

Research on the Application of Art Design Symbols in Environmental Art

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Keywords: Application, Art Design Symbols, Environmental Art

Abstract: With the development of the social economy, people's living standards have also been greatly improved, and people have put forward higher requirements in the pursuit of beauty. In recent years, art design has flourished in people's lives and has received high attention from people. It represents an improvement in people's living standards. Symbols, as an important form of artistic expression, have been widely used by designers. They have been recognized by people according to their own forms and unique expressions. Different people have different ideological feelings and moods for the application of artistic symbols. This paper analyzes the concepts of artistic symbols and environmental art to illustrate the performance of artistic symbols in environmental art.

1. Introduction

With the continuous improvement of the quality of life, people have put forward higher requirements for the design of environmental art. In recent years, environmental art and decoration art have been paid attention to, which has brought about a profound impact on people's living conditions. As the simplest form of artistic expression, art symbol plays an important role in the design of the environment. Its characteristics are simple and generous, and the content is rich and diverse. It is liked by designers and people. It gives people more imagination. Space has played a role in promoting the development and inheritance of traditional culture.

Artistic symbols and plastic arts are interrelated, interdependent and intertwined. The richness of the "symbol" and the proficiency of the use determine the design level of the design, so to make the art design more specific and meaningful, The explicit meaning of artistic symbols must be displayed in the design, and at the same time, the specific forms, connotations and applications of artistic symbols must be understood in more depth. On this basis, conscious innovative symbols are "collected" and arranged to break the routine. Create eye-catching and thought-provoking artistic effects.

2. Overview of Art Design Symbols

Art symbol is an indispensable design element of art design. It plays a decisive role in art design and has been widely used in art design. These art symbols are the expression of material, the portrayal of life, and the inheritance of history. Therefore, diversity and multi-dimensionality are mainly reflected in the specificity, abstraction, simplicity, complexity and diversity of artistic symbols. The art symbol has always been one of the most controversial topics in the art world. There are two reasons for the controversy. One is that the characteristics and artistic value of the art symbol itself deserve to be controversial; the second is the existence of art symbols and other art. The most typical controversy caused by differences and ambiguity is the relationship between symbols and plastic arts. Some artists say that design is essentially the application of artistic symbols. Some people say that art design is only an important design element in design. True design, no doubt, the second statement has always been a persuasive artistic symbol interpretation. [1]

Because of the simplicity, complexity and diversity of art design, it determines the variety of art design. According to its sexual knowledge, the form of art design symbols can be divided into action language symbols, discourse symbols, image symbols and text symbols. . The action language symbol refers to the simultaneous completion of the artistic effect and the visual effect

produced by the art design symbol. Specifically, it refers to the end of a symbolic action, and the accompanying thinking will also terminate, which is a symbol of strong expression; the essence of the discourse symbol It is talking. For example, there are 56 famous nationalities in China. Different clan groups have their own different languages. This kind of linguistic symbol to express their own ideas is the discourse art design symbol; graphics and text symbols are the images of the people. Sexual art design symbol with text. [2]

3. Characteristics of Art Design Symbols

Design symbols have most of the characteristics of general symbols: First, the design symbols have a configuration function, that is, to give invisible human emotions experience, spiritual style and other design concepts in order to facilitate the perceptual perception of people; secondly, the design symbol is human congenital It has the product of abstract activities, and thus it has some abstractness and some rational characteristics; again, design symbols can express a certain concept. In addition to the characteristics of general symbols, artistic design symbols have some of their own characteristics:

The art design symbol is the carrier of design information and design concept, carrying all kinds of comprehensive feedback information such as human emotion thoughts, spiritual features and values. Lange said: "Artwork is the expression of emotions for people to see. It is a visible or audible form that is transformed into emotions. It is the use of symbols to transform emotions into things that appeal to people's perceptions. Rather than a sign of something or something that appeals to reasoning. The art form is isomorphic to the dynamic form of our senses, reason and emotional life." Note that although design symbols are It also shows a certain aesthetic state, but its material carrier still dominates. The material elements, technical functions and structural forms all show environmental relevance, adaptability and compliance, and thus can only be limited to human expression. Universal emotions.

Lange believes that the artistic symbol is a special symbolic form different from the symbol of the language. The art symbol has both symbolic functions of reproduction and representation. Lange said: "The so-called artistic expression is the appearance or presentation of the concept of emotion. The so-called art, in the end, is the expression of emotion.... This emotional expression, that is, the performance in the logical sense, it shows What comes out is a structure consisting of perception, emotions and traces of more specific brain activity. It is a cognitive structure that is not affected by personal emotions. Such a performance is actually an expression of abstraction. An abstract expression is also called a symbolic sign. It is the main function of art. It is because of this function that I call a piece of art a kind of 'expressive form'." Design symbols also have this Artistic expression. What we grasp directly from the design is the appearance of the emotions, rather than the signs of emotions. A design product always gives people a strange impression that emotion seems to exist directly in its beautiful or complete form, just like "a piece of art always seems to be soaked in emotion, mood or for its performance. Other life experiences." [3]

4. Environmental Art Design Symbol Classification

The environmental art design symbol system can usually be divided into three categories: image design symbols, indicative design symbols and symbolic design symbols:

Image design symbol, which is an intuitive symbol. It is constructed by simulating the shape of the object, such as the dragon-like decoration in the Chinese ancient architectural decoration. The figurative door, window, mural, sculpture, etc. are all image symbols or their complexes. These symbols are simulations of figurative graphics in real life and can impress people.

Graphical design symbols. Sometimes it is in the form of a body, sometimes in the form of a logo. The image symbol of the sign form, the signifier is separated from the reference object, but has an isomorphic relationship similar to the image. The image symbol of the ontology form is more complicated, and its reference and reference are twofold. Take the plum-shaped window in the design of the atrium of Xiangshan Hotel as an example. The shape of the whole window is in the

form of plum, which is both the image of the window and the image of plum, so this symbol has the dual semantics of superposition, which is essentially It is a complex of indicative symbols and logo patterns.

An indicative design symbol indicating that the object has an intrinsic spatial association. The shape of the door has become the endorsement of the entrance, indicating the functional meaning of the contact space; the image of the stairs constitutes the indication of the connection between the upper and lower spaces, which have the nature of indicative symbols. In fact, most of the component shapes and spatial images in modern architectural environment design are indicative symbols and their complexes. The causal relationship between the indicative symbol and the signifier substantially reflects the unity of the content and form of the component itself as the symbol carrier.

The symbolic design symbol is to attach a specific symbolic meaning to the indicator, and this indicator finally becomes a symbol of the convention and is used by people. If symbols such as the roof of the Sydney Opera House are more easily reminiscent, some symbols may not be confusing if they do not have a certain knowledge background and rich imagination, as mentioned above. The layout of the Temple of Heaven, if you don't understand the special agreement between the signifier and the sign, may only use them as a simple and interesting means of decoration. The semantic model of symbolic symbols has a single agreement and a double agreement: the single agreement has the nature of direct metaphor and simile, and the double agreement has the nature of metaphor and metonymy. The same symbolic architectural symbol also has the difference between the logo form and the ontology form.

5. The Main Relationship between Design and Semiotics

There is a very close relationship between design and semiotics. The “design” comes from Latin, and its meaning is “drawing mark”. It is now replaced by the commonly used English word “design”, which in turn expresses “doing” The meaning of the mark. The study and use of some of the principles of semiotics can fully help and guide the designer's design. It can be said that semiotics is the most important part of the design method.

The art design symbol is an important medium for disseminating information related to environmental art design, and is the most direct carrier for designing culture. It is the most simplified means of recognizing things, acting as a meaningful code or a code system. Of course, the concept of the symbol is also very broad. In the process of design, symbols as a non-verbal special representation have many common features with linguistic symbols, which in turn promotes semantics to guide design. Generally speaking, design elements and basic design methods can be regarded as symbols, and the ultimate goal of emotional expression can be realized by effectively integrating and processing these symbols.

In traditional Chinese aesthetics, the overall consciousness of the unity of the subject and the guest is emphasized, that is, the idea of "harmony between man and nature". The idea of "Heaven and Man are one" believes that everything is a harmonious and relatively unified whole. Under the circumstance of the law of unity and essence, Chinese ancient art creators always regard heaven, earth, people, art and morality as an organic whole, and then fully endow human emotions into the form of objects, so as to use the image to carry out lyrics. In order to achieve both form and spirit.

6. Art Design Symbols Applied in Environmental Art

Everyone who knows art now knows that sculpture has become one of the important design parts of the environment. Environmental art can show the contemporary economy, culture and politics well, and can also be invisible into tangible. It is an intangible carrier. It is the key to connecting tangible and intangible. There are many examples of the application of artistic design symbols to environmental art. For example, two live-action sculptures of one big and one small in Jiangnan Road Pedestrian Street in Wuhan Street; the bamboo carving small building in Guizhou Miao Autonomous Region; the ancient city in Suzhou, Jiangsu, etc., are welcomed by the people. A trace

of traditional atmosphere in the modern information society has been continued, which is the best proof of historical changes, indicating that the art design symbols in environmental art have historical educational significance, mainly reflected in the sense of urban accumulation and destiny.

Different environments, humanities and politics determine different architectural styles in different regions. For example, there are many ethnic minorities, ancient buildings and buildings in the south, while most of the northern areas are reinforced concrete houses, concrete buildings and feudal courtyards. There are many differences in architecture and in other aspects, which determines that simple static design symbols can no longer express people's inner world. Dynamic design symbols are the best way to distinguish different environmental architectural designs, because the dynamic art is excavated. Design symbols reveal multiple information, which is a comprehensive cross-over cultural expression. It can convey different design styles of different environments by means of its abstraction and ambiguity [4].

7. Conclusion

The application of artistic symbols in art design is an art development process, a concrete expression of art culture, and an artistic soul. As an indispensable design element of art design, art symbols have many characteristics, which determine its characteristics. Different. This article has carried out a comprehensive analysis and research on the symbols of art from the three aspects of the form of artistic symbols, the meaning of artistic symbols and the specific application of artistic symbols, and summed up the characteristics of simplicity, complexity and diversity of artistic symbols. Some issues that should be noted during the application process. The application of artistic symbols in different environments is different. It is mainly used for advertising design and logo design in graphic design; it is mainly used for sculpture design in environmental art design; it is mainly used for emotional expression design in architectural design. In short, In order to better apply artistic symbols to artistic modeling, this paper is based on the form and meaning of symbols, interprets symbolic culture, and analyzes the application of symbols in modern art design in detail.

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