Visual Communication Design of "Going as Wanted"

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Abstract—**Design is defined to be a dynamic course where plans, imaginations and solutions are shown through visual communication, especially the development of design and visual communication has brought infinite convenience to the society and human being, promoting information communication between people and stimulating ideas communication and exchanges, in addition, a new visual art and visual culture come into being. Nowadays, what's design and how to design are what every designer should think necessarily. Top creatively and mastering skills are necessary weapons for designers, and all designers are expected to create a brilliant future hand in hand.**

Keywords—design thought; technical means; design technique

I. INTRODUCTION

Visual communication design is to demonstrate the thought, concept and intention through artistic languages or graphs that need to be expressed or spread on the basis of graphic design, aiming to make advertisements and promotion. Designers are requested to accurately master and reflect the design intentions on all aspects such as design thought, processing methods and presentation. At present, the society is in a co-existing time between traditional and modern, historic and future, old and new, real and visual, and media types are diverse and intensive, and modes for the public to access to information have changed greatly, how to get usable information in the quickly changing lives, how to make a design work impressive and easy to member for the public in order to achieve goals of advertisements have raised higher, more realistic and more urgent requirements to designers who are required to dare face challenges and work hard to explore unceasingly.

II. DESIGN THOUGHT FLYING FREELY

Design thought or creativity is soul of works, it is a creative thought, besides, modern visual creativity aims not to mechanically expound, instead it adopts a brand-new visual image to attract the visual attentions of the public and further initiate the thinking of the people who will understand the semantics in the information communication through participation. Then where do the thought and creativity come from? It cannot be copied directly or made without foundation, actually it is a design skill and even the externalization of design nature, in addition to innate skills, more attentions shall be paid to the accumulation in experience and knowledge, making thought fly freely and doing what we can in the world of design works.

Based on different types, visual creativity can be divided into graphic design creativity, three-dimensional design creativity and movie & TV carton creativity. With regards to the graphic design creativity, it is focused on expression of emotion forms and revelation of attributes of things. Seen from techniques, the creativity can be divided into coessential creativity, structure creativity, analogy creativity and form creativity

A. Coessential Creativity

Substitution and fusion methods are mainly used to make two graphs which are basically independent of each other and even inconsistent (heteroid) to form an integrated new visual image (coessential) through some similarity owned as link so as to initiate attentions and thought of the people and understand the internal correlations between attributes of things.

B. Structure Creativity

Based on abstract purification, it breaks original structure orders and provides characteristics of fantastic appearances to initiate the people to re-understand things or highlight some special attributes of things. With regards to the structure creativity, purification method is generally used to reduce unnecessary elements and take visual languages aiming directly at the theme.

C. Analogy Creativity

It is a creative method which adopts metaphor, personification and super combination to compare different things through some similarity. For example, design a poster for a music festival, designer may skillfully compare the operating methods of earphones and respirators, showing a theme concept that music cannot be missing for life.

D. Form Creativity

It is a creative method which puts an abstract emotion on things through principles of forms of visual languages in order to achieve communication.1

Creativity can not be got when wanted; it shall be accumulated in daily life. Seen from depth, it is a reflection of professional art thinking skills and perception; seen from range, it is a reflection of accumulation of living experience and

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1 Creative Thinking of Art Design, Written by Cui Yong 14

design concept and art quality. The more the accumulation, the more the chances to present creativity are.

III. DESIGN TECHNIQUE RISING IN A NEW FASHION

Regardless of graphic design, product design or building design, in order to accurately express what we want, in addition to the creativity itself, expression methods play an extremely important role. High quality processing techniques can make design works produce strong impacts and tasteful visual effect. With the technical development and progress, the design expression methods are upgrading as well: freehand sketching—relief printing—litho print—photographing—computer aided—digitalized. Nowadays, in order to achieve a creativity, we have been offered limitless convenient conditions in the digital time, and the digital technique in image retouching and synthesis, and a click may create countless wonderful virtual spaces, which achieve processes that cannot be done in traditional drawing and photographing, before the digital technologies, you can expand your imagination as widely as you can.

A. Combination of Freehand Sketching and Computer Software

Nowadays, computer-aided design has been widely used in visual communication design field; freehand sketching design still predominates though. Core of a design is creative conception, freehand sketching design and computer-aided design. Freehand sketching may express what designers create faster and more directly, which are basis for computer-aided design, an important way for fostering design thought and enlightening creative inspiration and a key means to express what designers have in styles. So freehand sketching cannot be replaced, yet we cannot ignore the artistic effect made by computers either, and it needs to apply logically and combine the two together. In old years when computers were not widely used, freehand sketching is the only way and technique to present visual languages, going with the economic development, more and more modern materials have produced, and the forms of expression are becoming diverse as well, and there are more alternatives, and the computer software application has made it more convenient for presentation of an art and batch printing. Basic starting point for modern visual communication design is creative thought of human brains, which cannot be replaced by computers. With regards to an excellent and creative design, the sparkle of inspiration just comes from repeated imagination, conception, confirmation, deny, re-confirmation and re-deny through freehand sketching during a design. It is true that the progress and application of modern computer technologies have provided more convenient technique and methods for design, yet if cannot be expressed accurately through freehand sketching, even designers are skilled at computer operation, it's still very difficult for them to turn creative thought in brains into excellent visual images. So with the computer software used, the freehand sketching is still is necessity. The communication between humans is done through languages, and the communication between design and humans is achieved through design function and forms.2

B. Combination of Photographing and Visual Creativity

Works expressed through photographing technique can be visual and persuasive, which contain visual photographing languages and creative languages. Advertising works expressed photographing can present pictures through visual photographing languages, which purse direct and shocking visual expression, besides, the application of creative languages can present surreal interests and tastes through photographing language technique and follow-up combination. Gunter Ram bow, a famous European designer had an advertising works with Montage photographing in the 1980s, which adopted accurate and vivid visual languages plus subtle photography techniques, becoming a model for others to pursue since then. The visual languages in advertising designs bring a visual enjoyment of being simple and modern, and changes from photographing to pictures, and traces can be found in the transformation of design styles of Gunter Ram bow. In the 1990s, a great number of designers were enchanted by advertising photography, his thought changed once again, and he turned to new styles of being pure, simple, clear and strong in vision, which led the advertising design in a stage of symbol graphics. Graphic creative advertisement is a simplified work which is simpler and meet fast-paced life of the people, generally the advertisement works expressed through creative graphics are having deeper connotation in themes. Transmission in the information era is much focused on multimedia, which can provide more information in vision and auditory. It signals that visual language will be a main transmission form in the era. In the meantime, technical development has made the information transmission largely be out of the restriction of transmission forms, so it also brings wider space for application of visual languages.

IV. DESIGN ELEMENT BEING THE FIRST TO GO

Basically visual design is achieved by a designer on the given project where design elements such as graphics, letters and colors are arranged in forms of being logical and beautiful in version. The results of design element arranged will directly decide the design quality effect.

A. Characters to Read

Characters are an important of human culture, which are visual symbols to record languages and a way for the people to communicate by pictures. Main functions of characters are to pass what designers need to show to the people in visual communication, which requires well considering the effect of characters as a whole and bringing the people clear visual image, therefore, characters in design shall be avoiding disagreement, which shall be kept easy to read and understand but not just a design. The basic goal of characters is to better and more effectively pass what designers want and express the design theme and conception. The result of characters arrangement will have direct impact on the effect of visual communication. So characters design is an important art to strengthen the effect of visual communication, improve works appeal and endow aesthetic value to designs, the design shall not only correctly express the creativity but also cooperate

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2Significance of Freehand Sketching in Modern Graphic Design, Zhu Baozhu: *Beauty and Time* (I), Jan 15, 2012.

with pictures so as to maximize the design expression and infectivity.3

B. Graphics to Read

Generally graphics are taken as a world language, for it has no difference in nation, nationality, sex, age, culture, language and so on, which can be read by everyone, main reasons are graphics are much more vivid, specific and direct than characters, which need no translation but can express diverse languages through a graphics. Graphics are visual and appreciable, and it is spiritual process on an image from a higher level cognition. The goal to transmit graphic information is not as easy as to draw, design, post or release graphics, instead, attractive graphics are used to deeply impress the people and make them understand what it contains. Nowadays information and amusement recipients are guided by graphics. The feeling on graphics shall include not only elements such as point, line and surface, logical structure based on mathematics logic but also spirit structure based on expression through kinetic potential, feeling, significance, sentiment and imagination.

C. Beauty of Color

Color is the first visual language for the people, and changing colors may bring us different sensory stimuli, promoting different mental reflections. Colors are closely related to the people's psychology and mental responses, and the first image of the public get from advertisements is achieved through colors. All colors, whether showy, elegant or dark will influence the public's attentions to advertisement contents. With regards to a design of poster advertisement, whether the whole picture or graphics cannot exist without colors and the colors play a decisive role in information communication and feeling presentation of advertisement posters. The thought of colors to pass can produce corresponding feelings, and colors vary with feelings. For example, warm, bright and pure colors can make us positive; cold and dark colors make us negative. So warm and cold colors may show different product attributes. With regards to visual psychology of colors, most think that colors have hints in connection and feeling. And the reflection of the people in thought on colors is kind of subjective, and the vision and feeling of colors will psychologically form color feelings. To study and apply the symbolic significance of colors will play an important role in advertisement designs, and colors can be used to express symbolic significances, and human feeling and color symbols will form resonance in psychology, making creativity and design much more charming.

V. Conclusion

The development of design especially the graphic design has brought unbelievable convenience to the society and human being, which promotes information communication and stimulate idea communication and forms a new visual art and culture. Going with frequent international exchanges, trades and technical progress, though graphic designs are changing, yet it is always to serve the people, therefore, what's design and how to design are what every designer should think necessarily. Facing the highly developing science and technology and driving by aesthetics and fashion, more studies are required on colors and materials for visual communication and art, and designers are also required to change concepts, grasp design direction and study design forms on the basis of visual communication in order to raise the graphic design to a higher level.

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