

# Application Analysis of Graphic Design Elements in the Teaching of Environmental Art Specialty

Jiang Wu

Department of Fine Arts, Cangzhou Normal University, China

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**Abstract:** This paper aims to analyze the application of graphic design elements in the teaching of environmental art major. Firstly, by reviewing the definition and development of graphic design, the basic concept and classification of graphic design elements are introduced. Then, combined with the characteristics of environmental art, the application of graphic design elements in different environments and scenes is discussed. It includes color application, composition principle, font selection and graphic expression. Finally, the importance of graphic design elements in the teaching of environmental art is summarized, and the prospect of further research is put forward.

**Keywords:** Environment Art Major, Graphic Design Elements, Application Analysis, Color Application, Composition Principle.

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## 1. Introduction

Graphic design is an indispensable subject in the major of environmental art. It aims to create visual beauty and convey a specific message through the use of various design elements. Graphic design elements are the basic components of design works, which are presented in the form of color, graphics, fonts, etc., and play a crucial role in the overall effect and expression meaning of design works. However, in the teaching of environmental art, the application of graphic design elements is not achieved overnight, and its practical application in different environments and scenes needs to be deeply analyzed and studied. Only by clearly understanding and mastering the application law of graphic design elements can we give full play to the best effect in the creation of environmental art.

## 2. Definition and Development of Graphic Design Elements

### 2.1. The Concept of Graphic Design

Graphic design is an art form that combines and uses various visual elements, such as color, shape and text, to create graphic works with artistic beauty and convey specific information. It involves advertising design, brand design, packaging design, web design and other fields, is an important means of communication and commercial marketing tools. The purpose of graphic design is to use limited graphic and layout elements to create simple, attractive and effective visual effects to capture the audience's attention, trigger emotional resonance and achieve the desired goal.

### 2.2. Classification of Graphic Design Elements

Graphic design elements can be divided into the following categories.

**Color:** Color is one of the most important elements in graphic design. The choice and use of color can affect the emotional expression of design works and convey specific emotions and meanings. Color can produce a rich variety of effects through factors such as light and dark, cold and warm, saturation, etc. **Shape:** Shape refers to the two-dimensional graphics presented on the plane, including points, lines,

surfaces, etc. The size, proportion, outline and structure of a shape can have a significant impact on the overall effect and visual hierarchy of a design piece. **Lines:** Lines are essential elements that connect and separate graphic elements and can be used to express dynamics, direction, and structure. Attributes such as the thickness, curvature, and line shape of a line can convey different visual feelings and emotions. **Texture:** Texture refers to the surface features and textures presented on the plane, such as rough, smooth, convex and so on. Texture can add three-dimensional and tactile sense to the design work and enrich the visual experience. **Space:** Space is a key element in graphic design to create a sense of dimension and depth. Through the use of perspective, shadow, level and other techniques, design works can present a three-dimensional sense of space. **Font:** Font is an important element used to express text information in graphic design. The choice of fonts and typography can affect the style and readability of a design work and convey a specific emotion and meaning.

## 3. The Application of Graphic Design Elements in the Teaching of Environmental Art Specialty

### 3.1. Analysis of the Application of Color in Environmental Art Specialty

First, the use of color can express or enhance the emotions and concepts that the work is intended to convey. Different colors have different emotional and associative effects in psychology, which can directly affect the audience's feelings and emotional responses. In environmental art works, through reasonable choice and combination of colors, the theme and intention of the work can be better conveyed, and the audience can resonate. Secondly, the use of color can help create the atmosphere and emotional experience required for the work. By choosing the right color tone and shade, you can create a warm, calm, energetic or mysterious atmosphere. In environmental art works, the use of color needs to match the theme, function and audience needs of the work in order to achieve the expected artistic effect. In addition, the use of color can also enhance the visual effect and appeal of the work. The right choice and combination of colors can create visual

layers and eye-catching effects. In the environment art works, the use of color can make the works more vivid, rich and interesting, attract the attention of the audience, and enhance the expression and enjoyment of the works.

### **3.2. Analysis of Application of Composition Principle in Environmental Art Specialty**

Symmetry and balance are common ways of applying the principles of composition. Through a symmetrical and balanced composition, you can make the work look stable, harmonious and beautiful. In environmental art works, symmetrical layout can enhance the gravity of the image or reflect the sense of order of an organization. Secondly, contrast and repetition are also commonly used techniques in the principles of composition. Through the clever use of contrast and repetition, the work can be more layered, eye-catching, and create a strong visual impact. In the professional environment art, the appropriate use of contrast and repetition can make the work more characteristic and personality.

### **3.3. Analysis on the Application of Font Selection in Environmental Art Specialty**

First of all, the choice of font can give a unique style and personality to the works. Different fonts have different visual expression and emotional characteristics, which can convey different atmospheres and emotions. In the environment art major, by choosing the right font, you can inject specific beauty and style into the work, highlighting the uniqueness of the design. Secondly, font choice has an important impact on conveying information and expressing intention. Different fonts have differences in font structure, stroke characteristics and font spacing, which can affect people's understanding and acceptance of text information. In Huanyi works, font selection should match the theme, purpose and audience needs of the work to ensure accurate transmission of information and good readability. In addition, the choice of fonts can also improve the visual effect and typographic texture of the work. The right font choice can be coordinated with the overall layout and design elements of the work, creating beautiful visual effects and harmonious typography. In the environment art major, by adjusting the size, thickness, spacing and alignment of the font, you can make the work look more hierarchical and visual order. Therefore, in the teaching of environmental art major, we should pay attention to the training and practice of font selection, so that students can skillfully use different fonts to create works with artistic taste and communication.

### **3.4. Analysis of the Application of Graphic Representation in Environmental Art Specialty**

Graphic expression is a kind of graphic design element widely used in environmental art specialty, which plays an important role in the visual effect and expression ability of environmental art works. First, graphic representation can create a unique art form and visual impression. Through the reasonable selection and combination of different graphic elements, such as lines, shapes, textures, etc., a rich variety of patterns and images can be formed. In the design of environmental art, graphic expression can give the work a unique artistic style and personality characteristics, so that the audience has a strong visual impact on the work and feel. Secondly, graphic representation can effectively express and

convey specific information and concepts. Through the shape, color and arrangement of the graphic elements, you can intuitively show the theme, intention and emotion that the work is intended to express. In environmental art works, the use of graphic expression needs to match the theme of the work and the needs of the audience to ensure the accurate transmission of information and the good presentation of visual effects. In addition, graphic representations can add layers and dimensions to environmental art works. Through the use of perspective, shadow, contrast and other skills, you can make the graphics show a three-dimensional sense of space and hierarchy.

## **4. The Importance of Graphic Design Elements in the Teaching of Environmental Art Specialty**

Graphic design elements are the basis for expressing and conveying artistic intent and information. Through the proper use of elements such as color, shape, line, texture and space, it is possible to create visually appealing and expressive pieces. In the teaching of environmental art, art works often need to express, convey and emphasize specific information and concepts through visual language, and graphic design elements are an important means to achieve this goal. Secondly, graphic design elements can increase the sense of three-dimensional and hierarchical sense for environmental art works. Through the rational use of lines, shapes, textures and other elements, we can create a three-dimensional sense of space and highlight the three-dimensional effect of the work. This is of great significance for the creation and viewing of environmental art works, which can make the audience feel a richer and more authentic art experience. In addition, graphic design elements play an important role in cultivating students' creativity and aesthetic ability in the teaching of environmental art. By learning and studying the application rules and techniques of graphic design elements, students can improve their artistic perception and creative expression skills. This is essential for them to put forward unique artistic views and design schemes in environmental art creation. Finally, graphic design elements can also improve students' design and expression skills in the teaching of environmental art majors. By learning and applying graphic design elements, students can develop their design thinking and design skills and improve their design level and practical ability.

## **5. Conclusion**

Through the analysis of the application of graphic design elements in the teaching of environmental art major, this paper puts forward some concrete measures and suggestions in the aspects of color application, composition principles, font selection and graphic expression. These measures and suggestions aim to improve the design level and creative ability of students majoring in environmental art, and further tap and explore the potential of graphic design elements in environmental art creation. It is believed that through continuous practice and research, the application of graphic design elements in the teaching of environmental art will become more accurate and rich, and inject more creativity and vitality into the creation of environmental art.

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