

The Influence of Contemporary Art Trends on Visual Communication Design

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Abstract: Since modern times, the western contemporary art trend has undergone long-term evolution and development, and has formed various art and design factions. At the same time, it has also greatly promoted the development of related fields of visual communication design. The two penetrate and influence each other, and there are many similarities in the ideological concept, expression form and actual creation process. It is a very critical task to absorb new artistic concepts and new creative skills from the contemporary art trend, so that the development of visual communication design enters a new stage of development. This paper takes minimalism and Pop art, the representative schools of contemporary art trends, as a starting point to find the meeting point between them and the field of visual communication design, and extracts and summarizes their artistic characteristics. At the same time, the influence of contemporary art trend on visual communication design is deeply analyzed, so as to promote the development of visual communication design towards a diversified direction.

Keywords: Contemporary Art Trend of Thought; Visual Communication Design; Pop Art; Minimalism.

1. Overview of Visual Communication Design and Contemporary Art Trends

1.1. Definition and Development of Visual Communication Design

Visual communication design is the design conveyed to the audience through visual media performance, and its main function is to play the role of communication and promotion. And can be expressed through the logo, typography, painting, graphic design, illustration, color and electronic equipment and other two-dimensional space images. In visual communication design, text, illustration and logo are the three most basic elements, which are the content that the designer wants to express, based on which, it is transmitted to each media that receives the content. In many ways, such as TV advertisements, newspapers, roadside signs, light boxes and so on, are part of it. From the history of visual communication, it was originally evolved from "decoration design".

1.2. Definition and Development of Contemporary Art Trends

As a social trend of thought, contemporary art has promoted the development of art and design to a certain extent. The contemporary art trend rose in the late 19th century and became popular and developed in the 20th century. After the First World War, many different artistic styles appeared in Europe and the United States, which were very different from orthodox artistic styles, from Impressionism in the second half of the 19th century to the current artistic styles, such as brutalism, Cubism, expressionism, constructivism and pop art. The influence is very profound, which is manifested in many aspects, including the content of art, the purpose of art, the value of art, the service object of art, etc., which greatly promoted the later contemporary design.

2. The Correlation between Contemporary Art Trends and Visual Communication Design

2.1. The Relationship between Contemporary Art Trends and Visual Communication Design

In the development of human society and the art world, art and design are always integrated and interrelated, and both are a process of continuous innovation and integration. Contemporary art, with its avant-garde artistic identity, has greatly promoted the development of visual communication design. From the point of view of the connection between design and art, firstly, design originates from art, while human art activities and design activities complement each other. With the continuous progress of society, the degree of specialization in various fields is also increasing, which leads to the separation between art and practical technology. Secondly, in a sense, design is a specific artistic act, it is a form of creation. Therefore, in the design activities, the conscious intervention of aesthetics is destined to have an artistic orientation. Finally, in the design, the use of repetition, contrast, gradient, symmetry and other artistic techniques, in the design of color, layout, text and other applications, will be cleverly applied to the design, can improve the design of the taste and level.

2.2. The Promotion of Contemporary Art Trends to Visual Communication Design

Without the change of contemporary art trend, there would be no development and innovation of modern design. Throughout the history of contemporary art, this change has had a fundamental impact on many areas of design. The aesthetic principle of contemporary design is based on the discussion of contemporary design art in the early 20th century, and the basic theory of Bauhaus has established the basic framework of the three elements of plane, color and three-dimensional for contemporary design education, thus

providing a framework for contemporary design education. Secondly, the concept of "very little" in contemporary art, the expression form of "pop art", the concise geometric shape of "Dutch style", the repeated use of "three primary colors", and the use of "neutral" colors have deeply influenced the aesthetic concept of contemporary design. At the same time, many modern art ideas have been put forward, but also for today's designers and artists to provide many models for reference.

3. The Application and Influence of Minimalism in Visual Communication Design

3.1. Overview of Minimalism

Minimalism is a new artistic style that emerged in the 1960s. It is an important school of contemporary art. Originally produced in painting, sculpture and other fields, and then extended to the design field. Minimalism advocates using the least color and the least graphics to simplify the picture, and discarding all unnecessary things that interfere with the subject. Minimalist design follows the design philosophy of "less is more" and has had a profound influence on many artistic fields such as graphic design, interior design, sculpture and painting. In today's design practice, such as poster design, book design, packaging design, etc., you can see the minimalist style, which attracts the public's eyes with its pure and simple expression. Tracing the historical origin of minimalism, Dutch painter, Pierre Mondrian (1872-1944), his masterpiece Red, yellow and Blue Composition (Figure 1) can be said to be the originator of minimalism.

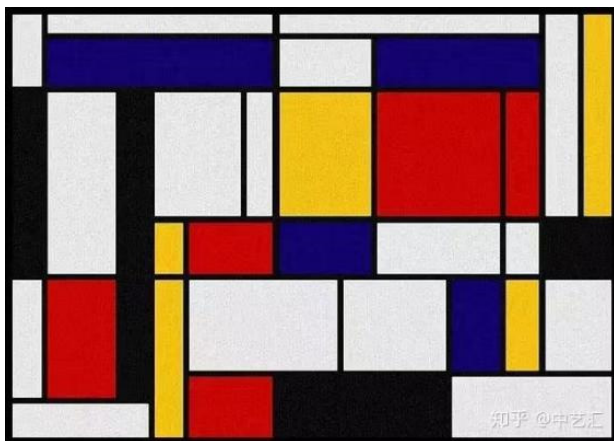


Figure 1. Composition of red, yellow and blue image source: Internet

3.2. Application of Minimalism in Visual Communication Design

3.2.1. Maximum Use of Color

Among all visual elements, color is the most direct one, which can quickly give the public a psychological reminder, thus triggering their association and imagination. In this series of minimalist design, through the simple change of color selection and combination, the visual impact is increased, and the power of color is brought to the extreme. In general, the minimum color can be achieved in two ways. One is to use no color. Colorless is also known as colorless. For example, the poster "Time and Space Gate" is a simple and unpretentious photo. The color of this photo is very simple, but it can be combined with various colors, which makes people refreshing.

The second is simple color contrast, taking Coca-Cola's advertisement as an example (see figure 3 below), using the most reasonable techniques to stimulate the passion of the audience in the most ingenious way. We can think of it as an art form, a very unique form of artistic expression.



Figure 2. Gate of Time and Space Image source: Internet



Figure 3. Coca-Cola poster image source: Internet

3.2.2. Minimization of Layout Form



Figure 4. Love without decoration Picture source: network

In graphic design, the layout design should arrange the text, graphics, colors, etc., and arrange the components of graphic design between the pages in a certain proportion to enhance the overall visual effect and convey an accurate and clear message. The quality of the layout will have a great impact on the quality and visual effect of the entire design work. It plays an important role in visual communication of design meaning. In the design of simple style, the biggest feature of the layout design of posters and posters is simplicity, which follows the principle of "less for more", so that the layout design has a concise and orderly form. For example, Muji's poster "Love

without decoration", as well as "Natural, of course, no printing" (Figure 4, 5), are using some simple fonts, or with different color blocks, you can create different pictures, so that people will have a warm feeling when they look at it, and this feeling is like a picture with life, which is the power of simplicity.



Figure 5. Natural, of course, no print picture source: network

3.2.3. "Less is More" Graphic Text Language



Figure 6. Kazuhiko TANaka Picture source: Network



Figure 7. Kazuko TANaka Font Source: Network

"Less is more" is a good expression of the meaning of simplicity. In minimalism graphic design, the expression of graphics is mainly based on the structure and reorganization of elements, and through the dismantling, reorganization and integration of original materials, a simple design and innovation is realized. Secondly, flat design is adopted, and flat graphics are the most common kind. For example, Ichiro Tanaka's "Dance" (see Figure 6), he gives up the shadow, outline, structure and level of the graphics, so that the graphics look flatter and simpler. The advantage of this method is that all the graphics have a common feature, which makes them look more comfortable. More acceptable. In the minimalist style of graphic design, the use of words makes it present a simple aesthetic feeling, and its pen structure is abstract and simple. Letters and text are expressed in a certain

way, using a "sans serif" font design, such as Kazuhikaru Tanaka's font design (Figure 7), the head and feet of the font are simplified, and the overall font is simplified, the design gets a modern feel through straight lines and regular curves. The minimization of fonts is the use of character reorganization, decomposition, arrangement and other design techniques to make the character more story-oriented and design sense in the graphic.

3.3. Influence of Minimalism on Visual Communication Design

In the fast pace of life, heavy load today, human beings urgently want to return to nature, seeking a quiet and poetic life, in order to obtain spiritual comfort. The existence of minimalism can ease the tension in the hearts of the audience. The minimalist style is introduced into the design, so that the graphics are simpler and concise, which can not only meet the needs of human beings from the spirit, but also allow human beings to find a kind of belonging in the soul. Minimalist graphic design is also a very important art form in the field of design. It is an innovation of the past design methods. It can strengthen the design effect of visual communication, and at the same time simplify, it can also bring more meaning to it, and it can fully confirm the spirit of choice said by the ancients. Simplicity is not only a way, but also an idea and an attitude. Minimalism advocates simplicity, it is a positive view of life. When human life is changing, we should advocate a simple life style. To make our lives more simple, more rational, more controlled.

4. The Application and Influence of Pop Art in Visual Communication Design

4.1. Overview of Pop Art

Pop art is a style of art that originated in the United Kingdom and became popular in the United States and the United Kingdom in the 1960s, inspired by the popularity of popular culture and commerce. It was aimed at the younger generation who had grown up after World War II, in order to cater to their needs for materialistic pursuits after the country's economic recovery. Pop is a kind of avant-garde art recognized by the public. It is a kind of dissolution and recreation of ideology. It opposes history and classical, and often borrows images from the mass society to reproduce the original appearance of life, which becomes the foundation of its creation. Its painting style is presented in grandiose, bold colors and unique patterns, giving people a strong visual impact.

4.2. Application of Pop Art in Visual Communication Design

4.2.1. Strong Color Contrast

The most typical feature of pop art is the bold use of color, and its distinctive feature is the use of rough colors. The use of more high-saturation colors not only makes the color level richer, but also increases the rhythm and rhythm of the picture. For example, Andy Warhol's Diptych of Marilyn Monroe is a typical pop painting. The combination of vivid picture colors and a wide range of color flat painting techniques, the combination of strong contrast and color, make this art work has a strong visual impact, and it firmly captures the eye of the audience. Good at using color to express their creative

ideas.



Figure 8. Marilyn Monroe diptych Source: Internet



Figure 9. Roy Lichtenstein's work source: Internet

4.2.2. Unique Pattern Style

Pop art is produced to meet people's needs. Pop art often breaks through the traditional pattern characteristics and gives the pattern a new image in a more humorous and exaggerated way. The size of graphic symbols, the thickness of lines of graphic elements, and the brightness of graphic symbols are used to strengthen the rhythm and level of pop art works. In this way, the whole pattern is clearly layered, rich in content, and has a strong visual impact. The expression of contemporary pop art is often in a flat way, combining geometric elements such as squares and wave points with different simple and complex patterns, forming a popular trend. Roy Lichtenstein (FIG. 9), for example, uses polka dots and lines to add interest to his paintings and create a personal visual sensation.

4.2.3. Popular and Simple Expression Techniques

In the creation of pop art, a large number of techniques such as recombination, overlap and duplication are used. At the beginning, pop artists extracted some pictures and materials from ordinary posters and photos, and then integrated them into their own designs, constantly repeated, constantly changed colors, and constantly combined, and finally formed the style of Pop. The first thing to notice is that Andy Horwall's Campbell's Soup Can (Figure 10) depicts the main character over and over again, giving a strong visual impact in a minimalist manner of expression that leaves a deep impression. Secondly, a form of pop is "collage". Newspapers, posters and advertisements are everywhere, creating a large number of creative materials for "collage", and most of these materials are popular and familiar to people. In People's Daily life, even garbage and waste can be regarded as the most meaningful symbol and can become the subject of art. Combine these materials together and then match them with colors, and this is a pop painting with great personality. To this day, it still plays an important role in contemporary design

and is used by many designers.



Figure 10. Andy Horwall's work "Campbell's Soup can" Photo credit: Internet

4.3. Influence of Pop Art on Visual Communication Design

The expression mode of pop art language is close to the expression form of life. Its painting language is concise, intuitive and strong impact, which brings fresh and valuable experience to our life. In today's field of visual communication design. If the concept of pop art is introduced, designers can boldly use strong visual expression techniques when choosing themes, elements and processing images, using exaggerated shapes and gorgeous colors, so that a graphic design work can better attract the audience's attention. These visual symbols are applied to the graphic design, and the continuous pursuit of innovation and change makes the design work more attractive to the viewer's attention. Pop art allows designers to look back to the past, to the future, and to find new possibilities in the intersection of the future and the tradition. Until today, we can still find traces of Pop in many works, and their creative and expressive techniques are very valuable.

5. Summarize

In a word, art and design are both creative activities, which promote and influence each other. Zaiman.

For a long time, the two have been interdependent. The trend of modern art, whether from the form or from the way of thinking, has a direct or indirect impact on the visual communication design, and promotes the development of modern design. We should also recognize that contemporary art trends such as "minimalism" and "pop art" have provided ideological nourishment and formal reference for modern graphic design. Therefore, we should learn from the contemporary art trend, and integrate its advantages into the design, and carry out active innovation. This paper discusses how contemporary art promotes the development of visual communication design and the various connections and essential attributes between them, which will help people better understand the development direction of visual communication design art and improve it through various ways and methods.

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