

Research on the Innovation of Visual Thinking Mode in Visual Communication Design

Yuanyuan Wang

College of Arts & Information Engineering, Dalian Polytechnic University, Dalian, Liaoning Province, China

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Abstract: Visual Communication Design is a Kind of Design That Expresses Visual Media in Front of Audience through Specific Thinking Mode. Excellent Visual Communication Design Can Enrich the Content of Visual Communication Information, Give People a More Comfortable Visual Experience, Let the Audience Can Integrate into the Information of Visual Communication, Attract More People to Understand the Content of Visual Communication. the Excellent Visual Communication Design Can Not Be Separated from the Visual Thinking Mode, Which Determines the Expression Form of the Visual Communication Content. in Modern Art Design, Visual Communication is a Very Important Component, and It is Also Widely Used in Social Production Practice. Visual Thinking is the Key Factor Affecting Visual Communication Design. in Order to Promote the Further Application of Visual Communication Design in Social Practice, We Should Innovate the Mode of Visual Thinking and Provide New Power for Visual Communication Continuously.

1. Introduction

With the Comprehensive Development of the Art Field in Our Country, It Also Promotes the Improvement of People's Aesthetic Ability[1]. in This Environment, People's Aesthetic Needs Are Increasing, So Visual Communication Design is Placed in an Extremely Important Position. through Visual Communication to Convey the Beauty of People, Using a Certain Mode of Thinking to Present the Theme of Beauty, and Effectively Meet the Growing Needs of People for Aesthetic. with the Development of the Times, People's Aesthetic Promotion to a Certain Extent Also Improves the High Standards and Strict Requirements of Visual Communication. Only through Better Visual Thinking Innovation of Things, Can We Get Better Visual Communication Design Effect. Only after the Theoretical Overview of the Basic Mode of Visual Thinking is Made Clear, and Then the Principle of Its Basic Mode Innovation is Made Clear, Can a Targeted Visual Thinking Innovation Strategy Be Finally Formed.

2. The Concept and Significance of Visual Thinking Mode

2.1 Concept of Visual Thinking

The premise of visual thinking is mainly based on the human body receiving the stimulation of the surrounding environment to produce the corresponding visual intention. It is the human body collecting, processing and analyzing the perceived visual intention through the brain, and then summarizing and expressing the information. There is a certain difference between this visual thinking mode and ordinary logical thinking, the biggest difference is the subjective creativity of the brain. From the point of view of the essence of visual thinking, this is a way of using unique rational thinking[2]. It is an activity process of blending visual intention and thinking imagination to master and create subjectively through visual stimulation brought by external environment.

Table 1 Analysis of Students' Self Innovation Thinking under the Vision

Project / Assessment	Weak%	Weaker%	Commonly%	Stronger%	Strong%
IELTS learning needs	0.9	6.28	43.89	40.50	8.43
Public English needs	0	5.23	59.84	20.08	18.74
Demand for foreign textbooks	0.5	12.55	64.53	12.38	10.09
Demand for bilingual teaching materials	0.3	13.97	59.67	14.54	11.43

2.2 Way of Visual Thinking

From a macro point of view, visual thinking can be divided into three types, including divergent thinking, reverse thinking and associative thinking. Divergent thinking specifically refers to the divergent imagination of the information absorbed by the outside world through the brain in visual communication design, which enables the designer to obtain a broader design thinking. At the same time, the divergent thinking has different views on the design objectives in a multi-level and all-round way, which enables the designer to have a more comprehensive imagination in the design. The reverse thinking mainly refers to the designer to find a breakthrough point from another aspect, thinking about some common things in life, so as to obtain innovation[3]. Such visual design works generally have innovative elements. Associative thinking refers to the imagination and innovation of the designer through the stimulation of the outside world and the superposition of the internal essence. The appropriate use of associative thinking in the design can not only combine the seemingly different but actually related factors, but also enable the designer to harvest fine works in the specific visual communication design [4].

2.3 Significance of Visual Thinking: Promoting Innovation

For the visual communication design, innovative consciousness is essential and essential, and the role of visual thinking is of critical significance for innovation. Because visual communication designers generally take the intention of information vision as the basis, and then start the operation of visual thinking, so that they can use innovative thinking in the design of works by obtaining information and stimulating Association[5]. Therefore, the visual communication designer's design and conception of the work is derived from the stimulation of visual thinking. Only by letting the visual communication designer divergent thinking from various aspects such as visual intention, can we really apply the sense of innovation and design to the design of the work, and finally complete the creative work.

3. Principles to Be Followed in the Innovation of Visual Thinking Mode

3.1 Vision Center

In visual communication design, visual thinking innovation should follow certain principles. No matter what form of art communication design, it needs to rely on a center point, which is usually established as the idea and emotion of communication, so that designers can make creative thinking around the center.

3.2 Comparison and Unification

In the visual communication design, we should also follow a basic principle, that is, the principle of contrast and unity. All works designed by visual communication are designed and realized by contrast and unification[6]. The scope of contrast and unity mainly includes color, text and color, highlighting the main body of visual thinking under visual communication, highlighting the innovative features of visual thinking, and communicating a clear main body to people through a unified design, so that people can clearly understand the purpose of visual communication design.

3.3 Sale

Under the principle of scale proportion, the visual communication under the innovation of visual thinking can realize the theme of the work better, so the principle of scale proportion is very important in the innovation of visual thinking. According to the principle of certain scale and

proportion, visual design works can skillfully construct the artistic conception of works, give people a refreshing feeling, quickly attract people's attention, and draw close to the distance between people and works in the shortest time[7]. Innovative visual thinking mode for visual communication works is conducive to improving the coordination of works and pictures, highlighting the overall effect of visual communication, fully demonstrating the overall level of visual communication design in China, and improving the effect of visual communication.

4. Innovative Strategies of Visual Thinking Mode in Visual Communication

4.1 Strengthen Reverse Thinking Training

For visual communication designers, the use of reverse thinking can help the audience to bring a new visual experience, so in the innovative way of visual thinking mode, we must strengthen the reverse thinking training for visual communication designers. Set up the creative thinking consciousness of visual communication designers, and take the initiative to train the conscious reverse thinking according to their own development. For example, in the design process of an object, the designer can think and imagine the object from the back to the front, from the bottom to the top and other ways, so as to ensure that different innovative concepts are integrated into their own design works. At the same time, we can also train the visual communication designers in reverse thinking from the collection of materials and other aspects, collect various materials, and promote the realization of design ideas, so as to obtain a full of surprises and unexpected design effect. Because the reverse thinking mode is different from the normal thinking mode, the design works presented also have a certain freshness and creativity, and then bring deep impression and experience to the audience.

4.2 Strengthen the Training of Divergent Thinking

In the view of psychology, divergent thinking is one of the key links. Therefore, in the basic mode of innovative visual thinking, it is very important to strengthen the training of divergent thinking[8]. For example, in the visual communication design, even if it is the same way, designers can make different ideas from different angles, and then get good visual thinking inspiration. In addition, the application of divergent thinking to the innovation of visual thinking mode is more conducive to expand the design thinking of designers, strengthen the final effect of visual communication design, and then form a virtuous circle of visual thinking and visual communication design.

4.3 Strengthen Associative Thinking Training

In the visual communication design, the innovation of visual thinking also needs to strengthen the training of associative thinking, and apply this kind of expanding thinking to the visual communication design. In the training of associative thinking, designers should be able to associate one thing with another and classify associative thinking into three categories: Contrastive Association, causal association and proximity Association[9]. All of these three kinds of associative thinking can be applied in visual communication to enhance the sense of innovation and overall quality of works. In the visual communication design, creative visual thinking mode, associative thinking is a basic creative thinking. Based on the life practice, designers can closely link the work and the life reality to carry out associative behavior, find out the closest side of the work and life, and finally create a more grounded visual communication design work.

4.4 Pay Attention to the Cultivation of Divergent Thinking

Divergent thinking mode plays a very important role in innovation. In the process of design, designers can not be limited in their design thinking, so they need to constantly broaden their thinking, so that their vision under thinking is broader, and they should pay attention to comprehensive consideration under thinking problems. Under the application of this thinking mode, it is mainly to enable designers to enter into many ideas To optimize the visual communication design. However, in the process of using divergent thinking, designers are required to be based on

the objective situation, not divorced from the reality, to fully combine the form and connotation of the works they want to design, to moderately apply divergent thinking, so as to make the best choice.

4.5 Pay Attention to the Cultivation of Reverse Thinking

In the visual communication design, different from the general way of thinking, reverse thinking is used to common things and ideas, so that designers are no longer limited to conventional ideas, and further innovation can be realized. This reverse thinking mode helps to train designers to improve their creative ability, constantly activate their own thinking mode in the process of thinking, and promote The professional improvement of our own design. In the visual communication design, the use of reverse thinking fully reflects the uniqueness of the works designed by it, which is often paid more attention to by the communicators, and they feel the designer's work concept in appreciation, and give full play to the substantive value of the visual communication design works. In the training of reverse thinking, the premise must be that the designer can skillfully use the general ideas, and achieve the purpose of innovation by effectively combining the two.

5. Conclusion

The innovation of visual thinking in modern art is of great significance to the promotion of visual communication design, and it is also the fundamental requirement for visual communication design to conform to the development of the times. Only by fully understanding the connotation of visual thinking innovation, and making efforts from three aspects of reverse thinking, divergent thinking and associative thinking, can we promote visual thinking innovation to make due contribution to the development of modern visual communication art.

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