Research on the Visual Communication Design Patterns under Perspectives of Multiple Features and Aesthetic Reconstruction

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Abstract

In this paper, we conduct research on the visual communication design patterns under the perspectives of multiple features and aesthetic reconstruction. Vision is one of the basic human physiological characteristics vision is not only a physiological phenomenon but also a psychological phenomenon. As modern thirst desire to new things more and more intense, as the diversity of the basic visual communication design personalized development has become the requirements of the times. But we need to pay attention to that the diversity of general visual communication design and personalized development is not only refers to any development of the disorder, but rather refers to the idea of the personalization and the diversity of species. Under this guidance, this paper proposes the new idea on the issues that will be beneficial to the further development of the related theories.

Keywords: Visual Communication, Design Patterns, Multiple Features, Aesthetic Reconstruction.

Introduction

"Visual communication design" also means "graphic design" or the "graphic design". As a discipline, visual communication design refers to convey information through graphics and text, its content mainly includes the poster design, font design, book design, logo design, corporate image design, etc. In the information age, the visual communication design includes part of web design and multimedia design. New thinking, new design and new ideas appear constantly, we need to review the new technology of the change of the new forms of art and design, and constantly learning, communication, and to ask for new related and corresponding questions [1,2,3].

Vision is one of the basic human physiological characteristics, but the vision is not only a physiological phenomenon but also a psychological phenomenon. First visual as a physiological phenomenon mainly by visual organ plays a main role as secondly vision as a kind of psychological phenomenon has two levels of meaning. (1) Vision has the feeling, intuition, thinking, emotion, and the other functions, so the visual must not be simply interpreted as visual organ and function the fully understanding of visual should be a sense of visual organs through light to obtain the objective object in the image and psychological feelings. (2) Visual psychological phenomenon can only be unique to humans as research suggests that psychological phenomenon unique to human psychology is based on the long-term evolution in the animal kingdom.

As modern thirst desire to new things more and more intense, as the diversity of the basic visual communication design personalized development has become the requirements of the times. But we need to pay attention to that the diversity of general visual communication design and personalized development is not only refers to any development of the disorder, but rather refers to the idea of the personalization and the diversity of species, the more is the embodiment of the creative, represent the people to accept more and more abundant actual demand to fully respect and in a better way to do this, for the different needs of people to bring different products and services. The characteristics of visual communication design can be then summarized as the follows [4,5,6].

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In modern times, the visual communication design also has the characteristics of the cross. These are different professions, but need to carry on the corresponding visual design to get promoted, so it inevitably caused to its features of visual communication design, a lot of visual knowledge in other disciplines can obtain corresponding cross application.

Visual communication design has characteristics of epidemic. Due to visual communication design emphasizes the uniqueness and individuality, so the most eye-catching in the visual design is the fashion element it implied that is it important to be a part of the young people involved in the reason. Therefore, the visual communication design is often associated with fashion and trends, it is also decided the epidemic characteristics of the visual design.

Elements of visual communication

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<th>You control</th>
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<td>position</td>
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<td>orientation</td>
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Figure 1. The general components of the visual communication design pattern.

In this paper, we conduct research on the visual communication design patterns under perspectives of multiple features and aesthetic reconstruction. The review of the state-of-the-art research and the corresponding discussions will be taken into consideration in the following sections.

The Proposed Methodology

The Plane Design Pattern. Pure and graphic design, the relationship between the performance in the form and content of generalization and abstraction, first of all, we, from the perspective of the form to constitute important elements of the design images, graphics, for example graphics in graphic design is a kind of special visual communication language with information, and information transmission carrier for graphics. Visual communication is a complex of abstract and concrete, we strive to use concise language expression in graphic design is rich in connotation. This is pure as the main design language in graphic design, in the design of pure form as it is derived from the form of graphic design itself that the design as well as pure art is regarded as a kind of art form.

Whether the work really embodies the pure style, in addition to achieve the perfect appearance, which also depends on whether it has reached the internal and external harmony. Pure works is the unity of the external pure static, internal rich that is the so-called words have meaning and endless. Representation of implicit readers to set aside enough imagination while as a carrier of information transmission, the success of graphic works is often in the visual image and text messages to achieve a balance between, namely creative theme with the organic combination of shape, color and layout. In the design of graphic works, we used the layout of the graphics, text, and even set aside in the blank to convey information, because good work will not have any visual elements in foil and performance become marginal waste when design theme [7].

The Visual Communication Characteristics. At some point of view, the design is the designer depends on the useful and realistic materials and tools, in the role of consciousness and imagination of the profound, benefit from the time of the technical civilization and to create while as the change of techniques, materials, tools, such as, technology for the design of a direct impact on innovation. From
the birth of papermaking, printing to the invention of photography, film, television, and emergence of multimedia computer, with the constant innovation of technology, enlargement and the expression of the visual communication design. Visual communication design every designer not only to scientific understanding to design is the carrier of science and technology commercialization of the properties, but also to clear aware of their own is the mediation to science and technology into the reality of the entity. Visual communication design by the past form of complanation, as static began gradually to a dynamic and the integrated direction. With the media rich vocabulary, designers in the extension and application of the visual image offers endless possibilities for people, their performance can be any kind of media to design concept, extremely remarkable example is 3D dynamic image multimedia, digital movies and other video field results.

Visual communication design in terms of these three levels of innovation they have the dialectical unification, as an integral whole. The design concept innovation is a visual language the basis and prerequisite for basic innovation and technical presentation as is innovative design concept and visual language innovation and technical innovation forms of the expression and the technology expression innovation compared to before both provide strong technical support and implementation way. The visual communication design for order of aesthetic perception and to explore could then be shown as the following individual aspects.

- **Action habit**, the product semantics is mainly used for function of the guidance. It formed in people's daily habits, let people through the subconscious action to grasp the semantics of the general corresponding form.
- **Objective image** itself has the function of conveying information, which is the most basic type of semantic category of the semantics, objective image directly by visual information, express itself contains the form and the information is often very figurative.
- **Visual thinking**, this type of semantic mainly through visual active and selective capture form features and form. It is based on the objective image information itself, with the characteristic of the visual thinking to capture form as the means, in the shape of the abstract and general representational objective image semantic connections.

![THE 10 COMMANDMENTS OF VISUAL COMMUNICATION](image)

Figure 2. The Demonstration of the Visual Communication Characteristics.

**The Design Aesthetic Reconstruction Features.** Refactoring is not only constitutes a modelling method of art, is also a form to generate one of the main methods of architectural design. Resolution reconstruction of form generation process and basic interpretation process, and to rationally grasp the purpose of design process and design has a very important role in reality. The reconstruction of the aesthetic ideas generally includes the following points.
- System the concept of integration of traditional aesthetics, from the study, including analysis of aesthetics on the basis of seeking inspiration and breakthrough, turning to aesthetic theory and the status quo of consumer society aesthetic culture fit.

- Reset the aesthetic theory of interpretation of the border and pay attention to the aesthetic interpretation of diversification, to expand the original setting of the aesthetic art of narrow framework, make aesthetics as much as possible to enhance its flexibility and adaptability, hit a corner, was not addressed and expand the boundary include the aesthetic vision to expand to other heterogeneous ethnic groups and cultures [8].

- Under the background of the reconstruction of aesthetics, the relationship between traditional aesthetics and art has been to understanding and the interpretation, therefore, as one of the important proposition of aesthetics and art graphic relationship will break through the existing framework to rethink.

Refactoring as a form of modern art is widely used in the modelling method generally refers to the order and according to certain rules to fragment and dismantling and reorganize the design prototype, in the form of new fabric. For modelling, in the form of generation and interpretation are two closely related in the form of reciprocal process, are equally important. Form is generated on the basis of the formative arts general rules, but form interprets generally on the basis of the core viewer's cultural background, psychological feelings. Refactoring also has the same form of generating process and the interpretation of the form. Refactoring interpretation is form generated in the form of inverse process, if the form generated process upside down, form and restructuring of the process of interpretation is a form of mental reconstruction. It is read from the form of a complete its fabric fragment, the fragment will be people from psychological gestalt, and then after the gestalt psychology fragment composite "reduction" out of psychological archetype. Thus, form the interpretation process can be resolved as a psychological reconstruction, and generated in the form of refactoring process known as form, form to refactor with psychological reconstruction is concrete manifestation.

"Between the heterogeneous feature" as internal movement mechanism, through and performance are in the full range of design activities and the process as the follows. (1) Object of heterogeneous inclusive, survival needs the objective material and the direct request of the reality and practice of design of natural features, and the symbolic features of creation and must give design ideal within and beyond character. (2) Significance of heterogeneous integration, heterogeneous system coexistence, highlights that differences between the value and significance in the blend and generation. Design is not the contradiction of heterogeneous system integration with the external additive, the day after tomorrow instead of the heterogeneous system natural deep reveal internal unity and association and design is not purely man-made planning and design, but de-masking and survival of truth of the nature of the open. (3) Method of heterogeneous integration. In the design process, value orientation is not unidimensional material spiritual or spirit materialized, but material spiritual and mental materialized two-way between traction and contain "balanced" state.

The Design Features and Developmental Trends. Design is not only physical practice as more important still is a metaphysical concept. It is a kind of culture, a culture, a powerful force for human progress and social development, promote the weapons. In today's information age, in the process of consumers from the value of the pursuit of material itself, tend to pay much attention to the value of itself and social existence significance, and as a benchmark. In their view, all manufactured products should be human emotion externalization, the complex relationship of man and society that should be unified for the blending of subject and object emotions. So, the contemporary design of the so-called human, organic or symbolic design concept and design style is not surprising. As modern design in modern science and art, technology and aesthetics of the rise in the development of inter-disciplinary edge discipline, is at a higher stage, namely on the basis of the extensive development of social needs, on the height of technology aesthetics research shows the design of modern science. For this general and important requirement, we should follow the listed suggestions.
• Visual communication design purpose is not to convey profound marketing concept, which is to make the person produces a striking effects, see “image”, and remember information and image to bright eye-catching and can produce a strong visual impact.

• The art of visual design should be a kind of simple, brief, easy to read, easy to remember, graphics vivid effect, no too much information will damage effect.

• Using a variety of artistic means, the shape, color, different design elements such as sound, light, etc. The combination of an orderly, adopts unique design, novel, artistic expression by using concise, easy to remember, easy to cause the graphics and text symbols, rich color and vivid image, especially the image of "shape" to different, personality is distinct that having a unique style and the essential property.

Conclusion
In this paper, we conduct research on the visual communication design patterns under the perspectives of multiple features and aesthetic reconstruction. A good designer in visual communication design more should give full consideration to the audience's visual psychology, the more information to the recipient as one who has a positive drive main body, rather than a passive acceptance. The viewer's visual experience accurately conveys visual information plays an important role. Designers should be based on the viewer's visual experience mobilizing as the dynamic response of the audience visual psychology to make it "see" and "knowledge" at the same time, to actively participate in the design work of understanding and comprehension while let viewers to appreciate to communicate with the designer's aesthetic experience, in order to achieve information. Under this basis, this paper proposes the new perspective on the issues that will promote the further development.

References