

Innovative Thinking Analysis of Arts and Crafts Design Based on Visual Communication Design

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Abstract: Arts and crafts usually refer to the art of handicrafts, which reflects the material and cultural level of society and embodies the aesthetics of a certain era. Traditional arts and crafts are the crystallization of human wisdom, the expression of national culture, and the precious cultural heritage with colorful and varied forms accumulated by countless talented craftsmen. Visual communication design is an important part of modern design, and it is the main expression form of information dissemination in modern society. Its composition, media form and design expression language are new fields of continuous exploration and improvement in modern media design. This paper focuses on the application of innovative thinking in arts and crafts design. Secondly, it further highlights the application effect of innovative thinking in arts and crafts design from the aspects of conceptual design, activity design, image and color of arts and crafts, aiming to provide reference materials for related research.

1. Introduction

With the progress of society and the development of economy, people pay more and more attention to the improvement of spiritual life, and arts and crafts have been widely used. At present, China's market economy is extremely competitive. If arts and crafts want to achieve long-term development, they must fully display their unique artistry, which is mainly reflected by innovative thinking [1]. Therefore, it is of great significance to strengthen the research on innovative thinking of arts and crafts design.

In the research of modern visual communication design, although the “language” of graphics has been paid great attention, the focus is still too limited in formal language and isolated symbolic semantics, and few people think about it as a symbolic language system with grammatical structure and rhetorical ability [2]. Therefore, in the current environment, we should carry out continuous innovation and change people's lifestyle through various innovative thinking and creativity. As a comprehensive thinking mode, innovative thinking involves innovative thinking, image thinking and reverse thinking, so we should focus on analyzing the effective application of innovative thinking in arts and crafts design, improve self-learning ability and gradually develop into excellent talents.

2. Analysis of the Relationship between Arts and Crafts Design and Innovative Thinking

Arts and crafts come from the improvement of people's requirements for living standards. For example, arts and crafts in museums not only play a role of surface appreciation, but also cultivate people's interest in arts and crafts, increase their knowledge, and learn about the special function shapes made by ancient humans for survival. Arts and crafts reflect an elegant curve beauty [3]. If you have an interest in understanding handicrafts, you can master more important knowledge behind art.

Interest is the real reason for people to do any activities, and it is also the best teacher for people to learn arts and crafts design. On the one hand, the study of arts and crafts can affect the learning effect and the promotion of comprehensive quality in the later development. The innovative thinking of arts and crafts design mainly comes from people's interest in handicrafts, so students' desire for knowledge should be cultivated in the process of arts and crafts learning, so as to better

promote the exploration depth of arts and crafts design. In the process of learning, we should emphasize active learning, first explore by ourselves, stimulate the enthusiasm of learning arts and crafts, and improve students' creativity.

3. Innovative Thinking Categories in Arts and Crafts Design

3.1 Abstract Thinking

Abstract thinking refers to the use of Abstract concepts to analyze and summarize the essence of the objective world, so as to obtain knowledge other than human sensory perception. Abstract thinking is a very important type of thinking, which can explore the essence of things, profoundly reflect objective phenomena, and enable people to reasonably foresee the future development of things on the basis of understanding objective laws [4]. Therefore, giving full play to the advantages of Abstract thinking and integrating it into arts and crafts design can make the works show more touching artistic effects.

3.2 Image Thinking

As far as the image thinking in arts and crafts is concerned, it mainly refers to the designer's use of intuitive images to shape works of art in the creative process. The key point of thinking in images is intuitive image and representation. In the process of designing arts and crafts works, the designer should first have the intuitive image conception of the works, otherwise, the works will lack the display of thinking and image, resulting in no appeal and artistry [5]. Therefore, making full use of abstract thinking is of great significance to the creation of artistic works.

3.3 Reverse Thinking

As a way of thinking, reverse thinking is similar to seeking differences. For those common and commonplace things, reverse thinking may take a different approach and think in reverse. For the development of anything, people are used to exploring and thinking about the positive direction of things. By using reverse thinking, people will start thinking from the conclusion of things, and problems will be easier to solve and clearer.

Reverse thinking can be said to be an innovative thinking, which is more critical and novel than abstract thinking and image thinking. For example, for a certain problem, most people will adopt popular thinking and think in the positive direction, while those who have reverse thinking will think in the opposite direction. On the surface, this idea will be criticized or unreasonable, but it often gets unexpected results. Therefore, when designing arts and crafts, we can open up ideas and innovate design concepts through reverse thinking, and make the works show a brand-new artistic charm.

4. Importance of Creative Thinking in Arts and Crafts Design

In addition to the stereotype and monotony of traditional handicrafts, in order to show its unique artistic charm, arts and crafts works need to make greater efforts to carry out artistic innovation. On the basis of traditional art, works will have more artistic charm, not only a form, but also aesthetic and functional.

So as to effectively meet people's spiritual needs. Generally speaking, designers have differences in artistic accomplishment and professional level, and their personal values and world outlook are also different, and they will also have some very unique innovative thinking [6]. It can be seen that designers can properly integrate their own humanistic thoughts, including concepts, accomplishments and emotions, in the process of applying innovative thinking, and artistic works will have more humanistic feelings.

5. Application of Innovative Thinking in Arts and Crafts Design

5.1 On the Conception and Design of Arts and Crafts

The semantic expression of graphics is mainly reflected in the relationship of superstructure. As we know, the basic morpheme of written language can be decomposed into characters and words, while the decomposition of basic morpheme of graphic language is quite different from that of written language. It is also a basic visual symbol unit, which is the same as attribute symbols such as adjectives, adverbs and conjunctions in written language, because it leads attention to the nature of objects (such as color, size, position, movement, etc.) and becomes an indispensable expressive morpheme for shaping shape and expressing communication.

Artistic conception is also the basic link of arts and crafts design. Focusing on innovative thinking, based on aesthetic thinking, the goal of aesthetic thinking innovation is achieved in the specific thinking processing and arrangement mode. Therefore, the design of arts and crafts should be rich, and master the function, science and thought as a whole. Innovators should build a brand-new ideological model according to the latest trend of ideology and culture. And innovative thinking shows the designer's idea, and the designer should show his imagination in an all-round way, carefully understand the connection of things, design works through metaphor or association, and express them concisely.

In the design of arts and crafts works, we should fully pass these basic laws, strengthen the artistic accomplishment of designers and accumulate more work experience. In addition, during the conception of arts and crafts works, it should take a certain amount of time and energy to investigate and analyze, collect data at the initial stage, and achieve the goal of artistic innovation.

5.2 Design Technique

Graphic language symbol system is like an intermediary, which builds a bridge between non-verbal symbols and language, and also becomes an important symbolic language form complementary to words, which makes human language ability more released on a new level.

Since entering the 21st century, the speed of scientific and technological development has gradually increased, which has also brought great impact on art design and artistic thought. Therefore, designers should apply more design software in the development of design work, so as to make the production stage more concise. In addition, designers can focus more on the accumulation of materials and the establishment of innovative thinking to ensure that the design techniques become more perfect. From the perspective of information development, each process designer can show the value and characteristics of the Internet in material collection, and collect more reasonable information while changing design thinking. Finally, the application of new technology and new thinking will be realized, and the arts and crafts will be endowed with higher artistic value [7].

5.3 Graphic and Color Matching Innovation

As we know, people have the instinct to consciously search for the semantics of various things in life. Human beings have the same basic 'visual intuition system' in the processing of visual language as in the processing of written language. Graphic coding takes advantage of this instinct of human beings and uses the recombination of graphic symbols' words' to obtain new and creative 'sentences' [8]. It also makes graphic semantics break through the simple representation, indication and symbol in the past, and can use more semantic rhetorical devices to express richer emotions, ideas and thoughts.

Arts and crafts design is a complicated and diverse art lesson, and its innovative process is mainly to show the connotation factors such as the content, emotion, value and concept that the designer wants to express through the concrete works. Color matching is an important means to show the connotation. Through novel, unique and meaningful color matching, the work can be rendered effectively, so as to achieve better visual experience and effect. In addition, the graphic innovation of arts and crafts design is also an important measure.

In a word, artistic works need constant innovation, and all kinds of factors should conform to the development of the times, organically combine and fully display the beauty of artistic design.

5.4 Innovative Product Shape Structure

With the development of China's national economy and the progress of science and technology, the technical level of arts and crafts has also been innovated to some extent. In order to create better arts and crafts, a key factor lies in its appearance. In the process of product design, designers must thoroughly study and master the functions and principles of arts and crafts works, and effectively combine modern production technology and artistic innovative thinking, so as to create arts and crafts works with unique charm.

The most commonly used methods mainly include the following aspects. The first is the method of eliminating complexity that is, keeping the main functions of the works and removing some impractical or redundant accessories. Secondly, the replacement method, in order to meet the actual needs, designers will replace other parts and the contents of arts and crafts works. The third is the limit method, in which designers use artistic innovative thinking to analyze the appearance and existing contents of the works, so as to achieve an ultimate effect. The fourth is the product analysis method, which analyzes the existing arts and crafts works in all aspects and abandons all the inappropriate thinking modes, so as to achieve artistic innovation. Finally, the imitation method, drawing on the essence of excellent arts and crafts works, combined with their own works, creates imitation works.

6. Conclusion

The interactive design of visual communication provides a cohesive force of cultural innovation. Many different users are condensed in the form of multimedia, which is more expressive, personalized, interactive and responsible. Artistic innovative thinking is of great significance to the design of arts and crafts. Only by using innovative thinking can we create works with connotation and appeal, meet people's aesthetic requirements and practical needs, and then gain a long-term foothold and sustainable development in the field of arts and crafts.

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