

# Study on the Use of Emotional in Art and Design

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**Abstract:** *With the development and enrichment of historical humanism, spiritual civilization, diversification, and constantly sublimation of emotional style design, stylists designed a new trend— Exploring the development space on the emotional design to create more personalized products. In the era of this increasingly emphasize on "Individual Experience" and "Interaction", also under the continuous supporting by the concept of "User Centered". The traditional unilateral information to users of design has gradually not accepted, while designers are on the reflection of the process, finding that the effect is unsatisfactory. The emotional design is to make up for such shortcomings, designers are not just in the design of a product, but in designing a way of communicating with people feeling this way to design full of affinity and appeal moved by the user action, moved by the sense of tapping the potential emotional power users. The essay starts from the combination between design and emotion, the methods and significance of applying design on the emotional degree in order to analyze more inclusive emotional container products, expressing the awareness and enlightenment for the emotional design.*

**Keywords:** *art design, emotional applying, user experience, expression form*

## 1. What is emotion in design

### 1.1 Definition of emotion

In the Dictionary of Psychology, the description of emotion is: "Emotion is a subjective reflection of the value relationship of human subjects to objective things [1]". And we ourselves can actually feel it, such subjective reflection is the most fundamental thinking fluctuation of our people, which exists at the beginning of our birth and is rooted in our soul. In daily life, it is manifested as psychological reaction to the outside world, such as like, hate, happy, sad, fear, etc.

### 1.2 Definition of design

Through labor, human beings transform the world, create civilization, and create material and spiritual wealth, while the most basic and major creative activity is creation, and design is the pre-planning of creative activities. The planning technology and planning process of any creative activity can be understood as design [2]. In the design process, the idea is communicated through planning and a certain form, and the final result is the product after design.

### 1.3 The connection between the two

With the development of society and the continuous improvement of design concepts, product design is paying more and more attention to People's Daily lifestyle, and products that reflect and meet people's emotional needs are gradually emerging in the design field. This demand has led to the gradual generalization of the concept of emotional design in the field of design. The so-called emotional design is to integrate emotions into design works through various materials, mechanisms, shapes, colors and other elements, so as to stimulate people's associations in the process of consumers' appreciation and use of products, generate spiritual resonance, obtain spiritual pleasure, and sublimate emotional satisfaction [3].



*Figure 1: Fresh leaf knot binding*

For example, Lufdesign's "fresh leaf knot binding" (see Figure 1), two leaves, small and simple, but full of fun, can be tied to a variety of objects, so that the lifeless industrial products become as vibrant as spring, making people happy, and this is also in line with the consumer's heart of a kind of expectation. I believe that everyone is not willing to live in a cold world of steel and cement, and will yearn for fresh nature. Here, emotional factors and people's innermost wishes to achieve a harmonious unity, the emotional integration of products has become an important aspect of design, the connection between the two is becoming closer and closer.

## **2. Why focus on emotion in design**

### **2.1 For designers**

First, for the designers themselves. There is no doubt that when the designer integrates his own emotions and self-awareness into the product, the product has a life. To a certain extent, the designer's perception of the product, the user's research, and the life experience are integrated into the product through emotional expression techniques, and the product interpretation is better and more perfect, and it is also closer to life and closer to the user.

### **2.2 For merchants**

Secondly, for businesses, after a product is integrated with emotional factors, the product is no longer just a cold object on the industrial assembly line, but has become a medium that can convey information. The emotional integration of users can bring joy to users, bring joy, and bring users the reverie they expect. Such a product has a better user experience at the same time, but also to enhance the value of the product, give the product more connotation, but also the business to guide the purpose of the product and adhere to the corporate philosophy further elaborated to the user. At present, by creating products rich in emotional semantics, it has also become the mainstream of the market.

### **2.3 For consumers**

In today's society, material life has a certain guarantee, and spiritual pursuit has begun to be promoted. At the consumer level, more and more people are beginning to pay attention to the spiritual feelings that each product can bring. From the original requirement of good quality to the pursuit of beauty to the value of the temperament and connotation of the performance, it shows that consumers are now more and more important to the emotional factors of product integration. The emotional design of the product, from the psychological point of view of consumers, meets people's internal needs and satisfies people's consumption desire.

### 2.4 A summary of meaning

Emotion plays an important role in our life, which includes both human physiological and psychological factors, as well as social and cultural factors. It always exists in our behavior of buying and using products. Many people in the design industry have generally recognized that many beautiful and high-quality products are not necessarily attractive, and the reasons for people to choose products are diverse, such as first impressions, first feelings, and so on, often accompanied by emotions.



Figure 2: LED solar lantern

In a complex and changing environment, human evolution has produced a wealth of cognition and emotion, cognition helps us make sense of the world, and emotion helps us make judgments. In such an increasingly affluent society, spiritual comfort and emotional satisfaction are necessary for people's lives. The LED solar lantern designed by Wendy Legro (see Figure 2), like a real flower, swings in front of the window during the day, absorbing the solar energy, and at night, using the stored energy to bloom a pleasant glow and a pleasant mood. Here, emotion gives the product more meaning.

### 3. How to better use emotion in design

Design requires emotion. Any kind of art, has its unique and common place, art comes from life, then, what is life? Put your experience of life, put your design ideas, use artistic means to show the content you want to interpret, make design live, and let the product speak. The infusion of emotion will make your work have a definite appeal, so the infusion of emotion is a guarantee of success?

Good design is to constantly find the emotional expression point, understand the emotional needs of users, through the reasonable control of emotional factors, in order to make better works and achieve a better situation. In other words, when it comes to emotional injection, pay attention to a degree. Then how can we better organize the emotional factors we want to express to users into our design, so as to design and develop products that meet the needs of users? Three things should be said:

#### (1) Input

The designer's own input determines whether the product has connotation and soul. The investment in the product is no longer a sloppy and perfunctory response to the task, and it is no longer an automatic narcissism. The designer needs to consider the idea wholeheartedly and pay attention to the product in all aspects. The psychologist Csikszent Mihalyi refers to this attention as "Psychic Energy" and the state of engagement as "Flow". [4] There is no irritability or boredom caused by confusion or repetition at all, but it should be created with a happy mood, as shown in Figure 3.



Figure 3: Drops special pot of tea

The designer of Yehidea talked about the teardrop-shaped Pu-erh tea pot (see picture 3), which won the German Red Dot Design Award, said that it seems simple, but behind the complex. In order to remove the handle of the teapot, after a long time of conception, discussion, design and production process, faced with a lot of repetition, but did not give up, wholeheartedly invested, only to insist on a perfect work. This is a happy good state of mind, a kind of self-dedication.

In fact, there is no need for designers to learn how to be more involved and how to design for "flow". When designers have enough good design concepts, enough life perceptions, and enough thorough thinking about products, the rest is attitude. To warm emotions to conceive, to invest in the state of mind to design, a work born from the heart naturally formed.

## (2) Pertinence

The emotion caused by the product varies from person to person, and different people have different feelings and experiences even for the same product. In this case, the product should not only be a simple emotional integration, but also need to consider the market and users targeted. In order to make users better use of the product, the product should be to do emotional design in line with the target user group, should have the same thinking characteristics as the user, let the emotion communicate with the soul, let the product communicate with the user, so that the user can truly appreciate the emotional meaning that the designer wants to pass to it through the product design.

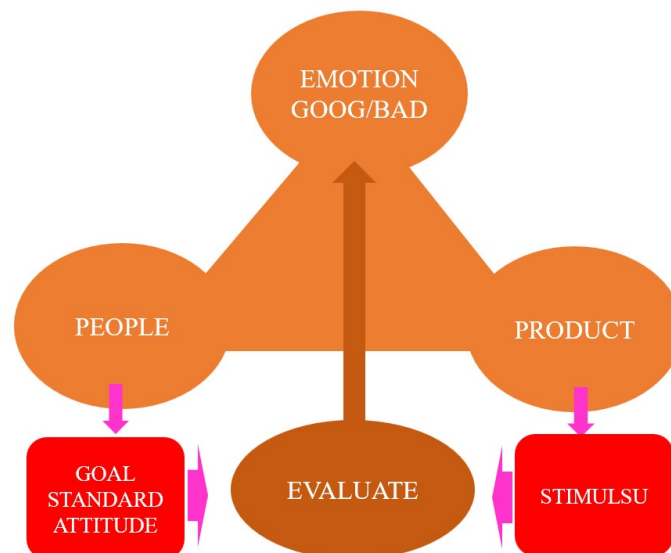


Figure 4: Product emotional chain reaction

From the emotional chain reaction diagram of the product (see Figure 4), it can be seen that the stimulation of the product will be evaluated and measured against people's own expectations, aesthetic standards and purchasing attitudes towards the product, and finally generate emotional responses to the product. A good starting point can be found through understanding the process of the user. Before starting creative design, designers should fully understand the user group, such as the user's age level, cultural

background, aesthetic taste, thinking concepts, consumer demand, etc., and fully understand the user's use habits, use environment, on this basis to design products that can truly integrate into the user's life. At the beginning of design, during design and after design, the center of the whole design process should be close to the user, so that the designed product can be closer to the user's expectation and the emotion contained in it can be closer to the user's heart [5].

### (3) Rationality



*Figure 5: Fly's Living Colors lights*

The slogan for Philips' Living Colors (LED lights that produce 16 million colors) (see Figure 5) reads: "What color are good memories? What color is love? What color is lazy Sunday? She is not used for lighting, but for coloring your world through light media." It is worth mentioning that Philips' design concept: good at heart, Sense and Simplicity, their exploration of innovative creativity and brevity is undoubtedly admirable, and we can see that Philips' product is how to integrate reasonable, excellent emotional experience, and accurate market positioning. Consumers need a certain emotional appeal, but consumers do not need excess emotion flooding, we should also pay attention to the rationality of emotional use in the design process.

First of all, emotional integration should not violate the principle of practical and easy to use products. We are all interested in beautiful things, but also want to buy things we like, but also based on whether the product can play a certain function. If you say that a very beautiful product you also like to buy but can not use, the emotional integration is also like chicken ribs, abandoned pity, tasteless food.

Secondly, the integration of emotions should conform to the law of the market. Society is developing and people are changing. There is no absolute statement that can prove that people have pursued the same spiritual characteristics for thousands of years. The law of the market also follows the wheel of history in the ever-changing movement, each period, each place, each group has different consumer needs. Many of China's time-honored brands are declining because they stubbornly cling to their ancient traditions and do not want to innovate. Products should be different because of the market, in line with the market rules of emotional integration can be conducive to invincible.

Designers should consider that the integration of emotions is not the accumulation of emotions, but reasonable use, reflecting on the rationality and rationalization of emotional integration in design, so as to produce the greatest value.

### (4) Summary of emotional use

The continuous progress of design has brought new challenges and tests to designers, seeking a kind of humanized design, making the product a material form with ideological and emotional, turning the product into a kind of emotional support, communicating with people, and bringing people a pleasant life.

In the process of emotional product design, designers should break the physiological and psychological differences between people, make the product easier for people to communicate emotionally, let people accept the product from the psychological feeling, and realize the product design

of the emotional world. As a product, first of all, people should like it when they see it for the first time, which is the first impression of the product, just like the subtle feeling of love at first sight between people. In order to make the designed product have such an effect, it is necessary to make the form of the product have emotions, and add the designer's emotions and care for society and human beings in the design process, so as to move people emotionally and cause people's desire to buy.

Emotional design is to let you become an emotional designer, really deep understanding of users, so that it is possible to design products to meet their different needs. With the effective means of design to guide and change people's way of life, this is the biggest impact of design on people.

Through the design of emotional products, we can narrow the distance between people and improve people's living environment. Humanized emotional design has gradually become the goal pursued by contemporary product designers.

#### **4. New thinking - the container of emotions**

History is moving forward, the form of innovation is upgrading, the design has gradually produced a huge change, and our requirements for products are becoming higher and higher. So, in the design into the emotion, for the user to carry out the emotional design of the product is the peak of future design development? In the future, under such a gradually user-centered general trend, the content of emotional design should not only be like this, we also need to think further - whether the product is for the user to integrate the emotion, or let the user own creative emotional integration of the product, so that the product becomes the container of emotion?

It seems that the former is more targeted, while the latter is more vague. However, after comparison, we can find that the single characteristics of a product can not meet the current market requirements, the user's age, habits, growth environment, social level, purpose of use and many other factors are completely different, this diversified era expects to use a product connotation to conquer all users, which is difficult to do.

##### ***4.1 Reflections on emotional design***

All along, we are still at this stage, just blindly mixing a variety of design concepts that seem to be considered for users, hoping to make as many users as possible satisfied with thoughtful products. However, such a design to a certain extent, the road is becoming narrower and narrower. Such a design process can only hover repeatedly between habit and transcendence, and constantly become a seemingly thoughtful but lacking design through the feedback process of all parties. Moreover, the cost is too high, the efficiency is low, the scalability and extensibility are relatively poor, and the user's sense of identity is not high. Even if it is impossible to make a conclusion, thinking and making all the possibilities for users has increasingly reached a dead end.

Perhaps many designers subconsciously believe that thinking of perfection for the user is always the first goal. But is it really so, in reality, this is only one of the purposes that designers need to complete through the means of design, we have to do a lot more, such as: whether the design of the product can let the user have emotional sustenance; Do we need to always seem to be on top of our users, dominating everything for them? Whether the right to create can be exchanged with the user; Whether the emotional reproduction of a product can have a better way and more possibilities.

##### ***4.2 The rerefinement of the emotional container***

Reflection on emotional design, let us see some different possibilities, we can think about another solution, that is, let the product become a user can invest emotion, so as to produce the container of trust, as for how to shape to meet the user's emotional investment can be controlled by the user himself. We can no longer use our own established thinking to limit or identify the user's aesthetic tendencies, we only need to provide users with an effective and convenient way to invest their emotions.

A lot of people here may ask, why don't we judge what the user is going to feel? Why don't we help users judge aesthetically superior concepts in advance? Because our users are different and express different emotions, any idea that we think is good will get both positive and negative responses. Of course we can recommend, but it can't be the only means, the inevitable mechanical clumsiness of recommendation to feedback to re-recommendation.

Consider an example of Tencent's QQ. Although QQ seemed to be a child's toy in the eyes of the previous generation, it did a good job. In Tencent QQ, the interface at the beginning of the default to maintain a plain blue, the first feeling may be bland, even a little monotonous, no attractive place. But in the process of use, you can find that it can have countless changes, custom skin, rich color choices and transparency changes, in the software interface, chat window, all kinds of frequently used places can be

Such a product is very good in the field of instant messaging. Although, in Tencent QQ, the penetration of commercial purposes is indeed a little more, but in the feedback of users' emotional demands, to accommodate users' emotional investment, it can undoubtedly become the leader in similar software, and such examples in current commercial products are gradually increasing. Therefore, designers can change the previous design concepts from the design entry point, and the focus of design can be inclined to design an emotional container, so that users can create ideal results that meet their needs according to their own characteristics.

#### 4.3 Several expressions of emotional container

According to the concept expressed above, with personalization as the starting point, the product is designed into a container that allows users to invest more in their emotions, and a good emotional container product also shows the following characteristics:

(1) The container can carry enough emotional input

Users' emotions are emotional and rich, so a good emotional container should have a certain degree of scalability, customization, inclusiveness, so that users can constantly change the form to suit different needs according to their own needs, carrying enough emotional input.



Figure 6: Digital graffiti interactive signboard

Marc Ecko, founder of Ecko Unlimited, designed the "Digital City Lights" digital graffiti interactive sign (see Figure 6), which allows people to interact with billboards using mobile phones and Bluetooth. You just walk to these large LCD screens and use your mobile phone to operate, you can leave digital graffiti on the screen at will, leaving your own works. Here, the product is shaped into a container, a container that can hold a lot of emotional input from users. While achieving the purpose of advertising, it is also highly inclusive and interactive, so that everyone can get a good emotional input here [6].

(2) The user's emotional input is simple enough

In the design process, on the basis of good scalability and customization, emotional container can accommodate the richness of user emotions, it should also be based on the actual situation, from the user's point of view, so that the way of investment is easier to identify and easier to master, so that users can use quickly and easily invest emotions.



*Figure 7: More furniture system*

The "More" furniture system by Italian designer Georgaya Caperaso (see Figure 7). Without the use of special tools, these modular units can be easily and easily assembled into a bookshelf, table, chair or just a single unit. Such a product does not have a very gorgeous effect, no clever shape, but it can be changed at will, produce a variety of combinations to meet different needs, with excellent convenience, so that users get the products and ways of use that they really want, and become a convenient container for users to invest their emotions.

(3) let the user's emotional investment get faster and more feedback

In his book *The Psychology of Design*, Dr. Donald Norman discusses feedback in depth when he describes the Execution/Evaluation Action Cycle. During the evaluation phase of the cycle, users compare what actually happened and what they expected to happen. Timely feedback helps the user evaluate whether a previous action has brought the user closer to the goal, so that the user can readjust the action or move on to the next step. When users are interested in a product and do not get timely feedback or the feedback fails to meet expectations after emotional input, users will be disappointed and distrust the product [7].



*Figure 8: IBM color sensing billboard*

IBM launched the Smart Planet Initiative, a global initiative to promote the importance of intelligent systems. In the campaign, IBM created a color-sensing billboard (see Figure 8) that changes color based on the characteristics of the person standing in front of it to convey the message that "a smarter system responds faster and richer to customer preferences." In fact, the feedback of the emotional container also needs to be so rapid and rich, so that users can reflect their own use of the first time to the heart, produce a sense of pleasure in use, and then really like the product.

(4) Continuous gradual process



Although the product as an emotional container to design is a relatively new means, but in the modern design and advertising industry, has begun to gradually use, and show a good effect and development trend. Of course, any concept can not be perfect, bring advantages at the same time, it is undeniable that it will bring disadvantages, such as modular design can not avoid visual discount, some too advanced interactive design to bring users at a loss, accommodate emotional richness depends on technical support. But this is just the starting point, I believe that in the future progress, based on the existing research, the design method will gradually improve with the change of design concepts, and the product will become a more perfect emotional container.

## 5. Conclusion

Since the development of history, humanistic thoughts have been continuously enriched, diversified and emotional design styles have become the trend of design, and the new task of designers has become to explore the development space of emotional design and create more humanized products. We can see that in this era of more and more attention to "individual feelings" and "interactive communication", under the continuous update of the concept of "user-centered", the traditional design method of unilaterally transmitting information to users has gradually not been accepted by users and the market, and designers have also found the unfriendly and unsatisfactory effect of this method in the process of continuous reflection. Emotional design is to make up for such a defect, the designer is not only designing a product, but also designing a way to communicate with people's emotions, which makes the design full of affinity and appeal, so that users can be moved and felt by it, and tap the potential emotional power of users, so that users can have a good experience from the heart. In modern life, a variety of complex commercial activities have made us dizzy, back to we have lost a lot of interest, emotional design has become an inevitable demand of this era.

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