

Study on architectural space art Design Based on Emotional Needs

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Abstract. The architectural space art design is a huge and complex designing system, the relationship between the realization of characteristics and designing language is not a simple one to one relation, the usage of designing elements and designing methods may have impact on a lot of features of environment. In many cases, the utilization of some key designing elements and techniques can play a stronger role in enhancing the user's joyful experience and satisfaction, which can have more emotional care for the users.

Introduction

Nowadays, life in modern city is getting busier and busier, too heavy work can make modern people physically and mentally exhausted. At the same time, the arrival of the information age and the popularity of information tools can make people close themselves in the virtual digital space for a long time, who must ignore the normal communication with the other people. So it is more and more significant for people to have dialogue and communication with other people, with nature and culture as well. When people get strong support in life, they will begin to pay more attention to their spiritual life, seeking to meet the emotional attention from their group members. They need more communications with others to release emotional catharsis, who need more communication in an easy and simple emotional way, or an exotic atmosphere of life. This kind of emotional appeal is the central idea of the emotional design, architectural space arting from the perspective of meeting consumer's emotional needs, in accordance with the emotional designing tools, in the form of environment architectural space art design, to realize the environment and people's emotional communication, which can be called architectural space art designing concept that is based on emotional needs.

Overview of architectural space art Design

"architectural space art design" is a set of concept including three different concepts, namely, concept of environment, concept of architectural space art and concept of design. The concept of "environment" can be regarded as all the space we can recognize, as well as all the materials and intangible factors contained within the space. While the concept of "architectural space art" refers to the architectural space artificial architectural space art creation, which is the embodiment of the fusion performance with various architectural space art forms in the environment, so as to beautify the environment and please people, such as sculpture, painting, architectural space arts and crafts and so on. "design" is based on the objective materials, taking the research result of modern science as the guidance, which is also the working process to create an ideal living space, so as to establish the organization and structure of environment. Human ideal environment should be scientific and rational, which should have good ecosystem, perfect social system, reasonable allocation of natural resources, with scientific construction of the living space, among them, it contains all the research in the field of natural science.

"Creation of architectural space art design" includes not only the spatial forms and layout, with more forms of expression, which is not simply to beautify the environment, but also to meet the higher spirit demands of the people, paying more attention to people who can regulate and control emotion in the environment. The entire practical activities of architectural space art design is a kind of process that human emotion turns into things, which can make the environment release emotion, have stimulation reaction, evoke memories and stimulate imagination. Generally speaking, the

architectural space art design can be regarded as a kind of activity that can create visual pleasure, which is a shaping process to pursue pleasure of visual form.

Related Analysis of Emotional Needs

Needs are the market basis of designing products, products not only should meet the user's common psychological needs and material needs, but also should meet the user's psychological pursuit and spiritual pursuit. The process of designing products is a process of solving problems, the discovery of demand problem is the motivation and architectural space arting point of the design activities. That is to say, the cause of designing an product is because of people's needs. Thus, motivation is the internal driving force of the bases. According to modern psychology research that emotion is caused by event, physiological status, cognitive process, which is restricted by the three factors, among them, the cognitive factors is the key factor to determine the nature of emotion, which can be shown in Fig. 1.

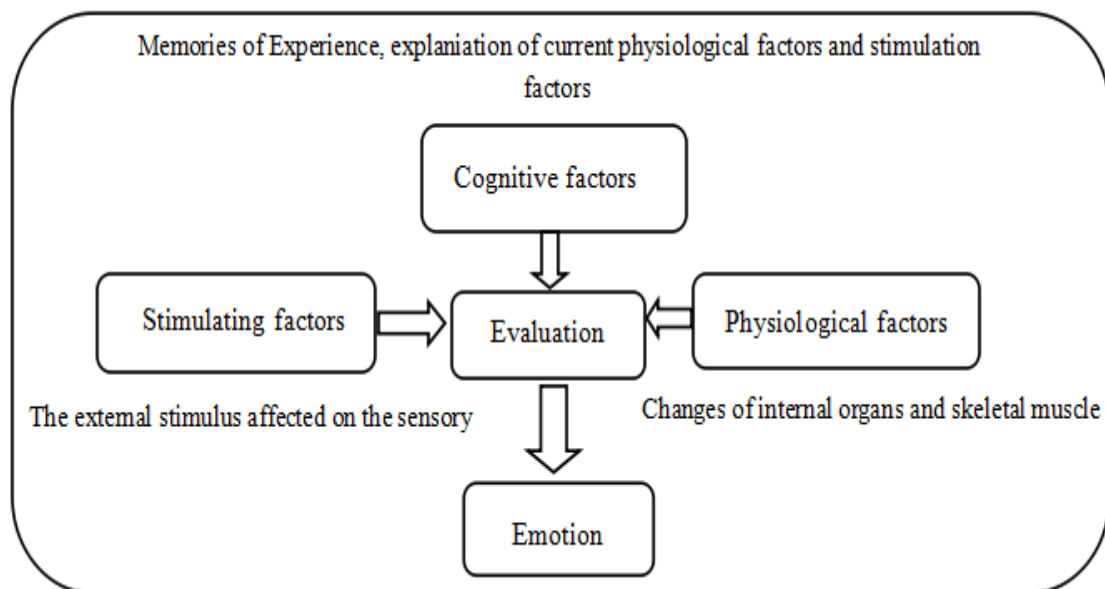


Fig. 1 Model of Generating Emotion

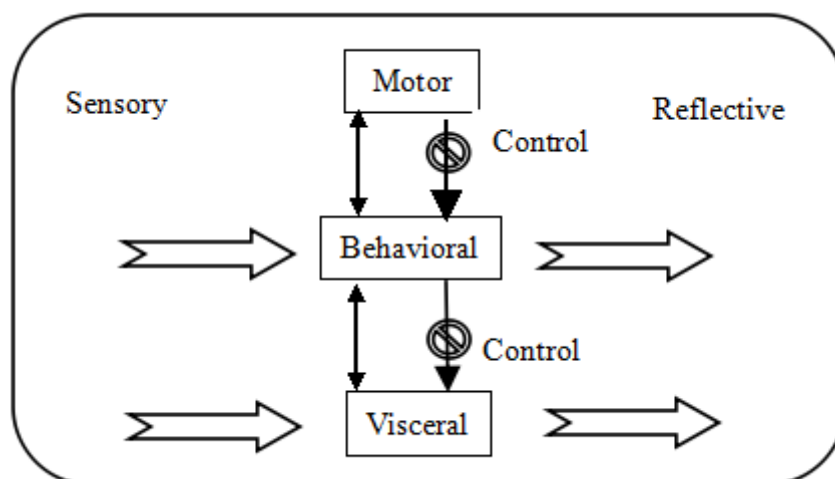


Fig. 2 Level of Emotional Design

Emotional design is a kind of emotional designing concept that is developed in USA, this concept thought that the true value of products is to meet the user's emotional needs, the purpose of which is to make emotion into products through a variety of shapes, colors, mechanism and other designing elements, when consumers use the products, people can get the spirit of joy and feel satisfied and pleased, stimulate people's imagination and even produce resonance. Professor Donald

Norman thought, design can be divided into three levels: automatic pre-set layer, which can also be called as Visceral level; the level contains the control behavior of common brain activity, which also can be called as Behavioral level; the level of brain's thinking, which also can be called as Reflective level, shown in Fig.2.

Architectural space art Design Ideas Based on User's Emotional Needs

The Application of Designing Language to Meet the Visual Aesthetic Emotional Needs

Based on the analysis of using groups' emotional needs, organizing and selecting designing language to meet the target groups' using visual aesthetic emotional needs becomes the key link of this practice. It is through designing elements, structure of organization, the usage of designing techniques and so on to meet the emotional needs of the visual level with the following characteristics: "rich", "order" and "novelty", which can be combined with the aesthetic designing skills to attract user's attention. While designers should consider whole process of designing, combined with the modeling elements and structure, as well as its effect on user's aesthetic feeling to have comprehensive consideration. Only in this way can meet the emotional needs from the user's visual aesthetic layer.

Meet the Emotional Pursuit for Being "Personalized" of architectural space art Design

Paying attention to the highlight of being personalized characteristics, regarding environment architectural space art design as a means that can identify modern people. "Personalized" feature will also develop architectural space art design expression level and emotional capacity to a certain extent, which can provide unlimited space for users, who can stimulate the sense of being identified and confirmed. With the personalized layout of the design, it can reflect the individual value or value of a certain group, attitudes, aesthetic standard, and so on. While the same pattern with no characteristics can not reflect the differences in the design, which may cause user's "alienation". The experience of human beings is very rich, but the vast majority of people do not have time to reflect on their own experience. However, by emphasizing the "personalized" feature of environment, users can arouse memories and their experience can be confirmed, therefore, the design can get its aesthetic significance. So designers should put focus on the representation of life experience, stimulate "personalized" memories with architectural space art design, which can be more likely to cause users to have self-recognition. Putting focus on the "personalized" feature, trying to meet the user's mental needs and spiritual needs, then users will get sense of pleasure brought by happy life experience.

Application of Designing Language to Meet Emotional Needs of the Reflection Layer

In recent years, the development of social industrialization is so rapid, which can bringing the convenience for the life of people, but also can bring disastrous irreversible damage to human living environment. The rapid growth of population, shortage of natural resources, pollution and other social and problems make people put more and more concern for the environment. Protecting natural and desiring nature has increasingly become the consensus of people. People put increasingly concern on the ecological environment, which makes the architectural space art design reflect the respect for nature, pay attention to protection and son on. Therefore, nature has become a fashion environment architectural space art designing trend, in line with the value of modern people. According to the user's and group's higher demands on "fashion", combined with the selected arc curve elements, designers can put focus on the structure form of the rhythm, adopting "nature" as the theme, so as to achieve the feature of "fashion".

Conclusion

Culture is the reflection of certain political and economic development, which can meet the user's cultural demands, thus designers should inherit and learn from the excellent historical and cultural tradition as well as experience during the process of designing, who also should combine with the characteristics of era to design. Highlighting the feature of "culture" during the process of designing the architectural space art can absorb and make reference from the historical and cultural

resources, digging the regional culture, so as to show strong national style and connotation in the architectural space art designing process. In this way, it can satisfy the user's love towards traditional culture and expectations, which can contribute to designing works and creating good interaction and resonance. Designers obtain the elements from the historical and cultural resources, through the methods of abstract, generalization, decomposition, simplification, exaggeration and other processing techniques to make elements coordinated between form and content, work and environment.

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