On the Application of Visual Communication Design in the Plane Composition

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Keywords: Plane Composition; Style Factors; Regulation of Design Beauty; Visual Communication Design.

Abstract. Plane composition is an important curriculum in modern art design. The curriculum which had already been applied in all kinds of design and art field cultivates design thought and creation ability. Plane composition is an arrangement and combination according to the visual effects of beauty and the mechanics principle on the basis of visual factors of square surface, which is the production of reason and sensibility. Plane composition creates figures and researches the arrangement method between figures and figures.

Visual communication design which has close relationship with plane design is applied in dimensional space, plane design is the base of visual communication design. The basic style factors, the formation regulation and formal beauty regulate play an important role in visual communication design.

The Application of Basic Style Factors in Visual Communication Design

The Constitutive Form of the Dot

Small figure is called the dot which is the prototype of the formation. The small means that the figure looks small in the visual design. The dot is not only the basic factors of style, but also can be used as visual factors independently to manifest. The dot has the different formation changes. Due to its arrangement and organization, the visual feeling of line and surface could be got. Therefore, the manifestation form of dot is rich. In visual communication design, the dot is used not only in picture aspects but also in the Chinese characters.

Figure 1. Propaganda poster of 2001.

Fig. 1 is a propaganda poster of 2001: A Space Odyssey, and the artificial intelligence from DISCOVER is one of the protagonists. Its figure is the circle, and the designer Nick Barclay obtained the inspiration and idea. The propaganda poster put the circle as the basic style element, and made a change design in number and arrangement way. The color of the propaganda poster is bright and active, having strong visual impact force.

The Form of the Line

Narrow length figure is called the line. What is narrow length figure? Having an extreme proportion in width and length of the form. Kangting Siki had made an incisive discussion to the line
in his thesis on the research of dot, line and surface. From the aspect of geometry, the line is an entity that cannot be seen and is a track that the dot left in its moving, therefore, the line is the production of moving. The line is a common figure in plane design. Straight line and curve line is the basic types of line. The line itself has the internal living and moving characters which make the line have unique and rich manifestation. Many works used the line to express the shape, the texture, the sensitive quantity and speed of the things.

![Figure 2](image1.png)

**Figure 2.** Propaganda poster of the film Inside Man.

![Figure 3](image2.png)

**Figure 3.** Mark of Owl Book; Mark of China Ever-bright Bank; Mark of IBM.

Fig. 2 is a propaganda poster of the film Inside Man. The poster put the figure of the protagonist and poster characters as the combination of diagonal straight line. The incline of the angle makes look moving feeling, and the simple and magnificent design style conformed to the contents of the film. Fig. 3 is three marks, the above is the mark of Owl Book, through the combination of the repeating curve and the eye of the owl, style is novelty and the form feeling is strong. The middle is the mark of China ever-bright Bank. The letter B is made of many straight lines, combined with the yellow style, which looks the sun on the whole and manifests the ideology of sparking the sun to illuminate every family. The bottom is a mark of IBM, which is an enterprise of America. The level stripe of the mark suggests the speed and force. Through the combination of the flag of America and the mark of IBM with the Montage method, the figure of the enterprise and the international figure of America combine together; the culture of the enterprise and culture of America combine together; the ideology of the enterprise and the ideology of international ideology combine together; the spirit of the enterprise and the spirit of America combine together.
The Constitutive of the Surface

Figure 4. Stamp of Hongkong Ren-zi year by Jin Daiqiang in 1971.

Figure 5. Propaganda poster of Coca-cola.

From the aspect of the plane composition, all non-dot and non-line plane design figure are called surface. The surface has many types, and its form is made up of the edge line itself. The surface has the specific formation feeling, safe feeling, substantial feeling, quantity feeling and perfect characteristics. What is more, it has the force and impact to the visual.

Fig. 4 is a stamp of Hongkong Ren-zi year by Jin Daiqiang in 1971. The nearly abstract geometry surface of the stamp drew the outline of small mouse with a little fat. With the round body, right angle and square mouth, the mouse figure launched repeatedly to constitute the stamp design of simple mouse. The pattern expressed Chinese traditional festival atmosphere with the golden and red color. Fig. 5 is a propaganda poster of Coca-Cola. Through the positive and the negative, the surface is cut into several big parts, and the white part is obvious and remarkable.

The Application of Form Beauty Rule in Visual Communication Design

Balance

In a certain space, the visual communication design makes the pictures configuration achieve the best effects, which is what needed being solved in design style manifestation. The key to solve the problem lies in the balance feeling. Balance feeling is the basis to deal with the frames appropriately, and is the control to the frame graph, allocation and frame space. Balance is an essential premise in style model actives, and one of the beauty rules in design.
Fig. 6 is a propaganda poster of the third Asia Art Festival by Jin Daiqiang in 1978. The activities contained music, dance, drama and exhibition. Hongkong artists and Asia other artists were warmly welcomed to perform, which was an art exchange grand meeting. The frames were divided into five lattices by the level line of the poster. In order to express the area characteristics and diversity and the features of Asia culture exchange, the hair accessory of Indian dancers, the eye makeup of China drama, the nose form of Thailand mask and mouth form of Japan Ukiyo-e Prints chromatic were applied to compose face pattern and meet the requirement of the topic. The whole figure feeling is strong. On the frame arrangement, four lattices under the pattern was face pattern, and the first lattice of the pattern was characters with full-bodied local taste and art atmosphere. The elements in the poster were rich. The level cutting line achieved the balance for the frames and the strong and bright visual image impressed the audiences, which conformed to the entertainment diversity of Culture Festival.

**Repeat**

Repeating formation means putting one basic form as an unit, arranging according to a certain regulation, repeating many times to form the repeating formation. In one design, the same visual elements or elements relationship was used which had become a rule. The repeating figure could make people have a profound impression in the visual.

Figure 7. Emblem of Hongkong China General Commercial Meeting which was designed by Jin Daiqiang in 1997.
Fig. 8. Propaganda poster of UCC Coffee Inn which was designed by Shigeo Fukuda in 1984.

Fig. 7 is the Emblem of Hongkong China General Commercial Meeting which was designed by Jin Daiqiang in 1997. The emblem was designed through the repeating of two figures. Right and left, up and down was inversion and repetition, the middle of the emblem looks like the ancient copper, standing for the industrial features of the guild. And the vacant part of the middle looks like character “ZHONG”, representing China. The radian of outside looks like revolving, symbolizing the power with all long livings and the development of the global economic. Fig. 8 is a propaganda poster of UCC Coffee Inn which was designed by Shigeo Fukuda in 1984. The frame is a vorticity of stirring coffee by the hands of carrying cups after repeating and revolving. The figure by the cutting made a repeated level stagger recombination, highlighting the topic graph and showing humorous sense.

**Similarity**

In design, the figures have the same place but not all, which was called similarity. The degree of the similarity has the elasticity, it could have much similarity just with little difference or little similarity with much difference. The application of repeating makes the design have a unit feeling, but the application of similarity makes the design have a moving change in the unit.

Figure 9. Logo of a tea restaurant.
Fig. 9 is a logo of a tea restaurant, and the logo was designed on the base of the boss’s prototype. In order to cooperate to the propaganda of season and the needs of many festivals, a series of happy brothers figures were after itself. Hallow-mars is the devil, and Christmas is the Santa Claus; father’s day is dad and mother’s day is mom; scarfs and cabs are worn in winter and swimsuits are worn in summer. The similar manifestation method makes the brand become cordial and interesting. Fig. 10 is a figure design of culture generalization. The little bear stands for Berlin, and the whole frame is that the little bear is reading the newspaper. The title of English and China were put on the top of the picture. The active little bear with all kinds of elements, the application design appeared to reading newspapers style through the change and combination.

**Gradual Change**

Compared with the similarity, gradual change is a change with regulation. The similarity is not regulate and order. The gradual change has its regulation and order. Gradual change means changes with regulation of the basic form or skeleton unit, bringing the strong space feeling, perspective feeling, rhythm feeling and hierarchical feeling. The gradual change is the fundamental elements of harmonious and change unit. There are many kinds of changes: such as the gradual change of the big and small; the gradual change of the position; the gradual change of the direction; the gradual change of the formation; the gradual change of the unit and the gradual change of the skeleton.
Fig. 11 is the logo of CCAT which is a circle formation by five people through the gradual change. The shapes of the limps were processed from the art aspect, showing the art characteristics of China children, bold and unrestrained, active and modern, unique and abstract. The formation just like the pattern in the kaleidoscope to explore the enlightening of flowers garden. The pattern implies the growth of the children, containing the concept and the world and manifesting the children’s activities. Fig. 12 is the logo of CECIC which is made of 16 circles composing unlimited double circle style to show the features of the enterprise. The color is changing from the green to the blue gradually, and the color between the green and the blue stands for environmental protection and energy saving. Fig. 13 is the logo of Xiamen Bank which is made of triangle plum changing from the big to the small. The blue of the earth stands for the sea. The triangle plum and the sea are the things with characteristics in Xiamen. The active triangle plum and stable square have the complementary relationship to manifest the topic of harmoniousness. Besides, the triangle goes forwards the square, meaning exploration development and progress creation.

**Emission**

The petal’s arrangement, the sleeping’s ripple and the blooming biology are all beautiful emission pattern. From the ancient time, the emission principle was used in all kinds of design. The emission has its regulation, but it is different from the repetition and gradual change. The patterns of emission are symmetrical in many ways. The patterns have the emission center and all other patterns concentrate to the center or disperse from the center.

Fig. 14 is made of three patterns of the sun, the moon and the star. The emission star pattern symbolizes lasting-love, sparking four directions and warming the human being. The productions and services of Sheng Guang Group are touched all over the world. The sun, the moon and the star are the elements of constituting the sky. The sky is vast and deep. They add shading each other and
make it stand out. The logo is bright and sparkling, symbolizing Sheng Guang Group’s responsibility of making human being become healthy and beautiful; implying bright future and universal feelings of borderless love.

**Peculiar**

Peculiar is a non-regular change in regular constituting, and the rational visual composition effects were added by the perceptual elements. Peculiar is a whole contrast of destroying the part and the order. The peculiar part always concentrates the center of the visual and abstract the attention. In design, we could get the change in the figuration or style through the method of the peculiar. Through adding interest to achieve the visual effects of amaze and strong, which will have a focus of visual style design on the whole to prominent the topic.

![Figure 15. Advertising design.](image)

Fig. 15 contains three ads in which the peculiar method is used to express the creation. The left is the ad of the canned fish. The fresh fish was cut into several parts and one of the fish is canned fish. The frame is novelty to manifest the food materials. The middle is the ad of toothpaste. The toothpaste is put in the color box, combined with the white pigment to express the ideology of white tooth. The right is the public poster of commemorating Nanjing Massacre. Through the peculiar method, the remembrance towards 300,000 people was expressed which remind us of not forgetting the history.

**Contrast**

The contrast is combined through the formal elements of the opposite to produce the visual impact and bright arrangement. Here are several contrasts: area contrast, formation contrast, texture contrast, space contrast and direction contrast. In daily living, the contrast in design is everywhere.

![Figure 16. Poster of Hongkong Modern China Artist Group Exhibition designed by Jin Daiqiang in 1988.](image)
Fig. 17. Poster of mourning Paul Rand by Jin Daiqiang in 1997.

Fig. 16 is a poster of Hongkong Modern China Artist Group Exhibition designed by Jin Daiqiang in 1988. The diagram of the universe in China is a classic contrast pattern which symbolizes the Taoism of melting Yin and Yang. The poster expressed the different art ideology and style in east and west through ink strokes and chalk strokes by the help of the universe diagram. The ink water and red chalk are the contrast in color; the mix of ink and water and the effect of dry bush were the contrast in texture; the Yin and the Yang of the universal diagram were the contrast of location. The contrast in all kinds of visual and relationship elements make the design have rich levels and remember for a long time. Fig. 17 is a poster of mourning Paul Rand by Jin Daiqiang in 1997. Early poster works Dadaist Art Exhibition of Paul Rand was the inspiration of the poster. According to the composition method of Paul Rand’s early representative works, two similar net lattices were used to constitute the frame of crossing. There were a contrast relationship between the rough of the characters in the top and the soft of ink-water characters in the bottom.

The Dense

The dense is a special contrast in number. Through the arrangement and composition it would produce the contrast effects of the dense and the puff; the deficiency and the excess; the tight and the loose. In the dense design, the basic formation is spread freely. Having dense or loose, the densest and the loosest always become the visual focus in the whole design. There is a tension of visual in the frame, just like the magnetic field to abstract people’s attention. The dense is a way of organizing patterns usually used in design. We could get special effects through different arrangement.

Fig. 18. Poster of WWF.

Fig. 18 is a poster of WWF. Three posters used the dense and the loose method, through the uncountable black dots composed by the different styles to express the topic.
Symmetry

Symmetry means that the left part and the right part of the center line are balance in setting and formation. It has the features of the same formation and the same quantity. Symmetry is easily to get unite, and it is a stable formation of composition.

Fig. 19 is the representatives of symmetry. The first is Logo of Changyou. The white light in the Logo reflected the source concept: the Changyou Company pursuit inspirit culture, the belief towards the love, the self and the world to promote the progress of human being soul. What’s more, it expresses the future of the enterprise and the enterprise management ideology. The second used the repetition and symmetry at the same time. The logo is easy to remember. The third is the Logo of China mobile phone. The style of new bond bracing not only continues brand formation fund of China Mobile Phone but also makes the formation simple and moving and smooth, which begin the continuity of the internet. The light blue of fashion, affine and wisdom replaces the color feeling of mighty and cold. The green makes the creation actives and social responsibility brand imagination for the enterprise.

Conclusion

The dots, the lines and the surfaces which are basic style elements are used usually in visual design. The style regulation and formation decides the effects of the works. The basic elements and the design beauty regulation of plane composition provide diversification styles for the visual design; open new thought ways and creation method. How to use the plane visual language to design which need creating in continual learning.

References