Research on Graphic Creativity in Creative Thinking Mode

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Abstract: With the development and progress of the times, various means of modern graphic design have changed and updated. Modern graphics are not simply symbols and logos, but a form of decorative art and emotion. By making changes on the basis of traditional visual design theory, we will conduct in-depth explorations on the basis of people's visual experience, behavioral habits, and psychological feelings. Graphic creativity is a very important part in modern art design. It has its own special nature and composition. Through creative graphic design, it can effectively attract everyone's attention and let more people watch it. This article explores graphic creativity under creative thinking mode on the basis of modern graphic design theory, and further generates positive promotion and guidance for modern graphic design.

1. Introduction

In the process of development and creation, graphics continuously convey information, and at the same time, shorten the distance between time and space, and promote the reduction of barriers and obstacles between nations and countries. Therefore, human beings' daily life, work, and interpersonal communication are inseparable from graphics. In order to meet the needs of the market, the graphic design must be creative enough to be memorable and shocked. To achieve this goal, we must attach importance to creative thinking. In order to meet the needs of contemporary aesthetic characteristics and market, graphic images with innovative thinking can meet the needs of contemporary aesthetics. The creative design of graphics can effectively enhance the imagination, creativity, and aesthetic ability of its own creative thinking, and it can further understand, understand, observe, and familiarize with things from multiple angles. You can use the basics of graphic creativity Language abstracts these things out. Therefore, on the basis of creative thinking mode, it has great research significance for the shape, feature design and information dissemination of graphics.

2. The Importance of Graphic Creativity in Creative Thinking Mode

With the development and progress of the times, people have paid more and more attention to the spiritual needs after meeting the needs of material life. People show a curious mental state about novel things and phenomena. Therefore, in the use of graphic creativity, we must pay attention to the design of graphic novelty and strange characteristics.

Creative thinking is different from general thinking, mainly manifested in the dialectical and abnormal nature of the thinking process; the results show uniqueness and the initiative of the thinking subject. Therefore, it is necessary to use correct thinking methods to design and create valuable works. In the process of using creative thinking, creative graphics need to explore different thinking and follow the divergent-concentrated-divergent-concentrated path. Therefore, it shows the dialectical characteristics of creative thinking. Graphic creativity in creative thinking mode can only attract people's attention if it has novelty. In the information age, graphic creativity can gain people's attention through its design, which also belongs to people's psychological and physical needs. In addition, there is a certain degree of strangeness in people's minds. This kind of psychology drives people to seek stimulation to meet their own senses and physical needs. In addition, the graphics that can attract people show a certain directivity, and fully express the creator's design intentions and information. Therefore, graphic creativity under creative thinking

mode can satisfy people's psychological and physical needs[1].

3. Graphic Creative Characteristics under Creative Thinking Mode

3.1 Seeking the Opposite Sex and Jumping

The first is to seek the opposite sex. Graphic creativity is the recombination of things that are commonplace in daily life using reverse thinking, and the use of multiple perspectives to use and discover new element symbols. In graphic creativity, it may not conform to the general laws of things, but it must have a great impact on human vision and mind. Therefore, the main feature of graphic creativity that can be distinguished from general thinking in creative thinking mode is to seek difference. ; The other is jumping. Creative graphics have a discontinuous and perceptual way of thinking. After artistic and exaggerated processing of graphics, the surface of the graphics does not seem to be connected, but in essence, it can find its internal connections and associations[2].

3.2 Dialectic and Initiative

Graphic creativity under creative thinking mode has dialectical characteristics, which are mainly displayed in two different places. The first is when the designer creates graphics, the entire thinking activity is in a state of opposition and contradiction, and such contradictory opposites show image thinking and abstract thinking, non-logical thinking and logical thinking, so that the opposite thinking shows Complementary, negative, and interdependent. As a result, the forward progress and development of creative thinking patterns have been formed. In addition, the audience also exhibits the characteristics and performance of a dialectical thinking. In the process of understanding and accepting the intentions and characteristics to be expressed by the graphics, the audience will also analyze, judge, summarize, summarize, select and Then infer such a process of dialectical thinking. Let the audience and the graphic designer have emotional and intellectual interaction and communication; the other is the active characteristic. In order to achieve a certain purpose, the designer has created creative motivation for the graphic creative design, and expresses the various realizations and touches in life and then passes it to everyone[3].

4. Comprehensive Application of Creative Thinking in Graphic Creativity

Graphic creativity is the process and method of integrating design methods with creative thinking. At the same time, it also integrates thinking such as image thinking, analogical thinking, logical thinking, forward thinking, and reverse thinking. The integrated use of these thinking modes can enhance the vitality and vitality of graphic creativity. For example, in the Yolait yogurt advertisement, the fruit is exaggerated and the yogurt boxes are "braced", so the nature of the yogurt is highlighted. The advertisement exaggerates and contrasts common things in life. In such a visual experience, the audience will be attracted by such a visual image and impact the visual experience to a certain extent. In addition, there is an advertisement for Jeep. This advertisement only uses a key as a replacement idea. The other parts leave a lot of blank space. The key is combined with the mountains and rivers to effectively express the performance of the Jeep, which can be viewed by the audience. Taste carefully after an instant. There is no need to spend a considerable amount of time on graphics viewing and reading. Some creative graphics use quite a lot of drawing elements and color elements, so simple creative graphics can also express a lot of information and give people a certain impactful visual effect. The two irrelevant things are perfectly combined and set off against each other, and the two figures are interdependent and interdependent, suggesting and connecting the relationship between them. In the design of the poster of the Jeep Racing, the unity and contradiction were used to create. In addition to connecting the two pairs of seemingly contradictory things, it also delicately demonstrated its unity, which prompted the entire poster graphic design to show Full of creativity and harmony.

5. Graphic Creative Development and Training under Creative Thinking Mode

5.1 Cultivate Good Observation

Developing and cultivating graphic creativity in creative thinking mode requires a high degree of observation. Creative graphic design itself comes from life but is higher than life. Basically, it is the abstraction and artisticization of different things in life. Sometimes inconspicuous things in life can become a source of inspiration for designers. Therefore, designers need good observation skills. Observation is not a short-term behavior, but an activity that needs to be maintained for a long time, and is always ready to make a difference. If you want to improve your observation, you must always pay attention to every detail in your life. You must not rely too much on the environment you are already familiar with. You must be able to fully understand and recognize things that you have never noticed in known environments. In the new environment, deep understanding and observation of new things, and conscious memory and identification[4]. For example, when observing flowers, birds, fish, and insects in the natural environment, the aesthetic ability and thinking ability of things are constantly improved in the process, and designers can also apply these details to design works. In addition, designers should not aimlessly when observing things. Instead, they must make plans in advance, organize related materials, and further promote the degree of observation. Therefore, the improvement of creative thinking ability of graphics must build a reasonable and scientific observation mechanism. , Cultivate good observation and observation habits[5].

5.2 Science Stimulates Thinking

The generation of creative thinking needs to be stimulated in a scientific and reasonable way. Although creative thinking is not promoted through a stylized way, the flexibility and activity of thinking can be adjusted by using some appropriate and scientific methods. Enhance and inspire, and further increase the number of times that inspiration appears. Although the designer cannot actively inspire and create inspiration, he can master and recognize the law of his own inspiration, and consciously follow this law to cause thinking and inspiration. For example, abstraction and simplification from graphic elements can be used as a starting point to effectively inspire inspiration and thinking. Therefore, we must master our own thinking characteristics and operating methods, and be able to stimulate and innovate them regularly. In addition, dictation-type intellectual motivation method can be used. Through this method, participants' thinking can be effectively and quickly expanded, and the degree of thinking divergence is faster and easier[6].

5.3 Using Mind Maps

The entire process of divergent thinking is mainly restored through the use of mind maps. Various trajectories of thinking can be expressed in an intuitive way. In this way, the unstable shortcomings of memory can be overcome, and the ideas and inspiration that have appeared before Can be preserved in a stable form. Such a way of thinking combing and integration can greatly help and stabilize the creativity of itself. In the process of developing specific graphic creative activities, high-quality and high-level creative thinking and ideas usually do not appear spontaneously. Designers need to be able to actively diffuse their thinking, and they must collect and use a considerable number of elements. The mind map method saves these things, and can save the information intact[7].

5.4 Cross-Cutting Multiple Ways of Thinking

Graphic creativity is a very complicated and specific behavioral and psychological activity process. Using only one way of thinking cannot effectively solve the problem, and it is impossible to create excellent graphic works. Just using a singular mindset is prone to rigid thinking habits, which ultimately leads to graphic design without new ideas and innovations. In the process of creation, designers not only need positive thinking, but also need to cooperate with reverse thinking to break the rules and make the graphic design more innovative and creative. Positive conventional

thinking can make graphics conform to logic and norms, while reverse thinking can make graphics have more visual impact on the basis of positive conventional thinking, bringing novel visual feelings and appeal[8].

Graphic design contains a lot of psychological and behavioral factors. Therefore, it is not possible to use a single thinking method and technical method. It is necessary to adjust and change the thinking mode to solve the graphic creative problem. Designers should actively be able to comprehensively apply multiple ways of thinking. When thinking is too divergent, collective thinking can be introduced to integrate creative thinking, which can promote graphic information expression with more orderly and visual impact[9].

5.5 Theme Design Training

Graphic creativity under creative thinking mode also requires targeted practice, so that when complex and changeable problems are encountered, different thinking can be mobilized in time to participate in the design. The theme design training is targeted training for a certain ability. In the process of steadily improving various abilities, eventually the entire comprehensive thinking ability can be continuously improved, and the ideological level can be changed qualitatively. Therefore, designers need to actively increase the activeness and sensitivity of thinking. You can use a variety of topics to practice, such as the expression and depiction of scenes, sounds, nature, and emotions. Performing scenes and nature can improve the designer's specific expression ability, while the exercises of sound and emotion performance Train the designer's abstract expression skills. After practicing on different topics, the designer's training system is relatively mature, and the ability to perceive and express the outside world is also continuously improved, so that he can continue to sublimate his design concept, and then design creative graphics[10].

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