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On the Influence and Significance of Contemporary Art Trends on Modernist Visual Communication Design

-- Take Futurism as an Example

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Abstract: In the era of pursuing exquisite life, people's aesthetics have undergone great changes, and visual communication art has also undergone qualitative changes due to the influence of contemporary art trends. This paper analyzes the connotation and bright beauty of futurism trend of thought. Futurism trend of thought provides an operational basis for the innovative development concept of visual communication design, and analyzes the application and cases in visual communication design. In this paper, literature related to futurism and visual communication design is analyzed by the method of literature induction and inductive deduction. The idea of futurism can meet people's yearning for the future, meet the needs of visual communication design, to a certain extent, improve the quality of life of people in the future, and provide the possibility of expression in modern society.

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

1. Introduction

At the end of the 19th century and the beginning of the 20th century, European industrial civilization continued to develop in depth, and the rapid trend of urban industrialization brought about the impact of upheaval and change in the whole society. Under the impact of science, technology and social production, people's understanding of society and nature began to become complicated, resulting in European culture entering a new period of thinking and struggle. Among the many anti-traditional movements, the Italian Futurist movement is particularly active with a firm and clear declaration, and the advocates of futurism regard tradition as a heavy burden in order to create a new form of art on the premise of abandoning tradition. The trend of Futurism has exerted an important influence on Italy and even the whole Europe, covering many artistic fields such as painting, sculpture, poetry, drama and music, and its style characteristics and artistic expression have exerted an influence on modern design until now. It can be said that the trend of futurism art has completely changed the classical civilization and traditional art in Europe, from the ideological culture to the content and form of art have a subversive role, so the trend of futurism art has strong research.

2. Overview of Visual Communication Design

Visual communication design, which was first proposed in Tokyo, Japan, is, as the name suggests, a design that conveys information to the receiver through visual symbols perceived by the information sender. For example, in daily life, the text description of barbecue flavor and tomato flavor outside of potato chip packaging is the essence of visual communication design, and creating excellent design works that meet the trend of The Times and the vast audience is the evaluation criteria of visual communication designers.

Visual communication design is independent of many design queues because of its distinctive characteristics of information, compromise and universality. Informational: The goal of visual communication design is to convey the acquired information to the audience. Information is the main body, and information elements have become important materials for visual design to convey to people. Compromise, the compromise in visual communication design is not the superficial meaning of text terms -- compromise, it refers to a coordinated way when there are multiple views and opinions on something, the purpose is to meet the audience's artistic beauty and adopt a better way of expression. At the present stage, the artistic creation of visual communication design is not only to express personal feelings and ignore people's needs; Extensive, visual communication design is to present a certain purpose as the ultimate goal, aiming to integrate people's material and spiritual needs, working methods and living habits into the design of products, and interact frequently with various fields.

3. Analysis of the Relationship between Artistic Trends and Visual Communication Design

Art is the artist's image expression of the real life and the spiritual world. Design is a creative activity carried out by human beings to achieve a certain purpose. Design can make a variety of visual elements, such as lines, colors, and so on organically combine together. The artistic idea behind the design work is often the core of the design expression, and the artistic trend of thought is the artistic idea. Design originated from the trend of artistic thought. In the early days of human beings, design and artistic activities were integrated. Only with the increasingly detailed division of labor in society and the increasing professionalism of various industries did art become separated from actual technology, and the concept of art also changed. Design has artistic orientation, design is a special artistic activity, is an aspect of artistic production.

The aesthetic principle of design is based on the exploration of design art in the movement of art trends. Art promotes the development of visual communication design,

and the change of art trends also affects many design fields. Under the distinctive characteristics of visual communication design, the service object is the audience. People have become the service subject of visual communication design, and people are also the subject of The Times, which changes with the changes of The Times. Therefore, people's artistic ideas in different times have different collisions, and the design works in The Times express different contents. The change of people's ideas gives rise to various artistic forms. Just like Picasso's "Le Maide d 'Avignon", a work with strong three-dimensional sense is the product of the integration of geometric shapes and abstract thinking of African sculpture, which changes the specific painting subject from plane to three-dimensional, from two-dimensional plane to three-dimensional design. The pursuit of art revolves around the society's pursuit of more specific image expression and completes the three-dimensional design of two-dimensional plane display objects to create more possibilities. The image concrete pursued by the mainstream of society gradually evolved into cubism under the widely accepted geometry under the influence of artistic trends in other countries. In the poster advertisement designed by Kassan, the concentration of lines on one side of the picture is used to form a continuation of the dynamic force, and the visual effect is enhanced. The graphic design method of dividing and breaking up objects is abandoned, and an image design work is sketched with different angles and lines.

4. Analysis of the Influence of Artistic Trends on Visual Communication Design

4.1. Overview of Futurism

Driven by the capitalist economy, scientific and technological revolution and innovation were vigorously promoted. After several successive industrial revolutions, with the advent of steam engine, automobile, electric light and airplane, people began to wake up to the rapid changes in the development of the world, and began to realize that any place in the future could be reached. The future is in people's fantasy and has infinite possibilities to be realized, and the word future comes into people's vision. Futurism was published in Paris in 1909 by the Italian poet Marinetti on the eve of World War I. In his Futurism Manifesto, he expressed the decline of traditional art and the birth of future art, which is a social trend of thought to study and predict the future prospect of social development. Under the promotion and promotion of Marinetti, the painter Bocioni and other futurists successively published the Manifesto of Futurist Painters and Manifesto of Futurist Painting in Turin, Italy, in 1910. Futurists expressed their enthusiasm for speed, technology and violence, and they believed that some objects with a sense of speed, technology and violence are unique charm. In life, they tend to prefer cars, airplanes, industrialized towns and so on, which can represent the social development promoted by science and technology. The position and ideological system held by futurists make them cry from time to time to destroy the past cities and cultural facilities, and advocate the beauty of "revolution" and the beauty of war. In the context of the larger historical background of peace, the love of war advocated by the futurists also caused the division, disintegration and extinction of the futurist movement. However, the idea that the art of the future should have a "modern feeling" and the so-called "concurrency of emotions" in the creation of artists are highly inspired by modern design. Since 1912, Futurism has exhibited in Paris, London and Berlin. In their works, they tell people that the future society is a society full of strength, and its image can only be seen through machinery and movement. They regard the movement of the objective world as a pure material movement and its perceptual expression separated from the whole of human society, and regard abstract speed and power as the criterion of beauty. From their creation, we can see that futurist art symbolically expresses the shape in movement through analytical, simultaneous and psychological selection and synthesis; It does not rely primarily on dismembering images, but directly or indirectly appeals to feelings, feelings. It has a close relationship with Cubism, and to some extent it can be said that it is Cubism in the movement or a continuation of Cubism. The artistic creation of futurism pays attention to the audience's feelings and ideas, and emphasizes the free expression of individual spirit. The inspiration of painting should be drawn from life and nature, and return to life.

Futurism is the "most rebellious" and "most reformed" school born in the western modern art movement, which denies all traditional art and culture, advocates "abandoning all existing cultural and artistic heritage", and reflects the beauty of The Times with a new expression method. Futurist artists advocate the praise of industrial society, usually with movement, speed, machinery and even violence and other elements as the main design, so that the art works are full of modern sense, even with some fantastical science fiction color. In addition, futurist artists also use highly free and irregular artistic elements such as unrestrained composition, wild brushstrokes and lines, which they believe can fully express the future their sense of speed and movement is the ultimate expression of artistic life freedom. Specifically, these ideas of futurism have two main influences on visual communication design. First, futurism provides a reference for the highly free arrangement of modern visual communication, and asymmetrical and irregular composition and typesetting patterns quietly rise.

4.2. Influence and Significance of Futurism on Visual Communication Design

Futurism, while longing for the future and denying the past, also denies the reality and inheritance of visual cognition. While breaking the static perceptual expression, it inevitably goes to the extreme of dynamic concept explanation. Although the "violence" advocated by futurism is widely not accepted, the futurism, which conforms to people's actual life and pays attention to following the trend of The Times, still has a profound influence and significance on visual communication design. The influence of Futurism extends to architecture, planning, painting, music, photography and sculpture. The declaration issued by St. Elia advocates the replacement of traditional wood and stone structures with new materials and new technologies, as well as the idea of a three-dimensional intersection with multi-level road traffic, which is somewhat prophetic and consistent with modern design.

Futurism died out with Marinetti's death, and the modernist movement was replaced by internationalism and postmodernism until the late 1980s, when the futurist style reappeared in the graphic design world as "retro Futurism". Under the influence of new media, retro futurism has derived more new forms, which are reflected in web design, mobile phone interface design and other mobile terminals, and

graphic designers have also gained a new title, called "visual designers". With the continuous progress of The Times, the form and content of art have undergone great changes, which are not only more in line with the reality of people's lives, but also pay great attention to the conformity with the trend of The Times, so the visual communication design that meets the psychological needs of the vast social classes is also deeply affected by the trend of futurism.

In 1909, Bala created the first futuristic painting "Street Lamp: Light exercises", he used the segmentation technique to create hundreds of red, yellow and green with "V-shaped" strokes to construct the image of radiating around the center of the electric lamp, and the color near the light source became more and more pale, becoming yellow and bright white, producing a strong and dazzling effect. Small strokes outline the spherical shape of the electric lamp, more contrast the powerful power of street lighting, but also show the charm of industrialization, describing the street lighting scene of modern cities. Because the futurist artistic creation reflects the vitality of modernity with movement, Bala then referred to the Cubist method of expression, drawing on the Cubist method of dividing the picture with geometric forms, and expressing the troubled modern life with dynamic lines and colors. A typical work is the Dynamics of a Dog on a Chain, completed by Barra in 1912.As the avant-garde of modern art, futurism constantly explores and innovates in expression techniques. With the development of science and technology, many designers and artists take photography as one of the main means of creation, using the form of photo collage to create, painting, design and photography influence each other and complement each other. The famous Italian photographer Antonio Bogri 'is the first person to apply photography to advertising design, his poster design work "Columbus Egg", the image itself is a very simple composition of the photo, after post-processing into a poster design work. The picture space is divided into three parts, geometric shapes and smooth contours make the whole picture clean and crisp, and the overall color is only red and metallic silver. The silver and material of the table show a strong metallic texture. The visual point of the egg in the picture adopts the "rule of thirds", which is the most commonly used technique by photographers. By setting up some interesting compositions in this way, the application of photography in advertising, poster and magazine design can quickly form a visual center and focus, thereby releasing the inner power of the work while conveying an effective message.

Futurism's first visual communication Studio (Boggeri Studio) was founded by AntonioBoggeri in Milan in 1933. Boggeri Studio is a masterpiece in the history of graphic design, producing a large number of poster designs that have had an important influence on modern times. Boggeri Studio has worked with graphic designers since the beginning and has a very good team of designers who have worked with traditional Italian companies such as CAMPARI (Campari aperitifs) and PIRELLI (Pirelli tires). One of the most influential designers at Studio Boggeri was Max Huber, who was born in Switzerland and moved to Milan to join Studio Boggeri during World War II. He brought the Swiss concept of graphic design to Italy, combining Italian and Swiss graphics in a way that had never been done before. The poster he designed for the company Borsalino, Italy's oldest company specializing in the production of luxury hats. The poster color is based on traditional colors (red, yellow, blue), and the color block obviously has a strong visual impact. One of the hats appears as a photo, and the other two hats appear as vector graphics. The three hats are partially overlapping at different angles, and the three hats are stacked together to create a sense of movement, as if they are falling slowly and as if they are turning, while the brand logo is subtly interspersed in the pattern. His poster for Sirenella Dancing in Milan, in which the character beats the drum in an uplooked composition, shows the excitement of his performance, and the colored circles strongly suggest the sound produced by the beating of the drum. He used the rhythm of graphic design to express jazz, high color saturation, color constantly overlapping, producing a sense of stage lighting. Words are interspersed in the pattern, and the whole picture is full of vitality. The poster he designed for the famous Italian tire company Pirelli, in which the blue, red and yellow lines extending wirelessly across the white field convey the sense of speed and power, perfectly promoting the characteristics of the tire, with a strong visual impact.

Text has become a kind of visual symbol, in the poster design, also adopted the graphic expression method of text. The visual poster design of the 2020 graduation exhibition of Guangzhou Academy of Fine Arts - "GAFA SHOW laser poster" is a dynamic poster. Because of the epidemic, the 2020 graduation exhibition has to take the way of online exhibition, which is also the first time to watch the graduation exhibition online, the main visual dynamic graphics of the poster is composed of the abbreviation "GAFA", and the letters are presented in the form of dynamic 3D graphics, using parallax to create an illusion. The poster was jointly designed by Mr. Tian Bo and four junior students. Mr. Tian hopes that the poster can convey a hope and represent the color of the future, thus proposing the image concept of "Mobius Ring". Therefore, the four capital letters from different dislocation and overlapping effects through the dynamic cycle, which is both a graphic sign and four letters, and the two can transform each other in the dynamic, representing the concepts of "common", "open", "hope" and so on. The most special is the material and color of this graphic, the use of transparent materials and the blessing of lighting effects, forming the "laser" style that is very popular today. Extremely rich in color, and erratic, full of mystery, this sense of laser is actually very similar to the style of futurism, is an extension of the popular style of futurism, emphasizing the sense of the future, the poster was loved by many users. The poster for the graduation exhibition of Hubei Academy of Fine Arts in 2020 also uses a dynamic design. The dynamic graphics of the poster are composed of a dozen irregular blocky transparent objects, both real and virtual. The movement trajectory of the poster is gathered to the center point and then radiates to the surrounding of the page, just like the flow and fragmentation of ice. It occupies the whole page, and maintains a static and dynamic design style like Guangmei, which causes a strong visual impact to the information recipient.

5. Conclusion

In the era of pursuing exquisite life, the visual communication design focusing on visual effects caters to the public. The impact of bold and bright colors, the revival of modern and retro styles, and the layout of large and thick fonts have all become the design trends of the future, many of which are influenced by futurism. Futurism art trend is ininicably linked with visual communication design, and the emergence of each art trend is related to the background of The Times. The visual communication design is to serve

different backgrounds to meet the needs of the vast social classes. The ideas of futurism can better meet people's yearning for the future, meet the needs of contemporary art, and improve the quality of life of people in the future to a certain extent, providing the possibility of expression in modern society.

In the process of exploring the influence of futurism on visual communication design, I find that art comes from life and moves towards life. Futurism should also move towards a diversified development path in the future, providing more possibilities for future life. Extensive literature review gives me a deeper understanding of futurism and visual communication design.

It also provides real help to the writing of graduation thesis in the future.

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