

The Enhancement Strategy of Visual Impact in Creative Products Design

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Abstract: At present, the creative industry is developing rapidly, which drives the development of creative products design. Creative products design covers many aspects, and the visual impact is an important factor. When creative products design has visual impact, the performance, appeal and impact can be increased and design effect can be improved. Therefore, in the creative products design, enhancement strategy of visual impact should be constantly pursued to increase the design effect.

1. Introduction

The creative products design has certain particularity. To achieve innovation and make sure assure the product appearance is easily identified, be sure the product has a visual impact. However, visual impact is affected by many factors. Thus, analyzing these influencing factors and taking corresponding measures are the key issues for designers to consider.

2. Basic characteristics of visual impact

Visual impact can directly affect people's psychology. As a result of psychological effect, designer can act visual impact to the people's psychology. People affected by the visual impact will have emotional changes and associations. This is because people's thinking will be affected by external stimuli. Therefore, under the effect of visual impact there will be associations and people's inner emotional changes. Therefore, the impact of visual impact on people's psychological activities should be considered in creative product design. Psychological activities can be reflected in many aspects, such as association, thinking and emotion. When vision is stimulated by visual impact, visual impact will affect people's psychological changes, which is not just about one aspect. Visual impact has a comprehensive effect on psychological changes. The psychological stimulation produced by visual impact has its particularity, so influence of visual impact for psychology has the characteristics of comprehensiveness and wholeness.

3. The significance of strong visual impact for creative products

3.1 Communicating information quickly and accurately

Creative products focus on words, images and colors, among which colors are the most direct way and the most easily accepted by audience. Therefore, creative products usually draw people's attention with the help of colors, which can trigger people's divergent thinking and generate space for association. The application of colors in creative products is the simplest way to convey the content, but also the most effective way. Creative products require quick delivery of information. As a medium, information should be conveyed quickly and accurately. The application of colors can also improve the memory effect of information. For example, many commercial streets have set up a large number of signboards, and the design of them mostly adopts gorgeous colors, which is to attract people's attention. The application of colors can stimulate consumers' interest and enhance their attention to the content, so as to realize the effect.

3.2 Enhancing the emotion of product design

The excitement and calmness of the design is reflected in the elements of colors, such as

brightness, purity and hue. These factors will be correlated. Bright colors such as red, orange, and yellow usually can evoke pleasant feelings, which produce exciting effects. Therefore, if it's a creative product for entertainment content, bright colors should be used to create an atmosphere of joy. Creative products design should be combined with the product application range and users. In addition to using cool colors for specific products, many products usually use colors that excite people. These colors attract public attention easily and they will pay attention to the content and have interest in watching it. The deep impression arises from this, which acts on the choice of products.

4. Problems to be solved for creative products design planning

4.1 Poor originality of creative products

Many factors should be taken into account in creative products design planning. Domestic designers lack relevant theoretical support for the design and planning of creative products. With the acceleration of the development process of the creative industry, the creative industry has achieved rapid development, and the market demand for creative products is also increasing. During the development of recent years, domestic creative products design planning has achieved many breakthroughs, design level has been significantly improved and design content and scale are also expanding. However, it should be seen that with the development of creative products design planning, the design planning quality has yet to be improved. Compared with the advanced level, there is still a gap, which mainly embodied in the design concept of creative products design planning lack of innovation. The originality of creative products design planning is not high enough and there are traces of imitation and obvious copying. Products design is difficult to embody original characteristics. The creative products design planning, due to defects, cannot propel the development of creative industry well.

4.2 Creative products do not reflect traditional culture

In the domestic creative products design planning, to improve the planning design effect, it is necessary to combine multiple design elements and to combine various traditional cultures at a deep level. The main defect for current creative products design planning is that the advantages of indigenous culture are not fully taken into account. Therefore, the content of product design planning deviates from the characteristics of traditional culture and the product design planning doesn't highlight the indigenous culture. Different cultures have their own advantages. Many international design contents are difficult to adapt to our country's creative products design planning and cannot be accepted by the countrymen. Moreover, some designers do not take the geographical characteristics of different areas into consideration while in creative products design planning. Thus, it is lack of national characteristics for the creative products design planning and the adaptive range for creative products is limited.

4.3 Creative products need innovation

Domestic designers lack innovation awareness for creative products design planning and the understanding on design content is relatively one-sided. Part of the planning design content adopts the local optimization method after copying. The design planning is not innovative and without combining the characteristics of national culture geographical and industrial development environment. There is an element of artistic design in creative products planning design and creative design is inseparable from aesthetics. Therefore, the creative products design should focus on breakthrough design. The cultural characteristics of the region where industry develops should be combined. Make the viewers feel the role of visual impact. During designing, the cultural attributes of the region where industry develops should be comprehensively analyzed. While inheriting the tradition, we should have new ideas, combine the inherent characteristics of the regional environment and strengthen the integrity of the design.

5. The strengthening measure of creative products visual impact

5.1 Paying attention to the colors of creative products

Creative products need to achieve the composition with the help of multiple colors, so different colors in the collocation should pay attention to coordination to achieve the overall beauty. Color matching should be considered before using. Therefore, the use of dominant hue should be combined with the theme. The inherent characteristics of the audience should be taken into consideration, and the rationality of color motif of creative products should be ensured. Reasonable selection of the dominant hue can highlight the overall sense of the picture and form the color trend for content. Determination of dominant hue should combine the product function. To be recognized by the audiences, it is necessary to analyze the psychological needs of the audiences and master the dominant hue atmosphere effect, which is to base on easy or to achieve profound tranquility. For example, bright colors should be used in the design of creative products for infants to highlight the intimacy of the product. And for the design of some gifts, the high lightness of colors can reflect the product high-grade.

5.2 Design thinking is the basis of creative products design planning

Creative products are the result of accumulation and precipitation in the process of social development and have distinct aesthetic characteristics. Creative product design planning is to solidify people's thinking. In creative products design planning, people can provide elements for creative products design planning from multiple aspects. The formation of design comes from the formation of thinking and design thinking is the basis of creative products design planning. The way of thinking helps to enhance the creative expression of design. In the creation of creative products, the way of thinking is an important driving force to achieve the effect of design planning. In order to realize the industry value of works, the first thing is to have the industry thinking. The market value of the product can be enhanced by unique way of thinking. Therefore, in the creation of creative products, we should attach importance to the role of design thinking and ensure the unique connotation of creative products. The originality of design thinking will be transformed into product competitiveness.

5.3 Mining and arrangement of design materials

Designers should make comprehensive use of the formed design materials, which can give full play to the role of culture in promoting creative industry. Combined with the results of analysis and collation, the cultural essence will be integrated into the creative products, the cultural connotation will be refined, and the development pattern of the creative industry with cultural characteristics can be formed. The collection and arrangement of cultural materials should be combined with the needs of design. Due to the Abstract characteristics of cultural materials, designers should consider the radiation area of creative products, cultural value should be transformed into industrial value through specific ways and creative products should be materialized through specific design content. The effective extraction of design elements should be combined with the historical and traditional cultural effects formed in the region where the creative products are located and reflect the essential characteristics of creative products.

6. Conclusion

At present, creative products play an important role in social information transmission, and creative products are an important way of information transmission. The application of visual impact is an important factor in the creative products design. Therefore, the theme should be reflected through visual impact in the creative products design. The color matching rules should be taken into consideration while applying visual impact. The theme is reinforced and the effect is enhanced by the flexible use of visual impact. In the design, the application of visual impact should be considered comprehensively, the characteristics of commodities should be fully combined, and the functions should be highlighted.

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