

The Application of Artistic Thinking in Art Design

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Abstract: This paper discusses the main function of artistic thinking in art design and how to make good use of artistic thinking to guide art design; through the elaboration of the types, functions and laws of artistic language, the paper discusses the expressive ability of artistic language in art design and how to use artistic language to embody art design; finally, the dialectical relationship between artistic thinking and artistic language is summed up, and by this, the paper clarifies what significance artistic thinking and artistic language have to art design as a design method and how to apply them to us.

1. Introduction

Artistic thinking is the first fundamental element in mastering the world of art. Because any production activity or way of mastering the world by humans is purposeful and planned. Before starting production activities, one must first create the purpose and result of labor in the form of appearances or concepts through analytical, comprehensive, abstract, and generalized thinking activities in their own minds. The artistic imagery formed by artists in their minds through artistic thinking determines the direction of artistic activities, mediating every action in the activity to align with the purpose and requirements of the creative activity, that is, to achieve the desired result at the end of the activity. When we engage in the process of environmental art and design, we also need to have artistic thinking. Using artistic thinking to guide our artistic design, beautify our environmental design, enrich our design ideas, and improve our design level, making artistic thinking the guide of design, the inspiration of creation, and the premise of innovation. Artistic thinking is a necessary prerequisite for engaging in any activities related to art, and is a necessary part of the entire artistic activity chain. Therefore, we should fully understand and strengthen artistic thinking. All workers and researchers engaged in the field of art should possess a good artistic thinking ability and the ability to construct a standard artistic thinking framework.^[1]

2. The status of artistic thinking in environmental art design

"Environmental art design", since it involves the term "art", is inevitably inclined towards the artistic aspect of environmental design in design. Artistic things must be catalyzed by artistic thinking in the process of transformation. If there is a lack of participation in artistic thinking, the ultimate transformation will not be environmental design with artistic elements. So in the process of artistic design, the gains and losses of artistic thinking are related to the success or failure of the design scheme.^[2]

The essence of artistic thinking is the dialectical unity of imagery thinking and abstract thinking, but in the system of artistic thinking, imagery thinking is required to have a relative advantage (conversely, it is called scientific thinking). Therefore, artistic design is actually achieved through imagery thinking to achieve artistic design.

Imagery thinking refers to the sensory thinking activity in the human brain that uses memory representations as materials and processes them into new artistic imagery series through association and imagination. From the concept of imagery thinking, we can see that the process of artistic design involves forming new artistic images through association and imagination, and the generation of new artistic images is the key to artistic design, the result of artistic design, and the creativity of artistic design.

Therefore, in order to achieve artistic effects and innovative goals in art and design, we need to have advanced associative awareness and rich imaginative thinking, as well as the most extensive use of emotional materials that can resonate with our hearts and minds; We need to have a sensitive sense of smell and sharp insight, as well as the maximum degree of emotional thinking that can showcase personality and innovative will. We need to have a unique observation perspective and avant-garde aesthetic concepts, as well as the widest degree of emotional awareness that can convey feelings and emotional tone. Because it is the artistry of design, we should pay attention to the position of artistic thinking in design, give full play to the active role of artistic thinking in thinking, fully mobilize our emotional understanding, master new imagery thinking to react in the design scheme, and achieve the perfect integration of art, thinking, and design. So artistic thinking plays an important role in art design.

3. Artistic language and its types in artistic thinking

Art language is not only a tool for all artistic psychological and thinking activities, but also the material shell of artistic works that are objectified for appreciation. Art thinking exists in the ideology of the human brain, that is, invisible and intangible material. We only have the necessary conditions to work in the field of art and have completed the basic work of conducting research in the field of art. To ultimately convey or express artistic thinking to art connoisseurs or admirers, we need a solidifying agent that can solidify this artistic thinking in tangible materials that can be seen and touched. And the medium that can serve as this solidifying agent is our artistic language.^[3]

Art language refers to literary language and all artistic thinking materials and artistic expression methods that play a similar role in various types of art. It can be seen that the content contained in artistic language is relatively broad, mainly because in the process of objectification of artistic psychology and artistic thinking, not only language and literary language are used, but also many other artistic expression methods that play a similar role to literary language or representations that have not yet been integrated with language are also used. This not only reflects the difference between artistic language and general language, but also reflects the importance and irreplaceability of artistic language.

Therefore, while cultivating artistic thinking ability, we should also pay attention to the cultivation of artistic language ability. Only in this way can we accurately, vividly and vividly convey our artistic thinking to the outside world, and also provide a way for the manifestation of artistic thinking.^[4]

Art language is the sum of literary language and all artistic expression methods that play a similar role to literary language. All artistic expression methods that play a similar role to literary language include the basic materials on which artistic thinking is carried out - representational language, various material media, artistic layout on material media, various artistic expression methods, tools used in creation, and other means. The cultivation and expansion of artistic language ability can be approached from the above aspects, so that it can be applied freely, by utilizing these expressive methods and techniques for creative talent and technology. The following will elaborate on the types of artistic language: literary language, which refers to the expressive, refined, and beautiful language selected from oral and written language in the process of literary conception and creation. Representation language is the foundation of any artistic thinking, and in artistic imagination, representation often plays a more important role as an artistic symbol than language. Material media, any art must rely on a certain amount of material as the medium for creation, otherwise, there is no way to use this media as the material for creation. ^[5] The artistic layout and structure on material media is one of the important contents of artistic expression, which runs through the entire process of artistic thinking and objectification. The tools and methods of artistic creation, an important aspect of artistic expression, are various means and methods with comparable artistic expression effects; Using coordinated and staggered design patterns as a method. The means of artistic expression is an inherent artistic skill, which is manifested everywhere from various other means of artistic expression.

In short, learning and understanding the concepts and types of artistic language helps us distinguish between artistic language and other types of language, as well as master the characteristics of artistic language. It also helps to strengthen and apply our artistic language abilities, achieving the organic

unity of interdependence and interaction between artistic thinking as a carrier, artistic language as a content, artistic thinking as a guide, and artistic language expression. In terms of environmental art design, guiding design through artistic thinking and reflecting design through artistic language; Guiding design with artistic thinking and expressing design with artistic language; Utilize artistic thinking to expand design, and use artistic language to interpret design. Paying attention to the relationship between artistic thinking and artistic language is beneficial for us to design more beautiful, personalized, and emotional designs in environmental art design.

4. The Activity Law of Art Language

The application rules of artistic language have rules to follow and are constrained by certain specific relationships. Therefore, let's understand and briefly describe the laws of artistic language: the interaction law between specific artistic language and specific artistic categories, that is, specific artistic language symbols determine corresponding specific artistic categories, and specific artistic categories require corresponding specific artistic language symbols to express. The law of mutual expression between artistic language and artistic thinking, artistic thinking and artistic language are mutually restrictive, artistic thinking determines artistic language, and artistic language reacts on artistic thinking. The transformation law between internal artistic language and external artistic language refers to the various artistic language symbols used in the author's mind for thinking; External language refers to various symbols created and designed by humans based on their own social practice needs. The identity between conscious and unconscious use of artistic language is that in artistic design, conscious use of artistic language plays a leading role, while unconscious use of artistic language is generated under the premise of long-term conscious use of artistic language for thinking, sometimes generating artistic inspiration. The law of alternating use of various artistic languages, artistic language is a complex series of language symbols that can be used interchangeably according to needs. The above are the activity patterns of the five artistic languages. Understanding and mastering these patterns will help us to have rules and regulations to follow in our artistic activities and behavior process; On the other hand, regarding the basic laws of artistic thinking in the five artistic languages, we should also note that the five basic laws are mutually restrictive, complementary, and mutually reinforcing. Therefore, whether these five laws can be flexibly applied is a necessary means for us to transform artistic thinking into reality; It is the main way for us to refine artistic behavior as the center; It is the source of our excellent artistic creation; It is the guarantee for us to establish unique artistic goals.

From the perspective of environmental art design, the five rules of artistic language are equally applicable. The reason is that environmental art design incorporates art, which emphasizes the relative advantage of imagery thinking and artistic thinking as the objective and tangible language of art. Therefore, environmental art design tends to express personal emotions more and emphasizes unique and distinctive expressions; More inclined towards the combination of aesthetics and application. The standardized use of artistic language will promote the rapid and good development of environmental art design.

In summary, we have gained a certain understanding of artistic thinking and language, and have elaborated on the relationship between the two and environmental art design. So, what is the relationship between artistic thinking and artistic language, and what is the guiding significance of the relationship between the two for environmental art design? Here are a few conclusions: Firstly, there is a dialectical unity between artistic thinking and artistic language. Firstly, artistic thinking plays a guiding role in artistic language. Before engaging in any artistic activity, we consciously or unconsciously use our brain's thinking to outline a sketch for practical activities. Whether it appears in objective reality or subjective imagery, artistic thinking always appears first before artistic practice. Secondly, artistic language has a counter effect on artistic thinking. Art language is the ultimate materialized form of artistic thinking, and its utility can counteract artistic thinking and promote its sublimation. Thirdly, the dialectical unity between artistic thinking and artistic language has guiding significance for environmental art design. For environmental art design, artistic thinking is mainly reflected in the initial stage of scheme finalization. Scheme design is the first step in the entire

practical process and also the basic prerequisite for later work. At this stage, artistic thinking always dominates the progress and final effect of the plan, playing a leading role. As the scheme stage approaches its end, the artistic language will be reviewed and feedback information will be provided to the subject of artistic thinking to promote the improvement of artistic thinking and the optimization and reproduction of artistic language. Emphasizing the dialectical unity between artistic thinking and artistic language is conducive to the emergence of excellent solutions; Beneficial for the expansion of artistic practice; Beneficial for the accumulation of design experience; Beneficial for improving the level of design. Therefore, the dialectical unity between artistic thinking and artistic language has important guiding significance for environmental art design. Secondly, the application of artistic thinking in spatial environment design activities. Artistic thinking is the dual processing of phenomena and essence, with a focus on emotional forms and following the emotional logic of individuality. The former summarizes individuality with commonalities, while the latter displays commonalities with individuality. The former is the effect of nature on human spirit, while the latter is the effect of human spirit on nature. The unique dual processing of artistic thinking results in changes in both sensory form and rational content, forming a new aesthetic image unity, resulting in the birth of new artistic images and artworks.

5. Conclusion

The application of artistic thinking is of great significance for enhancing the creation of environmental spaces. Therefore, in the conceptual process of environmental space design, the positive and accurate application of artistic thinking can greatly enhance the practical value of environmental space design. Based on the design objects, usage needs, and behavioral inertia of the environmental space, creative and personalized applied artistic thinking can effectively enhance the connotation and quality of environmental space design. The combination of artistic thinking and spatial environment design in the design stage is conducive to reflecting the uniqueness of art and design, maintaining emotional integration, showcasing the artistry of art and design, maintaining rational integration, and showcasing the rationality of art and design.

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