The Meaning of Symbolic Language in Graphic Design

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Abstract

Through the use of symbolic language in graphic design in my country, the overall appearance of graphic design works can be appropriately adjusted. Symbols have not only become one of the necessary conditions for adjusting the appearance of works, but also can express what the graphic design works want to express. The connotation of the story makes the designer and the reader resonate, better expresses the emotions of the graphic designer, and adds uniform color to the entire graphic design work. This article mainly analyzes and studies the meaning and specific manifestations of symbolic language in graphic design, and expands the design ideas and ideas of graphic designers.

Keywords

Sign Language; Graphic Design; Meaning.

1. Symbolic Language and its Application in Graphic Design

Symbols can express the expressed content in the form of images, so that readers can better understand the central idea that the designer wants to express, and resonate emotionally with the graphic designer, so that the public can better accept the overall design. Play the finishing touch. It can be seen from this that symbols have an important position in the process of information transmission of art works, and they are the carrier of art information exchange. In the process of design, graphic designers apply symbol art to their design. Specific symbol languages can be divided into three categories: the first category, symbols with direct meaning; the second category, symbols with indicating functions; the third category, with Symbolic sign. The author of this article will analyze and study concretely from the above three angles[1].

(1) Symbols that have direct meaning. Such symbols mainly have relatively simple lines or patterns, which can directly form relatively obvious graphic symbols in the painting process, and can directly resonate with readers visually. (2) Symbols with indicating function. This kind of symbol has an intuitive effect, and can directly produce a certain "chemical reaction" with the design content, so that the content that the design plan wants to express is straightforward and intuitive. (3) Symbols with symbolic meaning. Such symbols are mainly expressed in abstract ways, requiring readers to use their own imagination and reference with other elements of the design drawings in order to experience the good intentions of graphic designers. However, the three symbolic languages mentioned above need to be selected according to different design content. Each symbolic language has a specific place and space for use, and the combination of different elements will have unexpected effects. In the process of graphic design, graphic designers need to design according to the shape and state of the objects they are drawing, and at the same time appropriately increase some symbolic factors, so as to collide with sparks[2].

2. The Main Significance of Symbolic Language in Graphic Design

In the process of graphic design, graphic designers often express their own ideas and content by using text, pictures, symbols and other content, so as to deliver an excellent creative work to readers, and make readers feel the content and content that the designer wants to express. emotion. Therefore, it can be seen that the language of conformity has an important role and significance for graphic designers.

2.1. The Symbolic Language can Directly Highlight the Theme of Graphic Design and has a Strong Visual Impact and Appeal

Graphic designers add some symbolic language appropriately when they are in graphic design, which can intuitively, vividly and vividly show the central ideas and emotions that graphic design works want to express. The difference between sign language and text language is that text language is more complicated and requires readers to slowly savor the content that the work wants to express, while sign language expression is more straightforward and directly inform readers of the content expressed, which has the advantage of rapid information dissemination. Advantages, in a short time, readers can understand what the work wants to express and leave a deep impression on readers. In addition, the difference between sign language and text language is that when readers browse graphic design works, they will feel the charm of signs for the first time, which brings great visual conflict and has a certain appeal. Therefore, when making product trademarks, some products mainly choose symbolic language for design. By catching the eyes of consumers, they can attract a large number of consumers to buy and improve the efficiency of the products [3].

2.2. The Use of Sign Language has been Widely Used in the International Market

In recent years, with the continuous development and progress of my country's market economy, my country's import and export trade has gradually stepped onto the right track. my country has vigorously promoted the development and cooperation and win-win policy guidelines. Therefore, many of my country's products have been sold abroad and have received unanimous praise from the international market. . Therefore, when designing products, graphic designers not only need to consider Chinese elements, but also need to appropriately integrate foreign cultures, so that the products are more internationally welcomed. Because of the interoperability of symbolic language, graphic designers mainly use symbolic language for creation when designing product trademarks, to promote Chinese culture, so that all parts of the world can understand Chinese culture, understand Chinese products, and be in line with international standards. Conducive to the promotion of global economic development.

2.3. Sign Language is Regional and National

Although symbolic languages are interoperable, cultural customs in different parts of the world are different, resulting in different meanings of symbols in different countries and regions. Therefore, when designing patterns, graphic designers need to understand the meaning of these symbols in different countries to avoid irreversible losses. When designing images, graphic designers need to investigate and analyze local customs, folklore, cultural beliefs, etc., and combine local customs and customs to carry out graphic design, which will make the design products more regional and national, and thus directly reflect Develop the characteristics of the product and be a propaganda officer for local culture [4].

2.4. Contribute to Graphic Design Innovation

In recent years, with the continuous development and progress of the graphic design industry, the innovation of design content is the key to the entire graphic design work. Only creative

works can attract the attention of readers, and symbolic language can provide inspiration for graphic work design. When different kinds of symbols are combined, arranged and combined with each other, new patterns with different meanings, shapes and meanings will be formed, which will help graphic designers to design works with more profound meaning. In addition, when designing icons, graphic designers can also use language, characters, numbers, and regional and national symbols to improve the design of symbols, thereby forming new symbols. For example, in the 2008 Beijing Olympic Games, in order to better carry forward the traditional Chinese culture, based on the basic elements of the five rings, the design was made with reference to the Chinese character "wen", combining ancient Chinese culture with the spirit of the Olympic Games, which embodies the premise of the Olympic spirit. Next, we also show the Chinese culture of our country to the world [5.6].

3. Conclusion

As graphic designers continue to give "Chinese characters" and "numbers" meaning under the premise, graphic designers not only reform and innovation technology, but also give different meanings and values to different "symbols". To sum up, sign language is the ornament of graphic design work, and gradually became an important part of the plane design, plane design personnel expressed his feelings into symbols, to design a thrilling icon, in the propaganda culture, folk customs, goods has significant effect, not only promote the development of local economy, also effectively promote international trade.

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