

The Influence of Contemporary Art Trend on Poster Design

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Abstract. The ideological trend of contemporary art originated in the west, namely the ideological trend of contemporary art, can also be called "postmodernism". In the western art in the history of language, "after" (post) represents the meaning of "anti", which is the behavior of expressing personal style in the tide of modern art. This reminds people of was born in the 1950s in Britain pop art, born under the background of pop art, closely related to the consumer society, under the unique background gradually mature, British pop art pioneer Richard Hamilton, his masterpiece " what makes today's life so different, so attractive? It is a reflection, reflection and rebellion advocating elitism. These artists provide new design ideas for the development of artistic design, and apply more open and inclusive elements to artistic design, including poster design, which greatly enriches the expressive force of artistic works.

Keywords: Poster design; Pop art; contemporary art.

1. Background of the development of contemporary art

1.1 What is contemporary art

The so-called contemporary, the source can be said to be a description of a certain period in history. The contemporary era as defined by the West is in the historical period after the French Revolution in 1789. However, in the history of art, whether in the West or in the East, "contemporary" is not related to the historical period. In other words, from the time analysis, contemporary art has no time related to the contemporary history and the period referred to.

The Spring can be called the beginning of contemporary art. Its author, Duchamp, signed a urinal to the gallery booth and became a work of art. This "strange" act is also called art. But this work also happened to be one of Duchamp's most successful works, because of this unprecedented and advanced creative technique, far beyond the ability to appreciate at that time, so people turned a blind eye to it, and even were strongly opposed to it. The reason is that Duchamp completely abandoned the traditional art of the painting will show a "finished product", let alone a male urinal, and most importantly, named after a prominent painter's masterpiece "Spring", no one has ever had this crazy behavior in history. However, Duchamp's Spring is complete with anti-traditional and anti-aesthetic ideas. People are no longer limited to expressing art in paintings or sculpture, but to expressing the finished products now as art, which also means "the possibility of artistic freedom".

1.2 The background of the contemporary art

The ideological trend of contemporary art can also be called "postmodernism". In the western art in the history of language, "after" (post) represents the meaning of "anti", which is the behavior of expressing personal style in the tide of modern art. The modernist trend of literature and art was produced in the stage of "late capitalism" centered on Europe. In this era of turbulent prosperity and prevailing doctrine, the innovation and creativity full of utopian desire and moving towards the future were widely stimulated. Postmodernism was born in the period of new capitalism centered on the United States, an era of popular consumer culture, and an era of emotional revolution along with the postwar baby boom and the rise of the student movement in 1968. Although postmodernism, dystopian and progressive history, questions the innovation and package of solutions from scratch, it itself acts as a cultural avant-garde, rich in ideological vitality and innovation impulse. It can be said that after modernism, the postmodernism period may be the last period of cultural innovation in western history, led by "doctrine" and extensive by participants. Postmodernist discussions of a series

of public issues, the invention and mutual references of a series of new terms and theories, span the whole realm of Western ideology and culture, from philosophy to literature, film, architecture, art and design, and then spread around the world.

1.3 The Aesthetic Thought of Contemporary Art- -Take Duchamp's Spring as an example

The advent of "spring" triggered a fierce thinking and debate, American artists think this is a "finished product", without the artist elaborate creation process, second, think urinal is a vulgar necessities, was used as a work of art, it is like a big joke for people all over the world. However, Duchamp believes that art is not for the artist or painter, the true meaning of the art, behind the works, the unique idea; at the same time, against the inequality, "beauty" and "ugly", the definition of traditional beauty, the pursuit of fairness and justice, and aesthetic object and become a part of the aesthetic object".

The Spring opens up the possibility of "artistic freedom", which means that once we upgrade the optional product (manufactured goods) to "now finished product", that is, we judge the arbitrarily chosen object as art, then in the proposition of "this is art", art can be any object, no matter what it is. As we all know, this work is a male urinal, which comes from people's daily life and is closely related to life. As an ordinary person, we can reach things in our ordinary life, so "art comes from life".

Duchamp broke the limits of traditional art originality, on an existing item creation art, make the form of painting is not limited in the studio, painting board, do not need to have exquisite painting skills, artists give full play to the imagination, using digital painting, light, finished products to create a work of art. Therefore, this open concept broadened the artists' thinking and creative techniques, in the postmodern art schools, such as performance art, earth art, installation art, concept art, in the real creation such as Daming Amhurst bubble shark in formalin; Xu Bing fake characters form a scroll book; Crystal, let Nakrod wrap, chairs, tables, Bridges and other large and small items.....

2. Characteristics of contemporary art-Take pop art as an example

Born in the 1960s and 1970s, a social and cultural trend of thought deeply influenced western countries and spread widely. It is called the western contemporary art trend of thought, and is called "postmodernism" art by scholars. In the western art in the history of language, "after" (post) represents the meaning of "anti", which is the behavior of expressing personal style in the tide of modern art. It involves various fields of social culture and ideology, such as art (including the style of architecture, etc.), history, literature, language, philosophy, etc. This reminds people of pop art, which was born in Britain in the 1950s. Postmodernism has a very clear purpose. The main intention is to criticize and challenge the art forms and traditional art advertised in the context of modernism. Therefore, it can be said that the rise of postmodernism provides a new mirror, which not only reflects the contradiction between modernity and tradition in the time gear of modernism, but also reflects every corner of the contradiction between modernity itself.

2.1 The Birth of Pop Art

Pop art originated in Britain in the 20th 50s, and developed rapidly in the United States, becoming a very influential art genre in the 20th century. It is manifested as a "witty", "absurd", "interesting" style. In 1956, a collage titled "What exactly makes today's family so different, so charming?" Written by Richard Hamilton, the father of Pop art, Ppop art into people's lives.

2.2 Characteristics of Pop Art

First of all, pop art is popular. Consumption era for designers to create a stage, subject creation selection is closely related to people's life, movies, TV, cigarettes, catering... people on the basis of material life rich to the satisfaction of the spiritual world, entertainment activities emerge in endlessly,

business rapid development, designers and manufacturers to establish cooperative relations, posters as an important propaganda way also get great development.

Secondly, pop art is very individual. Artists re-create objects in life through exaggeration, deformation, collage, stacking, printing and other techniques. Visual elements are usually unconventional, bold colors, high saturation, dazzling. Andy will be Monroe's head through repeated arrangement and combination, using different background colors and auxiliary colors to form a strong contrast, and boldly use screen printing, bump printing way to produce printing, the picture presents a rough, rigid, bright effect. The most striking feature of Andy Warhol's work is that he repeatedly arranges an element in the same picture, replacing it with color combinations of different colors, highlighting a sense of banter and humor. The creation materials are based on the well-known objects in life, creating a new visual language, broadening the boundary of art, and forming a strong artistic characteristics. The artistic aesthetic today is still influenced by this strong visual impact.

2.3 Poster design in Pop Art

The very important reason why pop art can quickly affect all aspects of social life lies in the popularity. Pop art creation comes from daily life. It gets rid of the elite art in the traditional sense, walks into life and the public, and draws creative inspiration from daily life, such as tables, chairs, clothes, etc., narrowing the distance between the viewer and art, and putting people in the role of viewer and creator.



Figure 1. Marilyn Monroe



Figure 2 Coca-Cola

Pop art covers every aspect of life and is widely used. Especially in the fields of business, art and design, due to the popular among young people, designers also cooperate with manufacturers, a large number of strong visual impact of graphic design works, modelling exaggerated, colorful, artists fully express personality, trying to establish a through color, elements, deformation processing and resonate with the viewer. The most representative design Marilyn Monroe (Figure 1) and the publicity poster for Coca-Cola (Figure 2) constitute a visually striking work with strong colors and bold repetition. This creation method has won unanimous praise from consumers.

3. The Influence of Contemporary Art Trend on Poster Design

Contemporary art creation itself is not limited by space, time, region, no form of creation, get rid of the bondage of traditional originality, the artist can create in existing objects rather than as the identity of the creator, no matter when and where artists can express their feelings, the emotion gives items to create, it will become a meaningful contemporary works of art.

The ideological trend of contemporary art presents a kind of openness and inclusiveness. This undoubtedly pushes the artist's enthusiasm to express himself to a climax, and the poster, as a highly

transmitted carrier, will become the mouthpiece for the artist to release the emotion to the viewer. In the design of poster posters, it is difficult to distinguish the designers' personal style purely from the color, and the emotional catharsis has become the focus of creation. In terms of creative techniques, painting and photography are combined, and manuscripts and photos are collage into artistic language, creating a new sense of texture. Also in the rapid development of high-tech today, the poster design will still appear in its shadow, such as in recent years popular acidic design, steam wave style and so on. In the same way: bold color, bright color, font deformation, unrestrained collage, full typesetting, exaggerated technique, and the use of life elements to create avant-garde trend, science fiction visual experience. When you see this bizarre design, it still attracts as attractive as in the days.

4. The development and application of the contemporary art ideological trend in the current poster design

Poster design is the most intuitive expression of brand publicity activities. Although the development and application of Internet technology are becoming more and more common, and all kinds of publicity media emerge in an endless stream, iterative and real-time, the position of poster design in the publicity activities is still as stable as Taishan, and it is still the carrier of spreading important information of the brand.

Art, whether it is the auditory music, or the art and design that resort to vision, is the medium of communication with people. Art is expression, and design is communication. In contemporary art, artists give it a new meaning through artistic creation techniques on the basis of the existing objects, so as to express their inner emotional feelings. It is worth mentioning that the poster design aspect. The above briefly summarizes the influence of contemporary art trend on poster design, and due to the unique characteristics of contemporary art, there is a halluc, pop and interesting poster design style.

So time passes, under the influence of contemporary art trend of poster design style in the 21st century, high-tech, intelligent era label, high-rise buildings, square box of modernist architecture in the world, the streets of the country, interior decoration, product design... all filled with traces of modernism. But despite this, since it could become a new trend, it is enough to prove that this thought has a powerful appeal, in today, can also serve as a wind sweeping the trend of thought.

4.1 Acid design style

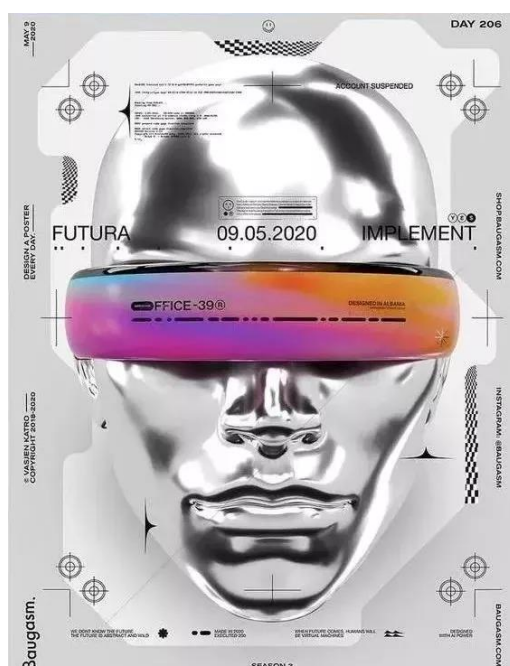


Figure 3 Liquid form performance chart



Figure 4 Metal texture rendering

The acidic design makes people sound not only "sour," but here the "acid" refers to a design style that is visually weird, extraordinary, and looks a little "ugly." It usually appears in a nonsense form, such as liquid form usually with metallic texture; a flower is bright, noble, but creates a metallic texture; deform square blocks; sometimes use high saturation bright colors for strong visual impact; collage geometric blocks with photos, etc. In general, it presents an avant-garde, science fiction and fashionable artistic style, and forms a unique aesthetic way, which is widely popular among avant-garde art designers and young people (Figure 3, Figure 4).

4.2 Cyberpunk style

Cyberpunk was meant to have literature strongly against utopia and pessimism. It usually depicts the contradictions between hackers, artificial intelligence, and large enterprises, marking the improvement and progress of the neglected shortcomings of previous science fiction. In today's film industry, it has jumped out of the art text of movies and games. Many enthusiasts have integrated him into space design, home design, and penetrated into many aspects of life, bringing deeper and more direction development possibilities, and the application of posters in design is no exception.

Due to its own special science fiction symbol, the color usually reflects a sense of the future, blue and purple is the main color, supplemented by other colors, rendering a lighting effect camp, to create a strong sense of futuristic atmosphere (Figure 5). This is in line with the everlasting world theme of exploring the future and creating innovation. In poster design with posters as the carrier, new visual symbols will appear in front of people. When dreams come into reality, the outrageous ideas once filled with brains may be realized, which will infect more people with ideas and thoughts.

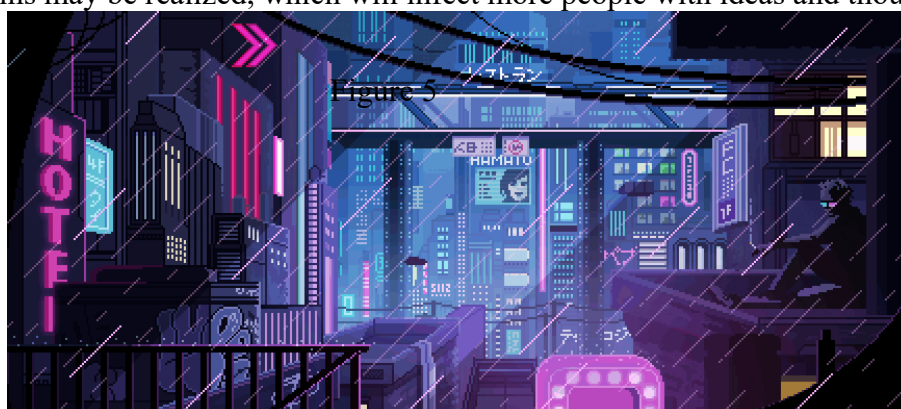


Figure 5. futuristic atmosphere

4.3 Steam wave style

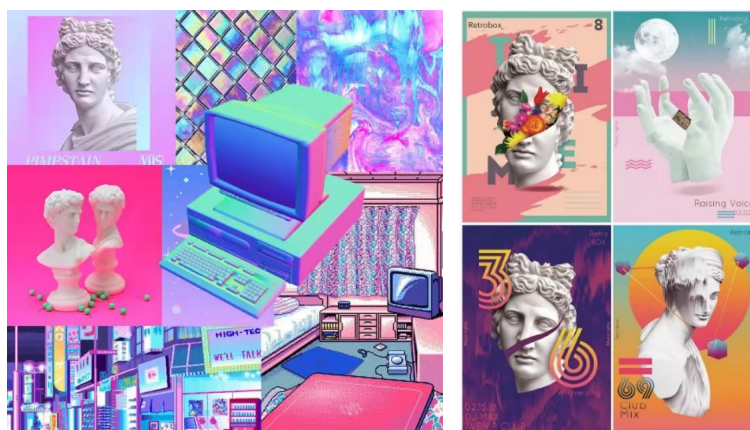


Figure 6. purple pink

Steam wave style was born in the 21st century fashion music form and art style, where "steam" represents smoke, water mist; "wave" can represent a style, an art. This style is a very formal fashion art style, its form can be low-fi, psychedelic, technological, retro, surrealistic, and so on. Steam wave

style was first born in the music style, and later extended to the vision, pictures, interaction and other fields, the art forms are mainly manifested in two kinds: music and vision.

The steam wave style combines lo-fi effects with highly saturated colors, which in large color blocks merging with low-resolution visual elements. The form of artistic expression is presented with low-fi effect, if the TV failure screen will produce rough texture, bright color, often appear high saturation purple pink (Figure 6). Picture elements use gypsum images (as shown in Figure 7), low-fidelity elements overlap, graphic segmentation, etc., collage and cutting are common creative techniques.

Poster design appeals to attract people's attention, and this style can just give people a bright visual impact, the whole picture strives to create a sense of dream, gorgeous colors, the application of trendy elements reflects its internal unique temperament. This kind of strong visual impact effect is loved by more and more people, and in the visual art performance is also favored by young people and avant-garde designers, and it is applied to various fields.

5. Summary

It is often said that "fashion is a cycle", and the contemporary art trend of thought provides people with a new way of artistic creation and thinking. The resulting pop art forms a new artistic language with the characteristics of The Times through re-creation, and uses its unique inner quality to show the designer's inner emotions through special processing techniques in the poster design. Today, similar visual expression languages derived from integrating modern trends appear again in front of people.

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