

# *Character Design Visual Culture Communication and Emotional Inquiry*

**Yuelin Zhou, Guanqing Li**

*Department of Art, Shenzhen University, Shenzhen, Guangdong, 518061, China*

**Keywords:** Character design, Visual culture, Transmission, Emotional

**Abstract:** People's emotional needs and spiritual pursuit with the economic development of The Times are getting higher and higher. The design of characters has brought a lot of interesting information to modern life. For this reason, when designing characters, designers should not only focus on the structure of fonts, but also pay more attention to the aesthetics and communication of the design of characters, and express the emotional information that the characters need to convey to people. Based on the framework of character design, this paper briefly studies the visual culture communication and emotionalization of character design

## **1. Introduction**

Modern character design requires designers to be able to issue sentimental Chinese characters according to the strokes and structural design of fonts. The design of modern characters requires designers to be able to use different ways, such as pictures and symbols, to design different characters to express the inner world of the public on the basis of information transmission. The design in the new period can make the text more transferable and extensive, so that people can enrich their inner world in the process of enhancing emotional experience, and meet the needs of the text and emotional needs of the changes in the contemporary era. What makes the text be the resonance and interaction between reporters and readers in their hearts, so as to achieve the best effect of text design in the communication process.

## **2. Significance and Types of Character Design**

Words to our work and study of life is an indispensable part of, it has chased the role of ancient v. now, with the development of the society, the text in the present age of multi-media plays a very important role in the generation of, it is no longer just to record events but a blend of passing information, transfer the important role of emotions, in the design of modern words, can be a symbol, a graph, a point on the surface of the a element symbols to accomplish the transmission of information that is character design. The intervention of the network makes life and study more diversified, and this diversification of The Times is also reflected in the design. It integrates the single design with the network information to form a new design method and expand the play space of the design. Is following the reform of The Times, people to the requirements of the text is no longer a single, but hopes to pass through different text symbol design people's spiritual world and

emotional changes, which requires the text designers in the design process not only to respect readability of text and font structure, more attention to emotional needs, the design of the text form is more widely, at the request of the pursuit of visual effect many designers will replace the image expressed by the words to convey the emotional elements [1]. For this reason, pictures and words gradually appear in our daily life, such as books, packages, bags, logos and so on.

Moreover is the occurrence of dynamic characters, as the pace of The Times gradually speeding up, people want to be able to get the maximum amount of information in the shortest possible time, dynamic characters appear another door opened the character design, it is the text and visual together when the design, in order to attract the public's interest in reading interest and understanding. According to the investigation and research, the use of dynamic characters can be more intuitive expression of people's thoughts and emotions. Character design, as an important way to spread visual culture, can bring a lot of information and at the same time can make words emotional, which is just as important as the personification of Chinese, which enhances people's emotional interaction. With the development of The Times, the network, radio, television and other platforms are the communication channels of character design, which is an important way to spread and emotionalize visual culture.

### 3. Emotional Expression of Character Design

Emotional expression of character design requires designers to be able to place people's inner needs and emotional world in words, and create interesting or touching text works. The words emotional design can be text itself more infectious, designers will be emotional visualizations into the works, not only the interest and gives the designer and the public can convey emotional resonance, can work for text with vitality, make the text anthropomorphic, to show people the thought of self-realization, and motivate people in emotional experience in the design of text. In the text design of emotional expression, designers should pay attention to the development trend of text design of The Times when considering the audience, the degree of communication and the direction of emotion, so as to bring the public into an emotional world.

In the text design, the emotion of the design text can be fully expressed, such as the light and dark of the color, the thick and thin of the line, all of which contain the designer's own emotion, and the designer can convey the emotion to the reader through the text [2]. Designers can also design personalized and stylized text design to transform narrative function into expressive function. It is well known that different forms of words bring us different feelings, from which we can receive the signals of calm or excitement.

The design of characters is the process of the designer to express himself, so the characters designed by different emotions, different ideas and different understandings vary greatly. Designers will use different fonts when designing characters, such as regular script, small seal script, rough grass, Song style, etc., combining different text structures to reflect the temperament of the characters, bringing different emotional experience to the readers.

When designing emotional fonts, designers also need to take into account the audience's age, status, level and other aspects. Only in this way can the design be more targeted, clear the design objectives, different groups targeted by the design concept and design style, and increase people's emotional text experience [3]. Under the new media technology, the information is more rapid and simplified. In the information age, the design of characters can enrich people's emotional world and inner world, so that people can improve their spiritual pursuit in the process of imperceptible influence. In a word, the emotional expression of character design can provide the public with a better sense of experience, generate emotional resonance with designers, and narrow the emotional distance between the public, characters and designers.

#### 4. Visual Cultural Communication and Emotional Expression of Dynamic Characters in the Context of Scientific Development

Graphics as a way of text expression, the public can more simple and intuitive from the graphics to obtain information. This prompted the characteristics of modern writing, that is, effectiveness, transmission, rapidity, efficiency. Pictures are used as a carrier to spread visual culture [4]. The era of the Internet opened the text design of the development of a new situation, combining with the video, audio, flash animation science development in the context of dynamic characters of visual culture dissemination and emotions get the best effect, is committed to the film and television, music, games, web pages, cover all the living area, the text from the plane into a solid, converting static to dynamic, the traditional printed word spread through the digital media, expand the universality and applicability in the text in the spread of art, the public's interest in reading dynamic text actually increase the message content is more accurate and specific and direct, The effect of information dissemination is very obvious. The emergence of dynamic characters has become a sign of the transformation of The Times, which enriches and diversifies the world and also increases the artistry and design of characters, enabling the world to see a period of perfect integration of art and culture, which is very epochal [5]. According to this change, text designers are required to enrich their own knowledge, improve their ability, combine design thinking and design means with multimedia, and realize visual cultural communication and emotionalization of text design.

Is ubiquitous in today's new media in the society, the text design along with the social economy and material rich in the earth-shaking changes in transmission and the expression, the pursuit of spiritual and emotional dominant in character design, dynamic text to open to the general thinking, attract the attention of the public, so that the public in interesting dynamic text thinking apprehend the emotional significance of its spread, this is a kind of new text presents the way of reading, but the designers not only need to pay attention to in the design of the shape of the text should also consider the external conditions to the psychology of readers, on the one hand, in the design of the content of the dynamic characters of diversity, On the other hand, more accurate enrichment is needed [6]. Brought spiritual pursuit of the progress of science and technology, the context of scientific development dynamic text mass bring new visual culture and different ways of emotional expression, the design of dynamic text has struck attract the line of sight of people, bring people a better emotional experience, and effectively enhance the cultural quality of people's vision, thus improved the people's spiritual world, meet the needs of the contemporary mass with words.

#### 5. Conclusion

What has been discussed above, the author through the significance and the type of character design, character design of emotional expression, the context of scientific development of the dynamic characters of visual culture dissemination and emotional expression in three aspects how to highlight the text with the changing times and multimedia change, mainly by the dynamic text as an example describes design visual culture dissemination and emotional words, hope that designers can combine network design diversified text for the expression of emotional and psychological, design concept, in order to seize the popular view and thinking, the text design of visual culture communication and emotional communication better performance to the public. Of course, text designers should also keep innovating in the development of The Times, and strive to improve their skills, so as to create more vivid and vivid text effects in the current of The Times.

#### References

[1] Zhang Li, Zhang Yangyang, Sun Wen(2018). *Research on the Innovation and Development of Visual Communication*

*Design from the Perspective of New Media [A]. Research on the Development of Teachers' Teaching Capability. Scientific Research Achievements Collection [C],vol. 16.*

- [2] *Hu Bo(2019). Research on Visual Cultural Communication and Emotionalization of Character Design [J] News Amateurs.*
- [3] *Dan Zhi(2020). Research on Visual Cultural Communication and Emotionalization of Character Design [J] Artist.*
- [4] *Wang Shengnan. Looking for the Fusion and Innovation of Stroke in Emotional Design of Chinese Characters [D].*
- [5] *Sun Tianlinzi. Research on the Emotional Design and Implementation of Micro Classes -- Taking Visual Culture and Media Literacy Course as an Example [D].*
- [6] *Xu Jiayao, Du Shiyong(2019). Font Design with Temperature -- Research on Font Design Based on Emotional Design Theory [J]. Journal of Shandong Institute of Arts and Crafts, no.4, pp: 17-21.*