

The Application of Visual Communication Design Form in Modern Public Art

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Keywords: Visual Communication Design form, Modern Public Art, Application Analysis

Abstract: People's life is inseparable from the surrounding environment, the environment changes the way of life, and people's thinking about their own needs also constantly transform the surrounding environment. The public environment is a special region, which is closely related to the way of thinking, local culture, social mainstream thought and so on. In order to further activate the spiritual atmosphere of the contemporary people, the visual communication design is put into the modern public art design, which can more reflect the artistic sense of the design itself and bring a stronger visual impact to the appreciator. Based on this, this paper will explore the application of visual communication design form in modern public art.

1. The Application Principle of 1. Visual Communication Design Form in Modern Public Art

The emergence of public art is mainly to enrich the spiritual life of the surrounding residents, so its design should fully consider the local cultural characteristics and residents aesthetic. Some urban public art design blindly copy foreign design, its design ideas, forms are relatively single, but can not arouse the identity of local residents. Therefore, when applying visual design in modern public art, it is necessary to follow certain conceptual principles to make the combination of visual design and public art play the best effect.

The integration of visual design into modern public art design is a new form of modern art and a new trend of modern urban space planning. Considering that the public art design will have a great impact on the living environment of the city and the cultural taste of the residents, the following five design principles should be followed in concept:

The first is the human-oriented humanized design principle because public art has the function of improving the quality of urban construction and creating a good spiritual atmosphere, so it should also reflect the people-oriented service thought in the design. In visual design, give people a sense of comfort, beauty, and can reflect the local cultural connotation, so that the viewer through some details of the design to understand the human feelings.

The second is the ecological principle of adding a large number of natural elements. Due to the fast pace of modern people's life, the time of their full contact with nature is also decreasing. Therefore, the design of public art and visual communication should also take into account the needs of the residents, and bring a fresh and comfortable feeling to the viewer by incorporating a large number of natural elements into the design levelling [1]. When designing according to this principle, the designer can choose the color which is close to the nature, such as the green system, or the material, choose to use a large number of green plants to do the embellishment of the works, which is also used in most urban public design at present, but also can start with the form imitation, such as figure 1 Beijing Bird's Nest design, in the visual transmission of its steel material can give people a sense of modern art, in the shape of the imitation of the nest in the ecological environment, it is warm and interesting.



Figure 1 Bird's nest

The third is to take into account the principle of practicability of design works. As an urban public design, its main function is to beautify and decorate the urban space. Therefore, in the design process, we should also fully consider the integration of the design works and the surrounding environment [2]. Because public art design is a new concept which has been put forward only a few years ago, many public art designers will devote their attention to the excellent design at home and abroad when carrying out their works, but the simple copy and imitation will make the work and the surrounding environment have a sudden feeling and affect the display of the overall design idea. Such as the rise of street graffiti art, many city designers are competing to imitate, but make the public design is the same, can not show the local cultural characteristics, folk customs.

The fourth is the principle of increasing the interaction between urban residents and the city itself. Modern design concept emphasizes flexibility and innovation, and public art, as a link between urban residents and urban space, should also strengthen the fresh and interesting visual design to increase the sense of interaction, and break people in the traditional cognition of urban design rigid, monotonous concept. For example, some modern designers will add three-dimensional composition to increase the interest of urban wall design, and people will be unconsciously attracted by this visual impact when they go through the wall, thus increasing the love and identity of urban public art design [3].

The fifth is the principle of visual communication for visual design. While people are appreciating the process of a public art design work, it is also the process of dialogue with the designer. Therefore, designers should constantly strengthen their personal learning, through increasing the degree of understanding of the concept of art, to express their own design connotation in a simpler, quicker way, so that their own design works become more recognizable and unique.

2. Introduction to Visual Communication Design Elements

Urban public design can well reflect the external image of a city, culture, art environment, quality of life of residents and so on. Its public environment is divided into square environment, garden environment, public building indoor and outdoor environment, each public environment has its own environmental characteristics, such as the interior design should pay attention to the overall design of harmony and unity, do not choose too strong color, as far as possible to meet the physiological and psychological needs of building users; while the garden environment design should be skillfully integrated into the ecological landscape, emphasizing the harmony between man and nature. Therefore in the public art design, wants to have the good visual experience, must choose the corresponding design element.

2.1. Text Elements

Text is originally a kind of symbol, with strong visual expression and cultural embodiment, in the design of choice, can be referenced from the following points. The first is the font and size, ancient and modern countries and cultures are constantly changing, so that its corresponding characters also have a lot of different writing, choose different fonts, will give people a different

sense of design. As far as the choice of Chinese characters is concerned, the song style characters are dignified and steady, giving people a strong sense of comfort; the calligraphy body is dynamic and interesting, giving people a strong sense of design; the subordinate is ancient and elegant, and can reflect the cultural connotation behind it in combination with the background of the work. Therefore, in the design of public art, designers can choose different fonts with the overall style of the design, and then create different visual layers by adjusting the spacing, size and line of the font, which makes the whole work rich and interesting with strong artistic interactivity [4].

The second is the recognition of words, processing symbolic characteristics, the text itself also has the function of interpretation, elaboration, which can not be ignored in visual design. For some public works of art and design, it is necessary to highlight the content of the design, designers in the design, must first meet the text elements have a better identification, on the basis of the changes in material or lighting effects, to increase the visual impact of the work. The iconic hollywood architecture, shown in figure two, uses the design element of words, but considering its own usefulness, the designer does not have too much decoration and change on the font selection, but gives visitors a strong visual impact through the material and the contrast with the surrounding environment.



Figure 2 Text elements

The third is the aesthetic and variant of the characters, which is the most difficult point in the art design. The designer should adjust and merge the two seemingly opposite characters of recognition and creativity, so that the design can echo the theme of the design and show better visual communication. In the application, the designer can focus on the details of the design, such as the corresponding Chinese characters on the structure or on the individual strokes, and the corresponding English design on one of the letters, which will not affect the content of the whole design, but also create a more intelligent visual effect [5].

2.2. Graphics and Color

Graphics and color itself have strong visual communication, so it is an indispensable design element in public design.

In the use of graphic elements, designers can first use exaggeration to improve the visual impact of graphics, such as the local exaggeration of the scene, or the two opposing scenes together to enhance the overall picture conflict, thereby enhancing the visual impact. The second is to use abstract means to separate the visual information existing in the figure itself from its inner sense of order, so that the whole design is more concise and powerful, and the points, lines and surfaces after the separation will become more tension and expressive, thus reaching the standard of visual design.

When people appreciate a work of art, the first thing to jump into the eye is color, its different color will not only affect the beauty of the design, but also will have a certain psychological implication to the viewer. However, the color of public art involves the two parts of the design color and the surrounding environment color, so the designer must find the balance point of the two parts color when choosing the color, so as to increase the harmony of the visual appreciation. In order not to affect the overall effect, you can first set a theme tone according to the surrounding environment, and then in the local decoration and embellishment of other colors to make the whole design look

more interesting. In addition, different color collocation will also play a different emotional effect, for the subway station such a more bustling, crowded indoor environment, color selection should try to avoid too many colorful colors. As shown in figure 3, beijing subway murals "beihai range Rover", the choice of chinese classical color system, give people a sense of calm atmosphere, and its theme of urban environment has played a good role in echoing, making the simple indoor environment also become rich and interesting.



Figure 3 Graphics and color

3. Conclusion

The public environment is closely related to people's daily travel, in which the addition of artistic elements can not only play a very good decorative role, but also enrich the cultural environment. In visual design, designers should carefully observe the surrounding environment, and choose the appropriate design elements, follow the design principles to create a laudable work.

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