

Research on the Application of Water-Ink Elements in Visual Communication Design

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ABSTRACT

In modern communication design practice, designers need to innovate their own design concepts. They not only need to proficiently master and apply advanced design techniques and methods, but also must deeply explore and utilize valuable traditional cultural elements. By organically combining ink elements with visual communication design, it is possible to enrich and improve the content and form of visual communication design, enhance the uniqueness and novelty of visual communication design works, and attract the attention of more audiences. This paper will further analyze and explore the application of ink elements in visual communication design, aiming to propose specific application strategies.

KEYWORDS

water-ink wash elements; visual communication design; practical application

1 Introduction

As an ancient civilization with a long history, China has an extremely brilliant historical and cultural heritage; Among them, ink painting is an important component. Water-ink elements are the core content of the development of traditional calligraphy and painting art in China, containing rich humanistic atmosphere and cultural connotations, and are a diverse form of art. In modern visual communication design, designers can inject more fresh vitality into visual communication design works by flexibly using traditional ink elements, enhance the overall artistic beauty of visual communication design works, and promote the innovative inheritance and development of excellent traditional culture in China. Therefore, designers need to combine visual communication design themes with audience aesthetic needs, use ink elements reasonably, create unique artistic conception, and effectively improve the quality of visual communication design works.

2 The Main Application Principles of Water-Ink Elements in Visual Communication Design

2.1 Principle of Simplification

In the process of modern social development, young audiences are increasingly pursuing personalized and minimalist visual communication design aesthetic experiences. Overly complex design works can easily create a sense of redundancy. Therefore, when designers apply ink elements in visual communication design, they need to scientifically follow the principle of simplification and

express the visual communication design concept and central idea connotation in a minimalist design way. For example, the well-known Chinese artist Jin Daiqiang designed the "Chinese Character" series of poster works *Wind, Water, Clouds, and Mountains*. In this series of visual communication design works, the author innovatively integrated the four treasures of traditional calligraphy and painting art culture (ink, brush, paper, and inkstone) into each of the four poster works; He creates an artistic conception full of calligraphy and painting charm with ink elements, fully showcasing the formal beauty and cultural connotation of traditional Chinese ink culture to the audience.

2.2 Principle of Humanization

In the practical application of water-ink elements in visual communication design, designers also need to always follow the principle of humanized design. Designers need to actively strengthen market research and analysis work, closely interact and communicate with target audiences, fully grasp and understand the development trends and aesthetic needs of the visual communication design industry, and thus use ink elements to carry out creative design in a targeted manner. Designers should focus on enhancing the artistic beauty and cultural connotation of visual communication design works, ensuring that they can simultaneously meet the artistic aesthetic and spiritual cultural experience needs of the audience. [1] For example, in offline shopping malls, people can often see visual communication design works with "guidance"; The information conveyed by these works can help people quickly find their goals and meet the consumer experience needs of the general public. Therefore, visual communication designers need to stand from the perspective of the audience, reasonably explore and utilize water-ink elements, fully tap into the value of ink elements in visual communication design, and fully reflect the principle of humanized design.

2.3 Principle of Visual Centeredness

In the process of visual communication design, designers also need to follow the design principle of highlighting the visual center, and use an important point in the picture to accurately convey the central idea, gratitude, and creative concept of the work. The composition of visual communication design works mainly includes three elements, namely points, lines, and surfaces. When designers use traditional water-ink elements to design and express point, line, and surface content, they not only need to pay attention to highlighting the visual center position of the work, but also fully utilize the application value of visual communication design works in various fields. This can maximize the artistic, cultural, and ornamental value of the work, meeting the aesthetic and cultural taste experience needs of different audiences.

3 The Application and Expression of Water-ink Elements in Visual Communication Design

3.1 Application of Water-Ink Elements in Poster Design

In the optimization design of modern poster works, designers often use diverse water-ink elements. It can not only provide designers with more creative inspiration and enhance the uniqueness and novelty of their designs, but also endow poster works with more artistic and cultural value, meeting the personalized experience needs of modern audiences. For example, the renowned contemporary Chinese artist Lan Li cleverly combined traditional ink elements with

modern Olympic spirit when creating the poster work *Dance Ring*; It uses ink elements to outline the natural and elegant human body, successfully shaping a lively and energetic image of a dancing ring girl. At the bottom of the screen, the Olympic emblem pattern elements are used, presenting the Olympic spirit image in a clear and intuitive way to the public eye. [2] When designers apply ink and wash elements in poster design, they need to emphasize their cultural color and aesthetic aspects, while also paying attention to their expressive power. Designers need to scientifically apply modern art design techniques, strengthen the secondary creation of traditional ink elements, give them new vitality, and fully demonstrate the charm and beauty of ink elements in poster design works.

3.2 Application of Water-Ink Elements in Web Design

In the Internet era, people are dealing with the Internet every day in their study, work and life; They will use fragmented time to browse various types of website webpage content. Therefore, in order for companies to enhance the attractiveness of their website pages and cultivate more loyal fan users, they must pay attention to creative webpage design. Web developers and designers need to focus on enhancing the unique features of web content, flexibly using ink elements to highlight the uniqueness of web design, and inheriting and promoting China's excellent traditional ethnic culture to the audience. Traditional water-ink paintings emphasize the display of the natural beauty of all things; Reasonable use of water-ink elements by designers to improve the content of web pages can convey a sense of closeness to nature to the audience and bring them closer together. For example, a designer from a certain company in the market used traditional water-ink elements such as drip ink, splash ink, and soft pen calligraphy when developing and designing web content, greatly enhancing the cultural charm of web design expression. This has thus gained a lot of favor and support from netizens.

3.3 Application of Water-Ink Elements in Book Design

In today's fiercely competitive book publishing market, publishers need to ensure good sales of their own book products. On the one hand, they need to focus on improving the quality of the books themselves; on the other hand, they need to enhance the artistic beauty and cultural value of book design to attract book consumers of different levels. Reasonable use of traditional ink elements in book design can create a good artistic and cultural atmosphere, generate more associations for readers, and effectively meet the aesthetic experience needs of modern readers. In the design of the book *Chinese Memory*, the designers used a large number of ink and wash elements, using traditional ink and wash painting techniques such as virtual and real, ethereal and artistic conception to better showcase the content of the book, allowing readers to personally experience and feel the charm of traditional art and culture.

4 Application Strategies of Water-Ink Elements in Visual Communication Design

4.1 To Innovate and Improve Visual Communication Design Forms

In modern visual communication design, designers need to diverge their innovative thinking and flexibly use water-ink elements to innovate and improve the form of visual communication design. This ensures that the uniqueness and novelty of the work can be enhanced, attracting more potential consumers' attention. Reasonable use of water-ink elements in visual communication design can deepen the audience's understanding of traditional cultural connotations, while

enhancing the artistic and cultural value as well as commercial and economic value of the work. In order to fully utilize the application value of water-ink elements in visual communication design, designers should be good at using various media channels to collect and organize a large amount of valuable creative ink and wash materials, deeply learn and master the essence of traditional art and culture, and understand the characteristics and creative techniques of ink and wash calligraphy painting; Only in this way can the perfect integration of water-ink elements and visual communication design be achieved, meeting the requirements of the development trend of visual communication design in the new era market. [3] For example, the "Shanghai Graphic Designer Professional Committee Logo" designed by graphic designer Shen Haopeng adopts traditional Chinese ink painting elements, emphasizing the artistic effect of natural penetration and melting of thick ink on white rice paper. In this context, using artistic characters to highlight the theme of the work promotes a strong visual contrast between the artistic characters and the flowing and natural ink, greatly enhancing the artistic design beauty of the work and expressing its deep cultural connotations and rich thoughts and emotions. This logo design is one of the representative works that incorporates traditional ink and wash painting elements into contemporary visual communication design, and has won the "International Trademark Logo Biennial Award"; Designers combine traditional ink painting elements with visual communication design works, enriching and improving the content of visual communication design, while enhancing the overall cultural connotation of the work and showcasing its unique artistic charm to the audience.

4.2 Scientific Extraction and Simplified Application of Water-Ink Elements

In the process of modern visual communication design, designers cannot directly copy and apply traditional water-ink elements, but need to scientifically extract and simplify water-ink elements based on the theme and target audience of the work; This not only highlights the thematic style of the artwork, but also better expresses one's rich thoughts and emotions. Designers need to broaden their creative thinking, optimize and adjust the proportion of ink and wash according to their personal artistic style and creative ideas, in order to perfectly showcase the artistic effect of visual communication design works. In the extraction and use of water-ink elements, designers also need to innovate the use of modern art design techniques to optimize them, achieving a perfect integration of water-ink elements with modern visual communication design. For example, visual communication designers can use heterogeneous and isomorphic design techniques to overlap two or more images based on their inherent connections and corresponding logic, promoting the combination of water-ink elements and visual content to form a new three-dimensional and vivid image. [4] In the artwork *Plum, Orchid, Bamboo, and Chrysanthemum* designed by artist Jin Diqiang, the author uses this design technique to place traditional graphic elements such as fresh and elegant plum, orchid, bamboo, and chrysanthemum from water-ink paintings into geometric volume shapes. This can achieve a dual construction of plane and space, bringing a dazzling visual experience to the audience.

5 Conclusion

In summary, in modern visual communication design, designers need to scientifically follow design principles such as simplification, humanization, and highlighting the visual center, and reasonably explore and utilize ink elements, combined with the theme content and audience situation of the work creation. This can enhance the overall artistic beauty and cultural connotation of the work, bringing the audience a good artistic aesthetic and spiritual cultural experience.

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