

Reflections on the Utilization of Flat Style Illustration in Landscape Design

Received: November 20, 2024

Revised: December 17, 2024

Accepted: December 30, 2024

Luo Heng

Shanghai Landscape Architecture Design & Research Institute Co., LTD.

luoheng0067@gmail.com

Abstract

In creative practice, the articulation of landscape effects holds paramount importance, necessitating designers to master a variety of representational forms, such as plan drawings, perspective views, 3D animations, and physical models. This demands designers to possess a solid artistic foundation, a cultivated sense of appreciation, and an innovative spirit. This paper aims to explore flat-style illustration as an emerging paradigm for landscape effect representation, analyzing its applications and advantages in design practice. By briefly elucidating the fundamental concepts and application scope of flat-style illustration, the study conducts an in-depth analysis through relevant case studies. Research indicates that flat-style illustration exhibits distinctive advantages in landscape effect representation, including visual simplicity and efficiency in information transmission, which effectively enhances the expressive power of design. These findings provide theoretical support for designers in applying flat-style illustration in landscape effect creation, thus advancing the development of this emerging representational paradigm.

Keywords: Flat Style Illustration; Landscape Design

1. Introduction

In rendering visual effects for landscape projects, computer-aided drafting using software such as 3D Max, SketchUp, Lumion, and Adobe Photoshop has become mainstream. These tools assist designers in translating envisioned design scenes into realistic renderings, creating impactful and visually engaging effects that enable viewers to grasp the cultural significance and spatial characteristics inherent in the design. This approach not only facilitates an effective synergy between the design intent and the audience's imagination but also aligns with most viewers' aesthetic preferences. In recent years, as the design field has continued to evolve, a trend toward diversification in landscape visualization has emerged across major design firms. Increasingly, designers are experimenting with flat-style illustrations as alternatives to traditional realistic renderings. This stylistic shift introduces a new visual language to design and has garnered widespread appreciation. Flat-style illustrations, with their straightforward and clear visual expression, capture viewers' attention rapidly and enhance the efficiency of information transmission.

Simultaneously, the advent of Artificial Intelligence (AI) drawing technology has introduced new opportunities for design practice. AI can swiftly generate a variety of design concepts, enabling designers to efficiently explore different visual expressions during the initial conceptual phase. The advantages of AI in handling complex data and generating creative

images allow designers to adapt and optimize design concepts rapidly, with reduced cost and time. However, given the unique conditions and environmental characteristics of each site, AI-generated renderings cannot accurately replicate the design scene at the implementation stage. Thus, in the production of final visual renderings, traditional rendering methods retain their essential value. At this stage, high-fidelity, realistic scene rendering is necessary to ensure the feasibility and accuracy of the design proposal. During this process, the creation of flat-style illustrations demonstrates unique advantages. Not only can they simplify complex design elements and emphasize the conveyance of core information, but they also visually captivate the audience, providing effective support for the design proposal.

By integrating the advantages of AI-assisted illustration with the expressiveness of flat-style illustration, designers can flexibly employ various techniques at different stages to meet viewers' diverse expectations for visual content. This adaptive design strategy not only fosters a diversity of creative expression but also paves new avenues for future landscape design.

2. Overview of Flat Style Illustration

In China, illustrations, commonly known as "inserted drawings," boast a rich historical legacy, initially applied mainly to film posters, advertisements, calendars, and book illustrations. As times progressed, the application domains of illustrations expanded into areas such as scene design, picture books, product packaging, greeting cards, decorative paintings, website design, and mobile applications. The essence of flat design lies in eliminating superfluous embellishments, emphasizing the core design elements. This approach imparts a strong decorative appeal to the overall composition, marked by straightforward lines and vibrant, bold colors.

Wei et al. (2020) assert that flat-style illustrations exhibit a unique artistic allure within digital design. This style, achieved through simplified graphics and colors, generates visually intuitive and aesthetically pleasing works that align with contemporary aesthetic trends. Flat illustrations highlight the prominence of design elements and the emotional resonance of color language, reinforcing the efficacy of information transmission through clear layout design and pure color use. This stylistic application not only aligns with modern aesthetic values but also provides designers with innovative methods and perspectives for creation. Zhang (2022) argues that the flat style is more refined and minimalist in graphic expression, focusing on highly abstracted and symbolic depictions of object forms. In terms of color application, flat illustrations leverage the inherent color properties of the product, skillfully employing the psychological attributes of color to convey intended emotions, moods, and the creator's intent. Zhang et al. (2022) suggest that the flat style embodies the integration of internet technology with illustration design, imbuing it with characteristics of playfulness, readability, and creativity. As this style continues to evolve, it caters to aesthetic demands with compelling artistic appeal and distinctive expressive techniques. With the advancement of computer graphics technology, the expressiveness and impact of flat-style illustrations have gained widespread recognition. Qian et al. (2022) emphasize that the practicality of illustration in modern design is increasingly evident, particularly in architectural design. Compared to the traditional, austere architectural renderings, architectural illustrations can convey a palpable sense of space and place through their unique atmosphere and narrative, enabling viewers to vividly perceive the spatial dimensions of the architecture within a two-dimensional format.

Flat-style illustration, not only possessing unique aesthetic characteristics within the domain of visual arts, also embodies distinct aesthetic values as a facet of practical fine art. Through the use of simplified geometric elements and contrasting blocks of color—whether in

monochromatic schemes, adjacent hues, or complementary colors—it establishes an atmospheric and narrative quality within the composition, effectively conveying intricate design concepts. Its application across various fields underscores its distinctive value, especially in contexts requiring simplicity and efficiency, such as mobile computing devices. With technological advancements, flat-style illustration, as a form of visual art, will continue to expand in expressiveness and influence, providing designers with a potent tool for visual communication.

3. Application Status and Advantages and Disadvantages of Flat Style Illustration from the Perspective of Landscape

3.1 Current Application Status of Flat Style Illustration from the Perspective of Landscape

Design teams such as Sasaki, Weistudio, Rehwaltdt, TSL, and Shui Shi Design have proactively experimented with using flat-style illustrations to depict landscape schemes across numerous projects, garnering consistent acclaim from industry experts and clients alike. Through simplified visual elements and vivid color schemes, these teams have presented complex landscape designs in an intuitive manner, thereby enhancing both the comprehensibility and visual appeal of the designs. Beyond the following examples, an increasing number of design teams are exploring the application of flat-style illustrations in rendering landscape visuals. This innovative approach not only enables designers to communicate design concepts but also effectively fosters specific atmospheres and emotions, evoking a visual resonance among viewers. The flexibility and creativity inherent in this style have contributed to its gradual popularity within contemporary design, thereby promoting diversification in landscape design development.

In the Suzhou Lion Mountain Park bid undertaken by TSL Studio in 2016, the firm adeptly incorporated bird's-eye perspectives and visualizations within a flat-style illustration approach, though without fully committing to this aesthetic. For TSL, this integration of flat illustrations with Chinese ink wash hues represented an innovative endeavor that bridged traditional and modern design elements. Over time, these illustrations, featuring Chinese ink-inspired flat colors, have demonstrated a capacity to swiftly evoke memories among professional designers and audiences, rendering the image of Suzhou Lion Mountain Park more vivid and easily recognizable. This design technique not only endowed the park with a distinctive visual identity but also offered visitors a novel experience, enabling Suzhou Lion Mountain Park to stand out among numerous urban green spaces. Through this unique visual expression, TSL Studio effectively transformed Suzhou Lion Mountain Park into a memorable cultural landscape, with its design impact distinguishing it from other bid proposals and underscoring the studio's innovative prowess in modern design and profound appreciation of traditional culture.

Figure 1
Lion Mountain Park, Suzhou



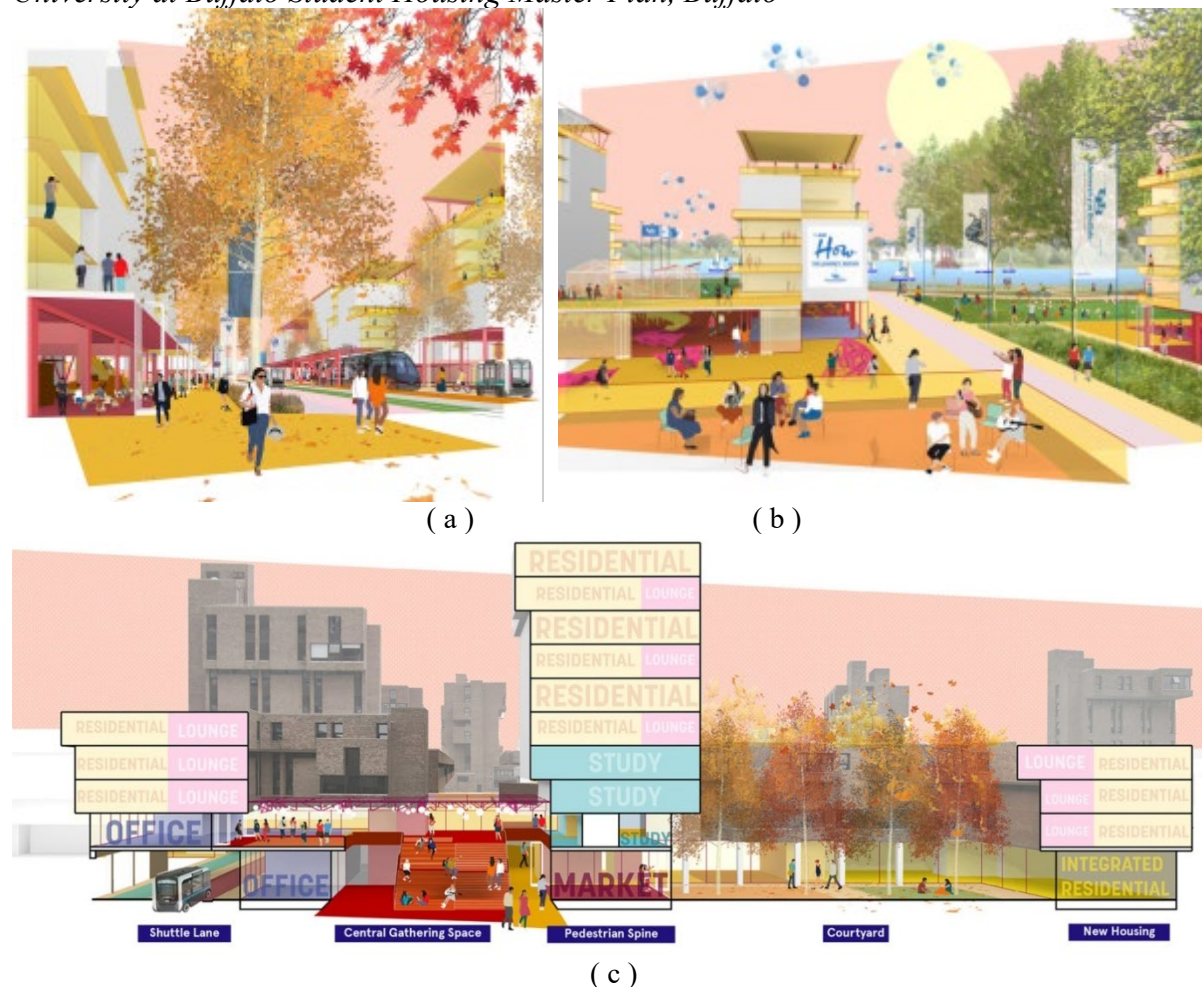
(a)



(b)

*Source: <https://landezine.com/lion-mountain-park-suzhou-by-tls/>

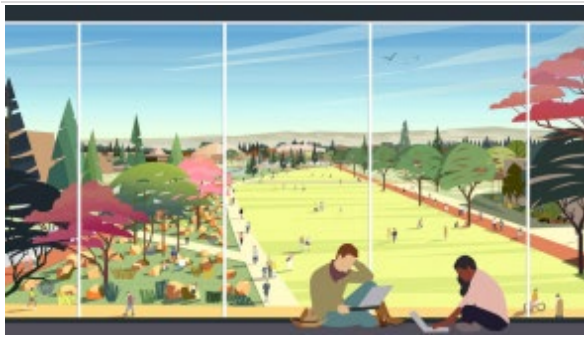
In 2019, Sasaki Associates skillfully employed flat-style illustrations in the student housing project designed for the State University of New York at Buffalo. The project renderings adopted a warm orange tone as the dominant color, contrasted strikingly with yellow, pink, and bright red, thereby creating a visually impactful flat-style illustration landscape. Collage art techniques were integrated into the design, rendering the scheme diverse and engaging, perfectly aligned with the dynamic atmosphere of a university campus. This design approach not only exemplified Sasaki's profound understanding of flat-style illustrations but also reflected its innovative application within modern design. Through this stylistic approach, Sasaki Associates successfully harmonized the student housing with the campus environment, offering students a vibrant and creative living space.

Figure 2*University at Buffalo Student Housing Master Plan, Buffalo*

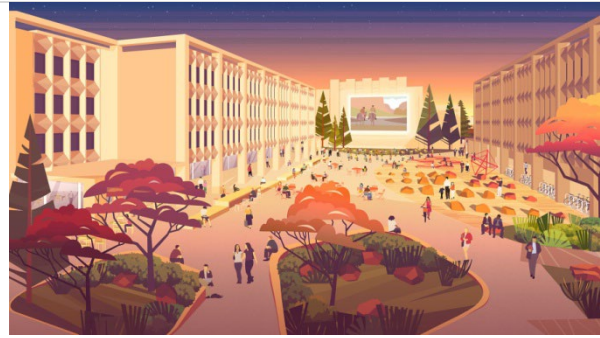
*Source: <https://www.sasaki.com/projects/university-at-buffalo-student-housing-master-plan/>

The University of Wyoming campus master plan project, completed in 2020 by Sasaki Associates, employed a flat-style illustration to depict the design scheme. In addition to the four renderings illustrated, the project's analysis diagrams also exhibit a distinct illustration style. Compared to the student housing planning project for the State University of New York at Buffalo, the University of Wyoming project adopts a fresher and more natural color palette, with smoother lines that highlight the simplicity and modernity inherent in the flat-style illustration approach. Moreover, the project's design layouts and analysis diagrams incorporate elements of flat-style illustration, further accentuating this design aesthetic and ensuring a visually unified and harmonious planning scheme. Additionally, the innovative presentation techniques of the renderings not only infuse the campus environment with vitality and creativity but also provide students and staff with a more intuitive and engaging spatial experience, establishing the University of Wyoming campus as a vibrant and modern academic community.

Figure 3*University of Wyoming Campus Master Plan. Wyoming*



(a)



(b)



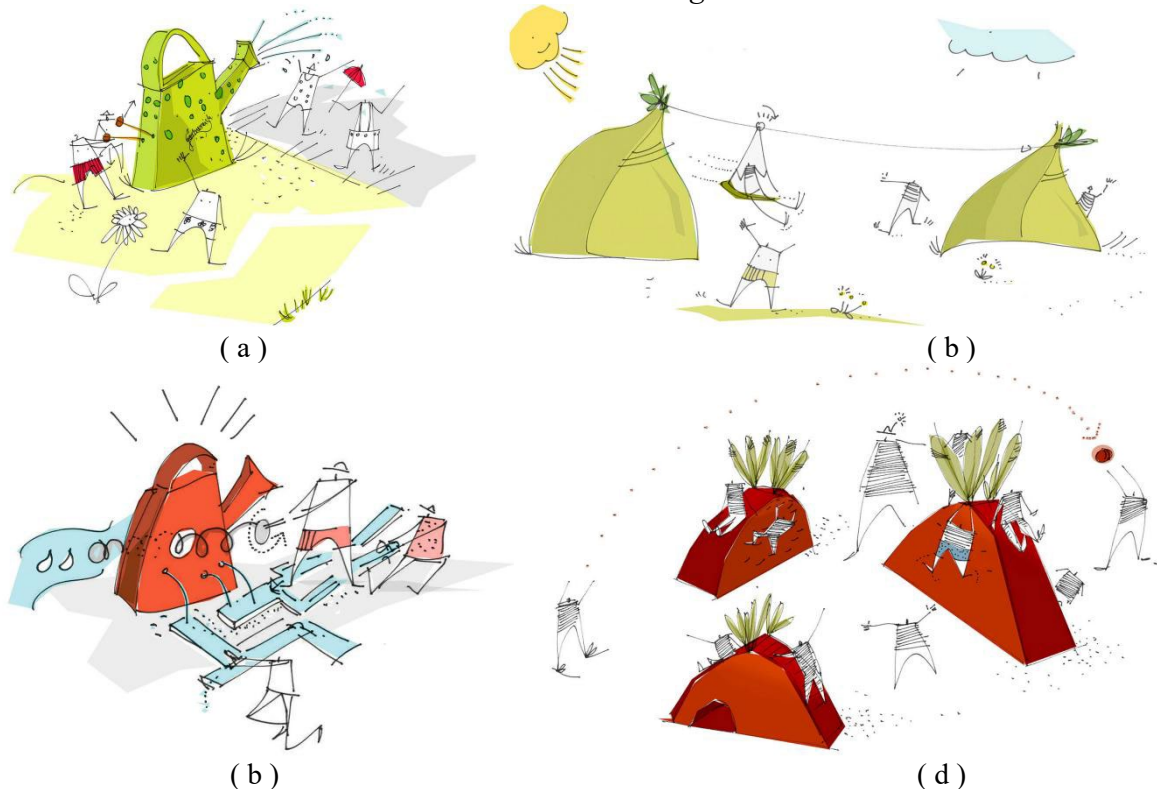
(c)



(d)

*Source: <https://www.sasaki.com/projects/university-of-wyoming-campus-master-plan/>

In the Ega Park project designed by Rehwaldt Landscape Architects in 2021, a flat illustration style with hand-drawn techniques was employed to articulate the design scheme. As is widely acknowledged, hand-drawing is one of the fastest and most direct tools utilized by designers during the design process. However, realizing such hand-drawn designs in practice often proves to be challenging in terms of precision. Remarkably, the implementation of Ega Park has closely adhered to the initial hand-drawn illustrations, offering visitors an immersive experience as though they were stepping into a hand-drawn world. This design approach not only retains the original charm of the hand-drawn illustrations but also successfully transforms the design concept into a tangible landscape, establishing Ega Park as a distinctive visual and experiential venue. Through this innovative design expression, Rehwaldt Landscape Architects has effectively crafted Ega Park into an engaging public space, earning widespread recognition and acclaim for its design. Moreover, this project provides valuable insights for the design and implementation of similar undertakings.

Figure 4*2021 German Federal Garden Exhibition–Part one–Ega Park*

*Source: <https://www.gooood.cn/2021-german-federal-garden-exhibition-part-one-ega-park-by-rehwaldt-landscape-architects.htm>

3.2 Advantages of Flat Style Illustrations in Landscape Design

1) Concise Visual Impact

Flat style illustrations are renowned for their streamlined design, markedly reducing superfluous textures, lines, shadows, and complex effects. This visual simplification not only enhances design clarity but also facilitates effective information conveyance, mitigating visual complexity. When confronted with a minimalist illustration, viewers can swiftly grasp the design's intent and readily capture its core elements. This approach proves particularly advantageous in landscape design, as landscape projects frequently involve intricate spatial relationships. Flat illustrations adeptly portray these relationships in an intuitive manner, assisting viewers in forming a comprehensive understanding of the design.

2) Efficient Information Transmission

By minimizing extraneous design elements, flat style illustrations emphasize the critical aspects of the design proposal, enabling viewers to rapidly comprehend the designer's intent. Designers can utilize simplified shapes and colors to clearly highlight the primary features and functions of the proposal. In landscape design, this efficient method of information transmission is invaluable, as viewers often require a substantial amount of information in a brief time span. The application of flat illustrations significantly enhances information delivery efficiency, ensuring the design proposal stands out in both competitive bidding and presentation contexts.

3) Elicitation of Emotional Resonance

Flat style illustrations effectively accentuate key elements through stark contrasts and vivid colors, enabling viewers to readily discern essential information. This style is not only visually

engaging but also conveys emotions through lively colors and forms, fostering an emotional connection with the audience. Particularly in project bids, the use of flat illustrations can captivate experts and audiences, sparking their interest and engagement with the design. Such emotional resonance can significantly increase viewers' approval of the design proposal, thereby supporting the project's success.

4) Effective Reduction in Production Costs

Compared to traditional renderings, flat-style illustrations require a shorter production time, significantly lowering design costs. This advantage lies in its simplified form, which reduces the time and cost of post-production processes. Designers can produce high-quality illustrations within a limited timeframe, thereby avoiding the complex processes of 3D modelling and rendering. Thus, flat-style illustrations are particularly suited for projects with restricted budgets or tight bidding deadlines.

5) Rapid Adaptability to Various Contexts

The flexibility of flat-style illustrations allows for quick adjustments to meet project requirements. Designers can effortlessly modify illustration styles to suit diverse contexts and cultural backgrounds. This adaptability has rendered flat illustrations an essential tool in various design projects. Whether for urban parks, commercial spaces, or residential areas, designers can adjust the illustration style and colors to meet specific design needs.

6) Advantages of Digital Illustration

The continual updates of devices such as digital drawing tablets, and iPad have maximized the benefits of hand-drawn art (Wang & Ge, 2018). These technological advancements have freed designers from constraints related to canvas size, brushes, colors, materials, and textures, enabling them to directly render the desired effects on digital screens. The neat, refreshing, and easily modifiable characteristics of flat-style illustrations, alongside their ease of operation and rapid expressive potential, have made them increasingly favored in contemporary landscape design.

Flat-style illustration demonstrates numerous advantages in landscape design. From delivering streamlined visual effects and efficient information transmission to evoking emotional resonance and reducing production costs, this illustration style provides designers with innovative tools and approaches. As digital illustration technology continues to evolve, the application prospects for flat-style illustration will expand, infusing future landscape design with new vigor.

3.3 Disadvantages of Using Flat-Style Illustrations in Landscape Design

1) Lack of Realism

One of the principal disadvantages of flat-style illustrations is their lack of realism. This style often fails to adequately depict the details and textures of real-life scenes, resulting in a diminished sense of the actual site for the viewer. For certain projects, particularly those requiring the representation of natural environments or architectural details, flat-style illustrations may fall short in conveying the necessary sense of realism, thereby impacting the viewer's understanding and experience. Moreover, due to the simplified nature of the flat style, it may not appeal to all viewers; some might prefer traditional visual expressions that convey warmth and depth.

2) Cultural Adaptability

The acceptance of flat-style illustrations can vary across cultural contexts. Certain cultures may exhibit a preference for traditional forms of representation, perceiving the simplified nature of flat illustrations as inadequate for expressing the cultural depth embedded in the design. This lack of cultural adaptability may result in diminished effectiveness of illustrations in certain projects, potentially affecting the design's overall reception. Hence, designers must

consider the cultural background of their target audience when employing flat-style illustrations to ensure the design gains acceptance across diverse cultural environments.

3) Limitations in Detail Representation

Flat-style designs frequently face challenges in depicting intricate details and shadows, which can lead to insufficient representation of certain design elements. In landscape design, the portrayal of details is crucial for conveying the intended design concept. When significant details are overlooked, viewers may struggle to fully comprehend the core ideas and functional aspects of the design proposal. This limitation can, in some instances, weaken the design's impact, reducing the viewer's understanding and acceptance of the project.

Professional Requirements

Although flat-style illustrations may appear simple, producing high-quality illustrations in this style necessitates that designers possess specific drawing skills and design concepts. This requirement implies that certain designers, lacking requisite expertise, may struggle to fully leverage the advantages of flat design. Should a designer's proficiency fall short, the resulting illustrations may lack the desired impact and expressiveness, failing to meet anticipated levels of performance. Such professional demands, therefore, constrain the application of flat-style illustrations to an extent, compelling designers to continually refine their abilities to meet the visual demands inherent in this form of expression.

Despite the numerous benefits of flat-style illustration in landscape design, its limitations are equally significant. The lack of realism, inadequate cultural adaptability, restrictions in detailed representation, and high skill requirements can all adversely impact its practical effectiveness. Designers opting for flat-style illustration should thus weigh these factors comprehensively to ensure effective communication of design concepts and alignment with audience expectations. In appropriate projects, a flexible integration with other representational forms might more effectively achieve design objectives.

3.4 Solution

1) Integrating Flat Illustrations with Realistic Scene Renderings

To address the lack of realism inherent in flat-style illustrations, they can be combined with realistic scene renderings. When presenting the primary design concepts, flat illustrations can be employed to emphasize the core elements of the design. Concurrently, detailed drawings or three-dimensional renderings may be provided to enhance realism. This combination retains the visual simplicity of flat illustrations while enriching the audience's understanding through the detailed representation of realistic scenes. For instance, when presenting a park design, a flat illustration can first be utilized to outline the overall layout, followed by three-dimensional renderings to showcase specific plant species and architectural details, thereby augmenting the viewer's experience.

2) Conducting Cultural Context Research

Cultural context research is essential during the design process. Designers should adapt the illustration style based on the cultural preferences of the target audience to ensure alignment with local aesthetics and interpretative frameworks. By examining the visual habits, symbolic meanings of colors, and design preferences of various cultures, designers can create works that resonate more deeply and appeal to their intended audiences. For example, certain cultures may favor soft colors and organic shapes, while others might prefer vibrant colors and geometric forms. Appropriate cultural adaptation enhances the acceptance and impact of the design solutions.

3) Adding Layering and Visual Depth

To overcome the limitations of flat-style illustrations in detailed representation, designers can incorporate gradients or simple textures into the illustrations. These elements not only

enrich the layering and visual depth of the illustrations but also maintain consistency within the overall style. By skillfully applying gradients, designers can enhance the visual appeal of their work while preserving the essence of flat design. For example, when illustrating buildings, gradients can be used to highlight lighting and shadow effects, or simple textures can be added to the background to enhance the overall sense of space and dimensionality.

4) Provision of Training and Resource Support

To enhance designers' confidence and competence in the creation of flat-style illustrations, it is essential to offer relevant training and resource support. Through workshops, online courses, and design exchange activities, designers can acquire the latest illustration techniques and creative concepts. This approach not only contributes to the refinement of their professional skills but also stimulates creative inspiration, enabling them to apply flat-style illustrations more effectively in design projects.

Flat-style illustrations present significant advantages in landscape renderings, such as visual simplicity and efficient information conveyance; however, certain challenges accompany their use. By implementing appropriate solutions—integrating realistic scene renderings, conducting cultural background research, enhancing layering and visual depth, and providing training support—these issues can be effectively mitigated. This will facilitate the broader application of flat-style illustrations in landscape design, addressing modern audiences' diverse visual content preferences and fostering innovation and advancement within the design industry.

4. Innovative Design Approach to Flat-Style Landscape Effect Illustrations

Flat-style illustrations are characterized by geometric compositions, which convey order while also embodying a rhythmic quality. In the illustration process, it is crucial to embrace innovation, strategic use of negative space, and a bold color palette, finding a balance between rationality and sensitivity. This balance allows for spatial representation of scenes while adding a layer of visual interest. The design approach abstracts and generalizes elements that best express the intended design concept, using graphical combinations to construct an engaging and aesthetically structured composition.

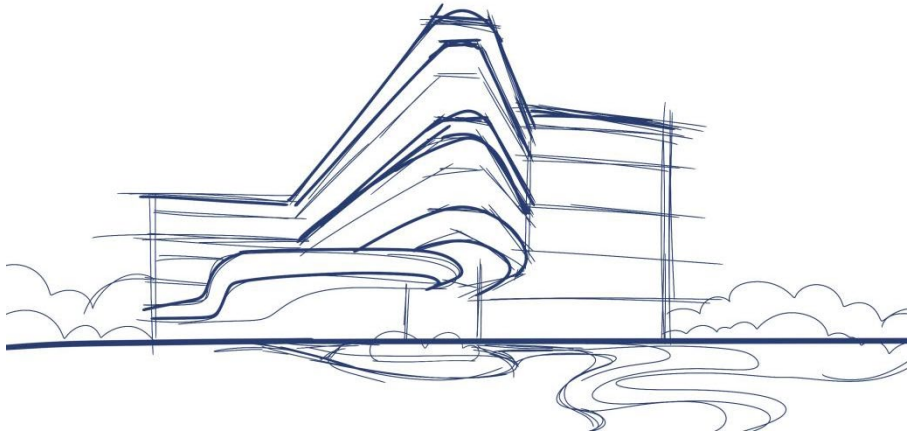
4.1 Sketching

The sketching phase may take three forms: 1) freehand, which demands strong foundational art skills. 2) architectural or structural drawings, which can utilize modeling software such as SketchUp. 3) perspective renderings and vegetation layouts, which may be adapted from real-life photos. Before initiating a sketch, it is essential to clarify whether the aim is to depict spatial dimensions, elevation relationships, structural forms, or vegetation configurations. Based on the desired content, one should choose a technique aligned with their proficiency to achieve the most effective visual representation.

One defining feature of flat-style illustration is the simplicity of its lines. Before beginning, it is advisable to study related flat-style illustrations to enhance one's ability to abstract and geometrize complex and intricate lines. This approach ultimately leads to a simplified, clear, and assertive line quality in the final sketch.

Figure 5

Sketch Stage



*Source: Self-created by the Author

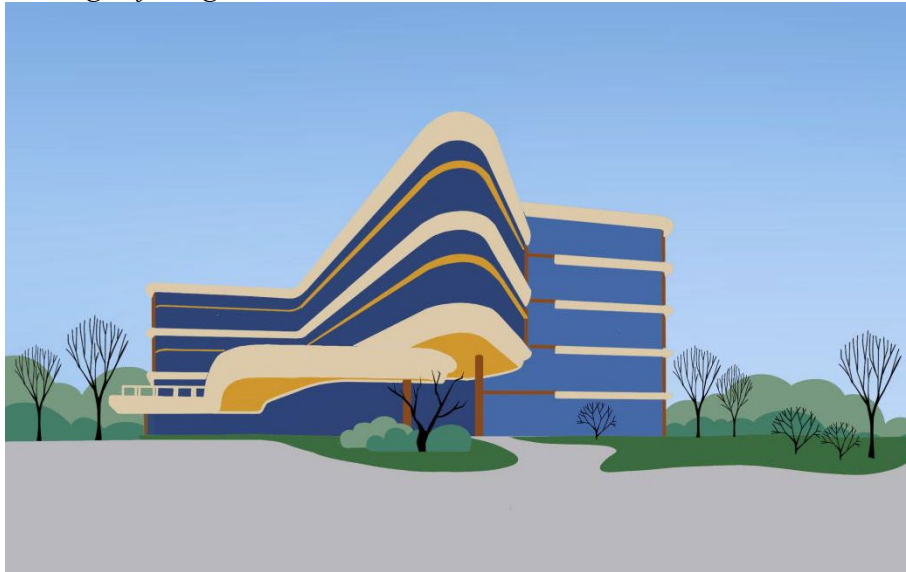
4.2 Broad Application of Color Blocks

Following the completion of the initial sketch, the next step is to organize the required color palette for the design scheme. This process may involve purposefully establishing thematic colors or drawing inspiration from contemporary popular color palettes. Additionally, one may extract colors from landscape photographs, adjusting their hues, saturation, and purity to align with the design requirements, thereby generating the desired color palette.

Once the colors are determined, the process of applying broad color blocks commences. Where equipment capabilities permit, layers are utilized to fill the color blocks, facilitating subsequent modifications and adjustments. During this stage, the focus should not be on intricate details; instead, attention should center on whether the blocks of color effectively differentiate between foreground, midground, and background layers within the composition, as well as whether the overall color combinations are harmonious.

Figure 6

The Application Stage of Large Color Blocks



*Source: Created by the Author

4.3 Detailed Drawing

In flat style illustration, the addition of details is a fine and critical process, which can enhance the illustration's sense of hierarchy and visual appeal.

1) Use of small color blocks. The use of small color blocks to increase the detail drawing of the main building can also be achieved by drawing on real-life photos or design models. The use of small color blocks can enrich the texture and structure of the building, making it more three-dimensional and realistic.

2) Color Levels. On the main building, light and shadow effects are expressed by adding color layers. This includes using darker colors on the edges, corners and recesses of the building, and brighter colors on the raised and lighted surfaces.

3) Material expression. According to the material characteristics of the building, choose the appropriate color and texture to express. For example, glass material can reflect the color of the sky and the surrounding environment, while concrete or stone can express its texture through the change of color shades.

4) Environmental integration. Blend the building with the surrounding environment, and make the whole illustration scene more harmonious and unified by adding details of trees, grass, sky and other elements.

Figure 7
Detailing Stage



*Source: Created by the Author

4.4 Representation of Light and Shadow

Before engaging in the depiction of light and shadow, it is imperative to identify a realistic photograph as a reference to analyse the trajectory of light within the image and ascertain the direction of the light source in the scene. Based on the color chart or the selected photograph, appropriate colors should be chosen to represent highlights, shadowed areas, and transitional tones.

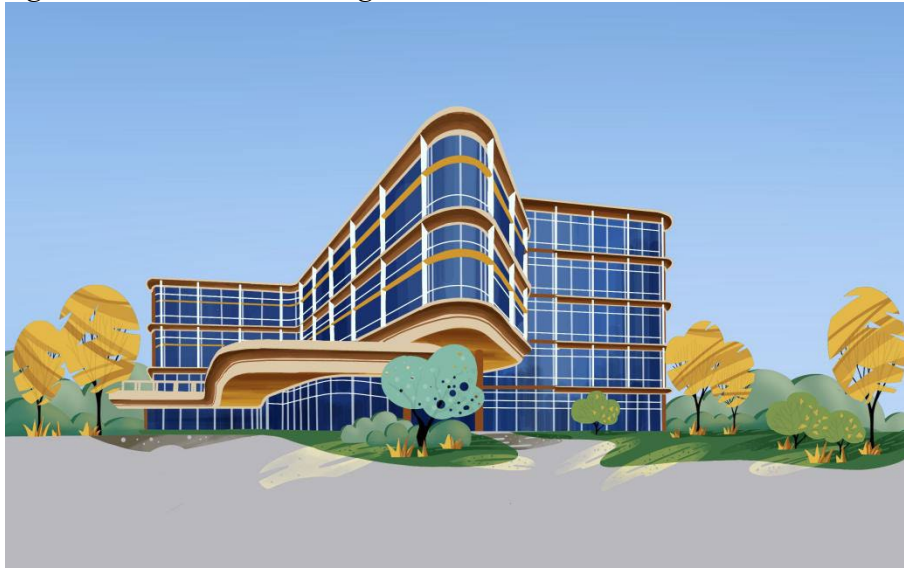
1) Layer Mask. In the process of light and shadow portrayal, a layer mask can be used to finely portray a certain detail, so that specific areas can be adjusted and optimized without affecting the overall effect.

2) Effect processing. Use Gaussian blur and other effects to articulate the fusion of various color blocks, so that the light and shadow transition of the illustration is more natural, and enhance the overall sense of harmony.

3) Highlight and environment color. After completing the light and shadow portrayal, draw highlights for the sun in the picture, and increase the portrayal of the environment color in the rendering, which can further enhance the visual effect of the picture and make the illustration more colorful.

After completing the above light and shadow drawing, you need to draw highlights for the sun in the picture, and at the same time, add environment colors to the rendering.

Figure 8
Depiction of Light and Shadow Rendering



Source: Created by the Author

4.5 Fine Adjustments

1) Light and Shadow Effect. Add light and shadow effects to the illustration to enhance the three-dimensional sense through the contrast between light and dark. Shadows can be added to the sides and bottom of the building, as well as highlights in sunlit areas.

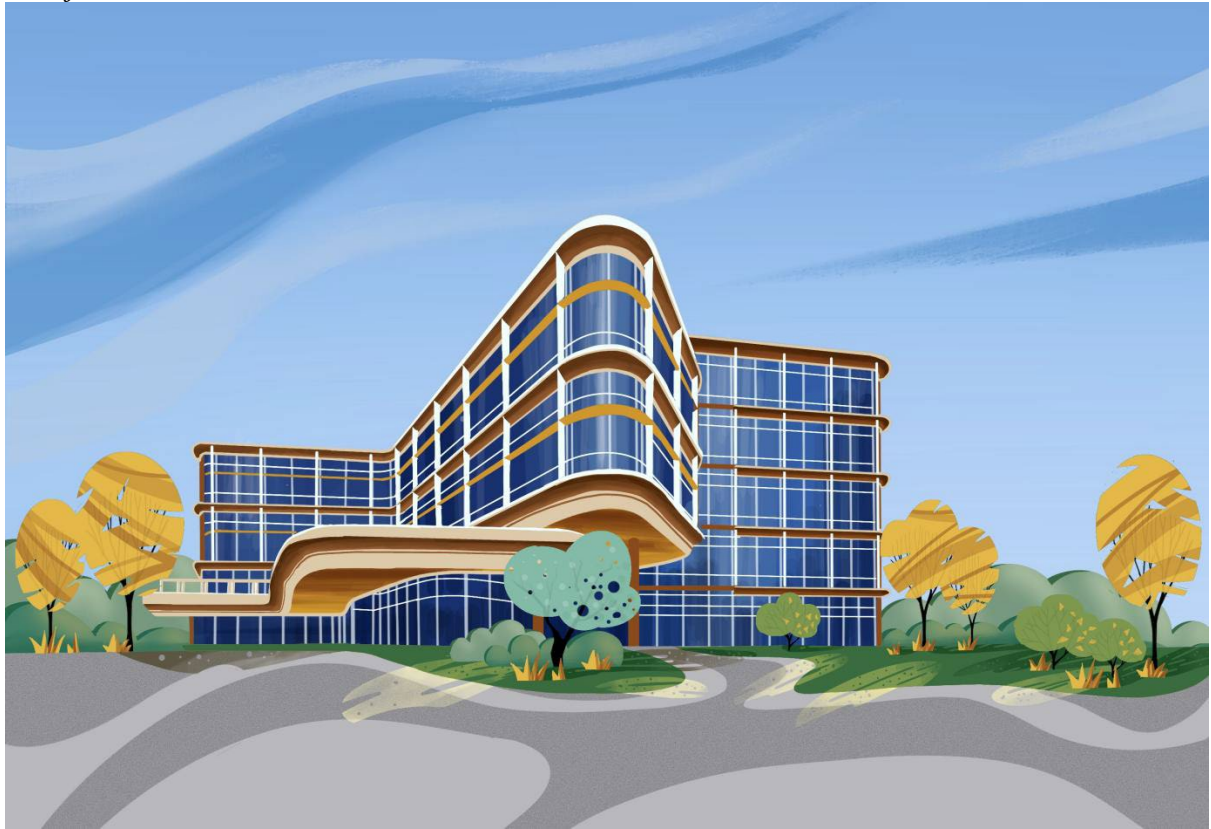
2) Detail decoration. add detail decoration to the windows, porches, roofs and other parts of the building, such as the frames of the windows, etc. These details can enhance the delicacy of the building.

3) Pavement Texture Details. Textures can be enhanced by utilizing layer overlays or splatter brush techniques to enrich the surface detailing of the paving. This method allows for the addition of nuanced patterns, contributing to a more lifelike representation.

4) Dynamic elements. Add dynamic elements to the illustration, such as flowing clouds, etc. These elements can add vitality and dynamism to the illustration.

5) Post-adjustment. After all the details are added, make overall post-adjustment to ensure the coordination of color, natural light and shadow, and the balance between the elements.

Figure 9
Final Adjustment Phase



*Source: Created by the Author

5. Conclusion

This paper has analyzed the specific applications and painting techniques of flat-style illustrations in landscape design and explored their innovative potential in visual expression. Flat-style illustrations adhere to the principles of "less is more" and "simplifying complexity," effectively showcasing the hierarchical, logical, and systematic aspects of design proposals. This illustrative approach not only serves as a medium for individualized expression but also encapsulates the core essence of design concepts, producing fresh and minimalist effects. It aligns with contemporary trends while avoiding overused or clichéd representations. Nevertheless, not all landscape designs are suited to the flat style. Designers must exercise discernment to ensure that the chosen style accurately reflects the distinct features of the design proposal. While flat style enjoys widespread popularity, designers must maintain their competitiveness amidst prevailing trends to avoid obsolescence, thereby sustaining long-term progress in the field of landscape design. The advantages of flat illustrations include their short production cycle, striking and impactful results, and strong communicative potential. Characterized by distinct geometric features in contour representation, flat illustrations omit intricate details and depth, allowing for stylistic versatility. This flexibility enables them to appear cute and childlike or exaggerated and refined. Key characteristics of flat style illustrations encompass partial realism, stenographic applications, and exaggerated forms, which render them widely applicable in diverse domains such as packaging illustration design, H5 design, banner design, App splash screens, UI interfaces, and commercial product posters.

In summary, flat-style illustrations, with their simplicity, modernity, subtlety, and

readability, play an increasingly significant role in modern design. Their application in architectural design, brand promotion, and education not only enhances visual appeal but also improves the efficiency of information dissemination and artistic expression. By judiciously employing flat-style illustrations, designers can fulfil contemporary visual demands while advancing the boundaries of creativity and expression.

References

- Gooooood Design Network. (2022). *The 2021 German federal garden exhibition: EGA park*. <https://www.gooooood.cn/2021-german-federal-garden-exhibition-part-one-ega-park-by-rehwaldt-landscape-architects.htm>
- Qian, J., Hu, Z. Y., & Wu, D. J. (2022). Research on the application of flat illustration in architectural design performance: Taking the illustration creation of course works such as micro theatreland architectural poster series as an example. *Architecture and Culture*, 8, 245-247. <https://doi.org/10.19875/j.cnki.jzywh.2022.08.083>
- Wang, Z. C., & Ge, F. (2018). A study of the architectural drawing teaching based on tablet. *Fujian Architecture*, 3, 125-128. <https://kns.cnki.net/KCMS/detail/detail.aspx?dbcode=CJFD&dbname=CJFDLAST2018&filename=FJJZ201803033&v=>
- Wei, Y. Y., & Xue, M. R. (2020). The application of Chinese traditional elements in digital illustration. *Industrial Design*, 1(08), 141-142. <http://dx.chinadoi.cn/10.3969/j.issn.1672-7053.2020.08.066>
- Zhang, S. Y. (2022). Application of flat illustration style in packaging design. *West Leather*, 1(21), 121-123. https://kns.cnki.net/kcms2/article/abstract?v=MdENDFpkZq7V8np5lkdQmxfk96GeHQTB-1jjd7s-u_NMp2svwDG5jYBA-7qfQDsyqlcK6L53j6b8Y5_KxEsFDARLTdHFboRBRrk23kJ2AE6rRL04P752wk6yu67zj7k_fJhGGAInmfl-4BOotb9YxCn9OS8LlpC9apY1ws3JzrhLgKhpgO0wJgYw4bfTkqAQntY173psdEQ=&uniplatform=NZKPT&language=CHS
- Zhang, Y. X., He, S. P., Li, Y. T., & Liu, Z. H. (2022). Elastic expression path of flat style illustration from the perspective of defamiliarization. *Packaging Engineering*, 43(18), 184-194. <https://doi.org/10.19554/j.cnki.1001-3563.2022.18>