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## MODERN MARINE ECOLOGY POSTER DESIGN

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*The work explores innovative approaches to the modern design of marine ecology posters. Through the analysis of design principles, image selection and use of color, this paper proposes a comprehensive design approach that aims to stimulate the audience's attention and action for marine conservation. Posters have been found to be an important means of disseminating information, playing an important role in raising awareness of marine conservation due to their outstanding communication and visual impact. The result of the research is a combination of expressive means of art and achievements of science in the through innovative poster design, which present the importance and fragility of marine ecosystems.*

**Keywords:** *marine ecology, poster design, sustainable development, social concern.*

### INTRODUCTION

The design of the marine ecology poster should follow a series of principles, including clearly conveying the message, resonating with the audience, evoking emotional resonance, etc. At the same time, the design needs to be both aesthetic and functional to ensure the effectiveness of the message. In marine ecology poster design, the choice of images is crucial. By selecting vivid and representative images, we can better attract the attention of the audience and trigger the audience's thinking and action on marine ecological protection [1]. At the same time, image processing techniques should also take into account the need to convey information, for example, a brightly colored image can enhance the visual effect, while a black-and-white or tone-adjusted image can highlight the seriousness of the message. Color is an important element in poster design, which can affect the audience's mood and cognition. In the design of marine ecology posters, the color selection should be in line with the characteristics of the marine ecosystem, such as blue for the ocean, green for ecology, etc. By using color wisely, you can enhance the visual effect of the poster and make it more attractive and appealing.

### PURPOSE

In order to better convey the message of marine ecological protection, poster design needs to combine an innovative approach that combines art and science. Artistic expression can arouse emotional resonance in the audience, while scientific knowledge can provide factual evidence and solutions. The purpose of this work is to develop marine ecology posters aimed at stimulating the audience's



attention and motivating them to take action for marine conservation, based on research into innovative approaches to modern poster design.

### **RESULTS AND DISCUSSION**

Marine ecology poster design plays an important role in spreading environmental awareness and promoting sustainable development, however, there are still some challenges and problems in practice. First of all, the design of marine ecology posters needs to take into account the balance between aesthetics and information communication, to ensure that the design work is not only visually attractive, but also able to convey environmental protection information clearly and clearly, which requires designers to have a high level of design and professional skills. Secondly, the design of marine ecology posters needs to keep up with the development trend of society and technology, and update the design concept and technical means in time to adapt to the changing social needs and audience tastes. For example, with the development of digital technology, new technologies such as virtual reality (VR) and augmented reality (AR) can be used to design interactive marine ecology posters, so that the audience can feel the beauty and fragility of the marine ecological environment and enhance their awareness and sense of responsibility. Compared with the traditional poster design, the application of AR and VR technology in the poster will be more novel, they will interweave the real scene and the virtual scene, so that the audience can immerse themselves in the virtual and real space to obtain information and understand the content, enhance the attractiveness of the poster, make the audience more willing to contact and explore the content of the poster, interactive access to content, AR and VR technology can create a sense of atmosphere about the poster, according to different poster content, you can use the corresponding technology to create a different atmosphere, set off the poster theme. Audiences can also interact with each other in a space where reality and virtual reality are intertwined with each other, depending on the device, which is not available in dynamic posters and traditional static posters. Posters using AR technology can be scanned by mobile phones to display the supplementary elements or complete pictures in the poster on their mobile phones, and the audience can watch the virtual poster content. For example, for a two-dimensional plane geometric poster, the two-dimensional code in the poster can be scanned with a mobile phone to obtain more virtual poster content, and the geometric form is presented in a three-dimensional and dynamic way, which is visually more impactful, and the audience is more willing to stay and watch for a long time due to the repeated loop playback state. The use of AR technology can restore the complete content of the poster more three-dimensionally and vividly, so that the audience can understand the message that the poster wants to convey. In addition to supplementing the poster content, AR can also enhance the audience's interaction with the poster through virtual display, for example, setting up a virtual game through AR technology, converting static posters into dynamic videos, etc. The application of VR technology in posters is more about creating virtual environments or scenes.

In addition, the design of marine ecology posters also needs to pay attention to cultural and regional differences, and tailor design schemes according to the characteristics of different regions and groups to ensure the maximization of



communication effects. For example, in response to the marine ecological issues and environmental needs of different countries and regions, marine ecology posters with regional characteristics and cultural connotations can be designed to attract the attention and participation of local audiences, forming a diversified communication network and synergy. The regional cultural elements in poster design can mainly be reflected in the following aspects: firstly, reflecting regional culture in the use of colors. Color is one of the most important elements in poster design, and colors from different regions also have different cultural connotations. In poster design, local characteristic colors can be used to highlight local colors and cultural characteristics. Second, comprehensively utilize local characteristic elements. In poster design, local elements such as architecture, scenery, flora and fauna can be used to highlight the local characteristics and cultural connotations. Thirdly, strengthen the use of local cultural symbols. Each region has its own unique cultural symbols, which can be applied to poster design to highlight local cultural characteristics. For example, in the poster design of Guangdong Province, symbols such as the "Five Rams Stone Statue" and "Drum Tower" from Lingnan culture can be used; In the poster design of Beijing, symbols such as the "Forbidden City" and "Great Wall" of Beijing culture can be used. Fourthly, pay attention to the application of local folk elements. Local customs are one of the important components of local culture. Applying local customs elements to poster design can further enhance the regional characteristics and cultural connotations of posters.

Furthermore, the design of posters also needs to cooperate with other communication channels and means to form a good communication network and synergy [2]. In addition to poster design, various methods such as online platforms, social media, and public promotion can also be combined to expand the dissemination channels of environmental protection information, expand the audience, and improve the dissemination effect. For example, images and information of marine ecology posters can be posted on social media platforms to attract more young people's attention and participation, forming a broad social impact and consensus. In the era of the internet, the speed of information transmission has reached world synchronization, and this fast way has enabled more and more young people, even middle-aged and elderly people, to obtain information through the internet. More and more industries require the use of computers for operation, and people spend more and more time sitting in front of computers. Many people no longer watch TV or listen to the radio, and all information is obtained through the Internet. This new lifestyle has brought new opportunities for the development of posters, and the internet has provided more "space" for posters to be "freely posted"; And this kind of "space" is no longer a traditional sense of space, it is not limited by traditional space and provides much more audience than traditional space. As a virtual space, cyberspace no longer requires paper consumption and is meeting the requirements of environmental protection.

In summary, marine ecology poster design plays an important role and has broad prospects in promoting environmental awareness and sustainable development. Through continuous innovation and efforts, we believe that the design



of marine ecology posters will make greater contributions to the protection of the marine ecological environment of the earth, and jointly build a beautiful blue earth.



Fig. 1. Marine ecology posters

## CONCLUSIONS

Marine ecology poster design, as an important communication tool, plays an important role in promoting environmental awareness and sustainable development. This article analyzes the importance, principles and techniques, case analysis and discussion of marine ecology poster design, as well as the challenges and response strategies in the design process. It deeply explores the value and impact of marine ecology poster design in cultivating environmental awareness and social influence.

It has been found that the design of marine ecology posters can convey environmental protection information intuitively through visual art forms, trigger audience resonance and reflection, and thus stimulate social attention and action. In addition, the design of marine ecology posters needs to follow certain principles and techniques, balancing aesthetics and information communication, to ensure that the design works have visual appeal and dissemination effects.

In future development, we should continue to explore new methods and technologies for designing marine ecology posters, continuously improve our design level and creative ability, and work together to protect the marine ecological environment of the earth and achieve the goal of sustainable development.

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