

# RESEARCH ON THE EFFECTIVENESS OF TEXT GRAPHIC DESIGN IN CULTURAL TRANSMISSION IN THE PROCESS OF VISUAL NARRATIVE

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## ABSTRACT

Today's world is no longer a limited world based on geographical division, but an interconnected world that uses visual symbols for deep integration. Behind every visual symbol we see in our life, there is its specific cultural meaning. Today, when the world culture is becoming more and more diverse, there are different cultural differences among different countries, regions and nationalities. This difference limits the mutual communication between cultures. At this time, the appearance of visual symbols is particularly important. The visual symbols created by the interchangeable design of text and graphics are particularly novel. Whether it is the innovative expression of design or the audience's intuitive feeling, the interchangeable design of text and graphics makes us feel the wonderful conception of visual symbols. The fun of form and meaning. What means to use to innovate and better express text graphic design is an important direction that we need to continue to explore.

**Keywords:** Graphics, Narrative, Visual symbols, Cultural transmission

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## INTRODUCTION

In the history of human development, each nation has its own unique culture. These unique cultures constitute the colorful world, but also limit the possibility of mutual communication and hinder the pace of cross-cultural communication. The openness, diversity, universality and universality displayed by visual symbols in the process of communication can break through limitations and accelerate the pace of cultural interaction.

At the same time, as an important part of art design, the graphic design expression of text has shown many changes in logo design, poster design, book binding design and packaging design. Under the ever-increasing social demand, visual-related designs have gained more opportunities for performance. Symbolizing, abstracting and informationizing "text" and "graphics" to create the concept of taking "text" and "graphics" as the main design elements not only enhances the visual effect of information transmission, but also reflects the unique charm of designers' infinite source of inspiration (Wang Fan, 2016). Graphical text design can not only highlight the visual theme, but also enhance the communication power of visual symbols. Interchanging the two visual symbols of text and graphics can make the information conveyed more interesting.



**Figure 1** Visual Design for the 25th Anniversary of UNAIDS

**Source:** Panhu Design Lab

This research aims to conduct research on the psychological effects, forms of expression, and effectiveness of graphic design of text in promoting communication between different cultures in visual communication.

## LITERATURE REVIEWS

### The Narrative Expression of Graphics in Visual Communication

Visual narration is one of the important creative forms of graphic language, which uses visual presentation as the main body to perform narrative performance. This form of expression can not only expand the visual form and richness of graphics, but also achieve the unity of visual concepts and ideological communication (Di, 2015). In the article "Comparative Research on Multi-modal Visual Narration of New Crown Epidemic Reports in Chinese and Foreign Universities", the authors Fu Yi & Lin Lu (2021) based on visual narrative theory, compared the conceptual significance of the new crown epidemic reports on the official websites of 15 Chinese and foreign universities. The similarities and differences of narrative structure and discourse construction in three aspects: interpersonal meaning and group meaning. This study provides a new perspective for graphic-text interaction. In the image-text relationship formed by language and image, the key to visual rhetorical analysis is to reveal the argument structure

and rhetorical practice between language and image. The rise of related visual argumentation theory confirms that images have the same important rhetorical function as words.



**Figure 2** Publicity posters on the streets of the UK during the epidemic "Sit on the sofa and save a life"

**Source:** Baidu

### Graphic representation of words in different cultures

As another important element of visual art expression, text has evolved simultaneously with the development of human civilization and has become a language symbol. This image feature is revealing the great correlation between text and graphics and the possibility of mutual transformation (Wen, 2014).

Text, as the main carrier of information transmission, has been replaced by images to a great extent under the rapid development of modern computer technology, network technology and other scientific and technological means, which has undergone great changes in nature. Based on this characteristic of The Times, graphics, as one of the main design factors, has become the universally recognized "Esperanto" with its unique advantages, replacing the dominant position of text in communication (Wan Xiaomei, 2009).

Words have the intuition of information transmission, and the various image features it expresses can be converted into symbolic interpretations of image information. Transforming abstract and simple text into lively and meaningful graphics will increase the vividness and attractiveness of visual information transmission (Chen, 2010).



**Figure 3** "Cute! Furry creature" pet product logo design and packaging application

**Source:** Zhu Shengbin

Different characters have different aesthetics (Han & Jiang, 2012). For example, traditional Western font design plays a role in connecting the past and the future in the graphic design of Latin characters. The traditional Chinese patterns reflect the transmission of oriental philosophy, and they are integrated and interpreted in the soil of different cultures with the help of constantly updated design methods.



**Figure 4** Art graffiti in the East End of London

**Source:** Kid Acne

### **The Effectiveness of Graphical Visual Symbols in Information Transmission**

Compared with the certainty of linguistic meaning, image meaning is often floating, which makes language often dominate the meaning system of visual text in image-controlled narration (Liu Tao, 2018). As the two major elements of graphic design, graphics and text are responsible for the elements of design with two different symbols. Studying and exploring the respective characteristics of text and graphics and analyzing the application of graphic text in modern graphic design can make people have a deeper understanding of graphic text design. Researching and exploring and continuously summarizing the experience and theories of visual forms, psychological hints, philosophical theories and other disciplines can effectively promote the effect of visual symbol communication (Wu, 2012).



**Figure 5** An example of text graphic design of New Zealand street business signs

**Source:** Field shooting by members of the research team in New Zealand

## **RESEARCH METHODOLOGY**

In this study, the researchers established a research framework, adopted qualitative and quantitative research methods, including literature review, field investigation and observation, collected data and analyzed them.

### **1. Qualitative research method**

1.1 This study is based on the diverse art forms derived from the premise that characters and graphics have not contradicted each other in the historical development process, borrowed from



each other, and promoted each other. In the process of cultural exchange, the narration of visual content is the purpose, and the text and graphic design works are sorted and classified.

1.2 Through literature research, collect and research books, documents and historical materials related to this article, such as the origin of graphics and text, and the application of graphics and text in the development of graphic design. Combined with actual design cases, understand how merchants and consumers feel about such designs. Visit the exhibition of modern design and collect information on the design of text and graphic posters.

1.3 Through the collection of literature, interviews, questionnaires and other forms, conduct on-site research and observation on the current application status in mainland China and other countries. Summarize the performance advantages of text and graphics in design, and summarize the visual effects of text after graphical expression.

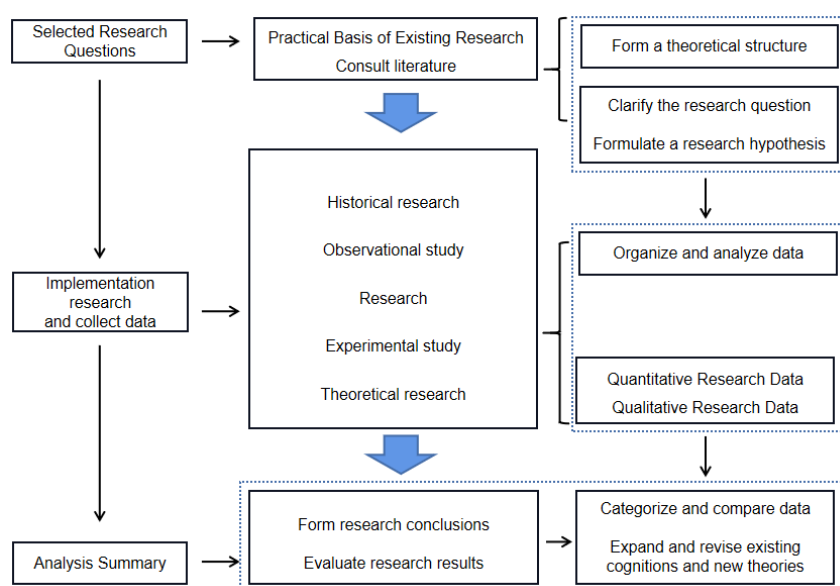
## 2. Quantitative research methods

Based on the respective concepts and applications of graphics and text in the field of design. Summarize and summarize through the collection of works, visits to design exhibitions and observation records. Mainly include:

2.1 Through document collection, interviews, questionnaires and other forms, obtain the design methods and expression effects of text graphic design in various places, and form the existing basic database of the current situation.

2.2 Collect existing real design cases, sort out existing design cases through user satisfaction and on-site research, and accurately record and analyze them digitally to determine user needs.

2.3 On the basis of the commercial design works guided by the researcher, compare the respective attributes and advantages of graphics and text, and then conduct analysis.



**Figure 6** Research Framework

Source: Author

## RESEARCH RESULTS

### 1. Provide assistance for cultural research and cross-cultural communication based on visual communication

Visual communication is a powerful way to express and convey information with visual elements such as text and graphics. Through the analysis of visual symbols, text and graphic language, the visual narrative methods and communication effects under different cultural backgrounds are gradually determined. Have an intuitive feeling for the linguistic meaning and attribute judgment of known graphics, and build a bridge between the actual meaning and visual reception. Whether it is a pure work of art or information aimed at social, political and historical perspectives, the recipients can be in the first place. Time accurately identifies the

content of communication and strengthens cultural interaction. With the acceleration of the modernization process, the field of art design continues to develop, and graphic design is constantly updated. All kinds of graphic design fill people's life and make people feel aesthetic fatigue, so people urgently need new graphic design language to decorate life (Wang Xianglu, 2017).



**Figure 7** McDonald's poster design

**Source:** Baidu

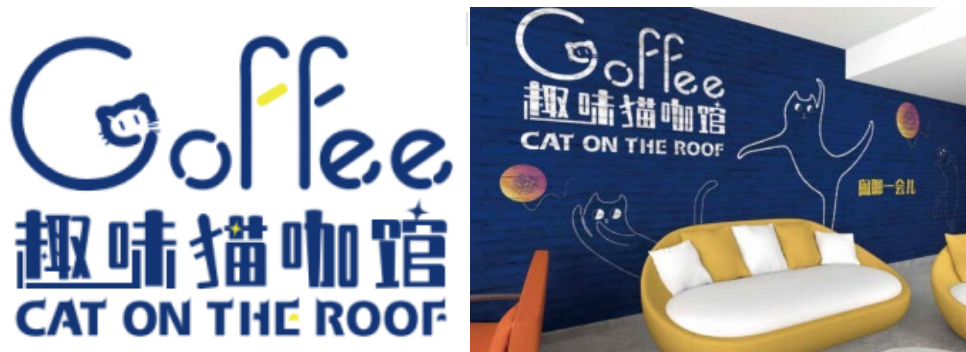
## **2. Express cultural connotations more accurately, avoid cultural misreading and distorted dissemination**

Cross-cultural communication is an important way to promote understanding and cooperation between different cultures. It is necessary to understand the meaning and motivation behind different cultures on the basis of respecting different cultural customs and values. Most of the misunderstandings in communication stem from the limitations of each other's inherent language. At this time, visual language will effectively resolve the misunderstandings and avoid conflicts. Using relevant design skills and expression techniques to shape visual language can greatly enhance the effect of cultural information transmission, improve the quality of cultural transmission, reduce or completely solve cultural misunderstanding and distorted communication, both for the culture itself and the attributes of the content, all for the The practice of designers in cross-cultural communication and cultural exchange has important guiding significance.



**Figure 8** Chinese intangible cultural heritage (dance category) "Tiaotiao Family" commercial logo design and physical application

**Source:** Deng Liangmin

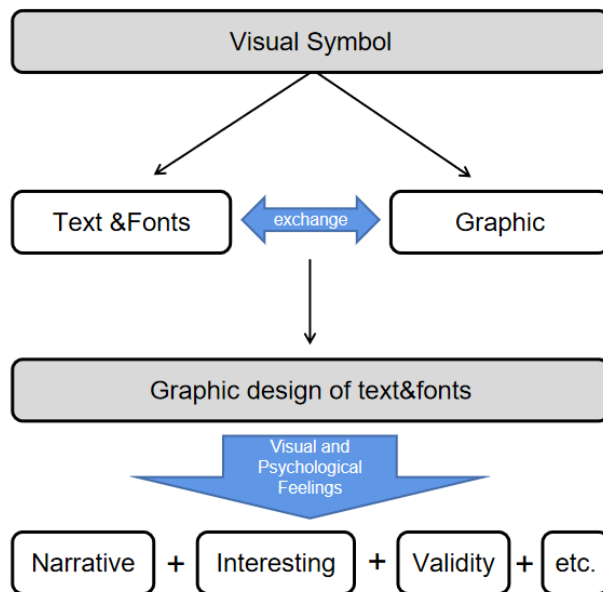


**Figure 9** Figure 9 Logo Design and Scene Application of "Fun Cat Cafe"

**Source:** Li Jiayu

3. Discover new "visualization" forms in cross-cultural communication and try more means of visual plasticity

Different cultures have different charms, and the inheritance and development of each culture has its own unique path. No matter what kind of culture is excavated, new inspiration can be obtained in the relevant process, and more spiritual nutrition can be absorbed. These inspirations have new value in the shaping of visual symbols, which can help designers try to create a new design language based on this research, and help people transcend the limitations of their environment, interact and embrace each other.



**Figure 10** design flow chart

**Source:** Author

## DISCUSSION & CONCLUSION

An equal perspective is the prerequisite for telling a good story, and narrative visual content provides a platform for this kind of eloquence. Among the many communication methods, the communication of visual symbols is more direct and vivid. Under the visual impact brought by visual symbols, audiences can actively explore the differences and charms of different cultures and strengthen their interaction with each other. The overload of work pressure and cumbersome city information make people more and more need concise and clear visual elements to improve the timeliness and accuracy of receiving information. Because of this, the communication advantages of visual symbols are more prominent.

In today's internationalized world, information is likely to contain content from different countries, different nationalities, and different cultures. In this context, designers need to

constantly create new design languages to help people transcend the limitations of their environment, resonate with the world, and promote the interaction between people.

In the innovation and exploration of visual symbols, we can determine that the graphic design of text, as one of the forms of expression of design language, not only has multiple functions such as disseminating information, promoting cultural integration, and enriching people's spiritual life, but also serves as a platform for various cultural exchanges. And an important means of communication. In the process of various cultural exchanges, the graphical design of text can not only follow the rules of language and text, but also fully consider the relationship between other non-linguistic elements, using visual media as a bridge to show the visual charm of non-traditional languages.

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