

Symbolic Analysis in the Field of Visual Design in the Digital Age

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Abstract: Symbols are an exchange medium that can be used for emotional expression. Influenced by factors such as region, culture, environment, customs, etc., different symbols have different meanings. This paper analyzes the symbolization of visual design in the digital age, introduces the meaning of symbols in visual design, studies the use of symbols and the relationship between them and emotional expression. Promote the symbolic development of visual design and enrich the emotional connotation of the work.

1. Introduction

Symbols are the earliest ways to record things and express emotions. In contemporary society, symbols are used as a special language and one of the important elements in visual design. In the field of modern visual design, excellent works tend to excel in emotional expression, which is also an inevitable development trend that matches people's aesthetic concepts and emotional needs.

2. Introduction to Symbols in the Field of Visual Design in the Digital Age

Visual design can be regarded as the expression process of symbols, and the symbols are used as tools to express the ideas, themes and emotions of the works. Therefore, when judging the advantages and disadvantages of visual design works, whether the use of symbols is reasonable and accurate is an important indicator. Choosing the right symbols and reasonable application methods can make the emotional realization of visual design more intense and easy to capture by the audience. A classification method recognized in the current field is to divide symbols into image symbols, indicator symbols and symbol symbols[1]. Among them, image symbols are the most common, it is a simulation of objective things. When people observe image symbols, they naturally associate with the real things they express. Indicators are generally used to indicate relationships or associations, such as causality, succession, spatial relationships, and so on. The symbolic symbol is more Abstract, and it has no actual connection with the object itself to be expressed. The symbolic symbol needs to be based on some conventional relationships in the expression process. This kind of agreement comes from the habits and thoughts that people have formed for a long time. For example, red is regarded as a symbol of joy in our country, and dragon represents supreme power. The above three types of symbols are progressive and independent. From image symbols to symbolic symbols, the expression of their connotations is more and more Abstract and fuzzy, and the amount of information contained is gradually increasing.

3. Symbolic Application in the Field of Visual Design in the Digital Age

In the field of visual design, China's traditional graphic symbol elements have always been highly respected. Today, with advanced technology and frequent international cultural exchanges, graphic symbols have become a major feature in the field of visual design in China, and are favored by designers and audiences all over the world. In the digital age, graphic symbols occupy an important position in visual design. Therefore, this paper takes traditional graphic symbols as an example to analyze its application in the field of visual design in the digital age.

3.1. Misappropriation

The appropriation of the name is to directly apply the graphic symbols to the visual design works, directly to the appearance and expression. China's traditional graphic symbols themselves have high artistic value and unique aesthetic characteristics, and they are integrated into the works to enrich the artistic value of visual design. The trick of appropriation seems simple. The difficulty is that the meaning of traditional graphic symbol expression and the hidden emotions are deeply rooted in people's minds. Designers must find common points between the established graphic symbols and the content of the works, and integrate them perfectly into the works. Give play to the misappropriation of graphic symbols. For example, the symbols such as Peking Opera Mask and Dragon Totem, which are commonly used in visual design, can display a strong traditional cultural and artistic color to the audience, making the whole work have antique features. In summary, the misappropriation of graphical symbols requires attention to two points. The first is the choice of symbols, try to select the audience to understand, meaning intuitive graphics. The second is the fusion of symbols. Only by integrating symbols with visual design works can the artistic quality of the works be enhanced.

3.2. Simplification

China has entered the digital age in an all-round way. At the same time as the application of new ways of working, digitalization has also made people pursue more efficient and concise things. For example, the current minimalist life is enough to reflect people's transformation in aesthetic concepts and value orientation. In this context, visual design should also follow the audience preferences, minimize the use of cumbersome symbols, and simplify the design to a certain extent without affecting the expression of graphic symbols and respecting the original form, and then integrate into the visual design works. among. In the application of graphic symbol simplification, the work "Regeneration Phoenix" is quite representative. Taking the image of dragon and phoenix in Chinese traditional culture as the prototype, it is decomposed and simplified, and expressed by traditional techniques such as ceramics and paper-cutting[2]. The whole work can satisfy the retro feelings of the audience, and incorporate the concept of life of modern people. The concept is ingenious and the artistic effect is remarkable. The simplification of graphic symbols is not irregular. In the process of deletion, the essence of the original image should be retained to the utmost extent, and the designer's understanding of the symbols should be fully split and spliced to make the symbols more useful. The characteristics of modernization must be able to clearly express the traditional culture that is rich in it.

3.3. Innovation

The innovation of symbols refers to the innovation of color. In addition to the exquisite shape, graphic symbols can also be described as exquisite in the use and matching of colors. Especially in the cognition of Chinese people, different colors often represent specific emotions and emotions. The rational use of the color of symbols can strengthen the interaction between works and audiences, allowing the audience to explore more works from the authors. the opinion of. Graphic symbols have been passed down for thousands of years, and their color matching mostly reflects people's thoughts and aesthetics in the social background. In the digital age, people's aesthetic preferences have changed greatly. Therefore, when using symbols, blindly following and observing will only lead to The color of the work is too exaggerated, but it affects the improvement of visual effects. Innovating the color of symbols is to explore the emotions of different colors and their ability to express the degree of attitude, and then use the modern aesthetic as the basis for color selection and matching. Make different colors coordinate with each other and serve the central theme of the work together.

3.4. Da Yi

Dazhi is the ultimate goal of visual design and the essence of the work. The value of visual design is also because it can serve as a carrier of "meaning."The classic visual design works, the

artistic conception and the charm of the painting often spread out of the picture, which is not enough for the image in the painting. Painting and other ideas have also become the ultimate pursuit of art workers. Through the work itself, the audience's perception and experience of the real world is triggered. The graphical symbols themselves have rich connotations and special meanings. This intrinsic property requires in-depth excavation to be experienced. More often, only the people in the corresponding background can touch the essence of the graphic symbols, including the national beliefs and human culture. Take the traditional graphic symbol Taiji diagram of our country as an example. In addition to representing the ancients' view of the universe, the figure also believes that everything has yin and yang poles, and balance becomes the foundation of all things in the universe. The philosophy contained in it is the value of the Taiji symbol.

The digital age allows visual design to be carried out in a simpler and faster way, with a batch of features. But to create a good visual work, to grasp the unique connotation of symbols and to pay attention to the transmission of emotions is the key.

4. Symbolic Emotions in the Field of Visual Design in the Digital Age

Visual design ultimately serves people's needs, and the design process is also human-centered. Among the many needs, the satisfaction of spiritual needs is the most difficult, and it is also the core goal that visual reality wants to achieve. For the satisfaction of emotional needs, the differences between different audiences are more obvious. Therefore, visual design requires a combination of colors, shapes, materials and other elements to stimulate the visual sense of the audience from multiple angles. The humanized design concept has been used for a long time in the field of visual design. In the digital age, meeting the individual needs of the audience has become an inevitable trend of the field development. In the design process, the expression of human care is emphasized, which brings a comprehensive experience of sight, touch and smell to the audience.

The symbolic visual design makes the expression of the emotions of the works more intense and intuitive, but the strong emotions are not realized by simple symbol stacking. The symbols in visual design must be able to cause the audience to think about the national culture and national spirit, in line with the aesthetic habits and thinking characteristics of contemporary people[3]. Only in this way can the visual design field always maintain a tenacious vitality. From the initial color and shape design to today's humanized design, the symbolic development of visual design is actually a summary of the elements of emotion, humanity and tradition. It is to emphasize the important position of symbolic elements in visual design and the value of its value. Symbols that are given more functions are no longer simple graphics, patterns and color combinations. They are a combination of national aesthetics, values, aesthetic preferences, consumption habits, etc., and represent national characteristics. Through visual design, it stimulates the audience with the same experience and similar ideas, enriching the audience's aesthetic experience.

5. Conclusion

In fast-paced work and life, material life is greatly enriched, and people begin to pay attention to their emotional and spiritual satisfaction. Visual design will meet people's emotional needs as a concept and goal, and will face the challenges brought about by changing emotional needs. Symbols, as the core elements of expressions, can only bring more excellent design works to the audience by promoting the symbolic development of visual design. They embody humanistic feelings in the works, realize the basic business functions of visual design, and bring people rich emotions. Experience.

References

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