

Objective and Creative Source of Visual Communication Design

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Abstract. For a long time, people only pursue a certain characteristic too much and ignore the dialectical unity between them. This article will start from the functional and artistic aspects of visual communication. How to make people directly understand the content of communication is the key to the entire communication behavior. Analyze the design purpose of visual communication design, how to obtain creative elements, and explore how to present creative materials in the best way and means to achieve the best results and results of the design.

Keywords: Visual communication design; Design objectives; Creative Elements; Differential cognition.

1. Introduction

Visual communication can make the communicator's ideas more vivid and imaginative. It makes the state and process of information transmission more artistic. In the meaning of the universality of visual beauty, the communicator is seeking formulas and empathy with the audience.

2. Design Objectives

2.1 Promotion

Modern visual communication designers are from the perspective of commercial purposes. They study how to achieve the speed of enhanced information through design methods, visually demonstrate sufficient impact, achieve unexpected results, and succeed in a positive perspective. attention.

At the same time, the exhibition design expresses its own propaganda theme, achieves attention in a certain radiation area, and attracts people to gather vision and crowds in the design and display area. Based on this, further representation of the information is carried out to achieve the target of the design audience's acceptance of the information.

2.2 Expression

In the visual communication design with the basic purpose of modern business, the designer, as the messenger of information, uses visual and concrete information such as patterns and colors to express the information conveyed by the language to make the audience of the design intuitive and specific cognition.

And how designers can express the above elements and information in a unique way and a unique way to design a visual communication design that has both artistic and information expression functions. It is the basic requirement of modern visual communication design for designers.

2.3 Behavioral Guidance

Modern visual communication is the leader of fashion trends. Modern visual designers take commercial propaganda as the fundamental premise, and the promotion of business and culture in the designer's works shows a strong era. In order to more accurately express the propaganda theme, designers spend a lot of energy on understanding the aesthetic perception and performance of the times. And the gains from the integration into the personal design.

With the promotion of visual communication design, the replacement of commercial goods, such as Figure 3-2: The change of cooking tools for rice in Chinese kitchens, fully reflects the guiding role of commercial propaganda.

Under the guidance of commercial propaganda, the pursuit and preference of clothing materials are faster and more intense. This kind of propaganda how to achieve the purpose of highlighting the promotion product through the analysis of the most desirable psychology of the design audience and then produce the audience's commercial purchase behavior, is the visual communication designer in the visual design field to highlight the advertising theme, guide the consumer behavior of the commercial purpose design.

3. Creative Sources

The creative elements of contemporary visual communication design are derived from the analysis of design-oriented customers. The key is to find, discover and meet the physical and psychological needs of customers.

3.1 Application of Aesthetics Theory Foundation in Visual Communication Design

In visual communication design, designers often use natural methods to evaluate, analyze, and compare with the relatively objective criteria recognized by the society, causing the visual aesthetic perception of the viewer.

The law of formal beauty is the experience summary and abstract summary of the formal law of beauty in the process of creating beauty. Mainly include: symmetric equilibrium, simple Qiyi, harmonic contrast, proportion, rhythm and diversity. Studying and exploring the laws of formal beauty can cultivate people's sensitivity to formal beauty and guide people to create beautiful things better. Mastering the law of formal beauty can make people more consciously use the law of formal beauty to express the content of beauty, and achieve a high degree of unity between the form of beauty and the content of beauty.

3.2 Use of Fashion in Visual Communication Design

Designers in the process of visual design in a considerable degree received the aesthetic influence of the times. And this kind of aesthetic is a kind of "fashion" trend of the times.

Trends This thing is nothing, according to in recent years, LOGO design changes, found some of this aesthetic change brought about by the design changes.

3.3 Application of Audience Orientation Analysis in Visual Communication Design

When designing and obtaining ideas, according to the specific design target audience analysis and use of design materials, visual communication design information dissemination activities, the audience as the center, in various visual design, the audience positioning is not limited but not limited. However, designers must first be clear about the audience's age level, cultural level, economic status, appreciation of grade, basic needs, and collective orientation. In order to achieve the final design goal.

In modern society, the differences in people's education level, temperament, age, gender, occupation, geography, income level, psychological characteristics, etc. are becoming more and more obvious, and the needs are becoming more and more diversified. Visual communication design audience has also appeared group differentiation, the demand has also changed from the same as in the past to differentiation, must analyze the differences among them, "differentiated" audience positioning, strive to be different; Otherwise, it is difficult to satisfy everyone's appetite. The result is that anyone's appetite is difficult to satisfy. Therefore, only in a long period of time to communicate to the audience different information products and services, meet their special needs, form a unique audience group of visual communication design, visual communication design works can attract the attention and recognition of the audience, forming a target result.

4. Differential Cognition

Visual communication design works are the "most inevitable and ultimate form" that is achieved after organizing some constituent elements with specific properties.

The elements of visual communication design are summarized as follows: text, graphics, and color. Text is the picture form of people's thoughts and feelings, and it is a visual symbol for recording language information.

4.1 Differential Cognition of Graphic Patterns

The functions of the graphics system in visual communication mainly include external functions, internal functions, overall functions and regional functions. The balance between the four functions of visual communication can form a perfect visual effect and achieve a comprehensive application of visual communication.

4.2 Differential Perception of Color Elements

As a visual language, color, together with graphics and text, conveys the content of propaganda, which is a very important expression element in visual communication performance. The design and collocation of color is to create a powerful visual impact, attract the audience's eyes, so as to sell the product and realize the economic value of the product. Proper and clever color combination can increase the visual transmission works for sensory stimulation, to enhance the visual communication effect played an important role. The relationship between the color of visual communication design and the attributes of the object content has naturally formed an intrinsic relationship for a long time. Each category of goods has deep-rooted "concept color", "image color", and "usual color" in the consumer's impression., People judge the nature of goods by visual communication design color.

4.3 Differential Cognition of Textual Language

Text is the visual expression of language. As a highly symbolic existence, it is a visual information symbol that can be published and disseminated through various media and in various forms, affecting people's consciousness and life. In the design of visual communication, text mainly plays the role of visual information transmission and is an important carrier of information transmission. It uses the unique meaning of "shape" as the medium to transmit information. People use the understanding of the word "shape" to transform it into "righteousness" and complete the transmission and acceptance of the connotation of information.

5. Summary

Based on the design goal of visual communication design, this paper analyzes the design purpose of visual communication design, and the designer's choice basis when designing and acquiring ideas. According to this, the creative material will be presented in a better way and means in the future color design exploration to achieve the best results and results of the design.

References

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