

## **Application of visual communication in interior design**

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**Abstract:** Visual communication, as a factor affecting the fashion and artistry of interior design, is known as the soul of interior design, and the law of form as a basic principle to guide interior design has become an important factor affecting the visual communication of interior design. Understanding the relationship between visual communication and formal laws, as well as the role and influence of the two in interior design, can be better applied to the practice of interior design. There are four aspects of visual communication, namely pattern, color, layout and text. These four elements have a high utilization rate in interior design. To realize the due value of interior design, it is necessary for living appliances to reach the general level of people. Aesthetic. The combination of visual communication and interior design can expand the scope of application of visual communication, and also improve the level of interior design. The combination of the two can promote the rapid development of the design industry.

### **1. Application principles of visual communication in interior design**

#### **1.1. Functional principles**

When you ask designers for interior design, the most important thing is to have a better environment to live in, so the most basic principle of visual communication in interior design is to live. This requires the designer in the process of interior design It is necessary to adhere to the functional principle and try to make everyone feel comfortable from the two aspects of hearing and vision in the process of living, so that the occupants can maintain a good mood and be satisfied with the application of visual communication in interior design.[1]

#### **1.2. The principle of integrity**

Before designing an interior design, the designer needs to know in advance what the customer likes in themes, colors, etc. The designer should not deviate from the customer's needs during the design process. In applying the visual communication to the interior design, the designer needs to apply The theme is prominent. 1) Apply various elements to the theme that the customer likes, and ensure that the various elements are not applied to the theme, which makes the overall space structure happy and satisfying;2) The designer's process of choosing colors Among them, it is necessary to choose a color that is relatively similar.[2] A variety of colors need to match the theme. The overall color tone needs to make people feel refreshed and not make customers feel depressed; 3) After the transmission of various visual factors, Try to express the characteristics of various elements, and then reflect the charm of interior design.

#### **1.3. Artistic principles**

In the requirements of traditional interior design, everyone generally pursues a place of residence, and the house only serves as a residence for everyone. With the rising living standards, interior design is no longer limited to traditional concepts. After visual communication has been applied in interior design, interior design has certain artistic principles, and it is developing in a direction full of artistic sense. In the process of interior design, designers try to combine art and life as much as possible. As people rise, people feel a sense of art in their lives, and it is also an important manifestation of the improvement of residents' living standards.

## **2. The relationship between interior design formalities and visual communication**

Complementing visual communication is another important theoretical principle of interior design-the law of form. The so-called "form law" is a certain formal law that interior design should follow in the process of space design, mainly including organizational contrast, mass Scale, rhythm, and symmetrical equilibrium.

Visual communication is hailed as the soul of interior design, and as a rule of expression of interior design, the formal law has become the external body of interior design. Only by possessing the soul and being an "individual" with a sound physique can we adapt. The development of the times adapts to the rapid development of the economic and social environment. It can be said that visual communication has given life to the entire interior design, and the law of form makes this life alive. In addition, if you want to make visual communication have its purpose, then Must be designed

The formal rules of the place are considered. Only by understanding the formal layout of the design place on the ground, can the visual communication design be more novel and unique, so that the entire interior design is not out of the ordinary, and thus welcomed by users.

In recent years, many excellent interior design works in China have emphasized designing with a single or fewer visual elements. For example, if the design emphasizes the use of lights and colors to express space effects, some designs emphasize the use of furnishings and furniture to create an indoor atmosphere. These interior decorations make the performance of visual communication clearer and stronger by emphasizing single or fewer interior decoration elements. The existence of any interior space requires the composition of space, colors, materials, furnishings, furniture, and lights.

Regardless of the overall layout of the building or the design of the interior space, it emphasizes its comprehensive application of functionality, science and artistry. While giving people a visual impact, it creates a beautiful, comfortable and practical space environment. The space environment is artistic Thick or not, it will bring a completely different experience to the viewer, or a happy or upset mood. The visual communication of the interior space includes shape, color, quality, light, etc. These elements, as part of a unified whole, affect each other and each other. Restrictions, and there is a close relationship with each other. Interior design, as a plastic art combining space and entity, cannot be separated from basic form elements such as points, lines, and surfaces. These elements serve as a form symbol of interior space. It has different visual psychological effects in different positions and different combinations. Different visual shapes can express different inner feelings, clever use of formal beauty rules and modern aesthetic rules, and transfer of basic elements such as points, lines, areas, and bodies. Based on planar and three-dimensional composition, it can create a beautiful, comfortable and practical ideal space.

## **3. Application of visual communication in interior design**

The application of visual communication in interior design has four aspects: 1) the application of pattern elements in interior design; 2) the application of color elements in interior design; 3) the application of layout elements in interior design; 4) interior design in Chinese Application of word elements. Specific analysis will be carried out next.

### **3.1. Application of pattern elements in interior design**

The existence of pattern elements in interior design can mainly convey certain information, and it will have a more obvious visual impact for individuals, which is probably a performance after being shocked for individuals. Pattern elements in interior design have There are two components of abstract graphics and concrete graphics.[3] The TV background wall is a full reflection of the pattern elements in the interior design. The TV background wall is generally composed of a single graphic or multiple graphics. In order to increase the interest of life, the designer can also put the porch Indoors, people can see the existence of partitions when they enter the door. The partitions are part of points in the composition of points, lines, and surfaces. The combination of points and

walls is a sense of surface. The ways are combined. The point line surface has different meanings in the interior design. The existence and change of points can affect the sense of space in the interior design and can play a harmonious role in the space environment. The existence of lines can mainly express The indoor effect is divided into two parts, straight and curved. The use of the two can have different spatial effects; the existence of the surface is mainly to transform the traditional space situation. Change, to different people a sense of space, it will be changed before the effect of indoor relative.

### **3.2. Application of color elements in interior design**

Color elements are more important components in both visual communication and interior design. The presence of color elements can adjust the relationship between lightness and darkness in the room, and also has a certain regulating effect on people's mood. For Xiangyang's room The designer can choose to apply cold colors to the interior design as much as possible, so that it will not make people feel too hot in hot weather; for rooms with back sun, try to choose warm colors, after all, rooms with back sun rarely see the sun. The presence of warm colors can enhance the brightness of the room and make people feel a certain degree of warmth.

### **3.3. Application of typographic elements in interior design**

In the visual communication, the layout elements are the process of placing various elements. This requires that the layout of the layout elements not only displays the personality of the layout itself, but also integrates into the entire interior design to reflect a unified style. The layout elements are used in interior design. Among them, it is the placement of furniture and other items. Reasonable placement has a great impact on the style of interior design. Generally, the placement of furniture needs to achieve a symmetrical effect, which is also a strong characteristic of Chinese people. It shows that in addition to furniture, the placement of decorations is also the same principle, which is a complete reflection of the personal characteristics of Chinese people.

### **3.4. Application of text elements in interior design**

In the visual communication, the text elements can express the information more directly, so the text is an important part of the visual communication; the text elements in the interior design are an indirect supplement to the interior style and can sublimate the interior design itself. In Chinese design, literature, calligraphy, and other content are often placed indoors, so that the interior is full of book fragrance, which is also a good meaning. The application of text elements in interior design is mostly decorative. The interior design style is perfectly displayed and the good atmosphere of the interior is rendered.

## **4. Application of visual communication in interior design**

### **4.1. Application of visual communication in high-end residential interior design**

High-end residential houses are generally more spacious in terms of space. How to design interior visual communication in a spacious space must first pay attention to the main visual elements of the space. Its prominent core element is the clever use of modern interiors based on the Chinese decoration style. Elements of design. In the lobby position, through the design of the large chandeliers, the high-end taste of the interior is displayed, and the visual sense is brightened. In the layout of local lights, various methods such as background lights are used to make the lighting layout of the room reasonable. It is neither too bright nor dark. In the choice of the floor, the choice of dark flooring highlights the special atmosphere of the interior Chinese-style residential design. In the spatial layout, dark wood is used for the interior architecture design. The space underneath is visually coordinated, and it has achieved the coexistence of quaint and modern interior decoration effects. In terms of interior furniture selection, the mode of furniture was selected to obtain a visual formal sense.

## **4.2. Application of visual communication in interior design of mid-end residential**

The interior design of a mid-range residence must not only reflect its individual characteristics, but also achieve a reasonable layout of the interior space. Visual communication requires effective spatial layout and design style considerations for the interior. It must meet the needs of the guests and also meet The leisure needs of users. The visual communication should reflect the cultural connotation of the interior and find a balance between formality and personality. The lighting in the space should be designed with multi-angle lighting to make the space appear bright. At the same time, Because of the owner's love for gray, in the design, choose relatively formal furniture, and use white furniture to express the simplicity of the interior design. On the background wall, you can use individual hand-painted methods to reflect the personality characteristics of the owner of the house. In the choice of the form, it can be expressed with floor-to-ceiling windows to the maximum extent to obtain the overall presentation of the large field of vision. In the visual communication, the brightness of the space can be expressed to the maximum. The floor of the interior is chosen by the owner of the house. Floor tiles are used to strengthen the space. To avoid the space being too tough, you can choose handmade carpets in the center to add a warm atmosphere to the interior.

## **4.3. Application of visual communication in low-end residential interior design**

Low-end housing mainly refers to units with small indoor areas and relatively compact spaces, which need to reflect more personality, so its visual communication design can obtain a wider expression space. However, due to its limited space area, it is very easy to produce a sense of congestion Therefore, we need to consider how to achieve the maximum use of space while expressing the personality of the design. In the interior design, we must consider avoiding the congestion of the space caused by the complexity of the color. You can choose the warm color of beige and local details Use fluorescent green as an accent to form the warmth of the interior. Select brown and gray in the architecture to express the spaciousness of the living room space. Due to the small form of the interior, it will inevitably appear darker in the interior. In the design of the form, the largest area of the form from top to bottom should be designed for day-lighting. In the interior lighting, a more personalized background lighting mode should be selected to match the bright color system to improve The brightness of the space. In the choice of the floor, the beige floor should be selected so that the owner of the house can have a simple and warm experience.

## **5. Conclusion**

There are a lot of things that can only be understood, but unspeakable. Not that I don't want to say it, but I 'm afraid that the viewer is getting confused. There is a slogan that says well: simplifying complex things is a contribution. Visual communication design is just a guide. It also requires the perfection and innovation of the graphic composition, and the combination of design and composition can produce classic products. Visual communication is more reflected in the emphasis on vision, and the visual sense needs to be strengthened in interior design. Therefore, highlighting the visual sense in interior design Importance in avoiding over-consideration of the elements of the interior design and neglecting the issue of visual communication.

## **References**

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