

The Influence and Significance of Contemporary Art Thought on Modernist Design

-- The Influence of Pop Art Style on Modern Graphic Design as an Example

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Abstract: Pop art originated in the 1950s and is an emerging art, breaking with tradition, featuring bright colors, popular materials and distinctive personality. As they grew up, a new generation of young people gradually began to pursue individuality, uniqueness and a different style from the past, and the arrival of Pop style just met this demand. Pop's main audience target is this generation of teenagers. This paper first analyzes the connotation and characteristics of Pop art and its development history, then combines several design cases to explain the relationship with modernist design, and finally discusses the influence and significance of Pop style on modernist design.

Keywords: Modernist Design; Graphic Design; Pop Art.

1. Overview of Pop Art

The English word for "pop" is "lollipop", generally more commonly used in its abbreviated form "POP", the word has multiple meanings, i.e., it means lollipop, and it also has the meaning of "popular" (popular; popularized; universal; popular) meaning, the word was originally used to describe the sound of balloon expansion after the explosion, after the evolution of the derivative later derived to "popular, popular" meaning. "Pop art" is also "popular" and "art" together equals "popular art pop art". this artistic style reflects the new generation of adolescents growing up after World War II who strive for and self-expression, as well as social and cultural values.

2. Stylistic Characteristics of Pop Art

Richard Hamilton, the "father of Pop Art", once summarized the Pop Art style as ephemeral, popular, consumable, mass-produced, sexy, glamorous, creative, and commercial. in brief, we can introduce the characteristics of Pop Art from three aspects: strong color contrast, copy-collage technique, and popularized art style. The art works of the Pop period are different from the black and white gray of Minimalism, nor the gentle Morandi color scheme. The colors used are bold, exaggeratedly beautiful, highly saturated, passionate, and aspiring to freedom such as red, yellow, and green to express and release people's individuality. its main creation method is to combine existing elements into new artworks through collage and reproduction to produce special effects. to create a new work of art with a special effect, a process of It is a process of recombining existing elements. Unlike previous artistic creations, the mechanized reproduction of a large number of works is a common practice in the Pop style. The material used is no longer expensive wooden porcelain, but common household items. The raw materials are no longer expensive wooden porcelain, but common household items, industrial products, or garbage, so that This way, the cost is low, close to life, and tends to be popular.

3. The Development of Pop Art

Britain, once known as the Empire of the Sun, had the most advanced industrial facilities. The earliest industrial revolution was born here, but it was at the beginning of the Arts and Crafts Movement that progress slowly sank into the mire. But at the beginning of the Arts and Crafts Movement, the progress was slowed down by the mire. Theoretical and practical developments were stagnant and lagged behind the trend of the time. It was behind the trend of the time. The birth of the Pop style brought new energy and vitality to British design It re-entered the international forefront and took the world by storm at a rapid pace. what makes life today so different, so attractive? Richard Hamilton's masterpiece, which is also the origin of the name of Pop, was born in England, and after its initial development, it flourished in the United States in the 1960s, and then spread and influenced to the whole world. In particular, the development of Pop Art in France, China and Japan is the most representative.

4. The Application of Pop Art in Modern Product Design

The influence of Pop Art style on modernist design can be broadly seen in the products' peculiar shapes, bold color schemes, chic graphic designs, and special surface decorations. shape, bold color combination, chic graphic design, special surface decoration etc. People no longer pursued minimalist decorative effects and began to experiment with colorful decorative designs. Designers are constantly looking for inspiration in the design process, drawing on the elements of Pop Art style, integrating and refining them. The designers kept looking for inspiration in the design process, drawing elements from Pop Art style and integrating and refining them. Today, there are many successful cases of combining Pop Art style with modern product design. Today, there are many successful cases of combining Pop Art style with modern product design, the most notable being the design of the world's fashion giants The most notable is the design of LV, a legendary brand that bears its own name.



Fig 1. LV three color series handbag

LV's consistent quality assurance, exquisite production workmanship, the brand's philosophy of progress and elegance. The most important thing is that LV is always at the forefront of the trend, or the most important thing is that LV is always in the forefront of the trend, or he is the trend. It can be said that it is sought after by people all over the world, no matter where they are in society. The LV brand is a brand that is always in the forefront of the trend, or perhaps it is the trend. Bold innovation, styling style, borrowing from classical style or recreating classics, all these styles are derived from the fusion of pop art The fusion of Pop Art elements. Epi water wave pattern, Monogram pattern, Damier checkerboard pattern, etc. are the classic designs that Lv has been using until now and are favored by the fashion industry. There are many works with typical Pop style. As shown in Figure 1, the Japanese designer Takashi Murakami used 33 bright and lively colors to reinterpret the classic Monogram canvas of the era, with the LV minimalist logo with the floral pattern repeatedly arranged, standardized and neatly repeated to enhance the visual impact, this repeated appearance is the embodiment of the unique LV logo. The color, the use of each pattern color is different, color patterns more to bring customers a different sense of mood experience, become a fashion element, bring a new, lively and beautiful style. Takashi Murakami's design uses the characteristics of Pop Art, the reproduction technique. At the same time the spirit of Pop's bold use of color is also given to it. This is a reinterpretation of Pop Art into modern products for the masses. In 2009 LV introduced the classic graphic elements of the 1970s by Stephen Sprouse, namely the graffiti text and the rose pattern. The new collection condenses Stephen Sprouse's classic creations, both to commemorate the fifth anniversary of his death and as a tribute to him, perfectly blending LV with Pop Art and clashing colors. In the new aesthetic era, crossing classic and fashion again and again, the designers used the decorative elements and features of Pop Art in their own design works, giving birth to new works that catered to the new market demand and people's preferences, generating good commercial effects. Many daily necessities in life were also added with a touch of Pop, and high luxury brands were no longer presented to the public with completely noble and cool design forms. Under the leadership of Marc Jacobs, LV has embarked on a path of self-discovery and self-improvement, constantly transcending the past to usher in a new century.

In modern design there are many packaging designs that draw on the Pop style. The light-hearted, playful, absurd and pleasant sense of color is incorporated into the work, which is liked by many young contemporary consumers, who are eager

to be free and release the pressure to harmonize and confront the busy and fast-paced social life, so such fun and personalized packaging of goods just caters to the needs of young people. Pop style packaging design focuses on the distillation and use of current popular elements, with bold colors and strange graphics to attract the eye, while witty, humorous, with a touch of cynicism, he is trying to explain the product is different, and seems to bring people a sense of joy.

For example, in the beverage packaging design in Figure 2, the simple element of the beverage bottle is used to express the volume by using the structural relationship in sketching. Unlike simple sketching, the color rendering treatment is carried out here, and on the black background, high saturated colors of yellow, purple, blue, orange and pink are used to highlight the characteristics of the product. The simple and ordinary beverage bottle elements are repeatedly shown several times, and the beautiful colors are used to distinguish the different flavors of different beverages in the packaging. The overall simplicity but not monotonous and passionate is the effect of Pop Art in the packaging design.



Fig 2. Tang Pei Li Nong Launches Commemorative Bottles

One of the great characteristics of Pop Art in design applications is its repetitive use of simple surfaces with bold and striking colors, often using contrasting colors to create a sense of visual difference. The elements it uses are usually not overly complex, often consisting of a few simple geometric lines, abandoning the inherent aesthetic impressions, complicated artistic configurations and a variety of delicate structural treatments, just simple shapes can take away the hearts of the people, without the need for too complex emotions.



Fig 3. Packaging Design of Paper Bag

For example, the packaging design of the paper bag in Figure 3 is made of simple environmental protection materials, white paper bags, and the front of the bag is decorated with images of people processed by vignetting and color gradient, which is similar to Andy Warhol's work "Marilyn Monroe",

the father of Pop, forming a memorable product packaging. Pop art has a typical rebellious spirit, its reverence for freedom and debauchery makes many designers want to use pop art in their own design field to obtain practical commercial value. The packaging design with Pop style, even if it no longer plays the role of packaging goods, is also very suitable for making small art ornaments in life, successfully increasing the added value of the goods, he injected a new style and inspiration into the packaging design, packaging design is more full of modernity, fashion and wit, because the most common techniques and media used in Pop art are popular and popular, it is a distillation and reference of popular elements and popular culture. It is a distillation and reference of popular elements and culture, so it has a popular aesthetic. The packaging of goods classified in Pop style can also use its own vulgarity to overcome the elegance that goods have always boasted, and bring people a high-level, high-quality, high-grade consumer concept, suitable for different age groups and different cultural levels of consumer groups. Modern graphic design cannot be separated from the absorption and reference of pop art. Pop art is a product of commercial civilization, and today, with the rapid turnover of popular culture and constant changes We are surprised to find that Pop Art has surrounded us, and it has appeared countless times in the goods we buy every day. It appears in the form of "fashion, novelty, weirdness, wackiness and spoof", making our lives full of surprises.

5. The Influence of Pop on Modernist Design

5.1 Color

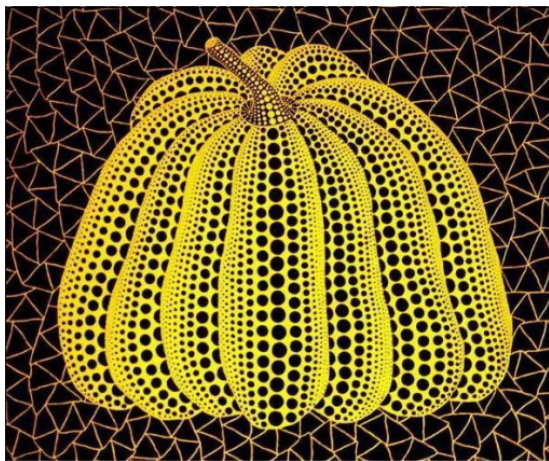


Fig 4. Yayoi Kusama's masterpiece Pumpkin

The use of color is an important embodiment of Pop Art style. Usually high saturation, high purity, bright and vivid colors in the form of contrasting color combination, and the traditional same color with the law is very different, bright colors will cover the entire graphic design works, contrasting colors used to embellish, there is no thick and light halo, there is no color transition between the relationship, the collision between colors is often used, in the visual senses, the entire design works have a strong impact. The basic function of graphic design is propaganda, because the Pop color style is unique will often be used by designers to learn from these bright, bright, stunning and unique sense of color coordination used in graphic design, can attract the reader's eyes, rendering a unique and strong visual effect, impact on the visual experience of the audience, leaving a deep

impression on the reader, and further strengthen the functionality of graphic design, Pop art style has given designers more sources of inspiration, bringing new life in the industry.

Yayoi Kusama - one of the most contemporary Japanese designers with a pop art vibe, high brightness colors, exaggerated distortion of simple elements is the main theme of her works. The main theme of her works is the exaggerated deformation of simple elements, for example, in Figure 4, her representative work "Pumpkin". In Figure 4, for example, is her representative work "Pumpkin", the composition of which takes the form of a pumpkin as the framework of her work, and repeatedly arranges the dots. In Figure 4, for example, her representative work "Pumpkin" is framed by the form of a pumpkin and repeatedly arranged with polka dots, and the color is simple, using yellow and black to highlight the core of graphic design and effectively attract the audience's attention.

5.2 Expression

At the early stage of Pop's formation, whether it was posters in shopping malls or billboards in bus terminals, all patterns or graphics in graphic design posters and other visual materials with the function of conveying information were the inspiration of Pop designers. They refined these elements, changed their shapes and colors by adding their own understanding of design, and arranged these elements in an orderly and repeated manner to form design works with significant Pop Art characteristics. With the development of Pop Art and its popularity and spread in many countries, new expressions have been derived, focusing more on the local elements of the works, changing them, using exaggerated deformation and rearranging them, in order to meet the changing market, designers have been working hard and innovating in expressions. In the graphic design, the main information is the main, secondary auxiliary graphics play a supporting role, the prominence of the main information in the graphic design of the information content to the maximum function, so that the audience groups more quickly and accurately ingest information, breaking the conventional way of graphic information transfer, so that the information transfer function of graphic design is greatly enhanced. The freedom of medium is also one of the distinctive features of Pop Art works, which can be discarded garbage, expired newspapers, discarded fruit glass cans and low-cost colorful plastic bags, etc., all of which convey its central theme - popularization, so that the inexpensive, readily available design materials are closer to the life of the public, and through cutting, melting and other different techniques to shape these media, creating a large number of unique and innovative works. Pop art has had a great impact on modern design, silently changing the expression of graphic design, and designers are constantly exploring and pursuing new styles, paying attention to innovation and the integration of form and emotion. People are eager for freedom and the pursuit of unique beauty, and graphic design is becoming more and more emotional. In response to the development of the times and the advancement of science and technology, designers are slowly focusing on how to break away from the traditional pop art thinking, creating more expression techniques, no longer limited to screen printing, trying more fresh media of the times, and presenting better artworks to the world.

5.3 Layout

Poster is a very important and representative branch of graphic design, in which the layout of the whole poster is the key point to evaluate the "good poster". For example, in Figure 5, Andy Warhol's design work - "Absolut Vodka" is a "good poster", first of all, in the composition of the designer used a central composition, the front of the bottle partially enlarged, exaggerated, full of the whole picture, and the brand name " ABSOLUTVODKA" with high saturation, high brightness blue fill, the outer frame with the same brilliant red decoration, the collision of contrasting colors, to produce eye-catching effect, in the most prominent position placed the brand name, with 1/2 of the whole poster, the presentation of the logo in the form of lines, appearing above the brand name, and the brand name in the visual formation of the main priority, very much in line with the Graphic design composition method, clear hierarchy, is the reader's instant memory to catch is the main information of the poster. With the continuous enrichment and sublimation of Pop culture, the graphic design influenced by it has made changes in the composition. The emphasis on the collage of elements in the works, the transformation of techniques, and the layout no longer sticking to the traditional format have enriched the possibilities of the layout of graphic design afterwards.

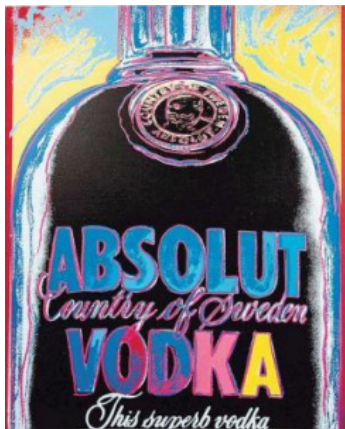


Fig 5. Andy Warhol's design work Absolut Vodka

5.4 Ways of Thinking

Pop art signifies a new and different style, the pursuit of individuality, and a different style from the past, breaking through the tradition of stagnation, revolutionizing the public definition of beauty, enriching the connotation of beauty, bringing art closer to life, and making it easier for people to find and create beauty in social life. Behind the Pop Art ideology is the rebellion of people in this unchanging and boring life, and the desire for freedom, so the designers influenced by this culture pay more attention to the integration of emotions and works, and use design works as a medium to convey information; pay more attention to the interests and needs of the audience, and establish emotional ties with the audience, so that the readers can resonate with the designers when they see the graphic design works, To achieve the maximum effect of the real message conveyed.

6. Conclusion

The contribution of Pop Art is huge, it blends the

detachment of society and art, close to the life of the people, popularized and popularized, making life artistic and serving it with art. At the same time, he was born as a new style, which not only changed the form and style of abstract realism, but also in that it changed the concept of art and gave full affirmation to the ideal human society of nation, peace and freedom. Modern design draws from Pop Art style to make people's life full of art everywhere. At the same time collage, copy, exaggerated processing and other such artistic techniques make the original complex art creation into simple art production, break the distance with the artist, everyone can become an artist, make art become popularized, benefit the popularity and promotion of art, make art and the public's life more closely combined. Pop art is a product of commercial civilization, and the pursuit of democracy, freedom and equality is complemented by the highly developed material civilization of modern Western industrial society. Pop style has played a great role in promoting the development of modern design and modern art, and has revolutionized the aesthetic concept and aesthetic thought. Its impactful color schemes, novel expressions and popular decorative styles have all had an impact on contemporary design styles. Chinese traditional culture is vast and profound, but even a strong treasury will run out one day, The long-term development of contemporary design styles still has a long way to go, and our designers should explore in depth the spiritual connotation behind each style or culture, follow the social development trend, and give Chinese culture and Chinese design a long-lasting vitality.

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