Analysis on the Modern Product Graphic Design Mode under the Perspectives of Interaction Design and Psychological Guidance

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Abstract

In this paper, we conduct research on the modern product graphic design mode under the perspectives of interaction design and psychological guidance. Interaction design pay more attention to the product and user behavior on the logic process of interaction and interactive, visual interface component is in the service of the interaction, it can be more beautiful, more abstract, more artistic, but not for any reason to destroy the product interaction. In practical applications, graphic design is the product of the designer of creative thinking, the designer use of visual elements, such as symbols, images and text will own imagination materialized, and apply to all of life everything related to the visual environment of a kind of art. Under this theoretical basis, this paper integrates the new ideas of the interaction design and psychological guidance to propose the new idea that is innovative.

Keywords: Psychological Guidance, Modern Product, Graphic Design, Interaction Design.

Introduction

Graphic design is an important content in the design it is to point to in the two-dimensional space in addition to the film and television design of all design activities and also including some printing and graphic design work of mass production. Printing mass production mainly include books, advertising, the design of the special marks or other product packaging. Mainly include graphic design graphics, text, color and other elements, together they constitute with the corresponding implication expressive work and gives designs distinctive characteristics, to become real print. It should "multidimensional" in the performance of the graphic design of visual elements, embodies the various content, should "multidimensional" concept in this article mainly from the perspective of the general plane design performance language, mainly from the following understanding [1-3].

• Advantage of the characteristics of information demand, pay more attention to consumer psychological assurance to pay attention to the role of the audience in the context of the entire visual and increase the interactive design for the whole part of the visual transmission system, the audience from passive to accept information into active feeling.

• Graphic design of visual space dimension limit, make full use of the plane design performance language in different dimensions of penetration, in the 2D plane space, a multidimensional visual language form.

• Visual language from the traditional "static" to "dynamic", make the structure relationship of graphic design diversified should language multidimensional performance, diversification of media vehicles and should display space of multidimensional.

Minimalist design slam the door after few, reduce the socialist, no decoration, curt concise design principle, emphasize the height can be designed through metaphor, decoration, compromise, humor, playful and fun to meet people's aesthetic demand of the plane design in modern and contemporary society. Graphic design as a two-dimensional design form itself and the decorative arts have a close

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relationship. Interaction design as a formal research direction in the early 60s last century began. Early interaction design focuses on man and machine, especially the interaction with the computer, its main purpose is through the simple interface that computer and the other emerging digital products can be accepted by more and some more ordinary users. Interaction design pay more attention to the product and user behavior on the logic process of interaction and interactive, visual interface component is in the service of the interaction, it can be more beautiful, more abstract, more artistic, but not for any reason to destroy the product interaction. Therefore, for the plane design this link of the designers, interaction design is a beyond the aesthetic category of interdisciplinary knowledge, it is a kind of design concept that is to guide the art design ways of thinking.

Figure 1. The Modern Product Graphic Design Circle.

In this paper, we conduct research on modern product graphic design mode under the perspectives of interaction design and psychological guidance. Today, the results of interaction design has a large number of applied to brand marketing, product promotion and other fields, the traditional advertising and new expansion and complement, issued a challenge to the traditional advertising field at the same time with the links and interaction. In the later parts, we will discuss this issue in detail.

The Proposed Methodology

The Art Design Patterns. In art and design more than one hundred years, the mainstream of art design pattern mainly has three kinds: imitation design, performance design, empirical design, these design patterns not only closely linked with the style of art and design, and in the process of the development of art and design all play their role. In the later sections, we discuss in detail.

Empirical design. Empirical refers to the lack of creative intelligence connotation of the design patterns. Although its lack of creative, but as a result of this design is simple, easy to accept, to obtain rapid development, in the early stages of the development of art and design are common, indirectly promote the popularity of the art design, is now mainly in some countries do not have a high level of art and design development in the field of the design of the mainstream [4-5].

Expressive design. Symbolic significance of postmodern art design many style emphasized works, beyond the style of high technology, one of the post-modern art and design schools, are dissatisfied with style as functional continuation of the high technology development, on the basis of the criticism style for highly dependent on technology and high technology for the spirit of the common cold, claim should be designed as a means of expressing ideas and his works symbolism far exceeds the use value.

Imitative design. Imitative design is a kind of pure object design patterns and object, it focuses on the role of the object, the object and object for people's function, imitative affected by the functional design, its design has the function.

The Psychological Guidance Principles. Cause there are a lot of specific mental load, and big aspects: war caused people's physical and psychological trauma, and social change of heart wounds,
and so on. Small aspects are: personal reality does not need to meet, repressed instinct desire and so on. And, in essence, mental load produce cultural internal conflict. This is because the civilization of modern people, it can be said that from the birth which is deeply influenced by certain social culture environment influence on him.

In the level of consciousness, consciousness is to reflect in the existence of society, consciousness has relative independence, once created and active reaction to the objective reality. In consciousness reaction in the process of the objective reality, not all functions supported by the behavior of the consciousness can achieve expected purpose, reflected in the mind has become a kind of frustration, mental load to the conscious level. In other words: "the current actual face the conflict of" reflected in the mind has become the people the spirit of the load. The formation of mental load is in the level of consciousness. By the known, the release of the mental load oriented aesthetic is the function of "collective unconscious". Again that because of the "collective unconscious" is common in our each person, with all local and all individuals are some broadly similar content and way of behavior, and therefore, its function release mental load the oriented aesthetic psychological process does not just happen to someone, but common in all the inner psychological activity process.

The Interaction Design. Somatosensory interaction is a kind of use of body movements, voice, eye movement way and the peripheral devices such as interactive interact directly or the environment, its development is gradually changing people's way of life. Norman argues, if will return to control the real product entity design knobs, sliders, buttons, and the simple specific interaction of people and the general products, users will get a better service [6-7].

Interaction design didn't happen overnight, can stand the scrutiny and the design of the test often require revolve around iterative design. Design is an iterative design process based on the circulation process the ultimate goal is to improve the quality of design and user experience. Compared with the traditional linear design process, the body feeling interaction design is more suitable for iterative manner. The man-machine interactive way is complicated, on the one hand, it can be based on specific characteristics of products to choose; On the other hand can also according to the functions of the original model to explore, to the man-machine matching as a starting point, in the "people-centered" under the premise of realizing the ideal human computer interaction. Multi-sensory visual design of the human-computer interaction interface is mainly refers to the color collocation of the interface, the interface of the plane constitution and layout design, the graphics interface, icon design, interface design, atmosphere and emotional design of the interface, etc., through the visual design of simple and easy to let the user interface and the general principle of design to keep it simple and easy to use from the following aspects of suggestions. (1) Attention should be paid to the rationality of color collocation. Background color using single color or the same color highlight the characteristics of the simple, but at the same time can use gradient, texture elements such as rich visual effects, to meet user demand for beauty. Interface icon design for reasonable use of psychology and semiotics, information to deliver accurate and beautiful shape. (2) Multi-sensory human-computer interaction interface provides a variety of ways and channels to communicate with the machine, the concept of interface mode and display mode should maintain consistency, in similar situations have a consistent sequence of operations. So the visual design of the interface also needs unity to reduce the burden of people's vision. (3) Design as far as possible in real life when people recognize the visual symbols to convey information, such as using the envelope as inbox or outbox icon, with a cock in the corner of the letter as a file icon and content must cover in the visual design have a clear error message, switch function, exit or interrupt, etc.
The Product Design Art Characteristics. Design is an integral part of social culture, it is the participation and the restriction of cultural development and complete, at the same time reflects the cultural features of that time. Different cultures have different cultural psychology reveals the spirit and cultural psychological structure or day logic, reflect the different values and aesthetic concepts, they are industrial products, construction, clothing, environment and so on can play an important role in the design process. Any time history can be found in the development of the design, the design of it is closely linked with culture. Social and political environment, economic conditions, the degree of industrialization, historical and the cultural traditions and people's aesthetic accomplishment directly contributed to the design of an era, such as culture, a nation's design culture also face directly reflects the country's political, economic and the general cultural tradition [8].

Function is the most important factor in design art, namely the design art works must be practical, can meet a demand of life, which is different with the works of art. So in the design process, we must consider all design the product image, color, structure and its factors, taking into account the whole of the products within the overall and not lose the function of the products to achieve the aim of functional design. Therefore, the design of functional requirements will affect the design of the artist's creative space to make its have the art design cannot be broad space of the creation and the most important is the emotional broad play space as well as the artistic creation. Good product design is not only simple and rational, function, at the same time should be full of emotion and experience more fun. And the application of synaesthesia to break the boundaries between the senses, cause people to look at with new eyes and the relations between and among environment, enlarge product emotional attributes, make products better expression and interpretation, to cater to consumers in areas such as material and the spiritual needs. Synaesthesia is often a vision, hearing, touch, smell, taste and so on between each other, it not only has the objective material base, in the terms of the subject, and their physiological and psychological basis, after removed, the communication between different senses, substitution results are varied, which is formed by the end of a hard.

The Optimized Graphic Design Mode. In practical applications, graphic design is the product of the designer of creative thinking, the designer use of visual elements, such as symbols, images and text will own imagination materialized, and apply to all of life everything related to the visual environment of a kind of art. However, with the development of science and technology changes with each passing day and the continuous improvement of people's aesthetic, the original two-dimensional form have already can't meet the demand of the design of the plane design, plane design of the multidimensional form constantly appear in different application fields. As the essential aspect, we consider the potential optimization approaches for the color as the follows.
• The use of color purity in graphic design decision picture attractive role. Purity, color and impact effect is related to the three, namely to impact the more you need the color of the higher purity, color is more bright-colored and lively, the more attractive and vice abate impact only reduce color purity, lead to the simple plain color. Sum up and speak, prominent theme requires high purity color that foil theme requires low purity of color.

• Different color has different degree of the light and shade that can control their change color expression, at the same time, different high and low tone color can make the person produces different psychological feeling. Tall lightness can give a person clear, clean, gorgeous and the positive feeling.

• According to the regional use the different color schemes, according to the theme, content, characteristics, performance design effect factors decide the main color and color matching. After decided mass-tone first decided to color matching, finally put the main color in the color wheel according to the different methods for special color hue.

It should "multidimensional", in graphic design is not just the simple understanding of the concept of geometric space, more should have a design concept of multidimensional meaning, refers to the designer's thinking is not bound by any space, have the freedom beyond all the constraints. Should "multidimensional" in graphic design of visual elements to express, and understand the meaning of a few. The contemporary designer needs to be updated from a more open perspective to understand the plane design and use the plane design to achieve for the better performance.

Conclusion

In this paper, we conduct research on modern product graphic design mode under the perspectives of interaction design and psychological guidance. In practical applications, graphic design is the product of the designer of creative thinking, the designer use of visual elements, such as symbols, images and text will own imagination materialized, and apply to all of life everything related to the visual environment of a kind of art. In this paper, we integrate the interaction design and psychological guidance to propose the novel product graphic design mode that will be beneficial.

References


