

Contemporary Forms of Illustration

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Abstract:

As an important form of visual communication in modern art design, illustration art has played a very important role in today's design system. In the new media era, the traditional illustration design can no longer meet the needs of human aesthetics. At present, the innovative development trend of illustration art is inevitable. It needs to adapt to people's increasing aesthetic needs and the way of product publicity in the form of society. This paper expounds the design theory of dynamic illustration, introduces the innovation and development of illustration art in the new media era, and studies the expression form and existing value of dynamic illustration in the new media era. Through the interpretation of specific examples in the process of discussion, this paper completes the development of the paper by means of literature reference, case display and research summary. We have collected and analyzed the literature and relevant materials at home and abroad, read the relevant works at home and abroad, made a series of analysis, defined the development and display of dynamic illustration under the current situation, explored the art of dynamic illustration from shallow to deep, and reflected the impact and appeal of dynamic illustration to today's society and the public's aesthetic needs.

Keywords:

Dynamic Illustration, New Media, Development, Form of Expression

1. Overview of Dynamic Illustration

1.1. Significance of Dynamic Illustration

Illustration refers to the use of elements such as dots, lines, surfaces and color rendering to connect various patterns, patterns and color blocks to form a painting with strong decorative flavor. The creation of illustration is beautiful and practical, can be decorated and used as product packaging publicity. Now that people rely more on images, the existence of illustration has more possibilities, For designers, there is more subjectivity and freedom in creation, allowing various forms and styles to be produced.

The art of dynamic illustration is mainly to recreate the traditional illustration with new electronic media equipment such as computers and endow it with new forms of expression and unique style; At the same time, computers provide illustrators with

greater creative space, creative means and speed, broaden many bold and innovative expression methods, and expand the role of illustration art in the field of contemporary design. In essence, dynamic illustration connects two or many still pictures to form a continuous dynamic image, and integrates the time axis with traditional illustration. Of course, the emergence of dynamic illustration does not mean the replacement of traditional illustration, but symbiotic development, enriching the advantages of previous illustration, but also includes the expression and appeal of traditional illustration.

Dynamic illustration is more interesting than traditional static posters. It can provide time and images for creators, and integrate details. Dynamic illustration is a popular expression in the current social background.

2. Performance Characteristics of Dynamic Illustration in Large Environment

2.1. Main style Expression of Dynamic Illustration

2.1.1. Pixel Style

Dynamic pixel graph is a representation method of computer drawing. It discards accurate images and forms, summarizes and combines with abstract volume units, and organizes pixels vertically and horizontally in the form of matrix graph. As the basic elements of modeling, the left and right “proportion” is arranged according to the pixels to form the outline of the graph, which is not enough for the detailed description of the details in the picture, It is characterized by standing close, the visual image of the picture in the picture is blurred, and standing far, the picture image is clear. Abstract, simple and sensitive, rich dynamic pixel image modeling, mostly using low pixel art processing methods, with clear outline, bright color and splicing as the visual effect.

In recent years, this unique form of expression has attracted the attention of illustrators and designers and stimulated their creative desire. Japanese illustrator Yukai Tsui depicts daily life in the style of these images. His illustration style gives people a calm atmosphere, as if time and space were frozen, but the subtle dynamic design in the illustration tells us that time is passing. Different from the previous painting methods, nearly 128 colors are used in the picture. You can see the shadow background at a glance, but if you look carefully, you will find that there are high saturation, red, blue, green and other colors. Pixel painting is a kind of “painting” with low resolution and less visual perception. In order to make up for this phenomenon, it is necessary to remove the simple and understandable complex shape of the image and replace a color with a similar color.

2.1.2. Flat Style

Flattening is to use a simple outline to describe the objects and characters needed in illustration. Most flat illustrations are composed of simple graphics, colors and characters without redundant elements. The flat of dynamic illustration has great changes compared with static illustration. Dynamic illustration makes the details rich and the sense of hierarchy clear. Bright, bold, soft and harmonious colors are mostly used. Large color blocks have strong impact and impress people. At the same time, they have high brightness and low purity. This combination can form a soft, non

stimulating vision. The lines are mostly smooth curve lines with unique rhythm changes.

The works of Charlie, a free illustrator in Canada, have a strong sense of design, rich color application, dynamic and smooth, and a dynamic effect composed of simple vector graphics. The whole design is a flat form, and the color is gorgeous and very harmonious. There are certain reasons for the cycle and dynamic process of each image. Without rich and profound nuances and too much modification, the picture presents an uncomfortable state; Through an impressive visual effect and poetic language, a unique visual concept is formed, which has rich reference value in the performance of dynamic illustration.

2.1.3. Hand Drawn Style

The dynamic illustration of digital hand-painted maintains the diversity of graphic materials, effectively leaves the line texture of the picture, and makes the works full of hand-painted traces. Using digital means for manual drawing, it has a high degree of freedom. Technically, the hand drawing simulation effect of drawing software is becoming stronger and stronger. The texture of paper and brush effect can be realized by electronic technology. Dynamic hand-painted works are rich and free, with different expression styles, unique expression methods and human feelings. They show the creativity and personal skills of designers. In the style of illustration and the works of emotion school, they are full of a line and a color, which are spread throughout the picture, and the content information transmitted is integrated into the most sincere emotion. In the process of appreciating the picture, the audience will produce information and emotion for each dynamic picture. Strong emotional factors will keep you away from the cold and rigid feeling of electronics, and have a certain human and poetic flavor. For example, the fresh hand-painted dynamic illustration works of Maori Sakai, a Japanese illustrator.

2.1.4. Surrealist Style

Surrealism advocates abandoning the realistic image based on logical and orderly experience and memory to present the image world in people's deep psychology. It usually tries to integrate the realistic concept with instinct, subconscious and dream experience. Dynamic illustration is a comprehensive combination of elements. Compared with traditional illustration, it provides a strong visual impact for the public by adding dynamic features. In addition, due to the special production process of dynamic illustration, it has high drafting. It is precisely because of this drafting state that surrealism, as a creative concept, can perfectly fit with the expression form of dynamic illustration. Vivid surrealist illustration is not limited to logic and practical experience. It has a high degree of freedom. It can stimulate the hearts and reactions of the public. With the continuous improvement of people's spiritual life, a single illustration form can no longer meet people's aesthetic needs. In recent years, surrealist style dynamic illustration works and short films have gradually appeared in the audience's vision, such as a group of works created by American artist James R. EADS.

2.2. Performance of Dynamic Illustration in Application

2.2.1. Performance of Dynamic Illustration in Electronic Books

With the development of modern digital technology, e-books begin to appear in people's daily life, not only in the form of text, sound and image, but also easy to carry and deeply loved by people. Dynamic illustration can convey deeper connotation and enrich the content of the text. With the continuous progress of society and the diversification of people's cultural needs, the status of illustration has gradually emerged, and people begin to appreciate independent art. Dynamic illustration inherits the basic functions of static illustration and realizes a turning point. It makes e-books more interesting and its vivid dynamic illustration is more popular; Dynamic illustration operation realizes the communication with readers, so that reading is not boring.

Among all kinds of electronic books, the application of dynamic illustration is of great value. For example, in medical books, anatomical knowledge can express the working process through dynamic illustrations, which is more intuitive and convenient. Compared with animation, dynamic illustration is more efficient, does not need to complete animation, and can significantly save production costs. Because illustrations are easier to read than video text, they can also avoid readers' omission. Therefore, dynamic illustration is more convenient and intuitive than traditional static and video illustration.

2.2.2. Performance of Dynamic Illustration in Brand Publicity

As mentioned above, illustration art is an indispensable medium in commercial advertising. There are many examples of illustration in commercial advertising. Take the advertisement of Nongfu mountain spring as an example. In 2015, Nongfu mountain spring was revised and launched a series of product packaging. Designers integrated natural elements into illustration, and described the scenery of Changbai Mountain in four seasons and the forms of different animals as illustration forms, which were applied to the packaging of products. In the advertising film launched, the illustration is displayed in a dynamic form, forming a unique visual feast in the full of conventional packaging products, which makes the product itself leave the most profound impression on the public psychology. The application of natural flower, bird, fish and insect watercolor dynamic illustration is like a star, highlighting its own flash point, It also highlights the purpose of nongnongshan spring: "we do not produce water, we are just nature's porters." So as to arouse people's awareness of environmental protection and the heart of caring for the environment.

Generally speaking, with the development of the times, not only the improvement of science and technology, but also people's aesthetic taste has changed. The traditional static illustration weakens the attraction of the audience and is not satisfied with people's growing visual experience. The expressive ability of dynamic illustration has been improved to create a new form of illustration art, Dynamic meets the aesthetic needs of the new media era and meets the growing visual experience of the public. More importantly, dynamic brings innovative illustration art and injects strength into the development of the new situation of social media.

3. Development and Current Situation of Dynamic Illustration at Home and Abroad

Domestic:

In China, the early illustration is mainly reflected in: the pattern of painted pottery in prehistoric culture; Murals, bronze crafts, decorative patterns, silk paintings, etc. in

the Xia, Shang and Zhou Dynasties; During the Qin and Han Dynasties, due to the popularity of murals, early rising patterns such as stone paintings and stone bricks gradually appeared.

The development of technology provides a variety of possibilities for the current information dissemination and marketing of various media platforms. Today's works of art are often designed and created by commercial cooperation. Therefore, the increasingly popular video app in recent years is displayed; Tiktok volcano, Kwai tiktok, for example: as a new self media platform, and constantly optimized development, since its launch in September 2016, its official data show that the average daily video playback volume has reached 100 million, and users can shoot short music videos, short creative videos, and record short life videos through this application, thus forming their own works and publishing them. Since it is combined with business, of course, it also includes advertising promotion. Many self-created dynamic illustration videos are produced, which are synthesized by hand drawing + computer technology to produce vivid, interesting and simple dynamic pictures (as shown in the figure below). It can be said that this is also one of the main driving forces for the development of domestic dynamic illustration.

Abroad:

The development of illustration design in the United States developed rapidly under the relatively stable material conditions after the world war, mainly to enrich the entertainment lifestyle of the public; Japan's most famous "ukiyo painting" is the earliest form of illustration, depicting all kinds of life in Japan. Now, with the rapid development of Japanese animation industry, the combination of illustration and animation GIF continues to appear more forms of dynamic illustration; In South Korea, the game industry has gradually become the second pillar of the national economy. With the development of new media, illustration is displayed in a more unique way in the game, which also provides a strong support for the development of modern dynamic illustration.

In European countries, the performance of dynamic illustration is mostly reflected in advertising. Debbie Honda, an American historian, believes that advertising is one of the key drivers of human social change. New media advertising provides more development space. Now that there is rich big data and aesthetic fatigue, a large number of advertising information can no longer attract the attention of the human public without any change and innovation. The generation of dynamic illustration makes the advertising language more dynamic and interesting, can better infect the public and improve publicity.

For example, Gucci, an Italian luxury brand, launched the spring and summer advertising short film Renaissance in 2018. (as shown below) this is created by Gucci and Spanish artist ignasi Monreal. The work is dreamy and flexible, and the color is retro, highlighting the luxury and noble temperament; Its design inspiration comes from the famous paintings "water lily", "paradise on earth", "Ophelia", etc. Gucci products are exhibited in the works. Dynamic illustration forms are made with computer technology. The exquisite picture language perfectly interprets the brand's high-end, beautiful and sexy brand image.

4. Conclusions

With the development of the times and the change of the new media environment, the traditional illustration is changing from the form of expression or the way of production to the direction of digitization. New media terminals tend to develop in the direction of illustration digitization, but in the new media era, the expression and display of illustration works also tend to be diversified. The implementation of various design means and the application of production technology display digital images in various forms. At present, dynamic illustration not only inherits the characteristics of traditional illustration, but also has new characteristics of the times.

In the research content of the expression form of dynamic illustration in this paper, I sort out and summarize all kinds of domestic and foreign literature, start from the concept of illustration, discuss the inevitability of its emergence, analyze the development process and current situation of development, start from the current social demand for dynamic illustration, and analyze the continuous evolution process of dynamic illustration in combination with the public, media and information network. Then, the paper expounds the development advantages of dynamic illustration from various styles of dynamic illustration and the main aspects of its application to serve human social life, and analyzes the trend of ensuring the development advantages in the subsequent process of social development.

Through the research on this topic, I have summarized some theoretical results and made corresponding learning and practice for the research process and methods. I hope the theoretical results at this stage can provide me with corresponding help in my future development. I will continue to study and explore more, more novel and unique forms of dynamic illustration under the new situation.

Illustration display based on new multimedia platform has undergone cross era changes. The rapid development of the Internet provides people with a shortcut to obtain information. The popularity of smart phone terminals also allows the public to reduce space and time constraints. Various visualization methods bring different expression effects to illustration, and improve and innovate the dynamic means of illustration. With the progress of science and technology, the future dynamic illustration shows a variety of development trends.

Conflicts of Interest

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