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## TRENDS IN THE DEVELOPMENT OF THE ECOLOGICAL POSTER IN MARINE CONSERVATION ISSUES

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*This article aims to explore how to enhance public awareness of the importance of marine conservation through visual communication methods, especially poster design. This study adopts a case analysis method and conducts in-depth research on representative marine ecology themed poster works in recent years. In addition, this article also discusses the challenges and future development trends faced by current marine ecological poster design, providing designers with creative inspiration and direction.*

**Key words:** Marine ecology, Poster design, Visual communication, Public awareness, Environmental protection, Design strategy.

### INTRODUCTION

Modern marine ecological poster design is a method of conveying environmental protection messages through visual art, aimed at raising public awareness and participation in ocean conservation. These posters typically combine creative graphic design, striking color contrasts, and concise, powerful text to elicit emotional resonance and social action from viewers.

### PURPOSE

The aim of this study is to explore the application of new artistic expressions and techniques in the design of environmental protection posters by focusing on the aesthetics, functions and sustainability of graphic vision through the research and analysis of modern environmental protection posters and graphic design cases in accordance with modern design trends, so as to promote the development of the design field. It emphasizes the moral responsibility to protect the ocean, advocates the concept of harmonious coexistence and promotes the progress of social ethics.

### RESULTS AND DISCUSSION

In the realm of poster design, the attainment of success hinges significantly on visual storytelling. Contemporary poster design accentuates stylization and a multiplicity of color schemes as means to unfold diverse narratives. Notably, modern commercial poster design zeroes in on product promotion and the allure of visual aesthetics. Illustrated by Fig. 1, the "Coca-Cola"-themed commercial poster deploys high-saturation and strikingly contrasting colors, thereby forging a potent visual impact that serves to draw in a larger audience. This particular genre of



commercial poster preponderantly emphasizes bolstering the promotional efficacy of the product.

Conversely, with regard to public posters whose principal objective is the dissemination of cultural tales, take for instance the posters spotlighting giant pandas and Yangtze finless porpoises as depicted in Fig. 2. In such cases, colors that resonate closely with the natural ecosystem motif are employed. These hues, in tandem with corresponding patterns, facilitate the conveyance of story content, enabling the audience to glean a gamut of emotions from the visual display. Through a profound understanding of the audience, and by astutely selecting apt color and symbolic constituents, the visual potency of the poster can be augmented. This, in turn, triggers the public's psychological cognizance and optimizes the social value as well as the promotional capacity of the poster [1]. During the creative process of public welfare posters, designers are incessantly engaged in innovation, scouring for novel elements to augment the communicative prowess of the posters. Public welfare posters are geared towards reflecting a broad spectrum of social concerns, encompassing urban development, ecological conservation, humanities, and so forth. The diversity of themes imparts distinct styles to public posters. Moreover, the ceaseless exploration of assorted modes of expression further broadens the vista of visual communication possibilities for posters [2].



**Fig. 1.** Posters of «Coca Cola»  
[4]



**Fig. 2.** Posters of «Pandas and Yangtze Finless Porpoises» [5]

In the domain of poster design, shapes fulfill diverse functions, contributing to both the practical utility and the aesthetic appeal. Take the poster "Plastic Oceans" exemplified in Figure 4. It harnesses actual photographs for comparative purposes. By doing so, it not only engenders a potent visual shock but also divulges the issues encapsulated by the poster in a more direct fashion, thereby exerting a profound psychological and visual influence to captivate the audience's gaze. Conversely, posters such as "Protect our common homeland" illustrated in Fig. 3 typically employ more rudimentary graphics paired with low-saturation colors. This combination is aimed at attaining an outcome that aligns more harmoniously with nature. Moreover, cultural elements are integrated into the shapes and layouts. For instance, drawing inspiration from natural occurrences like ocean currents, these



can be transposed into visual forms, from which additional graphics capable of communicating distinct information can be distilled. Poster art, serving as the most immediate medium for public outreach and visual interaction, when combined with digital technology, empowers hand-painted illustrations with an even more formidable visual punch and expressive potency. Functionality holds a pivotal position in poster design. Modern posters are obliged to strike a delicate equilibrium between dissemination and practicality. They must be proficient in effectively communicating the thematic substance of the posters while also possessing the capacity to spread far and wide. In Fig. 3, posters like “Protect our common homeland” center on articulating the details of particular events. Such posters are capable of efficiently presenting content related to specific happenings during specific time frames. The realistic deconstruction genre represents another significant form of thematic posters. As demonstrated in Figure 4, “Plastic Oceans” showcases a poster design revolving around the theme of the havoc wreaked by plastics on the marine ecosystem. Beyond adopting the conventional means of expressing the theme, it employs picture collages to fabricate a sense of the absurd visually, augmenting the overall visual allure of the poster. It further incorporates narrative elements and concomitantly bolsters the dissemination capabilities of the poster.



**Fig. 3.** Packaging of Uniqlo  
(Posters of "Protect our common  
homeland") [6]



**Fig. 4.** Packaging of Uniqlo  
(Posters of «Plastic Oceans») [7]

## CONCLUSIONS

In the process of cultural dissemination, modern poster design has the characteristics of diversification, personalization and customization, arousing emotional resonance, timeliness and popularity, and improving the efficiency of cultural dissemination.

By understanding and applying these characteristics, modern posters can create posters with different thematic styles for cultural dissemination. Meanwhile, further research is needed to explore the emerging trends and technologies in modern poster design.



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## **ТЕНДЕНЦІЇ РОЗВИТКУ ЕКОЛОГІЧНОГО ПЛАКАТУ У НАПРЯМІ ОХОРОНИ МОРСЬКОГО СЕРЕДОВИЩА**

У статті розглянуто можливості підвищення обізнаності громадськості про важливість охорони морського середовища за допомогою методів візуальної комунікації, зокрема дизайну плакатів. У цьому дослідженні використовується метод аналізу типових плакатів на тему морської екології, створених за останні роки. Крім того, у дослідженні обговорюються виклики та майбутні тенденції розвитку сучасного дизайну плакатів на тему морської екології, що надає дизайнерам творчого натхнення та напрямків для роботи.

**Ключові слова:** морська екологія, дизайн плакатів, візуальна комунікація, обізнаність громадськості, охорона навколишнього середовища, стратегія дизайну.