

A Study of The Visual Language Reconstructive Method based on Extractive Concept from Deconstruction

Xiaoping Hu
School of Design
South China University of Technology
Guangzhou, China
huxp@scut.edu.cn

Gengsheng Chen
School of Design
South China University of Technology
Guangzhou, China
576236533@qq.com

Delai Men*
School of Design
South China University of Technology
Guangzhou, China
mendelai@scut.edu.cn
*Corresponding author

Abstract—Visual language is rich and varied and it makes our imagination more flexible. The purpose of this paper was to find a new kind of design research method which was aimed to obtain the perfect redesigned result by means of deconstructive and reconstructive method. These different types of methods which this paper was talking about were based on the elements of society, science and technology, culture and nature. To achieve the new redesign work, the different areas of the visual forms of language were deconstructed, extracted and reconstructed. Finally we can get the new design work through certain imagination and deformations according to the original elements. These methods were obvious benefit to help to exploit the thoughts of the designers. And to explore the power of innovative design by a new special form completely. It is also a good way to develop the unique perspective to examine questions.

Keywords-reconstructed design; deconstruction; visual language

I. INTRODUCTION

Visual communication is a kind of design that to perform and convey to the audience through visual media. And it has been shifted the direction from two-dimensional and static to dynamic and comprehensive form already. The visual system can assemble different routines to extract an unbounded variety of shape properties and spatial relations [1]. Visual communication includes two basic concepts—visual language and conveying. Visual language is a special symbol that representing the characters of thing by the way of eyes. Visual symbol mainly takes the spirit truth and culture characteristic of emotionality and subjectivity into ones. And it uses special pictures as carrier, expresses a given meanings by means of visual transmit instead of letters. Visual language is usually composed of many factors such as point, line, plane, color, light, balance, form and so on.

The basis of reconstructed design is the original design. On the basis of understanding the essence of the original design, the designers ultimately create the redesign works by doing some repeated thinking and imaging on the original one, and through a series of transformation and development. We may describe the redesign process as: perceive-recognize-store-ponder-imagine-rearrange-recreate. This article introduced four methods how to create the reconstructive design based on the extractive concept of deconstruction of the visual language.

II. DIFFERENT KINDS OF METHODS

A. The Method Based on the Elements of Society

Picture as one of the media for visual communication, it plays an important role. There are many elements in the picture if you want to divide it into several parts. And there are some ways to divide the factors according to different forms. Extract and reconstruct is one of the strategies of redesign.

Fashion is one of the common phenomena in our society. In order to realize the elements of fashion design, it is useful to apply this method to analyze the element composition of clothes. On stage, there will appear diverse dynamic models such as the picture showing below (Figure 1).

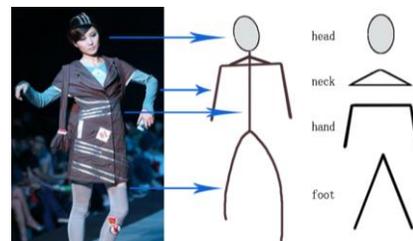


FIGURE 1. THE PICTURE OF DYNAMIC MODELS AND ITS ELEMENT EXTRACTED

The picture is familiar to people who often pay close attentions to fashion. The female model in the picture is showing the latest fashion by a weird posture with her head sloping and hand twisted. Through deformation of the element extracted, deconstructed the body into many small pieces (as showing on the right of the model) including the head, neck, hands and feet. These compositions were reconstructed to be a very simple figure just like a person (right side of Figure 1). What's more, these abstract things were made into simpler to obtained some simple geometric shapes and blocks. Subsequently these elements were combined with some design principles and generated the new elements (Figure 2).

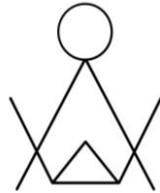


FIGURE II. THE PICTURE OF THE RECONSTRUCTION OF DISMANTLED ELEMENTS

And then, after many deformations, combinations and color filling, in addition, some other shapes and lines were added to the work after certain connected imagination, finally the Two-party continuous pattern was emerged as below (Figure 3).

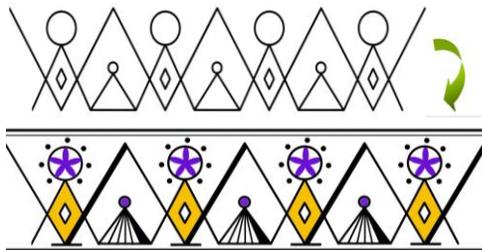


FIGURE III. THE TWO-PARTY CONTINUOUS PATTERN

The key part of this method is to open your train of thought and acquire the new fresh inspiration. This kind of analysis can better explain the geometric shapes and blocks of color even though other abstract factors in a picture. Designers from many different fields can create new works or masterpieces with this method.

B. The Method Based on the Elements of Science and Technology

As we all known, five senses of human are interlinked. Vision and audition are interlinked to a certain extent. Some perceptual people can hear sound from visual medium sometimes because he or she has gone into the state, meeting the spirit of the author. That means they were communicating with each other through the medium. This method tried to convert the auditory element to the visual element. Firstly, to cut a scene of a song's audio frequency on the computer (Figure 4). The audio frequency can express the ups and downs of the song. It can also symbolize human's moods waving high and low. You can imagine that you are also listening as long as you see the audio frequency even though you are not listening

something actually. When we see the picture of the audio frequency by the way of bar chart that appearing short and long, sometimes it just like the mood of happy or sorrow.



FIGURE IV. THE AUDIO FREQUENCY OF A SONG

As we can see from the bar chart, sounds comes high and low following the song's climax and ebb at different times. On the basis of this wave, we can use another element to express feelings when listening to it. This may be converted to blocks of color (Figure 5). Using the light bright color to represent the brisk part of the wave, and likewise use the heavy color to represent the serious. Then put them together in a random way according to cognition and feelings (Figure 5).

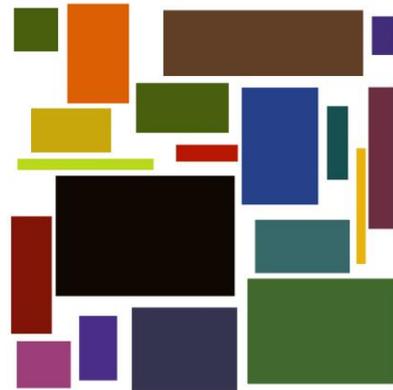


FIGURE V. THE BLOCKS OF COLOR

Some of the color blocks were selected out and made some transformations. Then it came out with the picture (Figure 6) after some special processing. We can see that it holds a relationship between all the color blocks. The color of blocks is taking a spatial relationship of front and back. They can also standing for joy and sorrow that meeting human feelings. This method achieved the conversion of visual and auditory. It is an emotional way for reconstructive design.

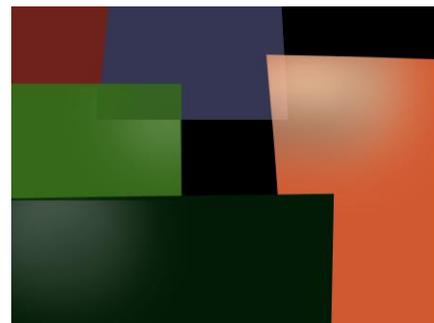


FIGURE VI. THE LAST RECONSTRUCTED DESIGN WORK

C. *The Method Based on the Elements of Culture*

Every culture is a symbol of local characteristics. There are many symbols of culture. Music is one of the most expressive ways to promote culture connotation. And the instrument is the significant carrier. This part is trying to find out the best visual element to reflect the cultural connotation of the instrument. Then put these visual languages together with other performance and rebuild the new elements for design.

Through the study of traditional musical instruments of Chinese, we can extract the cultural elements of these classic musical instruments. These fantastic cultural elements were applied into fashion design. With several thousand years of development and transmission of Chinese culture, the traditional musical instruments had formed its own characteristic and style. Every stage had its special instruments, just like the fashion clothes. Each traditional musical instrument was diverse in essence. Since our ancestors have given us so much precious treasure, we should inherit and carry forward. It is a flexible way to introduce Chinese traditional culture to the world through different styles.

In ancient times, Chinese emphasized music, and regarded it as a way to enrich people's lives. The traditional musical instruments played an important role in Chinese history with their unique cultural elements. Sapayi (figure 7) was one of the folk instruments. It was called "iron hoop" in the Han nationality. Modern Sapayi was often made of ebony. It was not only the instrument for musical and dance accompaniment but also the properties of male dancers. There are several iron hoops from the top to the bottom which is the structure characteristic of Sapayi. According to the shape of the "iron hoop" and after some changes, a dress was designed analogously as showing in figure 7.

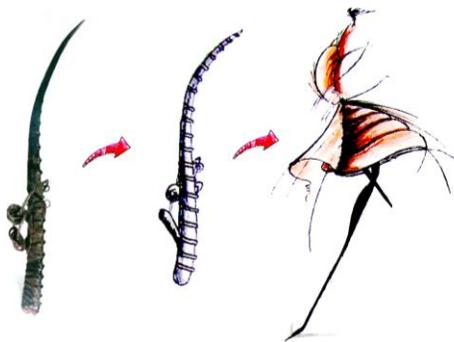


FIGURE VII. THE FASHION DESIGN 1

Fengshou harp is the ancient southwest of ethnic musical instruments as showing in figure 8. The Myanmar language called it Saung gauk. It owns a beautiful shape just like the running water and its timbre was soft. The lady's upper outer garment was designed based on the shape of the harp as showing in figure 8. It is the chime stone—a percussion instrument in the lower right corner of the picture. And the lady's skirt was designed based on the shape of the chime stone.



FIGURE VIII. THE FASHION DESIGN 2

The following design work is also using the same method. Two instruments—xylophone and Guqin were included as showing in figure 9.



FIGURE IX. THE FASHION DESIGN 3

D. *The Method based on the elements of nature*

Form is a kind of visual language. The method of form finding is one of the bionic designs. With a deeper understanding of creativity and sustainable development, the concept of "learn from nature" led to a new round of exploration in design. The method of form finding has been expanded form from the imitation of living creatures to the research of natural rules, structure and the meaning of life. In consideration of design philosophy and the progress of researching forms in nature, the idea that design has to be united to nature occurred. After studying the spider web (Figure 10) for a long time, some regular pattern gradually appeared.



FIGURE X. THE STUDY OF SPIDER WEB

Since the form of spider web was the result of natural selection, its form was pure and perfect. Only in this pure form can the spider survive so far with its spider web. Through the

study of spider web, we can found that the spider web was consisted of the quadrilateral structure (Figure 11).

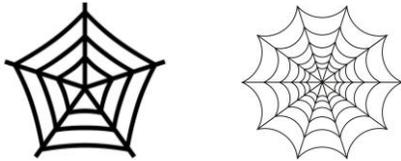


FIGURE XI. THE QUADRILATERAL STRUCTURE

With these researches, an idea came up that using the deformation of the quadrilateral structure, to think of another element—the letter W and the net. Then the draft was drew as shown in figure 12 and made it more by software like the picture shown in figure 13.

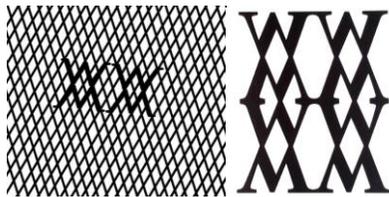


FIGURE XII. THE DRAFT

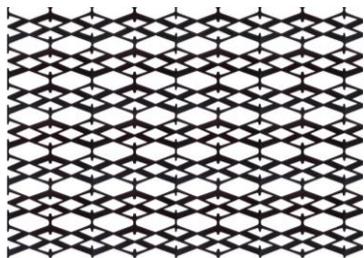


FIGURE XIII. THE REPEATED LETTER W AND NET

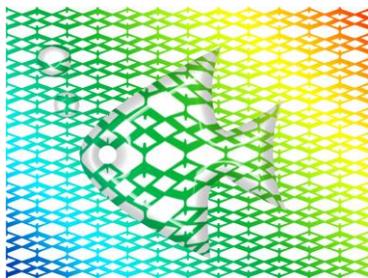


FIGURE XIV. THE FINAL RECONSTRUCTED WORK

When we see the pattern in figure 13, perhaps the fishing net occurred in our mind, the second picture (Figure 14) was designed with the continuous imagination. This picture meant to warn human that, with the quicker steps of our society, and the greedy desire of people, marine organisms has been reducing gradually. So what we should do is to protect all the natural resources and our living place, and make it better. Through the final reconstructed design work, we can communicate to others with the idea that we had better do our best to decrease killing animals and protect our earth is our common responsibility.

III. DISCUSSION

All the sources of inspiration of these reconstructed design works were based on the visual language of the extractive concept from deconstruction. The original sources were almost come from our nature or daily scenes. Colorful sceneries, beautiful songs, primitive shapes or fantastic thoughts, all these can be the inspiration for designers. For each type of visual elements, no matter is text, color or figure, they all can be the elements to the design style of the designers. Visual communication is reflecting the new artistic content under the support of modern information technology. It has a close relationship with design innovation. The desire to create new things by human being was the social basis of sequel design. And the real purpose of redesign was to find the meaning of design from the differences. There is no doubt that the reconstructed design based on the concept of deconstruction of the visual language will affect the design field or even more widely.

This paper talks about four different kinds of methods based on various element resources. The mode of thinking and the perspective of observation are very useful during the process of reconstructed design. In conclusion, the observation ability, cognitive ability, imagination ability and creativity of the designer are significant factors to rebuild an excellent work. However, the key factor is the imagination ability and the ability to make it true.

ACKNOWLEDGMENT

The project supported by South China University of Technology under the Higher Education Research Fund Projects, Grant No.: x2sj-Y1120010.

REFERENCES

- [1] Ullman, Shimon. "Visual routines," *Cognition* 18.1 (1984): 97-159.
- [2] Friedrich O. Huck, Carl L. An information theory of visual communication. *J. The Royal Society, Philosophical Transactions: Mathematical, Physical and Engineering Sciences*, Vol. 354, No. 1716 (Oct. 15, 1996), pp. 2193-2248
- [3] Rachel Alter-Gartenberg, Efficient visual communication channels. *J. Journal of Mathematical Imaging and Vision*, 1995, Vol.5 (1)
- [4] Shana Smith , Gregory Smith , Ying-Ting Shen, "Redesign for product innovation," *J. Design Studies*, 2011, Vol.33 (2), pp.160-184
- [5] Chen Bin, "A new view point of the visual transmission design," *J. Journal of Linyi Teachers' University*. Vol. 27, No. 4. Aug. 2005