

Research on artistry and practicability of album design in visual communication

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Abstract

In the field of visual communication, album design, as a unique art form, not only carries the core spirit of music, but also conveys deep emotions and ideas to the audience through its unique visual language. As the intersection of music and art, album design's artistry and practicability have always been the dual goals pursued by designers. Artistry makes album design unique charm and attracts people's attention; Practicality ensures that the design works can effectively convey the musical message and meet the needs of the market. Therefore, to explore the artistry and practicability of album design in visual communication is not only an in-depth study of design aesthetics, but also an accurate grasp of market demand.

1. Artistry and practicality in album design

1.1 Artistry in album design

The artistry of album design is mainly reflected in the innovative combination of its visual elements and the expression of aesthetic emotions. Through the clever use of color, graphics, text and other elements, designers create visual images full of emotional tension, making the album cover become the first "voice" of music. These images are either full of poetry or full of power. They not only reflect the inner emotions of the music works, but also lead the audience's aesthetic experience. At the same time, the artistry is also reflected in the integration of the reference to traditional culture and modern design concepts, making the album design a model of inheritance and innovation.

1.2 Practicability in album design

The practicability of album design is mainly reflected in its market function and the efficiency of information transmission. A good album design should not only attract people's attention, but also clearly convey the theme, style and image of the singer of the music. Designers need to fully consider the target audience's aesthetic habits and market needs to ensure that the designed works are both beautiful and practical. In addition, practicality is also reflected in the production process and cost control of album design, designers need to ensure the quality of design at the same time, taking into account the feasibility of production and processing and cost effectiveness. With the development of new media technology and the explosion of phenomenon music variety, the new generation Z group has become an emerging consumer group of independent music brands, and the audience's demand for music brands has become more extensive. In addition, the development of the Internet and virtual technology also broadens the display media for the visual design of independent music. The transformation from the original single paper media to digital music and virtual goods also brings more possibilities (Li Xuexue, 2023) for the design of independent music brands.

1.3 Combination of artistry and practicability in album design

In album design, artistry and practicality do not exist in isolation, but depend on and promote each other. Artistry provides a wealth of creativity and inspiration for practicality, which makes the design works more unique and attractive; While practicality ensures the realization and transmission of artistry, so that the design works can better serve the market and the audience. Designers need to find the best balance between artistry and practicality, not only to meet the aesthetic needs of the market, but also to ensure the actual effect of the design works.

1.4 Summary

To sum up, the artistry and practicality of album design in visual communication are two aspects that complement each other and are indispensable. In the process of creation, designers should fully consider the market demand and audience aesthetics, combine artistry and practicability organically, and create both beautiful and practical album design works. This is not only a test of the designer's professional skills, but also a comprehensive reflection of their artistic pursuit and market insight. In the future, with the continuous development of visual communication technology and the constant change of market demand, the artistic and practical research of album design will be more in-depth and extensive.

2. Design elements in album design

2.1 Album design is a comprehensive process involving multiple design elements that together make up the visual image and style of the album. Here are some of the key design elements in album design:

2.1.1 Cover image: The cover image is one of the most visible elements of the album design. It can be a photographic work, illustration, or graphic design related to the theme of the album. The cover image should be able to capture the listener's attention and harmonize with the musical style and theme of the album. A cover image that is attractive and unique can quickly capture the audience's attention and resonate with the theme and style of the album. A cover image can highlight its importance through its color, composition, detail, and other aspects.

2.1.2 Color: Color plays a crucial role in album design. The color selection should be in line with the musical style and theme of the album and be able to convey the corresponding emotion

and atmosphere. At the same time, colors also need to take into account the preferences and aesthetic habits of the target audience.

2.1.3 Typeface and typography: Typeface and typography determine the readability and visual effect of the text on the album. The font choice should be in harmony with the style and theme of the album, while also being easy to read. Typography, on the other hand, needs to take into account the size, placement, spacing and other factors of the text to ensure that the message is clearly conveyed.

2.1.4 Graphic elements: Graphic elements can include patterns, ICONS, decorative lines, etc., which can enhance the visual effects and overall style of the album. Graphic elements should be designed to harmonize with the theme and style of the album, while also taking into account its readability and recognisability.

2.1.5 Layout: Layout determines how the album's individual design elements are arranged and combined. A reasonable layout can make the album look neater and orderly, and also highlight important information and elements.

2.1.6 Summary: To sum up, album design needs to consider multiple design elements that coordinate and work together to create an attractive and unique visual image of the album. At the same time, designers also need to pay attention to the market demand and the aesthetic habits of the target audience to ensure the practicality and market acceptance of the design.

2.2 Album design and visual focus

In album design, visual focus refers to those visual elements that attract the audience's attention and highlight themes and messages. These elements stand out in the design through their uniqueness, size, location, color, etc., and become the first object of attention for the audience. The following are common visual emphases in album design:

2.2.1 Title and Key Information: Title and key information is another important visual emphasis in album design. They are usually presented in larger fonts, sharp colors, or special typography to ensure that the audience can quickly access and understand this information. The title and key messages should be designed in a concise and clear way that directly communicates the core of the album.

2.2.2 Brand identity: If the album belongs to a specific brand or record label, the brand identity can also be one of the visual highlights. Brand logos often feature distinctive graphics and colors that can help viewers quickly identify and remember the brand. In album design, the brand logo will often be placed in a prominent location, such as the center or corner of the cover.

2.2.3 Special effects: Special effects such as gloss, shadows, gradients, etc. can accentuate visual emphasis by adding visual layers and a sense of dynamics. These effects can be achieved through graphic design software or printing processes to make the album cover more noticeable.

When designing the visual focus, the designer needs to consider the theme, style, target audience and other factors of the album to ensure that the visual focus is in harmony with the overall design and can effectively convey the message. At the same time, the design of the visual emphasis also needs to be kept concise and clear, avoiding being too complicated or confusing, so as not to distract the audience. Acid design, for example, is an emerging design style that became popular in 2018 and has only been noticed by scholars in the past two years. In recent years, a series of research conclusions, including the visual language features of acid design, have been applied to design practice for testing (Wang Lu,2023).

2.2.4 To sum up, album design needs to consider multiple design elements, which coordinate and work together to create an attractive and unique visual image of the album. At the same time, the designer also needs to pay attention to the market demand and the aesthetic habits of the target audience to ensure the practicality and market acceptance of the design.

2.3 Album design and psychology

There is a strong connection between album design and psychology, as the process of designing involves how to engage and satisfy the psychological needs of the audience. Here are some explorations of the relationship between album design and psychology:

2.3.1 Perception and cognition: The process of people's perception and cognition of albums is realized through visual elements and auditory elements. Album design needs to consider the visual perception and cognitive characteristics of the audience, such as how color, shape, size, layout and other factors affect the audience's attention and memory. At the same time, the musical works of the album also need to be aligned with the cognitive and emotional needs of the audience in order to resonate and appeal.

2.3.2 Emotion and Empathy: The album design needs to convey the emotions and themes expressed by the musical work in order for the fan listener to empathize and project emotion. Designers need to understand the target audience's emotional needs and aesthetic preferences, and create a corresponding emotional atmosphere through design elements such as color, image and font, so that listeners can feel the corresponding emotional resonance when they hear the music works. Fan economy with fan emotional consumption as the main body has expanded rapidly, showing great market potential. It has not only become the main profit model of the music industry, but also led to the return of the domestic physical music market. Enrich the emotional consumption experience of fan consumers, promote the healthy development of fan economy, and provide the possibility (Hong Yue,2023) for the final realization of "win-win" between fan consumers and the market.

2.3.3 Personality and style: Album design also needs to consider the personality and style of music works to highlight its uniqueness and difference. Designers need to understand the style and characteristics of music works, and reflect their personality and uniqueness through the selection and application of design elements, so that listeners can easily identify and remember music works.

2.3.4 Culture and background: Album design also needs to consider factors such as cultural background and regional characteristics. Different cultures and regions have different aesthetic habits and values, so designers need to understand the cultural background and aesthetic preferences of target audiences to design album works that meet their aesthetic needs.

2.3.5 Summary : To sum up, there is a close relationship between album design and psychology. Designers need to understand the audience's psychological needs and aesthetic preferences, and create album works that meet their needs through the selection and application of design elements. At the same time, designers also need to constantly learn and explore new design concepts and techniques to continuously improve the artistry and practicability of album design.

2.4 Album design and color matching

The color matching of album design is an extremely critical part of the design, because color can directly affect people's emotions, psychology and cognition. Here are some key points and suggestions for color matching in album design:

2.4.1 Understanding the psychology of color:

Different colors have different psychological and emotional effects. For example, red is often associated with passion and energy, blue with calmness and stability, and green with nature

and harmony. Understanding these basic principles of color psychology can help designers choose the right colors for the album's theme and target audience.

2.4.2 Determine the dominant color palette:



(Figure 1: The main color tone of the album cover design)

The dominant tone is the most important color in the album design and usually takes up the majority of the design (Figure 1). When choosing the dominant color, consider the style of the musical piece, the image of the singer, and the preferences of the target audience. For example, soft tones are good for relaxed, lyrical music, while bright, contrasting colors are better for music that is full of energy.

2.4.3 Using auxiliary and decorative colors:

In addition to the main tone, use auxiliary and embellishment colors to add layers and richness to the design. Auxiliary colors are usually adjacent to or complementary to the main color, while embellishment colors can be used to highlight the point or add interest to the design.

2.4.4 Consider color contrast and harmonization:

Color contrast can add impact to a design and draw attention to it. But excessive contrast can make a design seem cluttered. Therefore, a balance needs to be found between contrast and harmonization. This can be achieved by adjusting the brightness, saturation, and hue of the colors.

2.4.5 Consider the readability and accessibility of colors:

In the album design, it may be necessary to include some text using information that is easy to recognize, such as color title combinations. Artist names, track list references, etc. Standard and color of these trending text: should form enough with the background color

2.4.6 Overall, color matching for album design is an art that requires both theoretical knowledge and practical experience. Designers need to constantly learn and experiment to find the best color matching scheme for a particular album.

3. Physical album design with the printing process

There is a close connection between the physical album and the printing process, as the production of the physical album requires the use of various printing processes to present the visual effects of the design. Here are some important things to know about physical albums and the printing process:

3.1.1 Album cover printing

The physical album cover is an important part of the album design, and it needs to be printed to present the designer's creativity. The printing process includes many aspects such as printing method, paper selection, ink selection and so on. For example, the printing method can choose lithography, gravure printing, screen printing, etc., and choose the appropriate printing method according to the design needs. The choice of paper will also affect the printing effect and the

overall texture of the album, such as matte paper, highlighter paper, art paper, etc. With the continuous development of digital technology, more and more people pursue visual three-dimensional sense, and consumers' demand for packaging design has prompted new changes in the three-dimensional printing process. In this regard, the application of three-dimensional printing in packaging design is of great significance (Wu Zhanqi, Li Derong, 2024) to enhance the aesthetic effect.

3.1.2 Special effect printing

In order to increase the artistry and attractiveness of the album cover, some special effect printing can also be used, such as hot stamping, hot silver, UV coating, embossing and so on. These special effects printing can increase the three-dimensional sense and texture of the cover, making it more exquisite and unique.

3.1.3 Inside sheet printing

The inside sheet of a physical album also needs to be made through the printing process. The inside pages can include lyrics, photos, introductions, etc. It is necessary to choose the right paper and printing method to present a clear and beautiful printing effect.

3.1.4 Print quality control

In the printing process of physical albums, quality control is a very important part. It is necessary to strictly check the printed matter to ensure that the printing quality meets the design requirements and avoid problems such as color difference, blurring, and missing printing.

3.1.5 Summary

In general, the physical album is inseparable from the printing process, and the use of the printing process is crucial to the overall texture and visual effect of the physical album. The designer needs to work closely with the printer to ensure that the selection and application of the printing process meet the design requirements, so as to produce a high quality and beautiful physical album.

3.2 Album design and promotion work

Album design and marketing are two indispensable parts of a music album, which are interrelated and promote each other. Album design is the first impression of the album, which conveys the theme and emotion of the album through artistic means such as visual elements and color matching to attract listeners' attention. The publicity work is an important means to introduce the album to the market and expand its influence. Here are some key points about the relationship between album design and marketing:

3.2.1 The importance of album design in publicity

1) Attract attention: Album design is the first impression of the album, a beautiful and unique design can attract listeners' eyes and stimulate their interest in the album.

2) Convey the theme: The album design communicates the theme and emotion of the album through visual elements such as color, image, text, etc., to help listeners better understand and feel the connotation of the album.

3) Promote brand value: album design is also part of the brand image, a design consistent with the brand image can enhance the brand recognition and value.

3.2.2 Support for album design from publicity work

1) Market positioning: Publicity work needs to conduct in-depth research on the target market, understand the preferences and needs of the audience, and provide the basis for market positioning of the album design.

2) Publicity channels: Publicity and distribution work introduces the album to the market through various publicity channels, such as social media, music platforms, advertising, etc., so that more people can see and understand the album design.

3) Expand the influence: Through media exposure, online and offline activities, the publicity and distribution work expands the influence of the album to attract more listeners to pay attention to and buy the album. Web3.0, as an important evolution of the digital revolution, marks the development trend of Internet intelligence and decentralization, and is also the underlying infrastructure of the meta-universe. It can help music promotion and distribution in the context of the digital revolution with the technical means of blockchain in the promotion model, user participation model, business model and other three innovative ways to enhance the business value of music, but also need to pay attention to the copyright, technology, platform, audience and other four aspects of risk factors (Han Dingzheng, Xie Zhiying, 2024).

3.2.3 Synergistic effect of album design and publicity work

1) Mutual promotion: album design and publicity work promote each other, a good album design can improve the publicity effect, and effective publicity work can bring more exposure and recognition for the album design.

2) Enhance brand image: album design and publicity work together constitute an important part of the brand image, they coordinate and complement each other, and jointly enhance brand image and recognition.

3) Therefore, in the process of album production, album design and publicity work need to work closely together and support each other. Designers need to understand the market demand and audience preferences, to provide a strong market positioning basis for the album design; And the publicity team needs to make full use of the advantages of album design, through various means to promote the album to the market, expand the influence and sales. Only with the synergistic effect of album design and publicity work can a successful and popular album be produced.

4. Album design and artificial intelligence

The combination of album design and AI brings unprecedented opportunities for innovation to the music industry. Artificial intelligence, especially machine learning and computer vision technologies, provide a wealth of creative inspiration and tools for album design, allowing designers to express the spirit and emotion of music in entirely new ways.

4.1 Firstly, artificial intelligence can provide accurate market positioning for album design by analyzing a large amount of music data and user preferences. By analyzing elements such as music style, melody and rhythm, AI can help designers determine the theme and style of album design and ensure that the design complies with the music content. Artificial intelligence can also assist designers to use the visual design of music based on synaesthesia theory, and present musical elements, emotional information and practical functions in the design of digital collection music albums, so that digital collection music albums can reflect the value (Yang Wendi, 2023) in design, emotion and function.

4.2 Secondly, artificial intelligence can provide unique visual elements and creativity for the design of the album. For example, AI models based on Generative Adversarial Networks (GANs) can generate artistic images and textures that provide unique visuals for album covers. In addition, AI can analyze an artist's musical works and style to tailor a unique cover design to show its unique artistic charm.

4.3 In addition, AI can help optimize the production process of album designs. For example, by automating design software and technology, AI can accelerate the design iteration and

optimization process and improve design efficiency and quality. In addition, AI can assist in quality control and version management to ensure design consistency and accuracy.

4.4 However, while AI brings many advantages to album design, we also need to be mindful of the challenges and limitations involved. For example, AI-generated images and designs may lack emotional and value considerations, requiring later adjustments and optimizations by designers. In addition, AI cannot completely replace a designer's creativity and aesthetics, but serves as an auxiliary tool to help designers achieve better creations.

4.5 To sum up, the combination of album design and AI brings new opportunities and challenges to the music industry. By making full use of the technical advantages and innovative potential of AI, we can bring more unique and exquisite album design works to music lovers. At the same time, we also need to maintain prudence and reflection on AI technology to ensure that its application in album design is in line with people's aesthetics and values.

4.6 Outlook for future album design: The vision of future album design is full of endless possibilities and innovations. With the continuous advancement of technology and changes in market demand, album design will continue to incorporate new elements and concepts, presenting more diversified and personalized characteristics.

First of all, artificial intelligence will play a more important role in album design. As AI technology continues to evolve, we can expect more intelligent, automated design tools to emerge. These tools will be able to analyze vast amounts of music data and user preferences to provide designers with more precise and personalized design recommendations. At the same time, AI will also be able to assist designers in creation and optimization, improving design efficiency and quality. The audience group of music is the information recipients in the information age, including traditional print media, radio, TV and Internet users. From a macro perspective, the audience is a huge information collection group; From the micro point of view, the audience is people with distinct personality and diversity. The phrase "separated lines are like separated mountains" is no longer suitable for interpreting the development of industries and disciplines in the world. The barriers between different disciplines are collapsing, and compound talents are undergoing the great test (Gong Yonghao, 2023) of The Times.

Second, virtual and augmented reality technologies will bring a more immersive experience to album design. By utilizing these technologies, designers can create album art with three-dimensional effects and interactive music experiences, allowing listeners to feel and understand the music work more deeply.

In addition, as the concept of sustainable development becomes more popular, environmentally friendly materials and technologies will also be more used in album design. Designers will pay more attention to environmental protection and sustainability, using renewable and recyclable materials and techniques to make albums and reduce their impact on the environment.

Finally, there will be a greater focus on personalization and customization in album design. As consumers' demand for personalized products continues to increase, designers will pay more attention to meeting consumers' personalized needs and providing customized album design services. This will enable each album to have its own unique style and characteristics, which will be more in line with consumers' aesthetic taste and preferences.

To sum up, the future album design will show more intelligent, immersive, environmentally friendly and personalized features. As technology continues to advance and market demands

change, we believe album design will continue to innovate and evolve, bringing more surprises and possibilities to the music industry.

5. Generative music and generative design, what role should the designer play

In the fusion of generative music and generative design, the role of the designer becomes particularly critical and diversified. They are not only the creators of art, but also the leaders of technology, as well as the understanding of market and user needs.

First of all, designers are creators of art. Both generative music and generative design emphasize innovation and creativity. Designers need to take advantage of these advanced tools and techniques to combine music with visual art to create unique and engaging pieces. This requires designers to have deep artistic cultivation and creativity, and to be able to extract unique elements from massive amounts of data and transform them into works with artistic value.

Second, designers are technology leaders. Generative music and generative design both rely on advanced technical support. Designers need to constantly learn and master new techniques and understand their advantages and limitations in order to better apply them in their creations. At the same time, they also need to pay attention to the development trend of technology, foresee the possible changes in the future, and guide the direction of the development of technology.

Finally, designers are the ones who understand the needs of the market and users. Whether it is music or design, the ultimate goal is to meet the needs of the market and users. Designers need to have a deep understanding of the target audience's preferences and needs and incorporate them into their works to create works that are both artistic and practical. At the same time, they also need to pay attention to changes in the market and adjust the direction of creation in a timely manner to ensure that their works can keep pace with the market.

To sum up, in the fusion of generative music and generative design, the role of the designer is diversified. They are not only the creator of art, but also the leader of technology, and the understanding of the market and user needs. This requires designers to have a comprehensive literacy and ability to deal with the challenges and opportunities of the future in the field of music and design.

6. Virtual Singers with generative album design

Virtual singers and generative album design each play an important role in visual communication, and there is a close connection between the two.

The virtual singer refers to the singer who is made by using the singing synthesis software and gives the virtual two-dimensional image. They usually have unique character Settings, including role image, standard shape, representative color, age, personality, etc., with typical "quadratic" attributes. The voices of these virtual singers are generated through singing synthesis software, which can mimic the timbre and singing style of real singers. The emergence of virtual singers has brought new possibilities for music creation. They can not only sing original songs, but also blend with other musical elements through synthesis technology to create unique music works.

Generative album design, on the other hand, is a method that utilizes generative techniques to create album designs. Generative design is usually based on algorithms and data analysis to generate a variety of design schemes through automated tools. In album design, generative design techniques can be applied to cover design, format layout, color matching, text typesetting, etc.

The design scheme generated by the algorithm can be quickly iterated and optimized to meet different market needs and aesthetic preferences. In the visual communication major, text design is also attached great importance. Text is not only a visual symbol, but also carries the heavy responsibility of cultural communication. Beautiful and beautiful text design can arouse the audience's resonance (Gong Yonghao,2021).

In recent decades, China's secondary culture has gradually moved from the minority to the public, forming a positive interactive relationship with the mainstream culture, and producing a new cultural landscape (Ye Runze, Xu Ganli,2024) in the Internet era. The connection between virtual singer and generative album design is mainly reflected in the mutual integration of music and vision. Virtual singer's music works need to be presented with corresponding visual design, while generative album design can provide a unique visual presentation way for virtual singer's music works. For example, according to the character setting and music style of the virtual singer, the generative technology can be used to design the matching album cover and layout. Such a design can not only attract the attention of the target audience, but also enhance the overall artistic effect of the musical work. Above the bottom line determined by law, the new generation of AI, musicians and AI collaborative creation will bring more possibilities. After the release of "NetEase Cloud Music ·XStudio", the future AI-generated music will become faster and faster, and the quality of music will become better and better. Good AI music will be thoroughly integrated into our daily lives, and even establish a new standard, and good money will drive out bad money.

To sum up, virtual singer and generative album design each play a unique role in visual communication, and the two can be integrated to create more artistic and practical music works and visual designs. This fusion not only helps to improve the quality of music works and market competitiveness, but also promotes the innovation and development in the field of visual communication.

7.Conclusion:

The artistic and practical research conclusion of album design in visual communication After in-depth research and analysis, we can draw the following conclusion: in visual communication, the artistry and practicability of album design are two aspects that complement and reinforce each other.

Artistry gives the album design a unique aesthetic value and emotional depth, enabling it to attract and move the target audience. Through the use of innovative visual elements, colors, graphics and text, designers create emotional and visually impactful cover designs that convey the inner spirit and emotion of the musical work. Artistry is also reflected in the fusion of traditional cultural elements and the innovation of modern design concepts, making the album design an important carrier of artistic expression and cultural inheritance.

Practicality is the key factor that album design can meet the market demand and user experience. A good album design should be able to clearly convey the theme, style and image of the singer of the musical work, attract the attention of the target audience and guide them to understand the musical work deeply. At the same time, practicality is also reflected in the processability and cost control of the design, to ensure that the design works can be effectively implemented in actual production, and the cost control is reasonable. Visualization of music is a design technique for translating music into visual image language (Chen Danni,2023).

In album design, the combination of artistry and practicability is crucial. Designers need to focus on the practicality and functionality of the design while maintaining artistry, ensuring that the work is both beautiful and practical. By gaining a deep understanding of the target audience's

aesthetic needs and market trends, designers can create album design pieces that meet both artistic standards and market needs.

To sum up, the artistry and practicability of album design are two indispensable aspects. Designers should fully consider market demand and user experience in the creation process, combine artistry and practicality, and create album design works that are both beautiful and practical. Through continuous exploration and innovation, album design will continue to play an important role in the field of visual communication, bringing more artistic and commercial value to the music industry.

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