

Research on Thinking Method and Innovation of Art Design

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Abstract: Innovation is the Soul of the Development of a Nation. the Source of Human Innovation is Innovative Thinking, and the Way of Thinking is an Important Factor Affecting the Formation of a Person's Concept. Especially in the Work of Art Design, Designers Will Create According to Imagination and Intuition. Based on the Analysis of the Role of Art Design Thinking, This Paper Discusses the Classification of Art Design Thinking Methods, and Finally Gives the Measures to Cultivate Innovative Thinking in Art Design, in Order to Provide Effective Reference for the Design Field.

1. Introduction

1.1 Literature Review

Panlina believes that the most important thing in art design is innovation. People show the creativity of thinking through the interaction of art. Art design is the integration of art and science. It expresses people's innovative thinking through the form of art and science, and it is one of the representatives of a new kind of divine gate culture. A person's thinking ability is a kind of psychological behavior, which has the characteristics of initiative and tendentiousness. Art design is a special ability of human beings, and the way of thinking plays an indispensable role in art design. Therefore, the way of thinking will directly affect the final level of art design works. The key to the way of thinking of art design is innovation and creation. The significance of creation is to break through the objective obstacles, and then show the beauty and personality of art, as well as the novelty features, so as to realize people's creation of new life styles and values (Pan, 2016). In his research, Chen Zhengheng pointed out that art design actually refers to innovation, and the significance of creating extraordinary art design activities is also innovation. Human's thinking is the reflection of the brain on objective things through indirect forms and general forms, and also a manifestation of human intellectual activities (Chen, 2015). Liao Yixi and other scholars also believe that design thinking plays an important role in art design, which is the decisive factor affecting the high and low level of art design (Liao and he, 2015). Hu Weiguo pointed out that creative thinking is the soul of art design work. Designers should accept the new ideas and fashion elements with the change of the times, and integrate the Chinese and western philosophy, so as to cultivate people's innovative spirit and innovative thinking mode. In the work of art and design, he is good at using the thinking modes of reverse thinking, association, analogy, convergence, divergence, etc., which can give full play to the thinking potential of human brain (Hu, 2014).

1.2 Purpose of Research

The work of art design is inseparable from the innovative thinking of designers, which is the inherent mode accumulated by people for a long time. If the designer can not use the existing thinking scientifically, it will have a negative impact on the art design work. Art design thinking can improve the effect of conceptual design, maximize team efficiency, and further optimize the design scheme. The methods of art design mainly include questioning, exemplification, association and combination. Designers should pay attention to the accumulation of theoretical knowledge and practical experience, implement the training of open thinking structure, break the inherent thinking mode, optimize the knowledge structure, and then promote the smooth progress of design work.

2. The Role of Artistic Design Thinking

2.1 Help to Improve the Effect of Conceptual Design

In the work of art design, an important factor is conceptual design, which can play a key role in the direction of art design, and also can reflect the innovative thinking in design works. The scientific application of creative thinking in design can not only improve the quality of design work, but also greatly shorten the time spent in conceptual design. In the design work, creative thinking can guide designers to review the corresponding design objects from different perspectives, and then make continuous modification and improvement of works. Through innovative thinking training, designers can break the traditional thinking mode, inspire designers' design inspiration, and then improve their thinking ability and observation ability, forming a comprehensive thinking system.

2.2 Be Able to Maximize Team Efficiency

At present, it is not an individual but a team who is responsible for an art design work. When a team carries out design work, it pays attention to the integration of designers' innovative thinking, which is the key point to improve the working efficiency of the whole team. Some scholars have shown that the human brain is divided into left and right sides. The left side is responsible for logical thinking and the right side is responsible for image thinking. As an art designer, the right brain is usually more developed and better at image thinking. If logical thinking and image thinking are combined, the efficiency of art design will be doubled with half the effort. In the team design work, the designer with strong logical thinking can be responsible for the practicability of the work. The designer with strong image thinking can be responsible for the problems of product color, shape and material.

2.3 Able to Further Optimize the Design Scheme

No matter what kind of design work, it is a process from scratch. In the process of art design, designers will constantly modify and optimize the design works. Even if the same work of art is optimized from different modes of thinking, it will produce different design effects. In the process of art design, designers use convergent thinking and divergent thinking to optimize works, which can effectively contrast and screen works, and then optimize the design scheme.

3. Review and Classification of Thinking Methods of Art Design

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In the traditional industrial age, the method is continued and developed mainly through the relationship between teachers and apprentices. The design method has the characteristics of empiricism and contingency. Under the background of industrial culture era, with the development of control theory, people's research on methods is gradually deepened, especially in the field of art design. Many different schools of thought and research environments have played a good role in promoting the innovation and development of art design methods, greatly enriching the operation system of design methods. (Zhang and Jin, 2015).

There are four main types of art design methods. The first is questioning. Asking questions is not only the premise of design work, but also the core of problem solving (Jiang, 2017). In the design work, the standards and scientificity of the problems raised by designers will directly affect the solution of the later problems. In the work of art design, questioning is the process of designers' divergent thinking. When the designer grasps the direction and goal of the problem, he needs to discuss and negotiate the related problems, and then excavate the problem through careful system thinking, and put forward the corresponding feasible imagination. Next is the example method. In fact, the example method is a kind of analysis method, which is mainly to decompose the whole thing. Designers study and analyze some simple elements in the process of giving examples, such as analyzing the merits and demerits of design works, so as to stimulate and innovate the theme. Crawford uses the attribute decomposition method to sort out and contrast the characteristics of art

design practice, and exemplifies different characteristics from the objects to be improved and the reform process. Again, association. The progress of human society is inseparable from associative thinking. In the process of Lenovo practice, imagine the form, function and space of things, promote the image of invention and creation from some similar Lenovo, and innovate from one field to another. The last is the combination method. Integrate two or more different things to form a new function based on the original materials, methods and technologies.

3.2 On Expression

There are great differences in expression between Western and Chinese cultures, especially when they hear praise and praise from others. For example, for a woman, when others praise her cooking skills, they usually use “This dish tastes good”. Because Chinese people tend to show a “modest” attitude when they are praised by others, they often respond with “no ah”, “good” and so on. In western countries, the information expressed in the same situation is totally different. They usually show “self-confidence” and use “Glad you like. This is my special for you to cook” to respond to others'praise. Another example is when Chinese people give gifts to others, because of their “modesty” mentality, they usually say, “This is the gift I chose for you, not very good”. But for people in Western countries, they don't understand why they give “bad” gifts. Because in the West, they will say, “This is the best gift I have chosen for you. I hope you like it” (Li, 2018).

4. Measures of Cultivating Creative Thinking in Art Design

4.1 Pay Attention to the Accumulation of Theoretical Knowledge and Practical Experience

Although innovation is the core of art and design work, the innovative thinking of designers does not come from nothing. It is formed by the designer after fully analyzing, summarizing and inheriting the previous knowledge and combining with the actual situation. Therefore, art designers should study the theoretical knowledge of art design when they carry out art design work. It includes foreign design theory knowledge and design knowledge, from which we can select, summarize, digest and form our own knowledge system. On the other hand, we should actively participate in social practice activities and accumulate relevant experience in the specific practice process. At the same time, we should pay attention to the combination of theoretical knowledge and practice, in order to achieve the goal of learning to apply.

4.2 Carry out Open Thinking Structure Training

In the work of art design, designers should train their own open thinking structure. Open thinking is the existence of individual thinking or group thinking which is opposite to closed and rigid. It is an open and dynamic mode of thinking. Open thinking not only breaks the traditional habitual thinking pattern, but also looks at and analyzes problems from multiple perspectives and levels. As an art designer, we must have open thinking to create. Therefore, designers need to constantly update their knowledge system and related skills, in order to continuously innovate. We should not only master and skillfully use the knowledge in the field of design, but also exchange ideas frequently. Designers produce different views through thinking exchange, and produce collision, and then break the conventional thinking mode.

4.3 Break the Inherent Thinking Mode and Optimize the Knowledge Structure

People's commonly used thinking mode has formed a thinking pattern, which will have a great impact on the thinking activities of designers. If a designer is not good at using the inherent mode of thinking, it will have a lot of bad effects on the design work. The designer's thinking is gradually formed in the long-term design work and in the process of previous design knowledge and experience accumulation. Therefore, it is very easy for designers to fall into this inherent mode of thinking, and then it is difficult to innovate. Therefore, both novice designers and designers who have been in business for a long time need to constantly update their own thinking mode, including knowledge structure, the ability to find problems and the ability to solve problems, so as to design better art and design works.

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