

Research on the Permeation of Emotional Ideas in Visual Communication Design

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Abstract: In modern design works, the main trend of development is the expression of emotions. Visual communication design is the most close to people's life in today's design. It mainly relies on vision to convey the emotions related to the design. At the same time, visual communication design plays an important role in guiding people to think about life aesthetics and social aesthetics. In the future development of the design industry, the humanization and emotionalization of visual communication design is an inevitable trend. Infiltrating emotions in visual communication design works is the main goal of designers, enhancing the visual impact of design works, making the works more soul-rich. In this paper, the way of penetrating emotional ideas in visual communication design is briefly discussed and analyzed.

1. Introduction

People's attitudes towards things and their positive or negative psychological reactions to stimuli in life are collectively referred to as emotions. Tear civilization can flourish and develop, most of the reasons are due to people's unremitting pursuit of truth, goodness and beauty. Therefore, in the design science, emotion is an indispensable part. In the design process, it is necessary to constantly explore and analyze the function and aesthetic improvement of the design, so as to design more emotional works. At the same time, in the development process of future design, the humanization and Emotionalization of visual communication design are inevitable trends. In the design process, we should grasp the relationship between visual communication and emotional concept, and correctly recognize the importance of emotional concept penetration in the design. In fact, it is necessary to grasp people's emotional concepts so as to make the works more vitality.

2. Importance of Permeating Emotional Ideas in Visual Communication Design

The element that can directly reflect the appeal of the design work is the emotional concept. In order to design a better and viable work, designers and viewers need to have a dialogue. The combination of safety concept and visual communication design can well reflect the cultivation and interest in hands, and even the values and world outlook in hands. In fact, it can be said that the integration of emotional ideas in the process of visual communication design breaks through the gap between material and spiritual, and places intangible emotional connotations on tangible design works, thus enabling the viewer to get rich emotional experience. In addition, in the process of visual communication design, the integration of emotional ideas, to a certain extent, can also combine ordinary food with people's happiness, future and so on, so that the audience can feel the emotions contained in the design works, produce emotional resonance, and think that the works can represent a part of self-realization. This can also enable people to feel the emotions contained in the design works, at the same time, stimulate their pursuit and struggle for a better life. Generally speaking, the integration of emotional concepts in the process of visual communication design can not only improve the value of the design work, but also enable the viewer to get a better emotional experience. This also fully reflects the pursuit and yearning for a better life in the modern living environment.

3. The Relation between Visual Communication Design and Emotional Ideas

In the past design work, whether it is product design or space design, designers first consider the function, shape and practicability of the design, often ignoring one of the most important links - experience. With the continuous development of today's society, people's requirements for design works are becoming higher and higher. At the same time, the design concept of designers has undergone tremendous changes. In the process of design, more and more designers pay more attention to the status of people. More and more designers begin to study how to infiltrate the emotional concept into the design works. People are more and more eager to get psychological resonance and understanding in modern society. Therefore, integrating emotions into design has become a potential determinant of consumption. At the same time, it can also be seen that the infiltration of emotional ideas plays an important role in visual communication design. In visual communication design, the designer's expression of emotions is diverse and multi-level, such as rational emotions and emotional [2].

3.1 Emotional expression in logo design

Logo is a special visual symbol, which has a certain symbolic significance. The expression of the connotation of things is mostly displayed by the plastic arts such as specific and clear features, colors and shapes. Although the logo design looks simple and delicate, it contains many aesthetic and emotional features. Visual communication designers must inject emotions into specific situations, so that "emotion" and "scenery" are interrelated, choose "scenery" appropriately, and regard it as the media of "emotion". In our country, many expressions have the conventional significance in the long-term development process, such as: Shoutao, bat and carp, which have a long history in our traditional culture. Life, fortune and more than a few years of auspicious meaning, so when people see the sign of Ah Fu holding fish, they will not feel sad and sad, but feel very signs of joy, on the contrary, people often feel sad and lonely when they see leaves and water. Therefore, in the process of logo design, designers should be good at dealing with the relationship between emotions and situations, and make appropriate use of them, so as to achieve the purpose of arousing people's emotional resonance [3].

3.2 Emotional Embodiment in Advertising Design

Advertising design is an effective carrier of information dissemination and an effective means to change people's ideas by attracting people's attention. In today's life, with the development of science and technology, the forms of advertising design are becoming more and more diverse, including commercial advertisements, political and cultural advertisements and public relations advertisements. However, no matter what kind of advertisements, in the process of design, if we want to have more power to move people, we must integrate emotional ideas into the process of advertising design and use emotions. Lead to the theme of advertising, arouse people's emotional resonance, so as to achieve the purpose of changing people's ideas. For example, there is a public service advertisement for quitting smoking, which makes good use of the infiltration of emotional ideas, and also makes full use of the time conditions. In the advertisement, the left half is "May 31, World No Tobacco Day". On the right is Children's Day on June 1st, and on the left is a line written askew in the child's notes, "Please quit smoking now for tomorrow." In this advertisement, completely abandoned the traditional way of preaching about the harm of smoking in smoking cessation advertisements, but from the love of children, so as to impress smokers. By taking people's emotions as the fulcrum in advertising design, people's emotional resonance can be aroused, so as to achieve the intention of advertising design [4].

4. Emotional Infiltration in Visual Communication Design

Human beings are born with the ability to express emotions, which is the instinct of human survival, including emotions such as joy, anger, sadness and sorrow, and of course, the reaction of human brain under the influence of external things. The main purpose of visual communication design is to make people feel the designer's mood and produce emotional resonance through the

integration of emotions and works design. Therefore, in the design process, designers should change their design ideas in time, take people as the center, and convey emotional experience to viewers through visual language in the design.

4.1 Emotional incubation and accumulation before visual communication design

Visual communication designers are bound to take life as the premise when they design. The materials and enthusiasms needed by designers in the process of visual communication design all come from life. Only when they feel the inspiration of emotional ideas in life, can designers produce certain design inspiration. At the same time, in the process of visual communication design, designers are required to be creative. Designers' creativity must come from life. Only when they accumulate a large number of emotional materials in life and form a certain expression in memory, the richer their mastery of emotional concepts, the stronger their creativity. Therefore, in order to become an excellent visual communication designer, we must have the ability to connect things that are totally unrelated in our life, so as to create a personalized and emotional design work, which can generate emotional resonance and strong impact on the concept of viewing, so as to deepen the viewer's impression of the work [5]. At the same time, the object of expression of visual communication design works, whether concrete or Abstract, should be considered and arranged as a whole by designers in order to maximize the overall effect of visual communication design works. Taking modern architecture as an example, people's feelings towards modern architecture are bound to be people's feelings towards nature and people's feelings towards people. If these two feelings can be reflected in architecture, then architectural design will be successful. However, due to the different lifestyles and aesthetics of individuals, architectural forms will also be diversified. The emotional language of architecture is complex. Visual communication designers integrate emotional ideas with architectural design in the process of architectural design, so as to enrich the unique emotional color of architecture.

4.2 Emotional release and expression in the process of visual communication design

4.2.1 Emotional Release in Visual Communication Design

In life, people have their own emotional perception of the development and production of things, and often hope to be able to use words, language and other emotions to express. And for the expression of emotions, people of different ages and strata have different choices. Visual communication designers can express emotions through design works, which is largely due to their concern for something and accumulation of material in life. Generally speaking, visual communication designers usually use certain symbols, work forms and colors to express their personal emotions. Visual communication is not a single expression of the designer's emotions, nor is it only an expression of the viewer's emotions, but a comprehensive expression of the integration of the two and the works' own emotions. Visual communication design works is a creative process that incorporates life materials into works. Therefore, designers can express their emotions through certain symbols in the design process, which can arouse the emotional resonance of the viewers.

4.2.2 Emotional Performance in Visual Communication Design

Visual communication design works need to have emotional expression as well as visual language. The creative process of visual communication design realizes the transition from life to design. The designer's positioning of design works must be based on his own emotional tone, the function of works and the material he accumulates in his life. Designers through design In the works, special symbols are used to express emotions, and a unique emotional style of the works is designed. At the same time, it is necessary for designers to integrate emotional ideas with visual elements, because only when the purposes of the two are consistent, specific symbols can play the role of emotional expression, thus giving life and emotion to the design works, making the viewer resonate with certain emotions given by them in the appreciation of the works, thus considering the design works as one representing self-realization. Part, and have a certain affection for the works [6].

In the process of visual communication design, the expression of emotion must be the main visual expression, and the way of visual expression mainly depends on visual symbols. In reality, visual symbols are the product of imagination and induction of things in emotion, and are formed on the spiritual level. Different personalities and emotions, people perceive different visual symbols, so the production of visual symbols are closely related to human emotions, there are joy, sadness, sadness and so on. And visual symbols have certain subjectivity which can arouse people's associations, so that people can produce subjective emotions and make the emotions continue. In visual symbols, even the basic visual symbols such as points, lines, circles and surfaces can express different emotions. Therefore, in the process of visual communication design, designers need to rely on these specific visual symbols when expressing emotions. The use of unique typesetting color symbols will give emotions to the design works, to promote visual communication design works more vivid, more distinctive.

5. Conclusion

Compared with other types of design, the end point of visual communication design is not the creation itself, and its "non-terminal" is the most prominent part of this design. Therefore, in this field, the field of aesthetics and technology is more closely related, which is obviously different from other design fields. The purpose of visual communication design is to convey and disseminate, and to convey consciousness, information and ideas for people. A good visual communication design work can communicate with people through emotional experience and arouse emotional resonance. Therefore, if the visual communication design works want to move people's hearts and arouse people's emotional resonance, they need to add certain visual elements in the design process. Successfully achieve the penetration of emotional concepts, so as to design more excellent works.

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