Study on the Application of Creative Effect of Chinese Characters in Poster Design

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Abstract
In the 5000 years of Chinese civilization, Chinese characters are the shining pearl. Chinese characters have the function of conveying information and expressing emotion. The proper use of Chinese characters can improve the purpose of visual communication in poster design. In modern poster design, Chinese characters often appear in the form of graphics and symbolization. While they have the characteristics of graphics, they also have something that cannot be replaced and expressed by graphics, that is, the profound cultural and spiritual connotation of Chinese characters, which is particularly important in poster design. Nowadays, our attitude towards the traditional Chinese character culture is to better express and use the deep details of Chinese characters, which requires us to adapt to the design concept of the new era and rich creative thinking to further elaborate and visually express the Chinese character culture.

Keywords
Chinese characters; Creativity; Poster design.

1. Chinese Character Culture

1.1 Overview of Chinese character culture Chinese characters are the only hieroglyphs with the most complete system and the most rigorous structure in the world, and also the oldest visual symbol of the Chinese nation. It can be said that Chinese characters support the development and inheritance of Chinese culture, and play an important historical role in the process of the development of the Chinese nation. And with the progress of human civilization, gradually formed a system. Chinese characters are not only the origin symbol of Chinese civilization, but also the representative of Chinese traditional culture, which contains profound cultural heritage and connotation. After a long period of development, Chinese characters not only have abstract meaning, such as the original "knot rope to record events" and "Qimu to write", but also have concrete meaning, because each Chinese character can be taken out as a separate work, which also shows that Chinese characters not only have graphic characteristics, but also have something that can not be replaced and expressed by graphics, that is, the deep meaning of Chinese characters Rich cultural heritage and national characteristics. The invention of characters has provided a powerful impetus for the progress and development of human beings. Therefore, we should study the application of words in different fields.

1.2 Functions of Chinese characters For the function of Chinese characters, what is obvious is the exchange and dissemination of information. With the rapid development of human beings and the times, to solve the problem of mutual communication, "information exchange and knowledge dissemination" has become the most obvious function of Chinese characters; "cultural inheritance and symbol" for regional and ethnic differences, are national unique and personalized symbols, and thinking of China when you see Chinese characters has achieved the second function of Chinese characters; with the rapid development of time, business and culture have become more and more important The demand of consumption makes words have new functions and functions, that is, they play the role of propaganda in a unique form, so as to
achieve visual attraction. The form and meaning of the text itself are also valued by designers, so as to achieve a positive impact on the public and aesthetic. Thus the function of "image symbol and visual attraction" comes into being.

2. The Principles of Chinese Characters in Poster Design

2.1 Selection and application of Chinese font In the poster design for the use of fonts, we should fully consider the structural modeling of fonts, personality connotation and spatial level of fonts. Therefore, when choosing the font in poster creation, the complexity, type and size of the font should meet the overall design needs of the poster. In the poster design, if the text information is more prominent, you can choose the font with strong visual impact and tension; if you want to highlight the graphic or illustration poster design works, in the selection of font, you should be in line with the principle of image-based, text assisted, choose the more regular or neutral font, the text is in the subordinate and supplementary position, to set off Graphics or illustrations and poster elements. The selection and application of font in the design should not only meet the overall design needs of the poster, but also pay attention to the consistency between the content of the poster and the symbolic meaning of the font in the modeling. In all my font poster works this time, my font selection is based on the balance and adaptability of the whole poster layout size, so as to make the whole picture coordinated and consistent, not to appear the problem of picture imbalance when the layout output, and to have obvious word contrast, so the selection of font is very important in poster design.

2.2 Typesetting application of Chinese characters in poster design In addition to the basic font design, how to better use the font in reasonable typesetting is what we need to pay attention to in the design. Poster text typesetting is to stimulate the reader’s optic nerve through the unique and distinctive layout, so as to arouse the reader’s reading desire. Therefore, according to this point, we should reasonably use text typesetting to convey the information to the reader completely, which also shows that how to properly use text typesetting in poster design is very important. In order to achieve excellent visual effect, the key of text typesetting is to find out the internal relationship between the various fonts to be used in the poster design, and then arrange and combine them harmoniously. It is not only necessary to maintain the visual characteristics of each font, but also to make the font arrangement have a sense of integrity and coordination. In the poster design, the style, direction, size, lightness and other aspects of the font contrast, can make the poster work more rich, that is, let the viewer have more details to appreciate. At the same time, people’s reading habits should be considered in the design, and typesetting should be carried out according to people’s reading habits to meet people’s reading needs, so as to achieve the purpose of visual communication of posters.

2.3 The significance of font design in poster design Today, with the development of graphics and advertising creativity, font also has an indelible position. Chinese characters are the foundation of our national culture, and also the part of traditional culture that we need to publicize and make good use of. Nowadays, Chinese characters have become not only the common visual elements in modern poster design, but also the common visual elements in modern design. How to make use of the excellent traditional element of Chinese characters to create and design has become a problem that the new generation of designers begin to pay attention to. As designers, we must deeply understand the cultural heritage and national connotation of Chinese characters, strengthen the development and utilization of Chinese characters in the design and creation, and combine the "shape" and "meaning" of Chinese characters in the design, so that Chinese characters can convey certain meanings. At the same time, we should show the aesthetic feeling of Chinese character design. Therefore, we should excavate the cultural charm of Chinese characters, inherit the culture of Chinese characters,
make the visual symbol of Chinese characters become more design elements, and make the art of Chinese characters shine.

3. The Expression and Application of Creative Effect of Chinese Characters in Poster Design

3.1 Self effect of Chinese font

In poster design, Chinese characters are often used to design, such as graphing Chinese characters, making use of the stroke structure of Chinese characters and their own cultural heritage, so that Chinese characters can be integrated into the design, and changing the composition form and external form of Chinese characters and graphics. For example, Hong Kong designer Chen Youjian's tea language series posters use the graphic form of Chinese characters most obviously. In the design, calligraphy art is used to form black and white positive and negative shapes between large Chinese characters and cups. The Chinese characters are scattered and arranged to form the continuous heat of the cup mouth. The Chinese characters are arranged with the trend of the heat, which is lifelike. In the poster design, the image of the tea cup is the same as Chinese characters, the combination of elements reflects the local culture of China, which is very traditional. Another example is to enlarge the details of Chinese character strokes or texture details, so that the whole poster has more content and durable things, which is also a different form of expression. If we can make good use of the texture effect of calligraphy presented by brush characters, it is also the sense of design that can be reflected by Chinese characters themselves.

3.2 Different font effects of Chinese characters

From the development of Chinese characters in the past, Chinese characters can be divided into ancient characters and modern characters according to the difference between the lines. The characters before Xiaozhuan can be divided into ancient characters, while official script, regular script, running script and cursive script can be divided into modern characters. The evolution of Chinese characters is a process of gradual standardization and stability. Xiaozhuan revised the stroke number of each word; Lishu formed a new stroke system, and the glyph gradually evolved into a flat body. After the appearance of regular script, the Chinese characters became stable, and the order of strokes was also fixed. For more than a thousand years, regular script has been the standard character of Chinese characters, which is the mainstream of font changes. The appearance of printed words is a milestone for today's society. It solidifies the strokes of Chinese characters, makes Chinese characters widely used and spread in layout and other designs, and becomes the main carrier of information exchange. Printed style includes Song typeface, bold typeface, imitation Song typeface and modern typeface, which have their own unique advantages and characteristics and are used in different occasions and purposes. In poster design, the selection of font is often a problem that designers need to pay attention to carefully. For example, in the process of completing our homework, fine font is not the choice we advocate, because fine font such as Song typeface will weaken the visual effect of typesetting and the whole sense of design, and will not add certain details to the layout.

3.3 Font effect generated by software

Font effect is a way to give more details and visual impact to font design. In today's design field, designers in addition to studying how to make more creative stroke effect on the font, visual effect with the help of software is sometimes necessary. In my spare time, I browsed the font poster tutorials given by major design websites and poster works of individual designers. I found that the font creative effect developed by the software is also very good. For example, in this font poster design, I combined the effect of the custom of "River", and when I put the river lamp on the river, there will be ripples, so I designed the font with water ripple effect, which makes the two have a closer relationship, and there is no lack of a creative visual effect.
4. Conclusion

Addition to the long history of Chinese characters, in today’s continuous development of cultural creativity, how to make better use of innovation is a problem we all face. A good font poster design can not do without our careful study and research of Chinese character culture. The study of the structure of Chinese characters can help us to be more holistic in font design and have a better understanding of the present level. The poor creative effect analysis and reference is helpful for us to explore more innovative ways to express the connotation of Chinese character poster design. Therefore, the role of Chinese character creative effect in poster design is worth our more use and performance.

References