

Application of Emotional Ideas on Visual Communication Design

Dan Chang

Changchun Sci-Tech University, Changchun, Jilin, 130600

Keywords: Application Study, Emotional Ideas, Visual Communication Design

Abstract: Designing is already one of the trends of modern design. The existing design no longer only satisfies the visual feeling of function and people's surface, but transmits some affective experience to consumers and viewers through visual language. In this paper, the visual communication design, which is closely related to people's daily life, as the design of the carrier into the emotional design of the specific carrier, hope that through the theoretical analysis of emotional design and the exploration of outstanding cases at home and abroad to explore the emotional design of visual communication ideas Performance, application method to improve the current domestic visual communication design works of indifference, monotonous phenomenon, designers and consumers play a reference and guiding role.

1. Introduction

Visual communication is the process of exchanging information in a visually perceivable manifestation. It is the oldest and most prevalent form of information transmission in human history. As the basic physiological trait of human being, perceiving the world through it, accepting things and creating human civilization, Daniel Bell elaborates in *Capitalist Cultural Contradictions*: "Modern aesthetics has become so prominent as a kind of visual aesthetics that currently The "ruling" position is the visual concept, and I believe that contemporary culture is becoming a visual culture. " This shows that the meaning and importance of visual communication is self-evident. "Communication" in the interpretation of "Ci Hai" in two categories: First, the verb, to convey the meaning of one side to the other, as well as transfer, transfer, transfer, expression of meaning; Second, as a noun refers to the authorities, the registration of schools and factory gateways and the work of leading guests are also the people who hold the job. The Latin from the original meaning of "give" and "communication". In modern society, in addition to conveying instructions, people pay more attention to the content of "communication" and "interaction", and the communication is also considered as the ultimate goal of interaction. From this we can see that visual communication design is based on the visual elements to construct the form through which these visual media express and convey the design and the ideal visual design can make people communicate with each other through visual language and plot transformation without the written expression Understand, but also across the geographical constraints, language barriers, cultural differences and the silent exchange is the telepathy. It embodies the characteristics of visually conveying the scientific, rigorous and reasonable concept of disciplinary design, which contains the trend direction of future design, that is, dialogue and exchange, communication and interaction. It takes people as a starting point to convey information to people through visual media The ultimate goal.

2. Relationship between emotion concept and visual communication design

The emotional experience behind the visual experience of a design work is to design a true soul, and a good design is to communicate with people through the emotional experience. This shows that the concept of emotion in visual communication design has a decisive influence. First, the visual communication between design and emotion depends not only on the "use" of the results, but also on the process of feeling closely related. Second, there are many levels of emotional expression

in visual communication design, such as sensual emotion and rational emotion. There are emotions that produce sensibility directly from people's physiological changes through perception, but also higher-level rational emotions that are associated with deeper social significance. Finally, the emotionally diverse features of visual communication design may motivate different types and levels of emotional experience due to their complex purpose. Advertising design is a means and tactics to attract people's attention to form an idea to induce, persuade and change. The dissemination of information is an essential characteristic shared by all advertisements. Advertising design categories, there are commercial product advertising, political culture advertising, public service ads, advertising, diversification of modern advertising, etc., no matter what form, what type of content ads, the emotion must be integrated into the design, to make advertising art design more Impressive force. In the expression of tactics on the selection of the content with the tendency of love, with good feelings to set off the theme, true and vividly reflect the aesthetic feelings, you can get the moving effect, to exert the power of art to infect people, which is also a modern Advertising design focus and emotional pursuit. WWF public service ads (logging articles), the picture stark stump stunned, the trees were cut off and the right of the only remaining trees in stark contrast to a group of trees under the tree loggers still under the tree shelter Sunshine, enjoy the last contribution of this tree to mankind. Similarly, WWF's public service announcements (rolls of paper), in order to make people more aware of the protection of trees is to save paper, bobbins is a silhouette of South America, with the increase in the amount of paper towels, The green paper towels in the roll holder will be less, by straightforward way to tell people that the survival of the forest and we have a direct relationship, through the design of these forms of expression, the audience may trigger a lot of thinking, looking at the disappearance of trees, The last passage of paper may have a sense of crisis, awareness of human threats to nature, but also a sense of mission to protect the environment, advertising purposes have also been reached.

3. Analysis of the expression of emotion concept in visual communication design

Geometry no point size, no direction, just to represent a position. However, in the design modeling, the point of shape, size, location and even the actual situation, concentration and separation of the points. Point of the roundness of the performance of people feel the visual balance, and make the visual positioning of the first to notice, but also reflects the point of visual positioning, so the point in the visual sense of contraction, the design of a little screen, can produce strong The dynamic, and with the picture to form a virtual effect of real, give inspiration. In modeling design, a point is the basis of all forms. Putting a point in the plane, the attention of the eye is drawn to this point, forming the center of vision, thereby enhancing the visual effect of the entire surface. Visual communication design in the trademark, text and other elements to point to deal with in different forms in the space to arrange, you can play embellishment, echo, balance the role of vision. Break the visual sense of monotonous, enrich the façade shape, the rhythm of the formation of rhythm, for people caught in visual fatigue have aroused and inspired role. Point as a modeling element, its infinite variety of forms, so the emotional tone of the point is difficult to generalize. In the "Environmental Protection" poster with the theme of "living", the dull black background has already given people depression, dullness and uneasy emotions. However, in the dark background, a few white points reveal a glimmer of hope and lightness. In the four free spots and make people feel ethereal, lonely, helpless, heralded the author's design intent, in these white points, the emergence of a red point mutation, but also to the picture to bring a focus of visual focus, on behalf of The crisis is approaching.

Visual communication design can only stay at the visual communication level? In his book, Design in Design, the Japanese graphic designer Mr. Kenji wrote: "Although I am a visual communication design, I am not limited to doing my work in the field of vision. I try to start from the touch and design each A variety of sensory-related media for message delivery. "39 So at this point, communication in visual communication design extends from" vision "to" touch. " By analogy, communication in visual communication design can break the boundaries of "vision," and extend "touch, hearing, smell, and taste" to the touch of people's emotions. The basic principle of

instinctive level design comes from the human instinct, in which the physical, visual, tactile, auditory and olfactory functions of the physical characteristics are at the dominance. Instinct design shape and shape is the most important, instinct design focuses on the shape of the combination of these design elements themselves can directly affect the human sensory and cause people the corresponding emotions, to bring people the intuitive emotional effect.

All along, emotions are produced between people, but in today's increasingly materialistic life, people gradually discover that people and material can have feelings and can cover this emotion in their daily activities. Emotions given to the design work, so that design work has a "human emotion." Human beings have feelings, the reason people have feelings for things is that things themselves are full of emotion. People's sense of contentment at the psychological level is not as intuitive as the material-level sense of satisfaction. It is often hard to say and perceive. Even many users themselves can not say why they are fond of certain designs. The most immediate reason here is that "the design work itself is full of emotions, and people are emotionally charged." Designing a work as a visual deliverer should first and foremost make people appreciate it when it sees it first This is the first impression given by the work. To make the design work have such an effect, we must make the form of the design work has the emotion, from the visual emotion first impress people, arouse people's desire for attention.

4. Emotional Concept in the Visual Communication Design

When people appreciate a work, they begin with the design of the surface, but the memorable ones must be the emotions contained within the work. On the road to the development of art design, both design and emotion are getting closer and closer. An excellent piece must resonate with the audience with the emotions it contains. When designing a work, apart from the rational and emotional aspects of emotion should be considered, as well as the level, but also should take into account the more profound and specific emotional implications. For example, advertising is a means of marketing, most of the ads now choose to follow the lyrical route to guide the design of advertising effectiveness. However, only by integrating emotions and works can we make a deep impression. For another example, a logo is a sign of life in a symbolic or directional, usually through special graphics, text and colorful shapes and other basic elements to achieve beyond the effect of language expression, communication has a memorable and symbolic meaning the concept of. Logo can make people feel the emotional touch, it is because the logo will be emotional into its design, of course, full of emotional design resonates.

Visual communication design is also an indispensable element of the text, its role is not only explained and explained, but also to stimulate people's emotional changes. A work in the design of color and graphics to be integrated into the emotion, and the text will have to integrate into the emotion can make the work appear unobstructed. Today's visual design is popular with the word art, is a word in different time and space situations, showing different states, so to stimulate people's emotional response. The typesetting of the text should also take into account the emotional factors, will not be limited to a fixed pattern, and lines, curves, breakpoint and streamlined and other styles of layout will also show different effects in the expression of emotion.

5. Conclusion

The design of visual communication is an art design closely related to people's life. Its unique expression makes people take the initiative to think and look for social and technical aesthetics. Audiences appreciate the works at the same time aftertaste of life, thinking about themselves, and understand the social situation, this work has not only the value of aesthetics, has a more profound significance. Therefore, in the process of designing visual works, the emotion should be subtly merged in order to improve the level of the works so as to achieve the original intention of design.

References

- [1] Wang Ke. Discussion of classical moire in the visual communication design of the application [J]. Drama House. 2017 (16)
- [2] Qi Jun Ke. On the Cross-border and Fusion of Visual Communication Design in the Background of Digital Media [J]. Journal of Fine Arts Education 2017 (16)
- [3] Xu Liwen, Zhang Ting. On the visual communication design of the impact of enterprises [J]. Economic Research Guide. 2017 (26)
- [4] He Miao Miao. New media art under the visual communication design [J]. News communication. 2017 (16)
- [5] Chen Haipeng. Study on the talent cultivation mode of visual communication design professionals under the guidance of the spirit of the pioneers [J]. Popular Literature. 2017 (17)
- [6] Li Bo. Analysis of visual communication design diversification and individualization [J]. Industrial design. 2017 (07)