Research on the Application of Computer Graphics Software in Graphic Advertisement Design

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Abstract. With the development of computer technology, the software industry develops more rapidly. There are many softwares on the market, which are aimed at various technical operations. For example, you can use a computer graphics and image design software when designing a print advertisement. We can use this software to simplify the design operation. It enriches the required themes and design forms. This makes the quality of ads better than before. Therefore, the application of computer graphics software is very beneficial to the design industry. This paper combines the relationship between computing graphics and graphic advertising design, it discussed the application of computer graphics in the design of plane advertising.

Keywords: the Computer, Graphic Image Software, Graphic Advertising Design

1. Introduction
With the development of society, computer graphics software has been widely used in various design purposes, it is one of the most important fields. Its application in design provides related practitioners with broader design space, richer design language and more powerful design performance. With the advancement of science and technology, computer graphics software has gradually changed from being recognized and accepted to being favored by people, now it has been widely used.

2. Graphic advertising design and computer graphics
Graphic advertising design is a combination of technology and art. It is a design mode that uses various visual symbols, such as graphics, images, text and other elements, to comprehensively improve the visual effects of graphic advertising design. The specific process of graphic advertising design is shown in Figure 1. In the process of specific practice, there are many application requirements for print advertising design. For example, the binding design required for book publication, the sample advertisement design required during the house sales process, the advertising magazine design required for the cover of DM, etc, for the design of graphic advertisements, all need to utilize the relevant knowledge of graphic advertisement design, and combined with changes in design requirements, gradually improve the design level [1].
With the rapid advancement and popularization of computer technology, it has penetrated into all walks of life and is closely related to people's daily work and life. As a kind of visual visual symbol, computer graphics are used more and more widely in the design of print advertising, and more and more bright and beautiful image works have been conceived and shaped, attracting more and more viewers’ attention. Greatly improve the design effect and quality of print advertising products. Not only that, for the design of print advertisements, a new type of computer graphics and image symbol system can be used to create rich and diverse print advertisement products to fully demonstrate the artistic charm and influence of advertisements [2]. Computer graphics images have strong visual communication characteristics, and are extremely vivid, accurate, and intuitive. They are a new information transmission method with great spiritual penetration and visual infection value in contemporary media. Compared with other visual symbols, computer Graphic images can use simple logos to convey long-form content, and give the work a more significant spread effect. Therefore, nowadays, the application of computer graphics in the design of print ads is getting deeper and deeper. The processing flow of computer graphics is shown in Figure 2.

3. Graphic advertising design in the use of computer graphics image software creation skills

3.1. Computer graphics software enhances the color performance of advertisements
Color is the first key to grasping people's vision, and it is also the focus of advertising expressions. Color can make people associate and emotional, and individual colors can often capture consumers' attention better. Therefore, in the design of print advertising, the design of color performance is a very important part, and the use of computer graphics software can enhance the color performance of advertising. Take a photoshop as an example, using this software can design color performance effects
through a variety of tools [3]. First of all, there are multiple color modes in Photoshop, such as RGB, CMYK, etc., so that designers can grasp the computer display design colors and print colors in the design, and convert the design with other software. Secondly, in Photoshop, you can also use color control tools to perform color conversion. For example, in the color control box, you can manually input values to accurately change the color and perform color contrast. Third, in Photoshop, you can also select the menu ImageAdjust to enter the color palette of Photoshop, which includes various commands such as color scale, automatic color scale, automatic contrast, curve adjustment, etc., which can be displayed on the screen. Color adjustments are made on the basis of colors to form a richer color performance effect. In addition to the above several methods, Photoshop can also change the layer mode and other methods to better render color effects. Color can directly affect people's visual perception of graphic design pictures, which is one of the factors for the success of graphic advertising design. Color, with its infinite expressive power, forms various meanings of existence, and makes the advertising pictures free of mysterious charm. Using computer graphics and image software to express novel color effects is an important means for advertising to effectively attract target groups. For print advertising design, its importance is obvious [4].

3.2. Computer graphics software deepens the creative concept of advertising graphics

Graphics is a visual language, with unlimited imagination space, and is the visual center of print advertising design. Designers can reflect the design concepts and content of advertisements through creative training for graphics. Therefore, in the design of graphic advertisements, the design of graphic creative concepts is the core of the overall design, and the use of computer graphics software can deepen the creative graphic concepts of advertising. Taking Photoshop as an example, the software can apply a variety of instructions for graphic design, assist designers in realizing their own creative ideas, and provide a way to materialize creative designs. First of all, the Photoshop toolbox provides a variety of graphic design tools, such as various pen and eraser tools to create shapes and form graphics. Secondly, Photoshop can recreate existing graphic elements. For example, the toolbox of Photoshop provides tools for moving, selecting, repairing brushes, gradients, blurring, and lightening, etc., to design existing graphics, which is convenient for designers to perform according to their own design concepts. Graphic "addition and subtraction" design to form a new image and create new content. Third, in Photoshop, you can also select the menu Filter to enter Photoshop filters, including distortion, blur, sketch, texture, artistic effects and other tools, they can help designers combine other tool instructions to form new graphics; Used to fine-tune existing images to achieve various special effects of images; it can also be rendered in existing images, and good use can create extraordinary visual effects [5]. Today's society has entered the age of graphics, and graphics as a kind of International language has gradually become the main carrier of information exchange, and the graphic creativity in advertisements has also attracted more and more attention. It is the most important content of print advertising that can accurately convey the theme of the advertisement and make it easier for people to accept and understand the "reading effect" of the advertisement. With the help of computer graphics software, we can create more, better, and more innovative graphic designs, form deeper creative ideas, and bring new ideas to the audience. New visual effects are the top priority of graphic advertising design.

3.3. Computer graphics software integrated advertising layout and overall image meaning

In the design of print ads, special attention should be paid to the reasonable layout of each element on the layout. The layout design brings the beauty of the advertising form, and the screen brings the beauty of the advertising content. The combination of the two can enhance the beauty of the overall image and make good advertising creativity. To achieve the desired effect. Using computer graphics software can integrate the layout of the advertisement and the overall image meaning. Take Illustrator as an example, it can not only make vector graphics, but also guide dot matrix graphics files, and can edit and artistic, so it is often used in design fields such as layout design. First of all, Illustrator's toolbox contains ellipse tools, polygon tools, text tools, etc., so that designers can design as if they are
drawing on paper, especially when text arrangement provides a variety of ways, convenient and quick. Secondly, Illustrator includes a variety of special effects such as distortions and changes, stylization, pixelization, and artistic effects, which greatly enriches the editing content of vector graphics and provides people with a new and free design and painting space [6]. The lake allows designers the greatest freedom to arrange layouts according to their own design thinking to create image connotation. Third, the application of Illustrator software can better reflect the painting nature of the work, so it has a strong human touch, and the vector file itself is smaller and the definition is higher, which allows designers to better integrate the layout of the graphic advertising design from many aspects. Thus rising from the beauty of form and content of the picture to the beauty of meaning. Layout design is an important part of whether a designer can convey and express design intent. In the design of print ads, new explorations are constantly being made for the expression forms and creative techniques of modern layout design. Computer graphics and image software can help designers accurately design the layout, so as to achieve a good and smooth advertising information dissemination, so that the audience can form a visual impact of publicity and demand points in a comfortable layout arrangement, infect the connotative melody of the overall picture, and finally achieve Advertising purpose [7].

4. Advantages and disadvantages of computer graphics software used in plane advertisement design

4.1. Advantage analysis
Through the above analysis of skills, we have found that computer graphics software has a very prominent advantage in the design of print advertising. First of all, in the past, when traditional design methods were used to create advertisements, they were often restricted by the expressive ability of "time" and "hand", which affected the effect of the finished product. The main advantage of computer graphics and image software is that it can be freely operated and modified on the computer at any time, and can adjust the overall effect of the advertising screen at any time, so that it can perform perfectly. Secondly, the application of computer graphics and image software in the design of print advertisements, while freeing both hands, but also freeing the mind [8]. Using various software individually or interactively, you can boldly try the pictures and carry the creativity to the end. Third, use computer graphics and image software to create simplification tools to save space. Finally, the use of software design storage modification is convenient and conducive to dissemination.

4.2. Analysis of disadvantages
Computer graphics software is not a panacea, especially when each software is used alone, there will be various shortcomings in the design of print advertising. For example, in the Photoshop software mentioned above, when processing pictures, the influence of pixels is very large, and the distortion will be caused by improper processing. The text typed in Photoshop is affected by the size and pixels of the canvas, improperly processed, and so on. When the Illustrator software is used for vector design, although the sharpness is high, the biggest disadvantage is that it is difficult to express realistic image effects with rich color levels. There are some shortcomings like this in every software. If a worker wants to do his job well, he must first sharpen his tools. Therefore, it is particularly important to choose the appropriate computer graphics software when using it [9,10]. At the same time, you should learn to use various software interactively to achieve the design expectations.

5. Conclusion
After years of development, computer graphics have shown more and more vitality in our social life. Every designer should have the skills to use computer graphics softwares when designing print ads. In this way, we can accurately reflect the design concept and efficiently complete the graphic advertising design works.
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