

Analysis and Research on the Principle of Visual Design in Composition Design

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Abstract: Composition is the basis of all designs. Composition design can improve the formal aesthetic feeling of designers and cultivate the creative thinking ability of visual design. Visual communication design is no longer just a visual tool satisfied with the communication function and the surface experience of the audience. It has become an important carrier for designers, viewers or consumers to acquire and disseminate emotions. For the new changes in the study of visual essence, grasping the law and understanding of visual form in the new era will play an important role in the development of various modern design directions in the era of picture reading. This paper analyzes the visual components of the visual design in the design and the visual composition of the characters, pictures and colors, and combines the visual habits of people browsing information to explore how the visual information in the design can be more effective and more reasonable. And communicate.

1. Introduction

Point is the most concise visual element. The point we study in design is different from that in geometry. It has its own shape and size, and plays an important role in design [1]. In the design process of visual communication, the form of different forms, the form of visual formation, the direction of motion, the angle of motion and the method of arrangement will give the viewer a completely different feeling [2]. Modeling according to the law of beauty is combined with meeting the needs of real life. The modern design style combines the form, composition, texture, color and other means to express reasonable ideas, and at the same time it must be combined with the environment to form different atmospheres and tastes. In order to make the web page obtain the maximum visual information transmission capability, the network is truly readable and novel and pleasing to the modern media. The design must adapt to the psychological and physiological characteristics of people's visual recognition process [3]. It is a visual element with a strong sense of space. We live in a three-dimensional space. Therefore, most of the body is composed of three-dimensional features with volume characteristics, giving people a sense of ease and openness.

2. Methodology

Proportion can be said to be the basis of all forms presented to people. It contains the whole and part, as well as the proportional relationship between parts and parts. The most basic basis of knowledge is mathematics and geometry. They can produce many variations, which is a huge system. The various elements of space, color, quality, body, point, line, surface and other artistic elements are summarized and their combinations are explored, and the combination law and combination relationship between these things are explored [4]. The contemporary visual technology is penetrating into all areas of social life with unprecedented breadth and depth, shaping people's visual experience and living space in daily life, and gradually invading the cultural level, bringing great changes to people's aesthetic taste. Therefore, only by coordinating the relationship among the visual elements of point, line and surface, can we design the web page with the best visual effect.

The emotional expression of "point" in form. In geometry, a point has no direction or size distinction, and it only represents location attributes. But in visual communication design, points are not only different in size, but also different in shape and location. It can be said that all design can

see, so far, the golden section is often used in the composition of the design, is the most widely used proportion. We should have a good grasp of the relationship between proportion and scale in the design, so that this formal beauty principle can better serve the design. You also need to add time elements. And the study of composition can not just stay in a form of composition [5]. Composition is a range of aesthetics, and it is an attempt to apply the principles of visual design. The purpose is to cultivate designers to study the characteristics and performance of form, material and color from all aspects. In the layout of the layout to play the space composition of the composition. The points processed by the arrangement not only have the rhythm of the rhythm of the music, but also the sense of time and distance according to the change of continuity, interval and direction.

The surface is the most substantial element in the visual form, which can be roughly divided into two types: plane and surface. The surface appearing in the visual communication design mainly refers to the plane. Therefore, people have a natural judgment on rhythm and rhythm. They are used to this rhythm and rhythm, so they also like to see such expressions in design works. Improve the understanding of the formal beauty law in design, improve the aesthetic feeling of modeling, cultivate the creative thinking ability of visual design, and constitute the important role of design in the modern visual design. Even can play the role of finishing point, a web page often needs a number of different shapes of dotted image to participate in the composition. As a form created by human subjective consciousness, it pays more attention to the expressive force of the form and conveys more diverse and complex emotions. In the composition of works, we express rhythm and rhythm through the density of points, lines and surfaces, the texture of materials, the size of color blocks and so on.

3. Result Analysis and Discussion

Compared with words, graphic elements have generality, vividness, intuition, extensibility, innovation, conciseness and profound semantics. They are the main means for human beings to understand the world. Using the different changes of lines and the dynamic, elastic and gravitational effects produced by lines to express various emotions and textures of objects, the concept of line modeling is expanded into a wide field of visual experience. Designers skillfully use the method of gathering and scattering points to form a balanced visual composition of dynamic and static interdependence, and change the regular visual image in the middle of the layout to point arrangement of different sizes at the margin [6]. The geometry can give people a comfortable, orderly, correct, and simple emotional expression, but at the same time it may give people a sense of boredom and stereotype. In painting, the place where you want to focus on the painting is practical, and the others are blurred. Such contrast can make the focus prominent, easy to grasp the viewer's gaze, and give people a sense of distinction between the primary and the secondary.

With the rapid development of technology, the way people use to communicate information or communicate is through graphics, thus achieving an artistic effect of silent communication. In visual design, the performance of lines is also achieved through a certain shape. In turn, a visual extension to the surrounding blank is formed, which not only ensures the fullness of the picture, but also plays a certain role in visual browsing. It can bring a sense of security and stability to the audience, but it is slightly stereotyped and indifferent; the biological shape or bionic shape is diverse and dynamic, which can bring interest to the audience, but the symbolism is relatively weak. Of course, we can't use the proportional form uniformly. The proportion of beauty will change. When people often look at a proportional relationship, they will be tired and annoyed. So we should grasp the time, place and crowd. Only the appropriate proportion is the good proportion and the beautiful proportion. In the process of drawing lines, there will be different textures in the form and material of lines themselves. Using these lines with different personality characteristics, we can create very personalized composition works.

Among the visual elements, the mask has obvious two-dimensional space of length and width, which is the relative enlargement of points and lines. Designers should make a detailed analysis and consideration of the specific application mode and environment according to the independent natural attributes such as brightness, purity and color equivalence, as well as the combined and

related attributes such as the relationship between cold and warm, the change of depth and shade, and the contrast of color block sizes. Contrast in the composition can make the elements bring people a kind of tension, a visual jump, so that the work does not look rigid, breaking the rigid and monotonous pattern. The aesthetic taste and visual taste of attention have also undergone great changes, which makes the form of composition play an increasingly important role in film and television production. For example, when the outline of the face has a light and dark outline, it is softer than the case of simply drawing with a hard edge. The shape of the face can be used to express a variety of stereoscopic feelings, but also to create a rich emotional association.

4. Conclusions

All in all, good design not only closes the distance between the audience and the creators, but also achieves the mutual connection between the two. Relevant personnel must constantly receive new things and have a better understanding of new media art, thus making perfect integration between visual art and new technologies and new technologies, and better serving the dissemination of information. The early stage of modern composition design is mainly embodied as an abstract form of expression, which pays attention to the understanding and understanding of the principles and laws of visual aesthetics. It decomposes and reconstructs the most basic form of modelling elements - point, line, surface, body and color. No matter which form of visual expression, we certainly can not be used in all aspects of the design, as long as we choose to use one, and the theme of the design is very consistent, will achieve the desired design effect, and ultimately design a good work.

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