

The Application of Graffiti Style Illustration in Fashion

-- Taking Brand WANAB as an Example

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Abstract. Graffiti art originated in New York in the 1960s and 1970s, when young people began to create images on the surface of buildings and subway trains with paint and other materials. Bright graphic images and stylized letter combinations can be the expression of graffiti art. This art form has unique emotional expressiveness and artistic characteristics. Illustrations, originally referring to all kinds of pictures attached to books, play a supplementary role in explaining the text information in books. Up to now, the role of illustration has long been not limited to the supplement and interpretation of books, but widely used in clothing design, cultural and creative products, commercial advertising, film and television works, and game industry. In order to cater to the current market, it has become a trend to combine graffiti illustration with fashion design. This paper investigates the existing brand "WANAB" online stores, and applies graffiti style illustration to product design to carry out a series of design practices for the brand's clothing. It will provide reference and basis for the diversified expression of clothing design in the future, and satisfy consumers' aesthetic taste and consumption experience.

Keywords: Graffiti; Illustration; Fashion Clothing; "WANAB" Brand.

1. The Origin, Development and Application of Illustration

1.1 The Origin of Illustration

Illustration was first developed in the early 19th century with the changes of newspapers and books. Its real golden age began in the United States in the 1950s and 1960s. At that time, illustrations that had just been separated from art works obviously had painting color, and most of the authors engaged in illustrations were professional painters. Later, under the influence of abstract expressionism, they changed from concrete to abstract. Until the 1970s, illustration returned to the realistic style. Whether it's random graffiti or thoughtful creation, it's all illustration.

The earliest illustrations in China appeared in the form of printmaking. With the introduction of Buddhist culture, they used "disguised forms" to illustrate scriptures in scriptures to promote doctrines. At present, historical materials record the earliest printmaking work in China, the "Dharani Mantra" published in the time of Emperor Suzong of the Tang Dynasty. The title page painting in the Vajra Prajna Sutra published in the ninth year of Xiantong (868) of Yizong of the Tang Dynasty recorded the exact date. By the Song, Jin and Yuan Dynasties, book illustration had made considerable progress. The application scope has been expanded to medical books, historical geography books, archaeological atlases, daily encyclopedias and other books, and color overprint illustrations have appeared. During the Ming and Qing Dynasties, it can be said that during the period of great development of ancient illustration art, there was a book carving industry all over the country. Different regions form different styles. The forms of illustration are generally as follows: the first attached figure, the illustration in the text, the upper or lower part of the figure above or below, the inner cover or title page drawing, and the sign.

1.2 Overview and Current Situation of the Development of Illustration

Due to the advent of the information age and the development of modern society, the meaning of modern illustration has changed from a narrow concept (only limited to painting and pictures) to a broad concept. "Illustration" refers to the pictures inserted between words in newspapers, magazines, various publications or children's picture books that we usually read. Illustration, in Latin, originally

meant "to illuminate". It was originally used to increase the interest given by the text in the journal, so that the text can be more vivid and vivid in the hearts of readers. In today's various publications, the importance of illustration has far exceeded the foil position of "illuminating words". It can not only highlight the theme of the idea, but also enhance the appeal of art. Illustration is an art form. As an important form of visual communication in modern design, it occupies a specific position in modern design with its intuitive image, real sense of life and aesthetic appeal. It has been widely used in many fields of modern design, involving cultural activities, social public undertakings, commercial activities, film and television culture, etc.

1.3 Application of Illustration

In the traditional sense, hand-painted illustration refers to the painting creation on different materials by using painting tools alone, such as watercolor, gouache, pencil, pen and other painting tools. In the whole creation process, the artist's true feelings are expressed by the most primitive manual creation without any modern scientific and technological means. China is the first country in the world to print illustrations. The earliest hand drawn illustrations can be traced back to the Warring States Period. By the time of the Ming Dynasty, the development of illustration reached its peak, and different factions emerged. Modern hand-painted illustration includes pure hand-painted and computer hand-painted. With the development of multimedia technology, people use drawing software to draw illustrations on the computer, which greatly improves the creation efficiency, makes the application scope of hand-painted illustration continuously expand, and becomes an indispensable form of artistic expression in the field of modern advertising, with cultural value.

2. The Artistic Characteristics of Graffiti Style Illustration

2.1 The Style Characteristics of Graffiti Style Illustration

Review the history of graffiti art development. In the United States of America in the middle of the 20th century, a variety of western art forms have gradually become saturated in the aspect of style innovation. From the realism of Courbet to the abstract painting of Kandinsky, Marcel Duchamp finally broke the towering barrier between art and life with his surrealist form and content exploration, and the form of artistic expression has gradually become unrecognizable. It is in this "dead end" way of artistic expression and content exploration that graffiti art, which is at the lowest end of the art palace, has gradually entered the artist's horizon with its highly liberal subject matter, wild lines, and saturated and unrestrained colors.

For graffiti artists, even the most shabby street corners can also use the form of a single color through simple forms, and at the same time turn the font into other shapes and place them around the form dramatically, so that there is no associated image in reality to produce unexpected absurd beauty.

2.2 Color Emotion of Graffiti Style Illustration

As the first element of visual expression, color undertakes an important part of emotional expression of the screen. As far as graffiti works of art are concerned, their colors are different from other works of art, which shape the colors that are strongly related to real objects and other objective factors. On the contrary, their works convey a return to nature. In short, graffiti works of art do not have the strong "visual fidelity reduction" of post-modern art. Instead, they have a high degree of color subjective consciousness expression. The image emotion that the creator wants to express is the most intuitive expression of his own emotion without the solid color, background color and reflective color.

Through the analysis and interpretation of some common graffiti works, we can conclude that most of the color visual images in graffiti art works are embodied in colorful colors with high purity and long wavelength, aiming to give viewers a strong visual stimulus, combine the random, expansive and dynamic brushwork patterns of graffiti art, and convey the most intense rebellion and emotional expression of artists in the creation process.

2.3 Build Brand Personality

The discussion of brand image recognition from the perspective of visual recognition is to launch all aspects of design around brand personality, brand purpose, brand concept and cultural personality, and focus on improving brand awareness, brand image value and brand loyalty. By deepening the audience's impression of the fixed hand-painted illustration image of clothing with logo, the awareness of clothing products can be improved. This image value is an intangible asset that provides positive feedback for clothing design products.

Graffiti and illustration usually use exaggerated painting style and words full of tension to reflect life attitude and personality. This is conducive to shaping the brand image and gaining market centripetal force. Illustration content based on street culture has more brand communication power. The art of illustration shows personality, and can create a more free and dynamic image. The hand drawn illustration works embody the creators' perception of the beauty of form and regeneration of impression. The treatment of each line in this kind of works comes from the author's endless learning and cultivation, and the basic rules of beauty, highlighting the charm of the works, so that the audience can feel a strong visual impact when watching personalized hand-painted illustration works, and meet the personalized consumption needs of young consumers at present.

3. Feasibility Analysis of the Application of Graffiti Art Visual Language in Fashion Design

3.1 "WANAB" Brand Development and Cognitive Clothing Classification and Carrier Selection

It is difficult to find standards for the classification of clothing. The most undisputed classification is by gender, which can be divided into three categories: men's clothing, women's clothing, and neutral clothing. In the clothing industry, insiders usually do not classify this way. It is divided into knitting and tatting. It can be divided into: sportswear, T-shirt, fur, lace shirt/chiffon shirt, jacket, cashmere sweater, cloak, shirt, vest, cotton coat, jacket, down jacket, blazer, leather coat, sweater/sweater, woolen coat, windbreaker/coat, sweater, suspender/vest, etc; There are many ways to express clothing patterns. In our research of this topic, in order to find a suitable carrier for graffiti style illustration, we adopted offset printing and dyeing, and finally chose T-shirt for clothing selection. As one of the most common clothes in daily life, T-shirt has the advantages of relatively low production cost, suitable for offset printing, and suitable for spreading culture.

3.2 The Refinement Principles of Graffiti Style Illustration Applied to Fashion Design

The cultural and creative product design in this design practice relies on the "WANAB" clothing brand, which belongs to the concept category of "clothing design". Through reading the relevant literature, the author summarized and found that the main factors that consumers pay attention to clothing are appearance, creativity, culture and price. According to the principle of difference, the author considers the subdivision and positioning of users' and consumers' needs from multiple perspectives, levels and dimensions, and at the same time, customizes and implements differentiated design strategies and methods through the purpose of use, use scenarios and user experience in the use of products. Following the principle of differentiation, cultural and creative product design can be differentiated from the geographical environment, consumption behavior, and consumption means of the audience to ensure product diversification and personalized unity.

3.3 Application of Graffiti Style Illustration in Fashion Design

The domestic research literature on graffiti art is relatively rich, including the application of innovative visual language, but there are still relatively few cases of applying graffiti art to clothing design.

4. Analysis on the Application of Graffiti Style Illustration in the Fashion Brand "WANAB"

4.1 "WANAB" Brand Development and Cognition

"WANAB" brand is comprehensive "WANAB OFFICIAL", which is an online clothing store opened in recent years. The brand name is homophonic to "wanna be", meaning "want to be...". As a trendy brand targeting the youth market, the brand's ideas and policies fully conform to the idea of "being a young person has unlimited possibilities in the future" to cater to the youth consumer market.

The author designed a graffiti series LOGO full of graffiti characteristics according to the brand Fangyuan LOGO, and applied it to the brand's graffiti series fashion clothes.



Fig 1. WANAB brand logo and graffiti style logo (the picture comes from the author's practice)

4.2 The Application of Graffiti Style Illustration in the Brand "WANAB"

In addition to the new LOGO, the drawing and application of illustrations in clothing products are also essential. Combining street culture, the author drew a series of graffiti illustrations of "skateboarders". As well as the "Dragon and Phoenix" series illustrations that fit Chinese culture, and the illustrations are displayed on T-shirts by offset printing. The Dragon and Phoenix series of graffiti illustrations are suitable for mass customization of school teenagers, and also facilitate the distinction between men and women.



Fig 2. "Skateboarder" series illustration (the picture comes from the author's practice)

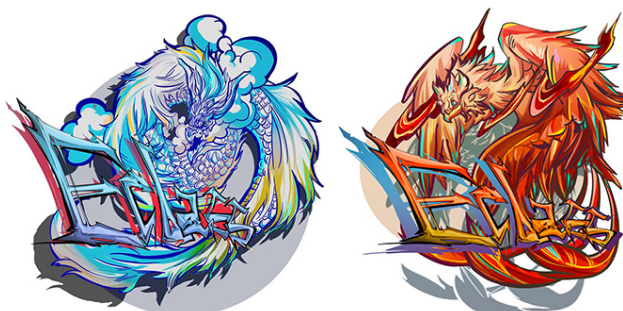


Fig 3. Dragons and phoenixes series graffiti and illustration (pictures from the author's practice)



Fig 4. Effect Picture of "Skateboarder" Graffiti Series (the picture comes from the author's practice)



Fig 5. Effect Picture of Dragon and Phoenix Series (the picture comes from the author's practice)

5. Summary

Graffiti art design language, with its unique artistic expression and emotional expression, has become an important milestone of emerging art forms in modern art history. In this practical study, through sorting out the representative graffiti works of art, we analyzed their visual expression language in form, color and space, and found the characteristics of emotional expression in graffiti works of art. At the same time, relying on the real brand "WANAB", we extract the cultural characteristics of "pursuing individuality" in the brand. This emotional language of pursuing individuality and trend is consistent with the "emotional catharsis" characteristics that graffiti art is intended to express. Finally, the visual language of graffiti art is integrated into the cultural and creative product design of the brand by means of illustration, so as to optimize the multi-dimensional expression of the brand design language and cultural connotation.

The author tries to improve the stereotype of "unchanging" brand in consumer cognition and optimize the way of brand culture transmission through this research practice. Improve the serious homogeneity in the existing cultural and creative product market, and provide a certain amount of design ideas and directions for modern brand cultural and creative product design. With the diversification of consumers' aesthetic trend, people's spiritual and material cultural consumption forms brought about by the brand effect gradually become diversified, and cultural and creative products will gradually rely on real brands to develop rapidly. The application of graffiti art design language in cultural and creative product design can, to a certain extent, optimize the way of brand image building and cultural transmission efficiency in the market, making cultural and creative product design appear in the cultural and creative industry with a new attitude.

In the process of studying the visual language and expression methods of graffiti art, with the progress of the times and new media technology. Under the development condition of, the digital expression of graffiti art and cultural and creative products, the innovative design expression of their

integration,It will step forward under the promotion of business architecture and present a prosperous development prospect.

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