

The Application of Anthropomorphism in the Illustration Design of "Gu Nian Meng Yu"

Yanlu Chen, Mingjing Yuan *

School of Wuhan Textile University, Wuhan, China

Abstract: The key to the application of anthropomorphism in illustration design is not to directly copy or completely detach from the prototype, but to organically use these design elements and transform them into anthropomorphic images to better express the author's emotions and present a more meaningful and resonant visual image, so that people can feel a correlation between the anthropomorphic object and our human principle. One of the most important points is that when using anthropomorphism, we need to find the right connection between anthropomorphic objects and people. If there is no connection between anthropomorphic objects and people, then it is impossible to anthropomorphize them.

Keywords: Anthropomorphism; Relevance; Illustration.

1. Introduction

The anthropomorphic approach helps to give the design object emotion and enhance the sensual charm of the illustration. Therefore, the author hopes to redefine these exotic animals with an anthropomorphic approach and make them appear in a new light, so that the Chinese mythological culture can be further enlivened and seen by more people in this information age.

The relevance of anthropomorphism to human beings includes movement, appearance, body movement, and

personality and emotion. The second is the cleverness of anthropomorphism, which means that the main characteristics of each element should be combined organically and cleverly, not to link the unrelated elements together rigidly, in the use of anthropomorphism should give full play to the characteristics of the close connection between people and things and relevant to the theme, to create a work of art.

2. Anthropomorphic Approach to Illustration Design Features



Figure 1. Anthropomorphic illustrations of the 24 solar terms

The key to the application of anthropomorphism in illustration design is that it should not be completely separated from the prototype or directly copied, but should be used organically, and then creatively transformed into an anthropomorphic image, which can better express the author's emotions and present a more meaningful and resonant visual image, so that people can feel a connection between the anthropomorphic object and our people. principle. One of the most important points is that when using anthropomorphism,

we need to find the right connection between anthropomorphic objects and people. If there is no connection between anthropomorphic objects and people, then anthropomorphism cannot be applied to them. The main points of association between anthropomorphic objects and people include their movements, appearance, body movements and personality and emotions. The second is the cleverness of anthropomorphism, that is, the main features of each element should be combined organically and cleverly, not to link the unrelated elements together rigidly, in the use

of anthropomorphism should give full play to the characteristics of the close connection between people and things and relevant to the theme, to create a design with artistic works. This set of anthropomorphic illustrations of the festive season makes good use of the relationship between things and people, extracting key information from the main features of nature in the two festive seasons of "spring" and "rain", such as hues, flora and fauna, weather conditions, etc. In the design of the characters the design of the characters is mainly reflected by the thickness of the clothes, which closely combines people and nature. (Figure 1) The third point is to follow the principle of readability. With the development of the Internet, the graphical culture of information is also more filled with people's vision, and the use of anthropomorphism is also to make it easier for the reader to understand, so the creation should take into account that the reader can understand the content to be expressed at a glance. Therefore, it is necessary to draw inspiration from life and apply it to the work to make the reader resonate with it.

3. Key Elements of Anthropomorphic Approach to Illustration Design

3.1. Partial Anthropomorphism

Local anthropomorphism. This anthropomorphic method refers to giving the local image of non-human things with local human characteristics, such as local human features, hair, etc. This local anthropomorphic method can show the most prominent features of the object being anthropomorphized. For example, the Japanese designer Shigeo Tomita's poster of "Fukuda Shigeo Design Museum Exhibition" (Figure 2) is an anthropomorphic creation that combines the side face of a person with the letter "F". Therefore, the anthropomorphism can be used either as a part of a person or as a whole.



Figure 2. Poster of "Fukuda Shigeo Design Museum Exhibition"

In addition to anthropomorphism in appearance, we can also use the anthropomorphic method of behavior and action. As with human characteristics, there are specific behaviors and actions that are unique to people, thus making the anthropomorphic object move like a person. The word behavior is interpreted as an outward activity that is governed by our unique thoughts and is composed of a single action that is purposeful, and controlling behavior through thoughts is also a characteristic unique to human beings. In contrast, anthropomorphic behavior is to make the anthropomorphic object imitate some of the actions made by people to anthropomorphize.

3.2. Image Anthropomorphism

Anthropomorphic techniques can be mainly divided into image anthropomorphism and local anthropomorphism. Figurative anthropomorphism refers to the anthropomorphization of non-human things with the image of human beings. Here the human image refers to the human appearance, that is, our height, fatness, thinness or local appearance of the image characteristics. The overall image anthropomorphism is also one of the categories, that is, the anthropomorphic object is completely anthropomorphized into a "complete human form", with all the characteristics of human appearance, such as fat or thin body, white or dark skin color, etc., although it can be seen that the main core elements are non-human things, but in the appearance of the same as people. For example, in the work "Top Dress - Fashion Art Exhibition" (Figure 3), the author has anthropomorphized a series of Chinese characters to form the image of a fashionable man with a handbag. In the work, the strokes of Chinese calligraphy are used to form the torso, limbs, and so on to create a "human" effect.

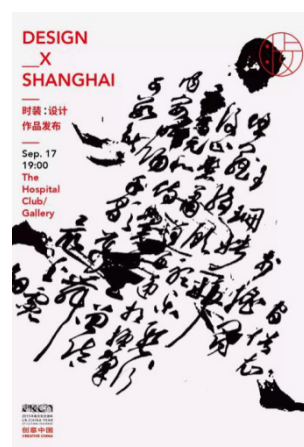


Figure 3. Poster of "Top Dress - Fashion Art Exhibition"

3.3. Integration of Anthropomorphic Techniques with Illustration

Illustration is mainly composed of three basic elements: atmosphere, message, and shape, of which the most important for illustration is narrative, which means the ability to express accurate information. Therefore, even a single image or a flowing illustrated book without words can be understood and resonate with people. Therefore, the application of anthropomorphism in illustration can make the picture express accurate information and enhance its narrative. There are many ways to express anthropomorphism in illustration design, such as anthropomorphism in expression, body movement, appearance or thought. Therefore, when using anthropomorphic techniques for illustration creation, it is necessary to carefully analyze the correlation between human and anthropomorphic objects, so as to achieve a vivid effect and avoid rigid application, so that these main elements are organically combined in the picture to form different visual images and thus convey different thoughts and feelings.

It can be seen that anthropomorphism is widely used in both domestic and international illustration or film and animation works today, and their anthropomorphic objects are various, although they are non-human things but can be divided into concrete things and abstract concepts. From the creation of these two kinds of subjects and design a new "human" image in front of our eyes, so that people and objects

resonate with each other.

4. The Practice and Application of Anthropomorphism in the Illustration Design of "Gu Nian Meng Yu"

4.1. Illustration "Ancient Year Dream Language "Gu Nian Meng Yu"

The image of this series of illustrations is mainly created based on ancient exotic animals, and the audience is relatively wide. For the character's facial features and hairstyle and other peripheral accessories focus on drawing, conveying the different emotions of each character, expressing the unique nature of these exotic animals. The drawing method is mainly to use PS for thick painting, from line drawing to color block to volume drawing and final detail adjustment. For example, the first step is to draw the main drive of the figure and some primary characteristics, adjust the overall layout, character movement, proportional size and so on. After that, the volume of the drawing, in this step for the character's demeanor, hair and clothing to draw at the same time need to add some other small design up, and finally the overall adjustment and drawing, appropriate deletions and additions to make the work complete and more coordinated.

4.2. Illustration "Ancient Year Dream Language "Gu Nian Meng Yu"

The main anthropomorphic technique used in this group of illustrations is the image anthropomorphism of specific objects. In other words, a concrete, objective entity is used as a prototype to organically transform into the overall image of a person. In the process of creating the illustrations, the first step was to collect the prototypes of the anthropomorphic objects, and after a lot of comparisons, a series of ancient Chinese traditional beasts with different shapes, attributes and personalities were selected for creation, so that the different characteristics of each character could be better compared and distinguished. To understand the various aspects of these animals, we extracted symbolic elements and elements that are more related to people. This includes the living environment and habits, personality traits, physical features and special attributes, etc., so as to determine the entire character set, such as facial expressions, makeup, hair, clothing, and movements, as well as the main color. The human basis combined with the characteristics of these beasts, while transforming into human form without detaching from the prototype.

Once the character is set, we list the elements needed to start drawing, such as the beast "Xiang Liu", an ancient Chinese mythological god with a snake body and nine heads. (Figure 4) This is a record of the prototype of "Xiang Liu", and since it is an anthropomorphization of a concrete and objective object, it is possible to extract the symbolic elements directly from the object itself. Here, we can determine the characteristics of the snake, brutality, viciousness, and bright colors, and then add, delete, or convert them to the human image based on human appearance. The image of "Xiang Liu" after anthropomorphization is derived, where the characteristic elements of "snake" are mainly highlighted, from the facial features, hair and snake tail to focus on portrayal, as well as facial makeup combined with Tang makeup for a design, forming the image of "snake

beauty". The overall color scheme is mainly "bamboo leaf green", the green color of the snake and a little blood like red to match. (Figure 5)



Figure 4. The prototype of the "Xiang Liu" foreign beast

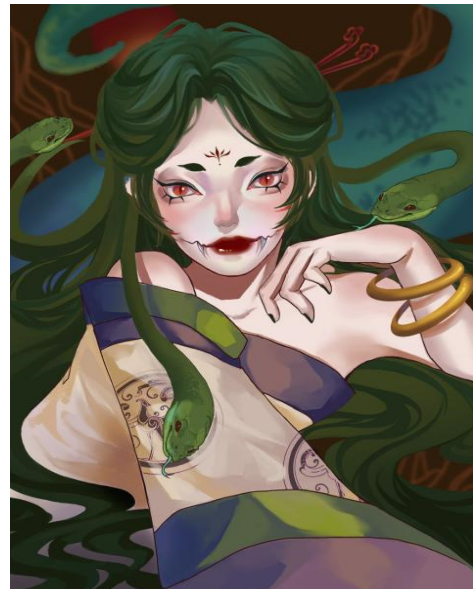


Figure 5. The anthropomorphization of the "Xiang Liu" beast

4.3. Illustration "Ancient Year Dream Language "Gu Nian Meng Yu"

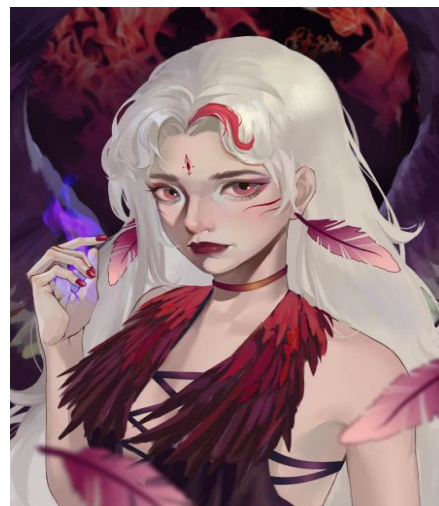


Figure 6. The anthropomorphization of the "Bi Fang" beast

In the overall color selection, a main color is chosen according to the image of the character, and then a few other colors are matched according to the main color. For example, when portraying the beast "Bi Fang", we first designed the character according to its prototype, and since "Bi Fang" is very similar to a fire bird with a flame on its head, the main color was red and matched with orange and purple. The three warm colors are from dark to light, expressing its attributes. (Figure 6) The main color of each painting is different, and the beasts are distinguished from each other and have very different characters. As a whole, the 10 illustrations are harmonized in terms of saturation and brightness.

5. Conclusion

The anthropomorphic technique used in this illustration design is to bring the connection between illustration and people closer, and to give the objects a personality and a human appearance to achieve a purpose that readers can understand and empathize with.

In the anthropomorphic approach this is also an innovation of the traditional subject matter, so that it has more forms of

presentation, as well as in the use of anthropomorphism is mainly used in the specific image anthropomorphism, is also the most direct and most humane anthropomorphic approach. In the drawing method is used photoshop painting, similar to today's CG image design, which also makes the ancient beasts covered with a layer of future cyber impression.

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