

The Aesthetic Value of Contemporary Painting as the Symbolic Element in Visual Communication Design

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ABSTRACT

This paper focuses on the unique aesthetic value of contemporary painting as a symbolic element in visual communication design, and analyzes its important role in the practice of visual communication design from three aspects: concept, color application and modeling structure. This study takes the modern art ideological trend as the starting point, and combines the theory of semiotics and visual aesthetics to discuss how contemporary painting, in the fusion expression of abstraction and concreteness, uses diversified color language and flexible modeling to inject more diverse cultural significance and innovative powers into the visual communication design. The symbolic language of contemporary painting redefines the artistic tension of the design concept, and also makes the work more aesthetic impact and attraction through the resonance of color and structure. With the continuous expansion of the field of multi-media design, the symbolic elements in contemporary painting will continue to extend their expressive dimensions, develop new directions for the cross-field integration of visual art, and stimulate the potential of design.

KEYWORDS

contemporary painting; symbolic element; visual communication design; aesthetic value

The rapid development of contemporary art injects diversified creative inspiration into visual communication design. Contemporary painting has become an important power to promote design innovation with its unique symbolic characteristics. The integration of abstraction and concreteness in painting gives the work a profound expression level, the diversity of color language forms a strong emotional tension in the visual transmission, and the symbolic processing of geometric forms opens up a new expression dimension for the design vocabulary. As a symbolic element, contemporary painting is not only a medium to convey visual information, but also a carrier of cultural significance and aesthetic thoughts. This paper will conduct an in-depth discussion on this topic in order to expand the boundary of visual communication design, provide innovative ideas for the symbol transformation of painting, and further enhance the artistic depth and functional value of visual communication design.

1 The Aesthetic Value of Contemporary Painting as a Symbolic Element to the Concept of Visual Communication Design

As a symbolic element, contemporary painting is applied to visual communication design, which injects cultural dimension and aesthetic thinking into design practice, and makes the expression form of design more diversified and profound.

At the conceptual level, as a symbolic element, contemporary painting provides rich speculative spaces for visual communication design. These symbols not only exist as a single component of visual symbols, but also trigger the viewer's exploration of potential cultural significance. For example, symbols in surrealism painting can convey deep feelings and ideas. In visual design, these symbols are used to express complex ideological connotations and give more diversified expressions to the design. Through these symbolic languages, the design works move from a single narrative to an open conceptual discussion, so that each work can inspire the audience's unique experience.

As a symbolic element, contemporary painting also builds a bridge between culture and visual expression in visual communication design. The symbolic language of contemporary painting often reflects its historical background or regional cultural characteristics, which can be extended and expanded through visual design. For example, regional symbols used in an abstract painting can reflect specific cultural identities in the design and inspire emotional resonance of viewers. This combination of culture and design enables the work to have both aesthetic appeal and cultural transmission ability, which can win more attention for visual communication design in the context of globalization^[1].

As a symbolic element, contemporary painting also promotes the experiment and diversification of visual communication design language. The symbolic expression of contemporary painting breaks through the traditional mode and provides a larger creative space for visual communication design. For example, geometric symbols or abstract

color blocks in a minimalist painting can form a visual composition with a sense of modernity and order in the design. This highly generalized symbolic language expands the designer's expression space, and makes the design break through the formal constraints and enter a more exploratory field.

In addition, contemporary painting is flexible as a symbolic element, and its open forms of expression can adapt to different design situations. In the shaping of brand image, drawing symbols can express the unique temperament of brand. In product packaging design, symbols can convey the core idea of the product. In public art design, painting symbols become the medium to connect audience and space. This flexible symbolic language provides cross-media and cross-cultural communication ability for visual communication design, and shows strong adaptability and extendability.

In short, as a symbolic element, contemporary painting, with its abstract and symbolic characteristics, greatly improves the expressiveness of visual communication design, enriches the depth of its connotation, adds the cultural thickness of design, and also provides a broader platform for designers to create, so that design shows stronger ideological penetration and artistic appeal in concept and practice.

2 The Aesthetic Value of Contemporary Painting as a Symbolic Element to the Use of Color in Visual Communication Design

As the most intuitive language form in visual communication design, color can greatly improve the expressive force of symbol elements in contemporary painting. This kind of integration changes the design's dependence on the function of color, gives it a deeper symbolic meaning and emotional transmission ability, and makes the visual expression of design works more rich and vivid.

The symbolic color language of contemporary painting has opened up a new aesthetic direction in visual communication design. Traditional painting usually focuses on the realism and reproduction of color, while contemporary painting is more inclined to express subjective emotions and inner psychology through color^[2]. For example, the bright and impactful color in expressionist paintings no longer simply depict the objective world, but can directly present emotional tension. Once applied to visual design, this highly emotional color can attract the audience with a strong visual impact, and trigger deep resonance at the emotional level, thus adding the power of touching people's hearts to the work.

The use of symbolic color in visual design also reflects the extension of cultural significance. Since ancient times, color has been an important part of cultural symbols, and the deconstruction and redefinition of traditional color in contemporary painting can make it glow with new cultural significance. Take vermilion in Chinese painting as an example, this color symbolizes auspiciousness and authority in traditional painting, while in contemporary painting, it has been reshaped as a visual symbol of national identity and cultural confidence. The application of this symbol in visual communication design can not only inject traditional culture into the works, but also effectively convey the aesthetic concept and cultural spirit with regional characteristics.

At the same time, the color symbol language in contemporary painting also promotes the adaptability and diversity of visual design in the cross-cultural context. Under the background of globalization, cultural integration is an inevitable trend, and the diversified color language in painting is the embodiment of this trend. The hyper colors commonly used in Western contemporary art can convey vitality and modernity, while the light and elegant color in Eastern painting contains the aesthetic characteristics of introverted and harmonious. The visual design draws inspiration from the color to make the work easier to be accepted by audiences in different cultural backgrounds, and form a dialogue between cultures through color resonance.

Contemporary painting also gives visual communication design a new narrative dimension with the symbolism of color. Color is not only a visual symbol, but also a conceptual symbol. For example, blue can express calm and reason, and convey the image of technology and future. This symbolic color language provides designers with expression space, and enables works to break through intuitive aesthetic perception to convey deeper thoughts through color^[3].

Therefore, the symbolic use of color in contemporary painting redefines the boundary of visual communication design, and injects more complex aesthetic dimensions and ideological connotations into the work based on symbolism, emotion and culture. Through this language, visual communication design obtains freedom of expression in form and content, and also the creation has more diversified possibilities.

3 The Aesthetic Value of Contemporary Painting as a Symbolic Element to the Form Structure of Visual Communication Design

The form structure is an important component of visual communication design, and its form language and aesthetic meaning directly determine the visual expression and connotation of design works. The integration of symbolic elements

of contemporary painting into this constitutive system expands the formal boundary of design and injects more profound aesthetic value and cultural implication. This integration makes the visual communication design show a new direction in the way of expression, and thus the form structure becomes a stage for the integration of art and design.

The symbolic form in contemporary painting gives visual communication design rich language expression. In the traditional design, the form structure follows the symmetry and harmony of the form, in order to convey the sense of visual stability and readability. However, contemporary painting emphasizes dynamic and diverse forms of composition through symbolic techniques. For example, abstract expressionism paintings often use irregular geometric forms, flowing lines and extremely tense color blocks to build a complex and free form language, and integrate these symbolic forms into visual communication design, which breaks the shackles of traditional forms, creates a strong visual impact and emotional appeal, and make the design more attractive and contemporary.

The symbolic form not only enriches the design language, but also adds deep connotation to visual communication design with its symbolism and narrative. In contemporary painting, symbolic forms often imply cultural symbols and ideological expressions, which can deconstruct traditional linear narratives and transfer information through multi-dimensional perspectives and complex structures^[4].

For example, the geometric deconstruction technique in Cubist painting breaks through the single perspective of observation and shows the multidimensional characteristics of the object. After this form is introduced into the design, it can express the narrative logic of complex information in a clear structure, so that the work can convey profound ideological implications.

Cross-media aesthetic adaptability is another important value of symbolic forms of contemporary painting in the design field. In the context of the popularity of digital media, visual communication design needs to achieve unity and flexibility among different media. The simplicity and polysemy of symbolic forms in contemporary painting just provide a solution to this need. The form can not only be expressed as the constituent element of visual center in graphic design, but also become the core element of rhythm and narrative logic in dynamic design. Based on the integration of cross-media, the symbolic form will greatly enhance the communication effect and visual appeal of the design.

The openness of symbolic form in contemporary painting also makes it highly adaptable in design. Whether it is the shaping of brand image, the design of interactive interface, or the construction of art installation, symbolic forms can be adjusted and optimized according to different design goals. For example, in brand design, highly general geometric symbols can convey the core value of the brand, and in interaction design, abstract forms can be used as an important tool for the visual guidance of users. The diversity and adaptability of this form language enable design works to more accurately meet specific needs, and to be innovative in expression form.

The value of symbolic forms in contemporary painting is also reflected in the ability to recreate the context of visual communication design. The symbolic form itself has the characteristics of openness and ambiguity, which enables it to be reinterpreted according to different contexts^[5]. In brand promotion, symbolic forms can be used as a bridge of emotions. In public art design, these symbols can dialogue with the surrounding environment. This ability to adapt to the context allows symbolic forms to present great flexibility and expressive tension in visual communication design, and to create more expressions with depth and breadth for design.

It is thus clear that the symbolic form of contemporary painting embodies high aesthetic value and cultural depth in the visual communication design, which provides the creative direction for design with diversified form languages, symbolism and narrativity, as well as experiment and openness. This symbolic form breaks through the boundary of traditional design and injects more profound ideological dimension and artistic expression into visual communication design.

4 Conclusion

This study focuses on the aesthetic value of contemporary painting as a symbolic element in visual communication design, and deeply reveals its far-reaching effect on the concept, color application and form structure of visual communication design. The symbolic language of contemporary painting expands the expressive dimension of visual communication design in a unique way, endows design with more diversified forms, and improves the cultural connotation and artistic value from the depth. In the future, with the continuous integration of technology and art, these symbolic elements will be more widely used in multi-media and multi-scene design, and inject more vitality into design innovation.

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