

On the Diversified Performance of Modern Picture Book Illustration Design

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Abstract: Picture books, as a form of cultural communication in daily life, have subtly influenced all aspects of people's lives and all walks of life. People also continue to research, develop and innovate in the creation of picture books. Picture books have opened up a more diversified way of reading for today's society, which helps people have a clearer understanding of graphic expressions. In today's daily life, there are many details that people do not pay attention to in the design of picture book illustrations, can be a good design element, can make the picture book creation closer to daily life, better portray the appearance of things, to give people a sense of immersive experience. Both can convey the author's thoughts and ideas, but also can increase the affinity and beauty of the picture. The development of modern picture book illustration design requires the efforts of countries all over the world. In the face of the problems of domestic picture book design, the illustration design methods of foreign modern picture books can also provide certain inspiration and help.

Keywords: Modern picture books, illustration, diversity of expression.

1. Interactivity of Picture Book Illustrations and Their Developmental Characteristics

1.1. Interactivity of picture book illustrations

Picture book illustration is a carrier medium for people's thinking activities, through the design of picture book illustration, it can achieve to make readers from unilateral passive reading to the state of actively obtaining information, which is indispensable to the study of the interactivity of picture book illustration design. The interactive diversity of picture book elemental materials, the interactive diversity of picture book book content binding, and the interactive diversity of picture book emotional expression, etc. These aspects make picture books shift from static graphic composition to dynamic emotional expression. Nowadays, as an essential educational resource, a large number of picture books intentionally enhance people's independent reading and make the sense of interaction throughout the reading process. With the rapid development and progress of the information age, a large number of learning information dissemination methods have changed, picture book illustration as a more intuitive and image of the cultural communication methods, began to gradually integrate with the computer new media, not only from the human visual aspects of creation, but from the multi-sensory aspects of the perfection of the sound effects, optical illusion and so on into the picture book illustration design, to further improve the picture book illustration Interactivity, at the same time, also enhances the fun and readability of picture book illustrations, which can attract more audiences, expand the audience of picture book illustrations and deepen their influence.

1.2. Developmental Characteristics of Picture Book Illustration Interactivity

Over the years, traditional picture books have been expressed in many ways. Traditional picture books utilize text and pictures in combination to disseminate information, and

pictures and words are interdependent, and this way of expression is more often used in the enlightenment of young children and adolescents, as well as in the illustration of stories. Regardless of domestic and foreign picture book illustrations, in the traditional way is face-to-face information transmission, the reader and the picture book illustrations interact with each other, and the content of the picture book depends on the color, composition, details and so on. When people are reading, the brain thinking and visual senses cooperate with each other, so as to realize the analysis and reception processing of the information of picture book illustrations.

Modern picture book illustrations are to a large extent produced under the use of high technology and interactive influences. The progress of society makes digital media into all aspects of design, the interactivity of modern picture books is also progressing gradually, from the traditional two-dimensional plane of paper gradually to the modern multi-dimensional three-dimensional direction. The interactivity of modern picture books is more diversified in design ideas and communication methods. In terms of information expression and transmission, multi-media interaction opens up a variety of ways for people to receive information, with a hierarchical enhancement and qualitative leap, and a variety of ways to obtain information not only enhances the information expression space of the picture book illustration itself, but also enriches people's ability to receive and process information, and at the same time, deepens the interactivity between the two. The diversification of modern picture book illustration design cannot be separated from the deepening of its interactivity and research.

2. Diversified Expressions of Modern Picture Book Illustrations

2.1. The Diverse Needs of Modern Picture Book Illustration

Contemporary material life has been able to develop rapidly, so people's consumption level has also been raised,

the field of consumption has been expanded, economic stability under the conditions of the foundation, the pursuit of superstructure has gradually deepened and strengthened the modern picture book illustration as a favorable remedy for people's soul comfort and healing, will inevitably receive more and more attention. However, people have long been not satisfied with the traditional concept of the meaning of picture book illustration, a large number of various forms of expression has been continuously instilled into the development prospects of the picture book illustration industry, which is precisely the people engaged in the general needs of various industries. In this era where the commodity economy is dominant, the development of things must move towards diversified forms of expression in order to better serve people and society. Audience object, presentation method, content ideas and other core elements are the modern picture book illustration diversification must be considered when the development of demand.

2.2. Creative Ideas for Diversifying Modern Picture Book Illustrations

Among many design skills, one of the most rare and valuable is imagination, and its emergence also determines designers' innovative ability. Imagination is the starting point of picture book illustration design and the origin of a good picture book work. Imagination requires designers to observe every small detail in daily life and to be able to combine it with the knowledge reserves already in their minds. Creativity is not just a matter of inspiration, it is also a matter of being able to grasp the light of the moment. The development of creativity is also traceable, but also needs to have the inheritance of the already formed knowledge system, mentioning innovation will inevitably think of inheritance, in the diversified creative ideas of picture book illustration, the two are complementary and indispensable. Traditional and well-known design elements are the foundation of the design tree on the one hand, and on the other hand, the stereotypical and conventional design will be eliminated, so the creative thinking should not only learn to inherit, but also learn to open up new paths and innovate.

The public's vision and ideas are difficult to adjust and highly mobile, good illustration design of picture books requires designers to be able to stand on a higher platform to look forward. To get rid of mediocre design, we need to learn to decompose and assemble, it is difficult to innovate completely new creative ideas, but sometimes it is difficult to understand the existing elements and analyze and assemble them, which will often get unexpected results, we need to learn to be good at combining all kinds of design elements, pay attention to the balance of novelty and compatibility, and look for the best combination of them, and always remember and follow the importance of originality, creativity, and innovation. Always remember and follow the importance of originality, innovation and originality are always one and the same, interlinked and complementary. Picture book illustration industry in the search for new creative ideas, can not avoid the situation of depletion of inspiration, the need to expand the field of thought, think outside the box, you can try to understand the study of outstanding foreign works, as long as the first to do compatible in order to better and more accurate to find their own direction of development, creative ideas do not have to be confined to the current stage of the cultural industry, we must learn to look at the development of the inter-temporal axis, so there will be a breakthrough in the

Creative thinking.

2.3. Diverse Design Styles in Modern Picture Book Illustration

Historically, design and art are interdependent and inseparable, and nowadays the illustration design of picture books also has the influence of a lot of painting art styles, whether it is the impressionistic painting style that emphasizes on light and shadow, the grand and solemn classical painting style, the delicate and aesthetic Romantic painting style, and the rough and wild Fauvist painting style, all of which are reflected in different kinds of picture book illustration design to a greater or lesser extent. Picture book illustrations also choose their design styles according to the tools used, the message conveyed, and the final artistic effect they want to present. As time progresses, styles are always changing, and mainstream styles are always sought after. However, a good illustration design for picture books needs to cater to mainstream styles as well as develop diversified alternative styles, because its audience has a very wide range, including children, adults, the elderly and young people, etc., and so its styles must be diversified and co-developed.

Art design often has interoperability, painting and film, music, reading does not seem to be a strong connection, but which are closely linked, the design style of picture book illustrations can also draw inspiration from the movie music, art requires divergent thinking, picture book illustration design is more so. Common picture book illustrations have anime style, abstract style, exaggerated style, etc., different design styles are often from different audiences, children's picture book illustrations pay more attention to the portrayal of the emotional communication of the mind, adult picture books are more inclined to the narrative and the author of the concept of expression, and the former use color more lively and bright, bold and colorful, and the latter relatively speaking, it is more rigorous and classic, and sometimes even if the Sometimes even the same style will have a variety of different ways of expression, or the design of the color, or the design of the main object, or the design of the composition, these are the main elements of the illustration style of picture books. Children's picture books in order to cause children's empathy, and sometimes will be used in a relatively childish way of painting, in order to depict the children's way of painting, the use of bold color, strong contrast, deformation of the exaggerated visual image, there is the intention of returning to the basics.

2.4. Diverse Communication Media for Modern Picture Book Illustration

Nowadays, with the information age playing a major role, there are many different ways of cultural dissemination, each with its own unique characteristics. Nowadays, visual culture has become the mainstream culture in daily life, and the diversified communication media have vigorously promoted the development of visual culture, making it an indispensable part of life, study and work. Digital media for the development of culture provides a faster and more efficient channel, picture book illustration design of diversified media also expanded, digital media greatly enhance the graphic production efficiency, dissemination speed and reception. One of the most important diversified communication media of modern picture book illustration is digital media. Under the influence of digital media, the interactivity and immediacy of picture book illustration can be greatly improved, and it can

break through the situation that traditional picture book illustration is dependent on paper, so the capacity is limited, and the picture book illustration under the digital media is more massive. But the traditional paper picture book illustrations are still applicable today, there have been many readers in favor of the paper version of the picture book illustrations, diversified high-tech communication media and traditional knowledge of the plane picture book illustrations of both, is not contradictory, can be common development.

People are familiar with the cell phone application, WeChat public number, is one of the modern picture book illustration diversified communication media, WeChat's frequency of use in many cell phone software is very high, which has a public number can subscribe to the function of readers can be convenient to browse their own interest in the picture book illustration for a long time, and can be pushed to the readers of the relevant content, WeChat public number of the operability of the strong is also suitable for all groups of people, the flexible use of digital media on the picture book illustration of paper. The flexible use of digital media is beneficial to the dissemination of picture book illustrations.

3. Diverse Applications of Modern Picture Book Illustrations

3.1. Diversification of Modern Picture Book Illustration in Advertising

With the development and progress of modern picture book illustration, picture book illustration is used in many fields. From the beginning of picture book illustrations are widely used as the books in the illustrations, to now with the continuous development of the times, technology continues to progress, picture book illustrations not only stay in people's impression of the plane two-dimensional image, the times of the development of a fast-paced life, people pay more and more attention to the visual images, illustrations bring the first intuitive information is always more than the text to read the amount of content, but also more appealing to the viewer.

Advertising industry for the application of modern illustrated book illustrations can be seen everywhere, the subway on the interesting instructions and public welfare illustrations, so that people in the car during the illustrations can also be viewed to pass the time, while the application of illustrated book illustrations to the uninteresting process of the car to add a fun, different colors of the instructions will also give people a different psychological feeling, soothe people's mood. Sometimes people will be attracted by the colorful illustrations in front of various stores on the way to shopping. Different kinds of stores will also according to their store style, choose to complement the illustrations to attract customers, people make purchases, part of the situation is not really need, but because they like the illustrations on the packaging, full of bright colors and illustrations will always make people bright. Good picture book illustrations can also play a role in enhancing the value of collateral, which can not only show the connotation of the goods, but also enhance people's trust in the value of the goods. The domestic makeup brand Huaxizi, combining the impression of Miao with oriental makeup as a starting point for advertising, has designed a series of Miao series illustrations, combining the totems of Miao and the patterns of Miao embroidery, integrating traditional culture into the illustration design and promoting the advertising campaign.

3.2. Diversified Application of Modern Picture Book Illustration in Packaging Design

Nowadays, the level of culture is gradually improving, so people's requirements for aesthetic and spiritual needs are also improving. Packaging product industry is concerned about the appropriate, but also can not be separated from the appearance of the sizable degree. Product packaging into the design of picture book illustrations can enhance the value of the finished product, to attract more customers. Picture book illustrations can also enhance the product's cultural background connotation. For example, Nongfushanquan mineral water has made a series of packaging design about the four seasons, the spring, summer, autumn and winter seasons of the beauty of the illustration creation, and then applied to the packaging design, the whole gives a sense of relaxation and comfort, very consistent with its products close to the nature of the product intent. Such an innovative and product-integrated illustration design is more appealing to consumers. Coca-Cola's packaging design, the use of red and white colors and the bottle's black contrast, giving people a sense of visual impact, the font streamline design gives people a sense of speed experience. Product packaging makes the application of modern picture book illustration more diversified, and its diversification is characterized by the fact that it is between painting and graphic design, which needs to meet the needs of both, and at the same time will enhance its own value.

The "I'll wait for you at the Summer Palace" column and Lightning in a Box co-branded the "Colorful Summer Palace" painting gift box, using picture book illustrations as a carrier, combining them with a puzzle game, and designing a single word for the product in its official poster design. The packaging design of "Colorful Summer Palace" uses illustrations from picture books to highlight a different and trendy Chinese style, adopts a unique color scheme to show the beauty of the royal gardens, and is packed in a lock-wire binding process to increase the service life of the package. The gift box also includes a pair of illuminated lake and mountain paper sculptures, using a three-dimensional presentation to enable consumers to more intuitively understand the beauty of the Summer Palace.

3.3. Diversified Application of Modern Picture Book Illustrations in Cultural and Creative Designs

Modern picture book illustration design can be derived from the diversified use in digital products, daily necessities, cultural and creative design. The illustrations rich in traditional flavor and culture are very suitable for postcards, gift boxes, fans and other cultural and creative design, can be very good in line with the intent of cultural and creative design, the audience of cultural and creative products are generally students and scenic area tourists, the traditional culture of the cultural and creative can make the students in the life of the traditional culture, but also to make foreign tourists infected by the local culture. For example, Tencent Cultural Creations and Dunhuang Research Institute cooperated to produce the "Digital Silk Deer" silk scarf after researching Dunhuang murals and choosing the image of the nine-colored deer in the Mogao Caves as the inspiration for the design. Traditional culture series illustrations are also very suitable for playing cards, puzzles and other daily necessities, a set of four illustrations can correspond to the four suits of

playing cards, which has the same effect.

The cultural and creative design of the Forbidden City is now leading a trend of design, the Forbidden City launched the coloring book "secrets of the Palace", the classic model is mainly based on the unique Forbidden City hues - glazed yellow and palace wall red, the cover of the illustrated book is mainly based on the corner of the Forbidden City as the main design object! The cover of the illustrated book is mainly designed with the corner of the Forbidden City as the main design object, and the storyline is depicted with the imagination of the Imperial Cat on the Forbidden City, which can bring people's imagination on its content. There are also 24 bookmarks with the theme of "Beasts in the Palace", of which 12 can be freely doodled by consumers, which can not only satisfy the curiosity of consumers, but also increase the interactivity between consumers and the cultural and creative design. And in the premium version of the book, and added the "palace elegant collection" watercolor coloring book, mainly to the palace life scenes and beautiful scenery, and further promote consumer understanding of the life and culture of the Forbidden City, also comes with a postcard, in addition to its own value, but also can be used as a coloring book coloring reference. Such a set of playful and cultural heritage of cultural design and picture book illustration closely integrated, its overall aesthetic value is high, but also has a profound cultural inheritance meaning.

The diversified development and use of modern picture book illustration is also inseparable from the promotion and inheritance of traditional culture, and many ancient drawings still have a distinctive flavor even nowadays. The patches on the official uniforms of the Ming and Qing dynasties were used to distinguish between official positions and reflect the hierarchy of the feudal period, for example, the heron was used by the civil official of the sixth rank, while the mythical animal was used by the military official of the second rank. We can diversify the use of these drawings in modern picture book illustration design, using traditional color schemes and drawings for series illustration production, incorporating the contemporary popular national trend culture, which has an oriental flavor and can keep up with the trend of the times.

4. Diversified Trends in Modern Picture Book Illustration

4.1. The Need for Diversification in Modern Picture Book Illustration

Under the development of the times, the progress of science and technology to provide people with a lot of convenience, but also brought a lot of new technology, as early as the second industrial revolution photography technology has come into all aspects of people's lives, the same is a record of the picture, the photography technology is faster and more efficient, and its narrative, recordability is also stronger, but the picture book illustration has not faded out of people's sight, but toward a wider range of areas of development and gradually more fully integrated with modern science and technology. However, picture book illustration has not faded away from people's attention, but rather has developed towards a wider field, and gradually integrated with modern science and technology to a fuller extent. Many technologies that seem to affect the development of picture book illustration, such as photography, photographic, film and other image processing, did not hit the development of picture book illustration, picture book illustration and these high-tech

products to interact with each other and promote the progress of many aspects.

The origin of culture can not be separated from the graphic period, the emergence and use of hieroglyphics is enough to see the importance of the image, now contemporary use of many of the text can still be found in the image of the traces of deformation, the image has become a kind of people's thinking of an inherent concept, in short, can be seen in picture book illustration design of the status of the untouchable, as well as the importance of its existence and inevitability. And in today's fast food era, many textual information expression people can not spare time and energy to read carefully, but the illustrations express the information at a glance, so it is also received and used by more people.

4.2. Modern Picture Book Illustration Diversifies and Integrates with the Times

The development of anything today are inseparable from science and technology, from the point of view of science and technology, the future development of picture books is toward the direction of electronic facilities, such as: three-dimensional physical books gradually developed into portable e-books, both convenient to flip and in line with the development of information technology era trend direction, and, the traditional picture book illustrations in people's impression of most of the silent, paper, with the popularity of electronic greeting cards in the early years, the development of picture book illustrations began to add sound development direction, electronic picture book illustrations can be added according to the story plot appropriate soundtrack, both can better render the story plot, but also can be added to the story plot. With the popularity of electronic greeting cards in the early years, the development of picture book illustrations began to join the development direction of sound, electronic version of the picture book illustrations can be added according to the story complex appropriate music, not only can be better rendering the storyline, but also can make the reader to leave a deeper impression, to increase the interactivity between the reader and the picture book illustrations and sense of immersion. The development of electronic version of picture book illustration is also in line with the concept of green environmental protection in contemporary society, reduce the use of paper, to achieve environmental protection, conservation and efficiency.

China's picture book illustration has a glorious history, but in contemporary times compared to some western developed countries, but some fall behind, tracing the source of the problem, mostly because of China's picture book illustration industry is not enough to innovate, many works still can not get rid of plagiarism and imitation problems. The complete system of China's picture book illustration industry was formed later, and the development speed is relatively slow. Therefore, China's future development of picture book illustration will certainly need to learn from other countries, such as Japan, the United States, the United Kingdom and so on. And many picture book illustration designers' drawing skills and conception of the storyline are not complete enough. The beauty of the work is the soul of the picture book illustration, and the drawing skills are the most important thing for the final effect of the work. The development of modern picture book illustration design must continue to improve itself, pay more attention to the communication with the readers' hearts, rather than just to tell axioms, to learn to understand the readers' hearts, and need to be more carefully

polished, and more honest dialogue to the heart.

5. Conclusion

Picture books, as an important part of the information technology era, not only bring people a vivid visual experience, clear information conveyance, and a deep viewing impression, but also give people an immersive emotional transmission and a new method of artistic expression. Each has its own expression skills, color matching, and wind direction, all of which will make people have a corresponding deep feeling. The picture book market should expand its scale and broaden its direction, follow the trend of the picture-reading era, and carry out diversified development and innovation. The content of picture book illustration design should be richer and richer, and should be closely integrated with daily life, and should be conceived and created by divergent thinking from the elements of life. The development of picture book illustration design cannot be separated from imagination and creativity, and the innovative content is an important birth point of picture book illustration design. At the same time, the creation of excellent picture book illustration works, not only need to inherit the good tradition, but also need to carry out diversified innovation and development with the times.

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