

Analysis of the Application of Ink Art in Graphic Design Imagery

Ye Wang*

LuXun Academy of Fine Arts, Dalian 116650, Liaoning Province, China

*Corresponding author: Ye Wang, wyw1213a@163.com

Copyright: © 2023 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: The graphic design industry has been developing rapidly in recent years. People have begun to focus on steering the development of graphic design in the direction of localization, integrating more traditional Chinese elements, raising the level of acceptance toward graphic design content, and disseminating traditional culture on this basis. Ink art plays an important role in the historical and cultural development process. It uses simple color contrast to construct different situations and possesses unique artistic charm and cultural heritage. Incorporating ink elements into graphic design may enhance the graphic design style and provide inspiration. This article focuses on the reasons, advantages, and strategies of using ink art in graphic design imagery, hoping to provide references for graphic design activities.

Keywords: Ink art; Graphic design; Imagery; Application analysis

Online publication: January 12, 2023

1. Introduction

Graphic design is a form of mass media with flexible characteristics. It combines two elements: pure art and applied design. It has painting and design characteristics at the same time, and it is highly figurative. It distills the design concept into a simple image and conveys certain cultural elements. The continuous growth of people's aesthetic pursuits has led to a diversification of aesthetic activities and an increase in demand for higher quality graphic designs. If the quality of graphic design does not meet people's psychological needs, the communication effect of design works will be affected; thus, the intended design purpose of the design works cannot be achieved. Ink art is an important art form that condenses traditional Chinese culture. It is loved by the masses and has a wide audience in the society and around the world. By applying it to graphic design, it can effectively improve the design quality and preserve cultural heritage. The expression of graphic design imagery should be diversified.

2. Reasons for the application of ink art in graphic design imagery

2.1. Commonality of art

Ink art has always been displayed in the form of painting. In the modern world, ink has begun to become a design symbol and design language. Its features, which include frustrating brushwork and interesting shapes, have created a unique ink context that reflects people's pursuit of beauty ^[1]. Ink art contains philosophical thoughts and traditional aesthetic intentions, showing the artistic characteristics of traditional Chinese culture. Its artistry has brought inspiration and enlightenment to modern designers. In modern-day graphic design, the excessive pursuit of attractive colors and rich content is uncommon; instead, the use of simple shapes prevails so as to create more vivid experiences for people and focus on highlighting the modern

sense of design content. In ink art, the concept of combining white with black and virtual with reality is in line with the pursuit of modern art, which is conducive to the design of excellent graphic works with both local and foreign characteristics ^[2].

2.2. Development trend

Now that the development of social science and technology is accelerating, people can communicate in a more convenient way. The development of social science and technology has expanded the channels for people to obtain information and enabled the dissemination and exchange of culture from various regions on the network platform. This trend has also promoted design to grow in the direction of diversification. At present, graphic design pays more attention to the display of individual characteristics and nationalized elements; it constantly explores ways to express ethnic diversity and applies traditional cultural symbols to design activities visually, so as to improve the concept of product design ^[3]. Different countries display different cultural symbols with their own unique characteristics when carrying out graphic design. For example, the Japanese Ukiyo-e and tea ceremony, as well as the American Uncle Sam all reflect historical and cultural elements. China has also begun to attach importance to the integration of cultural elements in graphic design. Based on local culture, ink art is a classic symbol representing traditional culture. With strong visual expression, it will inevitably become one of the important elements used in graphic design ^[4].

2.3. Audience aesthetics

Audience aesthetics is the main factor affecting graphic design innovation. From the perspective of domestic audiences, they have a high degree of acceptance toward ink art and a certain aesthetic ability; thus, they are able to discover the unique beauty of ink art in time ^[5]. By integrating ink art into graphic design imagery, the expression of the imagery is clearer, and it will be easier for people to grasp the cultural content expressed in the imagery, thereby strengthening the expressive effect of graphic design and arousing the emotional resonance of the audience. From the perspective of foreign audiences, with the gradual improvement of China's cultural strength, people's curiosity about traditional culture is growing, and many foreigners are now beginning to understand traditional culture ^[6]. Moreover, the implicit, introverted, and enigmatic aspects of oriental culture allow it to accept ink art and strengthen the impression of foreign audiences on graphic design ^[7].

3. Advantages of ink art in graphic design imagery

3.1. Concise structural design

Ink art often uses concise brushwork to describe a content. "Jian" does not simply mean "simple." Although the brush and ink are "simple," they have rich meanings. Refined elements are used to express multiple meanings in a simple way, and when expressing the content of the work, they are combined with the appropriate form of expression. The rich connotation and compact visual sense can then be conveyed by ink art symbols after refining ^[8]. In modern graphic design, simplicity is one of the important goals it pursues. Expressing emotions through simple images allows the design content to have a clear layout relationship between the primary and the secondary, highlights the intentional characteristics, and creates unique application advantages. In addition, the different ink colors can bring rich visual experience, thereby playing an outstanding role in displaying graphic design works ^[9].

3.2. Image shaping

In the past, natural environment was often used as the material for most ink landscape paintings and expressed on paper through continuous observation and understanding. In this process, traditional aesthetic

habits and cultural concepts were integrated, which moved the art of painting toward the direction of abstract image expression^[10]. The image created by this method has both natural and vivid characteristics, and the different shades of ink color can enrich the artistic language embodied in the ink painting. The abstract and random modeling mode as well as the natural freehand brushwork of the ink language bring it in proximity with the graphic design intention, making the image more humane and expressing the unique connotation of the image by using the form to describe the spirit^[11].

3.3. Ethereal aesthetic conception

Ink art displays the artistic style and emotions of traditional literati, which also enrich the aesthetic meaning of ink language. Even in modern society, the style and techniques of ink art have changed, but the interest in life is still appreciated by the public^[12]. The focus of graphic design intention is on shaping the situation. The ethereal aesthetic conception of ink art advances the expression of imagery and situation and incorporates the characteristics of traditional Chinese aesthetics, which is conducive to improving the quality of graphic design content^[13]. The ethereal aesthetic conception of ink art allows people to form a unique aesthetic taste and understand the hidden meaning conveyed by the artistic conception when viewing it.

4. Application strategies of ink art in graphic design imagery

4.1. Highlight the subject image

4.1.1. Concrete expression

Ink art has been continuously optimized and improved in the historical development process. It carries a certain symbolic meaning, which is an important form that embodies the essence of traditional Chinese culture^[14]. As people pay more attention to traditional Chinese culture, the widespread application of ink art in graphic design has become a new development trend. The use of ink art in graphic design activities allows the display of perceptual and intangible design concepts in a concrete way, highlights the main image of the design content, makes the image expression clearer and more direct, and unfurls the design elements to the audience directly. Ink art is an art form that has been accumulated over a long time. Since it contains many cultural elements, the cultural heritage of graphic design has also become more profound. On this basis, it enriches the visual experience of the audience and makes it easier for the audience to better integrate into the design concept. It arouses the audience's emotional resonance and uses the ink painting image to stimulate the audience's inner thoughts. This design mode allows the audience to experience a range of emotions, fulfil their aesthetic pursuits, and embrace the concept of design with a positive attitude^[15].

4.1.2. Design form optimization

In ink art, black and white are often used as the main colors; the ink traces tend to be natural, and the form of color is often simple. By adjusting the ink color, the features of the graphic design image can be highlighted, and its natural beauty can be displayed. The expressiveness of imagery is extremely crucial. Black and white are the purest colors in the traditional Chinese belief system. In terms of color habits, an exquisite concept has long existed. It is believed that a purer color expresses more realm, is more symbolic, and has unique philosophical value as well as rich spiritual connotation^[16]. In the use of ink art, the expression and connotation of the image should be analyzed. Based on this, the black and white layout should be adjusted, and the ink thickness should be reasonably considered, so that the main intention can be highlighted in the graphic design. Both black and white are not in the color system, but in the process of expression, they can be used to display different tones of color. The main influencing factors include pen speed, stroke size, pen length, *etc.* A rich and varied image can be created from graphic design colors with

design optimization from multiple perspectives. In that way, the image description would become more realistic, and the image expression method would be optimized from the perspective of the design form ^[17].

4.1.3. Highlight the connotation of the image

The cultural heritage embodied in imagery is extremely crucial in the process of expression. If there are certain cultural elements within an image, it may arouse people's emotional resonance and become a tool to spread cultural elements. Ink art is a cultural art derived from life, and its art system contains strong traditional Chinese cultural concepts, which is also an important aesthetic tone of ink elements. In graphic design, imagery is the main factor affecting the rendering power of its design concept. Artistic processing of imagery can enrich the design level, expand the depth of design culture, and present a unique new world to the audience ^[18]. When applying ink art, we should extract its charm, use ink art to illustrate the sense of time and space distance in the design content, and reveal the profound meaning and connotation metaphorically, so as to bring the audience a more profound aesthetic experience. Randomness is a characteristic of ink art. By using thick, light, dry, and wet strokes as well as the rhythm of light and dark, an image that is simple and pure, with rich connotations, can be created. This would imbue charm to the image. For example, when designing public service advertisements, the moon can be used as an image, and a full moon can be used to express the expectation of life. When drawing a full moon, ink art can be used to make the image of the moon more prominent. At the same time, drawing a reunion dinner scene below it may also stimulate people's thoughts. An appropriate blank space in the middle would make the connotation of the image more prominent and strengthen people's feelings.

4.2. Strengthen the visual display

Traditional ink art, which includes freehand brushwork and realistic art, has become a unique part of China's art system, expressing ink language with Chinese characteristics and constructing an image embodying internal and external spiritual unity. In order to strengthen the effect of image expression in modern graphic design, it is necessary to analyze the techniques of ink wash, master the characteristics of freehand ink wash and realistic ink wash, and choose appropriate techniques to strengthen the visual display ^[19]. The brush and ink technique is an important skill one must have to outline the shape of an image. When writing, one should integrate one's own emotions into the design of the shape, so that the audience may have different psychological experiences through the changes in brush and ink. Molding line is one of the commonly used techniques. By applying it to graphic design, it highlights the power and overall beauty of the image. In modern design concept, more attention is paid to the design of simple shapes. Ink art can meet the needs of simple shapes and highlight the concept of imagery by simplifying colors and images. The use of dots, lines, and planes as well as black, white, and gray can diversify the expression of images. The sense of design content can be enhanced by using a variety of different ways of dots, lines, and planes. Color is also an important part of ink art, and color can enrich the expressiveness of the impression. When using ink to express images, one can use a brush to outline the image, which creates a sense of ink penetration. This would not only achieve the goal of improving the aesthetics of the design, but also demonstrate the cultural accomplishment of the designer. The combination of virtual and reality is the primary form of expression in ink art. The use of contrast provides the audience with a certain space for imagination, improves the picture coordination, prevents a dull phenomenon, and creates a design form of both virtual and reality ^[20]. Black, white, and gray are the most commonly used colors in ink art. When there is more ink than water, black is highlighted, stabilizing the design content, highlighting the dark emotions represented by visions, and forming a strong aesthetic feeling. When there is more water than ink, the color ranges from light to white, in which the latter is a symbol of purity, with a free and open aesthetic feeling. By comparing it with black, the emotional expression of the image is further highlighted. Blank spaces are important features of ink art.

Using large-scale blank spaces in graphic design can strengthen the characteristics of the image, allowing the audience to imagine and think from the perspective of imagery, forming a strong visual impact, extending the spatiality of the design content, and creating an atmospheric design style.

5. Conclusion

Ink art is based on flexibility and personified shapes, coupled with cadenced brushwork, which fully demonstrates the mood and unique taste of ink wash. The application of ink art in graphic design is a trend of the times. It incorporates traditional Chinese culture into design activities and spreads excellent culture in various graphic designs, enabling ink art to go global and international. In modern graphic design, with the application of ink art, the expression form of images becomes more prominent, and people are able to grasp the connotation of images. While analyzing the characteristics of ink art, designers also need to optimize and adjust the expression form of images according to their own design concepts. The connotation contained in ink art is beyond the times. Whether it is in ancient times or in modern times, there is a certain artistry. Designers must now develop a good cultural background and strengthen the rationale of using ink art.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Li C, 2018, Research on the Application of Ink and Wash Artistic Conception in Modern Graphic Design. *Modern Communication*, 2018(08): 136–137.
- [2] Bi X, Chen W, 2018, The Application of Traditional Ink Art in Modern Graphic Design. *Journal of Suzhou University*, 33(09): 93–96 + 102.
- [3] Qin D, 2017, Research on the Application of Ink and Wash Elements in the Graphic Design of Tea Advertising. *Fujian Tea*, 39(07): 154–155.
- [4] Hu Y, 2017, Exploration of the Application of Ink Painting in Graphic Design. *Journal of Jilin Normal University of Engineering Technology*, 33(12): 59–61.
- [5] Wu J, Dong K, Wang J, 2021, Research on Embedded Application of Traditional Ink Elements in Modern Graphic Design. *Journal of Beijing Institute of Graphic Communication*, 29(12): 47–49.
- [6] Cheng F, 2017, Form and Invisibility – Research on the Visual Tension Expression of Ink and Wash Elements in Graphic Design. *Art and Design (Theory)*, 2(10): 33–35.
- [7] Tang D, 2021, A Brief Reading of the Ink and Wash Feelings in Jin Taiqiang’s Graphic Design Works. *Footwear Craft and Design*, 2021(17): 91–93.
- [8] Jiang Y, 2021, Analysis of the Application of Traditional Chinese Ink Painting in Contemporary Design. *Western Leather*, 43(16): 62–63.
- [9] Li X, 2021, Application Research of Traditional Ink and Wash Elements in Modern Graphic Design. *Papermaking Equipment and Materials*, 50(02): 109–111.
- [10] Han Y, Sun Z, 2017, Research on the Application of Traditional Chinese Ink Symbols in Graphic Design. *Modern Communication*, 2017(05): 86.
- [11] Lu X, Zhang Z, 2021, The Application of Ink and Wash Elements in Graphic Design – Taking the Poster Design of “Mo Yun Liaozhai” Series as an Example. *Western Leather*, 43(04): 45–47.

- [12] Qi B, 2017, Talking about the Application of Traditional Ink Elements in Modern Graphic Design in Tea Packaging. *Fujian Tea*, 39(04): 125–126.
- [13] Xu H, 2017, On the Design Characteristics of Ink Art Language. *Journal of Chifeng University (Natural Science Edition)*, 33(12): 38–39.
- [14] Chen X, 2020, Application of Traditional Chinese Ink and Wash Elements in Modern Graphic Design. *Journal of Jingdezhen University*, 35(04): 91–95.
- [15] Wang M, 2020, Discussion on the Integration of Traditional Ink and Wash Elements and Modern Graphic Design. *Architectural Science*, 36(05): 149.
- [16] Liu Y, 2020, Reflections on Integrating Ink Elements into the Teaching of Visual Communication Design. *Drama House*, 2020(07): 151.
- [17] Shang L, 2019, The Application of Ink and Wash Elements in Graphic Design. *Packaging Engineering*, 40(18): 246–249.
- [18] Zhang N, 2019, Research on the Application of Ink Painting Elements in Graphic Design. *Chinese Journal of Multimedia and Network Teaching*, 2019(08): 237–238.
- [19] Yang Q, 2017, The Application of Chinese Traditional Cultural Elements in Contemporary Graphic Design. *Art Technology*, 30(04): 299.
- [20] Chen C, Huang X, 2018, The Expressive Technique of Experimental Ink Painting and Its Application in Graphic Design. *Hunan Packaging*, 33(06): 65–68.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.