

The Role of Format Specification in Visual Communication Design

Xiao Wu

Guangdong University of Science and Technology Dongguan City guangdong Province Post 523000 Country China

Abstract: Format specification is one of the most important knowledge in visual communication design, in the field of visual communication design has the widespread application, the specification and design in the design of plate in the daily work of one of the most commonly used design specifications, whether online or offline, throughout the design process, cannot leave the format specification, in this paper, by combining the poster design in the format design, for example, This paper expounds and summarizes the function of layout design specification before, during and after the design of actual combat.

Keywords: Plate standard grid using golden proportion design process

1. Introduction

Format specifications are the standard requirements for the arrangement of graphics and words in the design of the layout. Following the format specifications can better convey the information in the layout, make the layout more reasonable and improve the reading experience of readers.

2. Main content of format specification

2.1 Basic format specifications

(1)Text alignment; There are three main alignment schemes, namely left alignment, center alignment and right alignment;

(2)Comparison of words; The first is the modeling contrast, with font contrast, stroke thickness contrast, stroke independent shape or color change, font color, and font texture to produce texture effect; Secondly, the comparison of font size, line spacing and space spacing, and the direction of Angle tilt of copywriting elements on paper; The third is through the projection, improve or reduce the lightness to create a relationship, fuzzy background content, frothed glass transparency and text strokes interspersed occlusion three-dimensional space effect; The fourth is the theme text by adding color blocks, lines, lines, theme text next to add interesting graphic elements;

(3)Information paragraph group, group is an important part of plate specification, copy the division of the weights of hierarchy can lead readers visual line, separated by the copywriter weight and hierarchy can effectively guide the readers should read what first and then read what, finally read the what information, also can let the reader can easily distinguish whether similar information, Improve the efficiency of information transmission;

(4)Picture balance; Balance is an important criterion in layout design, mainly including the upper and lower balance, left-right balance and four-side balance, which makes readers feel more comfortable to the layout and brings readers better visual experience.

(5)Duplication of information; The repeated placement of similar information in the text forms a visual effect. The repeated display can also emphasize the information and enrich the visual content in the picture.

2.2 Application of grid in layout

Grid is like the skeleton in layout design. Only with the support of the skeleton can the layout be stronger, otherwise it will be visually loose. Whether it is the paper layout of posters and books, or the UI interface, if you want to create a good visual experience in the design process, it is necessary to use the grid skeleton reasonably. In addition, the use of grid system should avoid arbitrary placement subjectively, so that the production of each step has a reasonable explanation, improve the design efficiency, and provide support for the establishment of design concept.

(1)Subfence grid; If a line of text is too long, it may cause visual fatigue, while shorter sentences are easier for readers to read. Columns can reduce the length of each line without missing any content. According to the size and content of the layout, it can be divided into the following columns: first, two and three columns, which are common in small layout, such as book binding, picture album and poster; Followed by more than three columns of columns, the most common is often used in magazines, newspapers and large print typesetting;

(2)Longitudinal sequence grid; The picture is divided into multiple vertical columns, the number of vertical columns is usually even, all the grid width is the same, the same spacing between each column. Similar points bar network lattice column grid, but there are also differences between the two, can will occupy the most page content area, other area can put auxiliary information, also can be in an area of more than one column grid to merge, and other area can be used separately, so it bar network more flexible in use, the

score is easier to adjust text, graphics and pictures.

(3) Modular grid; Modular grid is on the basis of the longitudinal sequence grid increases the horizontal lines of the grid, a modular grid plate content provide free combination, on posters and a modular grid is often used in book binding design, modular grid is also asked the even in a vertical column, but any number of horizontal lines, in the use of modular grid, each piece area can choose freely.

2.3 The role of the Golden ratio in typography

In layout design, the layout is divided according to the golden ratio, which is also known as the golden ratio, and the ratio value is 1:1.618. Graphics and graphics optimized by the golden ratio will have a more perfect visual experience.

(1) Use the Golden Ratio to set the length and width of the picture. A very simple method of the golden ratio is to set the length and width ratio of the rectangle to 1:1.618 to get a perfectly proportionally painted canvas.

(2) Golden ratio partition layout, in the picture of building with golden ratio aspect, may contain in the picture is divided into the square area of the golden ratio, guide the allocation of each element in the picture, so I can more rational layout, the area according to the golden ratio in the visual will become more serious, In addition, the golden ratio can be continuously used in the layout, so that the elements in the picture are connected in space.

(3) Golden ratio method: In the composition of a picture, the golden ratio can be used to establish a skeleton structure, so that information can be arranged according to the area divided by the structure, and guide the audience to read important information; This division can be set as 1:0.618:1, which divides the layout into three parts horizontally and vertically. First, the width of the left and right sides is 1, and the middle is 0.618. Secondly, the height of the top and bottom two columns is equal, both of which are 1, and the middle is 0.618, so the intersection of the lines can attract readers' attention well.

3. Steps of making layout design

After the format specification is clear, these specifications are integrated into the same design process to establish a complete and effective production step;

(1) The first is to develop the layout, determine the size of the main content of the screen, the main content of the blank outside, respectively occupy how much area;

(2) To develop the grid system, whether to use the column mode, or the golden section of the format, or to develop the module grid;

(3) Classify copywriting levels according to the primary and secondary copywriting, arrange titles, content and auxiliary information, and plan the sequence of entering the audience's attention;

(4) Divide the regional position according to the weight, and arrange the copywriting into the corresponding region according to the primary and secondary relationship;

(5) Adjust the layout copy, here it is necessary to arrange the text and layout creatively, combine the basic design norms, such as alignment, contrast, grouping, etc., and then add design materials to make the picture richer and better convey information;

(6) In the color matching part, color matching is carried out through color specifications, such as purity and shade balance, cold and warm balance, complementary balance multi-color and monochrome balance, black, white and gray and color balance, area balance, etc., to enhance the visual experience of the picture;

(7) Extension of the scheme: Some new schemes are designed by replacing some graphic elements and materials, adjusting layout and screen color matching;

4. Conclusion

Format specification has an important influence in the page layout and design, is also widely used in the field of visual communication design in the design of the knowledge, in print format and interface board type design can effectively improve the reader's visual experience, in the entire design process, through the guidance of the format specification, in addition to can make a design more theoretical basis, but also can improve the design efficiency, This article set format specification to format design before, during and after the three processes, expounds and summary, after completion of the design still has a lot of work to do, to observe what they created works of art, find out more details, constantly optimize, works to enhance the expressive force of will, that is to say art is endless, we need to constantly watch our work, Also want to constantly improve their own cognition, so that we can create the work can also continue to get sublimation.

References:

-
- [1] Liu Yilin.(2019). Practice and exploration of teaching reform of format design course. *Modernization of Education* (55),43-44. doi:10.16541/j.cnki.2095-8420.2019.55.022.
- [2] Zhang Mingliang.(2016). How to make layout design conform to industry norms. Doi :CNKI:SUN: YWCb.0.2016-17-032.
- [3] Shi Xingli.(2012). The Standard of Academic journal binding design and layout. *Journal of Chongqing Jiaotong University (Social Sciences)* (05),142-144. doi:CNKI:SUN: Cqjs.0.2012-05-041.
- [4] Luo Jiangfeng.(2002). On quality Education of Modern Art in Colleges and universities. *Journal of Jiaozuo Education College* (02),23-24. doi:CNKI:SUN: JZsb.0.2002-02-009.
- [5] Zhu Zhixian.(2020). Joseph Muller-Brockmann's layout design. *Western Leather* (24),29-30. doi:CNKI:SUN: XBpg.0.2020-24-014.