word, integration into this era is a designer must do, so as to make the product consistent with the times.

### B. Strengthen the Learning of Technology

The level of designing directly affects the quality of design works. As a designer, idea and technology are indispensable. So designers should learn new techniques and concepts, expand their cognition in the design field, not be restricted by the current scope. They should open the view, from inside to outside, from small to large, learn from other people, continue to learn the profound connotation of technology and explore the higher level of art and design.

### C. Continuously develop

Each era has its unique characteristics and cultural pursuits. Only by constantly encouraging designers to create, can the illustration art be continuously developed, and designers should be encouraged to design more works in line with the current spiritual civilization construction and users spiritual pursuit. Increasing the quantity and quality of excellent works is an important way for the development of illustration art.

## VII. CONCLUSION

With the rapid development of society and the accelerating alternation of new and old products, along with the development of technology and the pursuit of art, the problems of illustration design are gradually exposed. In this paper, the status and application of illustration design are analyzed, and the existing problems and corresponding methods of illustration design are explored. It is helpful for improving the current situation of illustration design.

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