Study on How to Cultivate the Design Semantic Expression Ability of Design Graduate Students

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Keywords: Design, Design semantic, Method.

Abstract. Design semantic expression is the ability of a designer must have. It directly reflects the interaction between the author and the user and reflect the value of design works. This paper analyzes the key points, method, expression effect and application practice of design semantics, which plays an important role in the process of teaching and learning for design graduate students. In the design field, we master the theoretical knowledge deeply, which plays a guiding role of designing works.

Introduction

In the field of modern art design theory, design semantic is equally important to design philosophy, design aesthetics and psychology of design. It is one of the important part of the basic theories of design art. Design semantic is not only a form of comments, and for Human physiological feedback, but also it is the form of map symbol meaning and Understand the spirit of human culture which has been accumulated. The ability of design semantic expression is a new requirement for the study of contemporary art and design majors. At present, the design semantic expression ability of design graduate students needs to be improved. so the scientific theory and implementation method of study on how to cultivate the design semantic expression ability of design graduate students, which is of great significance to cultivate design talents that have high quality and strong ability.

Design Semantic

Design art promotes the progress of human civilization. Designer uses their design works, that is the specific form, which is able to express his design intent, design implication, service condition, methods of use, and so on. Therefore, design as well as language text have the same semantics, Design semantic between designers and users play a bridge of communication and information. From the semiotic point of view, the expression of semantic is made up of Point, line, surface, color, shape, material and other symbolic elements. Designers through the selection, combination, processing, transfer of symbols, and a series of artistic creation process. It not only refers to ideas, but also releases the emotions or feelings. Which lead to a special form of artistic language between themselves and the audience semantic information exchange smoothly. Training the expression of semantic ability, the purpose is to guide and inspire students to grasp the inherent relationship between abstract and concrete, and develop creative thinking and artistic imagination, and improve the comprehensive design ability of Art, which is the necessary way to cultivate design talents of modern cultural trends. As graduate students, we need more systematic analysis of the structure of its ability to master.

Training the Expression Ability of Modeling Semantic

With Keen Percept-Ability, Be Sensitive to Object Form Which Modeling Is Similar

What we should Observe life carefully. According to the modeling of something, we think about other things similar to it quickly, and generate some new ideas. This is the result of people's perceptual knowledge. When see the circular, we think of football, basketball, hula hoop, soap bubbles, oranges, rice balls, steering wheel, flying saucer, wheels, track, pills and so on. These things
have a circle of image features, We are based on the similar shape modeling between them and put together, which helps us to creative design better. In the expression of semantic, circular cohesion and circular visual focus express, which has significant expression in the visual composition and product designs. Such as round buttons, round logo, round ceiling or the, round floor design etc. This is the information symbol between designer and user communication. In the process of teaching and learning, we should observe things carefully, research people's psychological feelings, and establish the corresponding database.

**With the Ability of Shape, through the Add and Subtract Changes and Promote Modeling**

Through the simplification and generalization of a certain material, highlight the structure of the material and the typical characteristics. And meanwhile, we based on imagination to add some other elements. This method can not only show the characteristics of the original material, but also can be innovative. For instance, the square stool is design by Daniel Heer, the designer has made a new processing and improvement to the traditional modeling, Using a new preparation technology. Through special technology, they fuse two kinds of wood and cloth materials together, which to create a lovely funny shape. Modeling is symmetrical, the chair seat use preparation technique. This is a combination of fantasy, originality and craftsmanship. This creates a lovely square stool, which is practical, artistic, distinctive and modern.

**With the Ability of Space, to Control the Change of the Three-Dimensional Space**

We use teaching mold to develop the students' observe imagination. Through the observation and analysis of the model and material object, which enables students to establish a sense of space in the mind and, creates the overall image of space and set space frame. Furthermore the space form abstract as plane figure. When we see image, from image to face, from the face to body, thus forming a “one image is a body” concept. so in the students' thinking, the more three-dimensional information storage, the more three-dimensional image extraction when we use it, the stronger the space thinking ability. Learning, practicing and drawing stereogram helps to cultivate space imagination. The biggest advantage of the stereogram is intuitive, which reflects the three-dimensional shape in the two-dimensional plane, help students to enhance their thinking ability and also can let students' students hands-on experiment, make the abstract knowledge. Combination of speaking and practicing in the teaching process, imagine the scenario process. The approach to training step by step, so that each students set up a “space frame” and increase the students' space imagination gradually, which is beneficial to training the expression ability of modeling semantic.

**Training the Expression Ability of Visual Semantic**

**With the Ability of Sensor Analysis, to Handle the Relationship between the Visual and Emotional Properly**

Visual perception affects the user's emotions directly, In the process of creating, we should grasp design position and use visual elements to guide the user's emotions purposefully. For example, when dealing with the design of the working environment, as a designer, we must be focus on the point of view to design, which are improve work efficiency, be careful, be serious and keep clam. Color design is sure to express with cool tone, Printers, scanners, curtains, interior posters and so on will use stable modeling and composition. On the contrary, in the design of household goods, We utilize design concept about fun and comfortable to handle it. Good semantic expression can help users to play an active role.
With the Ability of Inspiration and Association, the Meaning Expression Is Free in the Visual Picture

We should according to the relationship between things to guide thinking activities.”Straight smoke in the desert and long river with round setting sun”, that kind of work has the meaning of artistic conception is the product of Association. Inspiration also known as epiphany, it is a basic form of thinking. In graphic design, a symbol has its certain symbolic meaning. For example, the logo of “san yang” company, three line in the circle expanded gradually, this is the symbol of the company that is developed and strengthen. The headlight design of Mazda, which is to imitate the cheetah's sharp eyes. Streamline shape of BMW express the domineering and speed through copying the form of Shark.

With the Ability of Composition, by the “Point and Line to Plane” of Form Transmitted to the Audience that Picture is Reasonable, Fast, and the Memory

Using the “point and line to plane” composition to draw the viewer's vision. Let the viewer with the thinking of designers to think and see the works. The deconstruction of knowledge about figure elements, picture scale model, Space division essentials and picture format type, etc, to enable the students understand and grasp the connotation of the composition elements, and the basic rule of practical application. That picture frame arrangement; being balance, stable, harmonious, and complete pictures; Law of influential factors of styling elements, harmonization of formal beauty and expression intention, the form itself is perfect and harmonious, to produce the comfort visual and other related knowledge. Using the aesthetic principle to arrange the picture image, each pen send a message to the audience, this kind of transfer should be reasonable, fast, and with a memory, and form a complete artistic pattern.

With the Ability of Light and Color

“Without the light, the color does not exist”, light is the basis of color, color is a reflection of light and shadow. We should pay attention to the influence of color and light on our visual expression. Color is the most abstract language, as a symbol of emotion and culture, In the design, it not only has the aesthetic and decorative, but also has symbolic significance. In the market competition, the strong color impact of Product appearance design is an important factor to impress the consumers. Strong visual impact is an important factor in the art of moving, The style and logo of color, Such as, We usually use gold and silver color to reflect luxurious, white, green and blue color reflect the elegant, which shows the vitality in the magnificent mystery. In modern design, the color vision is applied to the design of modern commodity or tourist souvenirs, special food packaging and cultural festival activities, it has a positive impact on strengthening time and space value of modern design image, and for business promotion and enhance the cultural value of goods.

With the Application Ability of Graphical Symbols

Taking mobile phone for instance, according to their functions, symbolic system can be divided into three types. ① All kinds of function keys, peripheral connection holes and its corresponding instructions and symbols; ② The shape and color of the whole visual and tactile sensation; ③ Support the of software interface phone functions. When we design mobile phones, different methods and standards are adopted for different requirements to deal with the combination of these three kinds of symbols in order to achieve the best state. The first type of symbolic role is mainly “Express meanings”, which let users through semantic form know its function and how to operate. Second types of symbols constitute the external visual form of the product, the shape and the character of the tactile sensation. On the basis of meeting the physical requirements of people, it must undertake the function to Convey personality and spiritual connotation, which the main function is “Express feelings”. According to different products and environment, mature designers are able to use different kinds of sensory symbols. The third kind of symbol is the function of dialogue between man and machine, the demand for personality is not essential should be as close to the standardization, on the basis of Operation standardization, we work hard to find the best way to show the personality.
Design Practice

When students in the creative process, to highlight the main body skillfully, Which enhances the visual impact of the screen. The usual practice is to arrange the main body in the golden line. It can also use the right line, border, foreground or background to guide the audience's attention so as to highlight the main body.

In the creative process, students to express a certain design culture, Culture is the carrier of semantics, it is the communication material between designer and user. For example, ink to express a kind of artistic conception, a kind of culture, which is share appreciation in the crowd. In the product design or graphic design, if we guide ink element into the frame, it will resonate with users.

When students in the creative process, we should express certain social attention, energy saving and green design concept can be applied to the design. For example, in the visual design practice and the use of green design, we use green design in visual design and practice, and make graphic design maintain a reasonable order and prevent visual pollution, it is necessary to perfect the coordination of design works and human beings.

When students in the creative process, we need express a certain flavor of the times, intelligent design is the best embodiment. Such as the product of temperature sensing Cup, Apart from drinking water, it also has a specific function. According to the water temperature in the cup, the appearance of the cup shows the corresponding color. This process increases the user's participation and experience.

Summary

In the present design industry continues to flourish. People need to study design semantic expression urgently, scientific design semantics can not only help designers to improve the level of design, and promote the development of design, but also can let people have a good understanding of design, and practical design, and proper use of all kinds of products. To master the expression ability is the key to develop a new generation of designers.

References