

Innovative Application and Research of Visual Thinking Mode in Visual Communication Design

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Keywords: Visual Communication Design; Visual Thinking Mode; Innovative Application

Abstract: Visual communication design, as an important part of the design field, has been progressed and improved with the rapid development of multimedia technology, information technology and computer network technology, and is widely used in advertising, architecture, garden and other fields. Based on this, this thesis takes the visual thinking mode in visual communication design as the research object, based on the experience induction and summarization, briefly analyzes the innovative application of visual thinking mode, including the meaning of innovative application, the principle of innovative application, and the innovative application strategy. Improve the level and ability of visual communication design.

1. Introduction

With the continuous expansion of the scope of application of visual communication design in people's daily life and life, the degree of application is deepening. People have put forward higher requirements for visual communication design. How to design a good visual communication works has become a key issue for designers to think about. Innovating and guiding visual communication design innovation with visual thinking mode can effectively enhance the visual communication design effect and enhance the design communication design ability. The following are some of my understanding of the innovative application of visual thinking patterns in visual communication design, which is intended to lead the way.

2. Significance Analysis of Innovative Application of Visual Thinking Mode in Visual Communication Design

Analysis of visual communication design and visual thinking mode connotation: visual communication design is an important part of the design field. It mainly uses visual symbols such as words, pictures and logos as the carrier. With certain material materials and science and technology, it will express information. Designs that convey emotions, art, aesthetic concepts, etc. in a visual form [1]. And visual thinking is the process of thinking, analyzing, understanding and creating things in the process of people watching things. Under normal circumstances, visual information can be transmitted to the brain through visual senses. After brain analysis, it will have a certain understanding of the visual information, and in the process of understanding and understanding, generate certain thinking and promote behavioral innovation. It can be said that visual thinking is the foundation of the smooth development of visual communication design activities, and is also an important means to promote the innovative development of visual communication design.

Under the development of the new era, visual communication design has new requirements and new challenges. For example, in the context of paying attention to the transmission of information, it emphasizes that visual communication design works have better visual artistic performance, and can meet the needs of the masses of people in a timely and accurate manner, and the aesthetic needs of art. Through the innovative application of visual thinking mode, the human-oriented design principle can be infiltrated into the visual communication design practice. According to the human visual and thinking characteristics and laws, the visual communication design elements are scientifically configured to make the visual communication design more suitable for the audience. At the same time, the innovative application of the visual thinking model can realize the innovation

and transformation of the designer's thinking, enabling it to design and innovate according to the visual communication design requirements, combined with the changes of the times, to design a personalized and diverse works to enhance the vision. Communicate the persistence, innovation, advancement and rationality of the design to meet the development needs of the visual communication design.

3. Principle Analysis of Innovative Application of Visual Thinking Mode in Visual Communication Design

On the basis of clearly understanding the innovative application meaning of visual thinking mode in visual communication design, and establishing the innovative application consciousness of visual thinking mode, we should have a certain understanding of the innovative application principle of visual thinking mode to ensure the scientific and rationality of the innovative application of visual thinking mode. , feasibility, and achieve effective improvement of visual communication design quality. Based on the experience summarization and summary, the innovative application principles of visual thinking mode in visual communication design mainly consist of the following:

3.1 Thematic principles

One of the most striking features of human visual thinking in the process of visual communication design appreciation is that the visual focus is on the most interesting, prominent, profound, and unique position of the whole work [2].Therefore, in the process of visual communication design, according to the characteristics of human visual thinking, the visual communication design theme should be accurately grasped, and the design theme should be clearly and effectively displayed to the audience through the design elements. Taking the visual communication design in an advertisement design as an example, in the layout of the screen, the advantages of the advertising product and its products should be set at the visual center position (usually at the center of the screen) to enhance the information identification and the core information of the product. Timely, accurate and effective transmission to the masses, deepen the memory and understanding of the masses.

3.2. Comparison of the principle of unification

In the process of visual communication design works, visual thinking is based on the image of the mind, and the reconstruction and analysis of the art form. The image in the mind can be created by visual elements, including color elements, graphic elements, and light intensity. Taking Figure 1 as an example, the contrast between black and white gives us a clearer and more accurate understanding of the shape of the object; with white as the background, it is placed behind the black graphic to form the basic space, and through the graphics and background. The difference between the positions shows the difference in depth between the graphic and the background. When comparing a and b, people feel a more three-dimensional and make the static graphic change dynamically.

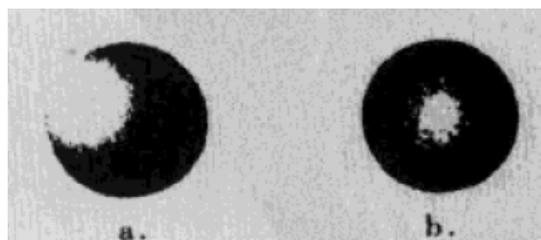


Fig.1. A and B

3.3. Proportional coordination principle

In the visual communication design, the proportion of control is the relationship between the design as a whole and the design part, the design part and the design part. Therefore, the degree of

coordination of the ratio directly affects the quality of the visual communication design layout. In this regard, designers should follow the principle of proportional coordination, accurately grasp the proportion and scale of visual communication design, enhance the visual sensory experience of the overall layout of the screen, and ensure the integrity and accuracy of the information transmission.

4. Strategic Analysis of Innovative Application of Visual Thinking Mode in Visual Communication Design

The innovative application of visual communication design visual thinking mode can be improved and optimized from the following aspects to improve the quality and effect of visual communication design, and make visual communication design more innovative and creative.

4.1. Design concept should keep pace with the times

With the rapid development of social economy, science and technology, culture, etc., people's life concepts and living habits have undergone tremendous changes, and new aesthetic concepts and modes of thinking have been formed. In this regard, in the visual communication design, the designer should adhere to the principle of people-oriented and pay attention to the design concept to keep up with the times in order to enhance the appeal, influence and attention of visual communication design works. Under the guidance of advanced design concepts, it promotes continuous innovation in design behavior, allowing visual communication design works to break through the inherent constraints, more practical, artistic, scientific, and contemporary. Taking the logo design as an example, the designer can combine the visual communication design with the ecological civilization construction under the current environment of promoting green development and harmonious coexistence between man and nature, introducing ecological concepts, and enhancing the logo charm by capturing and depicting natural phenomena. ,as shown in picture 2.



Fig.2. Logo design based on ecological concept

Since the innovation process of design concept is a process of dynamic change and development, designers need to continuously learn from professional knowledge, accumulate design experience, and continuously communicate design skills to enhance the comprehensive design ability, and reflect the design requirements and design concepts. .At the same time, designers are required to have the ability to discover beauty, refine beauty, and express beauty, so that the work fits the aesthetic ideals of the public and meets the aesthetic needs of the public.

4.2. Design thinking should strengthen training

In visual communication design, the innovative application of visual thinking mode is mainly reflected in: (1) the innovative application of divergent thinking. That is to be able to visually convey the design theme, from multiple angles, multi-faceted analysis and design, to obtain a variety of visual communication design works. At the same time, based on the existing innovative design, we can draw new inspirations and make new ideas for visual communication design [3].(2) Innovative application of reverse thinking. That is, in the process of visual communication design, the designer can break the inherent design concept and mode according to the characteristics of

human visual thinking, and explore the problem from the opposite direction to obtain new design ideas and make the visual communication design more personalized and establish. Unique style and image.(3) Innovative application of Lenovo thinking. That is to say, in the process of visual communication design, the design and the theme can be combined with the aesthetic characteristics of the public to carry out associations and phenomena, so that the visual communication design can be organically combined with the natural environment, life phenomenon, traditional culture, animation animation, etc., not only enriching the design resources. Enhance design creativity and make the design more intimate and appealing.

The innovation of divergent thinking, reverse thinking and associative thinking can be strengthened through cultivation. In this process, designers should be good at thinking about problems from multiple angles, so that the works are close to life, close to the products, close to the public, and close to the times. At the same time, actively participate in exchange activities, learning activities, appreciate the design thinking of different designers, and convert it into its own energy, improve the level and ability of visual communication design.

5. Conclusion

Visual thinking is an indispensable existence of visual communication design. Its innovative application can enhance the richness, accuracy, diversity and innovation of visual communication design. It will convey the information, emotion, culture and aesthetic concept of visual design design. Wait for effective presentation. In this regard, on the basis of understanding the importance of the innovative application of visual thinking mode, we should pay attention to the strict observance of the basic principles in the application, and continuously improve the innovative application ability of our visual thinking mode to improve the quality and efficiency of visual communication design and promote vision. Communicate the maximum use of design features.

Acknowledgement

- 1) 2019 Hainan philosophy and social science planning project “research on brand of beautiful rural tourism culture in Qiongzong south region under the strategy of rural revitalization”;
- 2) 2019 teaching reform project of Hainan tropical ocean university “practical teaching research of applied undergraduate art design major under the background of modern apprenticeship”;
- 3) The 2019 teaching reform project of Hainan tropical ocean university “research and practice of innovative and entrepreneurial education of art design college students under the background of applied universities”;

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