

The Influence of Minimalism in Contemporary Art Thought on Visual Communication Design

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Abstract. Contemporary art trends have various influences on visual communication design in modern art design, and they influence each other and develop together in this era of art. In the diversified background of today's world, art trends are constantly influencing contemporary art design. As an extremely important school of Western modern art that emerged in the 1960s, Minimalism is the only one that has been able to develop in the United States. It is one of the last schools of modernism that has had a significant impact on art and design around the world. Minimalist style highlights the characteristics of art style is calm and objectivity, which is not mixed with a trace of personal emotion, it has played an influential role in the concept of contemporary visual communication design and artistry, which in turn has played a driving role in the development of contemporary visual communication design.

Keywords: Contemporary Art; Minimalism; Visual Communication; Design Implications.

1. Minimalist Style Overview

1.1. The Meaning of Minimalist Style

Minimalist style is also called reductionist style, the main meaning is that through the most shallow and simple form of the original appearance of things to reflect, the style it pursues is particularly simple, under the condition of being able to meet the practical and aesthetic requirements of the product at the same time, will be the most exquisite part of the thing through the subtle and marvelous design to show, so as to make the waste of the degree to be reduced. The simplicity in minimalist style is not a single abbreviation, but a deepening of complex things. In order to achieve exquisite simplicity, it is necessary to start from the specific situation of the thing itself, and after fully understanding and analyzing it, we can come up with the characteristics of the thing, and then come up with a way to simplify it, all the way to the minimalist.

1.2. The Background of the Emergence of the Minimalist Style

During the 1950s and 1960s, a period of recovery from the Second World War, there was rapid socio-economic and cultural development. As Western modern art was influenced by the development of the modern industrial economy at that time, it is obvious that the minimalism produced in New York, USA was also greatly influenced by the Western industry. At that time, many personalized art concepts appeared in the background, making modern art appear fractured, coupled with the fact that after the Second World War, most of the buildings and landscapes were devastated, which provided artists with the opportunity to express their talents. Therefore, the minimalist style in such background conditions also get the same breakthrough development, abandon all the complicated things, things back to the essence of the concept of minimalist style came into being.

2. Overview of Contemporary Visual Communication Design

2.1. The Meaning of Contemporary Visual Communication Design

Unlike other means of communication, the existence of visual and image is independent, and it mainly takes graphic design as the carrier, and designs various mediums of communication such as image design, multimedia design, electronic publication design, etc., which are manifested through the



function of visual media, including architecture, modeling, movies, television and other visual symbols. The design that conveys information by utilizing visual symbols is what we usually call visual communication design. Since visual communication design is very different from verbal communication and mainly relies on visual symbols to convey information, the most basic principle is that the visual symbols should be correctly selected strictly in accordance with the audience's literacy level, background and the content of the communication. Therefore, the basic principle is to choose the right visual symbols strictly according to the cultural level, background and content of the audience. It can be said that visual communication design is a process in which the designer conveys his/her concepts and ideas to the people through visual symbols.

2.2. Characteristics of Contemporary Visual Communication Design

With the progress of the times and the development of society, people's aesthetic concepts are also changing and developing, and their demands for aesthetics are getting higher and higher, and one of the most prominent modern aesthetics that exists at present is visual aesthetics. Influenced and inspired by the European and American printing art design produced in the middle of the 19th century, visual communication design has been gradually developed, which mainly includes the design of visual environment, packaging, advertisement, display, image and so on. Visual culture, as an important part of the contemporary culture, has the characteristics of universality, coordination, information and so on, which has an important influence on people's cultural life. The visual culture is an important part of contemporary culture. Generally speaking, visual communication design emphasizes on visual aesthetics and feelings, conveys information to the audience through visual symbols, and strengthens the communication between visual language and communication by virtue of graphic symbols, so as to give visual communication design a truly global character.

3. The Influence of Minimalist Style on Contemporary Visual Communication Design

3.1. Minimalist Style Design Mood

The so-called minimalism, in fact, is to reduce the design continuously, has been reduced to only retain its own nature, and our traditional culture, Lao Tzu had said "less is gained, more is confused", said that is to start from a macroscopic point of view, will be extracted from the essence of the thing, take the essence of the meal, it can be seen that Lao Tzu's Taoism thought and the concept of minimalist style coincide. This shows that Lao Tzu's Taoist thinking and the concept of minimalist style coincide. The design method of "less is more" advocated by the minimalist style is also commonly used in China's traditional aesthetics, for example, China's ancient poems and ink paintings can fully reflect the design concept of the minimalist style. Minimalist style in the design of the pursuit of simplicity and simplicity of shape and color, to try to remove some of the unnecessary things, whether in the plane space or in the three-dimensional space, the display is very simple and pure. In addition, another way of expression of minimalist design is to leave white space, for visual works, there will often be a large amount of white space, simple picture not only does not make people feel too empty, but also allows the audience to have more imagination, and can express the rich connotation of visual works.

3.2. The Sphere of Influence of the Minimalist Style

The scope of influence by the minimalist style is very common, in contemporary visual communication design, no matter in the design of architecture, interior and exterior, products, painting, literature or even web design, which is very popular at this stage, the minimalist style is able to utilize its own environmental protection performance, and has a very great influence in contemporary visual communication design. Since we obtain information in all aspects of life through various means, minimalist style has an important influence on, for example, architectural design, video design, display design, color design, graphic design, etc., and all these means are part of contemporary visual communication design.

3.3. Aesthetic Needs Arising from the Minimalist Style

In the process of development of minimalist style, it has changed people's previous state of life and aesthetic needs from visual and tactile aspects. It emphasizes the design concept of "less", and at the same time, it does not only represent a style, but also has a certain philosophical nature, representing a kind of life attitude. Minimalist style emphasizes the design concept of "less is more", preserving the necessary design elements and removing superfluous decorations, but this will not have a bad influence on the products in terms of innovation, practicality, functionality and aesthetics, but rather, because of the pursuit of simplicity, the final products will be the ultimate in all aspects, which is precisely the goal and purpose of the pursuit of minimalism. This is precisely the goal of minimalism and its purpose. In today's society, people pay more and more attention to the environment and the concept of saving, which is exactly in line with the essence of minimalism, the pursuit of the essence of the design, to avoid excessive waste. Reduce the waste of packaging materials, try to make use of the material of the object itself to do the design, use the original pulp paper, reduce pollution, and also minimize the processing procedures, use the least amount of materials, so it can be seen that the idea of minimalism is very realistic. Changes in production methods have contributed to the popularity of minimalist styles. Changes in production relations also mean changes in people's lifestyles, which means that the functionality of today's products has changed compared to the past, and has also led to a change in aesthetic needs. For example, Peter Walker, the famous minimalist master, introduced minimalism into the application of spatial relationships, such as one of his masterpieces, the Sony Center. Peter Walker used minimalist elements such as circles and geometric shapes in his landscape design, forming a clever combination with the surrounding high-rise buildings, which is distinctive and interesting without being aggressive. In contrast, classical landscape design would look out of place when combined with high-rise buildings. Therefore, the increasing aesthetic demand for minimalist style has a very close relationship with its functionality in line with social development. He innovated the materials used in the chairs by using steel tubes and canvas, which is very different from the chairs of the Baroque period. The biggest difference between the tubular chair and the Baroque chair is not only in the use of materials, but also in the shape of the chair. Tube chairs are light and easy to carry, while canvas is also easy to clean, this functional change caters to the fast-paced life of society, and therefore, also makes people's aesthetic needs change.

3.4. Minimalism in Contemporary Design

Kenya Hara is a mid-generation Japanese graphic designer of international caliber, with a high reputation and influence in the international arena. Similarly, many of the exhibitions and works curated by him have also found the shadow of minimalism everywhere. Visually, it is very simple, but in terms of functionality and practicality, it is not inferior, and even surpasses similar products. Take the humidifier in his redesign exhibition as an example, visually, it is just a cardboard with some bumps and holes placed at an incline, and pouring water to the designated place on it makes the water droplets stay on the surface, and then in the form of evaporation by itself to play the humidifying role, which is the thinking of using it that can be understood by everyone from the surface. This is the idea of use that we can understand from the surface. If we look deeper into the design of this item, we will find that there are many deep design concepts embedded in such a simple design. Unlike usual humidifiers, it doesn't need any electricity consumption, only need you to pour water in the corresponding position to realize humidification. Then the question comes, how to maximize its practicality, is the fastest evaporation of water, it becomes another topic. First of all, the choice of its material is very careful, is a kind of water-resistant material, can make the water droplets falling on it to maximize the tension. Secondly, it is a slanted surface, which also produces sufficient evaporation during the rolling of water droplets. At the same time, it is fun to use. It is also such a simple design scheme, combining the concept of environmental protection, the exploration of water-resistant materials and the study of liquid tension, which seems to be a kind of subtraction, but is no less beautiful, practical and fun.

4. Application Methods and Case Studies of Minimalist Style in Visual Communication

Minimalism advocates the elimination of all unnecessary decorations and colors, as well as the use of monochromatic colors or black, white and grey, and soft colors extracted from nature as much as possible. Compared with the early minimalist style, which placed great emphasis on functionalism, today's minimalism has a certain degree of softness, and is concerned with the moderation of decorations.

(1) Typography from complexity to simplicity

The attributes of the characters themselves are recognizable and artistic, which have led to the development of the characters up to the present day. Text has evolved from complex hieroglyphics to today's simple, easy-to-recognize fonts, and English has evolved from the original Latin underlined fonts to today's non-underlined fonts. Text can convey information very intuitively and is widely used in poster and logo design. In today's design, typeface design is becoming more and more daring, and simple fonts are attracting more attention. Some boldly remove a stroke in the font, not only to pursue the beauty of the form, but also to ensure the recognition of the font; or the combination of text and graphics, the use of hyperbole, deformation and other techniques, the two in the space, color, structure and other aspects of the recombination. As text LOGO is more conducive to the dissemination of information and has a higher degree of recognizability, many brands are dominated by font LOGO design. However, these fonts are not directly using existing fonts, but rather redesigning them. Take the LOGOs of Uniqlo and Muji for example, the thickness of Muji's font and the slight distortion of the font can withstand careful scrutiny, while the straight-line expression of Uniqlo's Chinese and English fonts and the distortion of Q's font design are easy to recognize and have the precision and aesthetics of minimalism at the same time.

(2) Simplified graphic language

Graphics have a very important role in minimalist style. With the accelerated pace of life, people no longer have so much time and energy to slowly appreciate one poster after another, and at the same time, they have also developed the habit of looking at pictures. Therefore, the simple, at a glance, without losing the beauty of the minimalist style is now very popular. The process of people recognizing things is actually a process from complexity to simplicity. Therefore, the simpler the shape, the deeper the impression in people's minds. This characteristic is the essence of branding and advertising. Minimalist style deeply grasps this feature, removing complex decorations and unnecessary interference, and extremely simplifying the graphic treatment, so as to highlight the most intuitive personality and characteristics.

(3) Minimalist color matching

Minimalist color collocation mainly has black and white gray or log color, such as nature in the softer colors, or choose one or several contrasting colors to match the combination, give people a simple, focused, or have a strong contrast of color collocation. The use of black, white and gray is the most classic minimalist collocation, because of its strong contrast, large areas of white and give people a clean, neat visual effect, the impact is also very strong. Another classic color scheme of minimalism is to use the soft colors of nature as the main color tone. Indy is a very classic example of this, with numerous advertisements in soft chai colors. The use of monochromatic colors and the enhancement of contrasts can also make a very strong impression. A representative example is Uniqlo, which uses a single red color with white. Uniqlo's brand concept is simplicity and nature, and the visual image is designed to give people a lively and impressive feeling. People will notice the brand logo when they are walking, which naturally serves to promote the brand.

5. Conclusion

To summarize, with the development of science and technology and economy. Visual communication design has changed from serving the aristocrats at the beginning to a diversified design for all people. And contemporary art has developed from the initial visual fine art expression to the present

diversified forms of art. However, the essence of minimalism in contemporary art is still to convey and express the concept of life, while visual communication design focuses on serving business. However, there are many intersections between the two. On the one hand, visual communication design has been influenced by minimalist art in contemporary art. In terms of expression content and expression form, artists carry out cutting-edge thinking and artistic exploration, and designers take the essence and utilize it; in terms of expression intention, minimalism enhances the artistic perception of visual communication designers, so that designers can retain artistry in their designs. The use of minimalism helps designers find a balance between commercialization and artistic creation. On the other hand, visual communication design also has a certain reverse influence on the minimalist style. With the increasing prevalence of visual communication information, commercial information has become a part of the public's life. Contemporary art explores the lives of contemporary people, which also includes a lot of information presented by visual communication design. Visual communication design also provides more possibilities for the form and content of minimalism in contemporary art.

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