

On the Innovation of Design Language in the Process of “Re design”

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Abstract: Innovative design thinking in any design plays a vital role in the design, and design is different from pure innovation design, for pure innovative design thinking mode is mainly influenced by the designer's feelings and personal behavior style, and in the process of redesign thinking mode to a certain extent by the original design style and language, the process we pay more attention to the design subject itself. Redesign is based on the original design for new attempt, is the original design update iteration rather than simple imitation and copy, the process of thinking mode plays an important role, we should consider the form structure of the original design itself and understand the current trend, for some projects with profound significance we should also consider the future design architecture, in the original style, the current trend, personal style and find a breakthrough of innovation. This paper will discuss the role and change of the innovative thinking mode in the redesign from three aspects: the color language, the graphic language, and the technical language in the design process.

Keywords: Design thinking, Redesign, Color use, Graphics combination, Technical means

1. Innovation and change of color language in redesign

Colour has a pivotal position in the life. Color is a feeling produced by the visual nerve center of light reflection, and it is an important factor in transmitting information. With the continuous development of the society, human beings have endowed them with rich emotions, symbols and unique artistic and cultural qualities. Human progress is constantly giving color more meaning, and color is giving the connotation of the material itself, but also reflects the social style and value orientation of an era, promoting the development of the society. Color is one of the basic elements of design. In the process of expressing the designer's design ideas and creative ideas, the design color can quickly convey the design idea information and enhance the visual attention effect [1].

For redesign, in the process of color innovation and application, we should first analyze and study the color application of redesign objects. In the process, we think that the dimension way will have a certain guiding role in our design innovation. Through the design study of the design period of the design object, the overall color tone of the pattern, the application law of color purity and brightness, and the visual effect of the overall presentation are summarized. The design of a period is often closely related to the national conditions and social background at that time, To have a deep understanding of the design at that time, it is necessary to explore the social and cultural characteristics of that time, for instance, For the color application of pattern design in the period of reform and opening up, At this stage, China is in the 20 or 30 years of the founding of new China, Since the founding of new China's reform and opening up, China, Chinese design not only inherits local culture, but also draws on a lot of foreign design experience, Born a very Chinese design style, Red culture design is also growing with flowers everywhere. At the same time, the design of color is also influenced by the creative way and printing technology, for the influence of these subjective conditions and objective conditions formed the characteristics of s retro color and nostalgic style is still respected by many people and love, also brought designers a lot of extremely valuable reference and design inspiration.

The improvement of science and technology level has accelerated the pace of people's life in modern society. In such a relatively rich and fast era, wanting to attract audiences in such an all-inclusive design environment undoubtedly puts forward more requirements for the innovation of color language in design. As can be seen from the development trend of modern design, high purity and clever color is more and more used. Many designers also notice the attractive value brought by eye-catching colors. Designers use a small number of bright colors, such as phosphor, fluorescent green, fluorescent green, Klein blue and other bright colors to decorate their design works and create a confrontation and unity in line with

the present, so that people leave a deep impression on their works. For the use of color, we are used to adjust the color and tone early in the design phase. But, when you realize that it took you 3 hours adjusting the main tone, you find this behavior unhelpful. While playing with colors is attractive, you should avoid doing it early in your design. Instead, you should force yourself to focus on adjusting the spacing and layout elements. The constraint of this layout is very effective and it will save you a lot of time. Adjusting the spacing and layout elements is not so boring. If you want to express something different, try using a different tone. With the development of the design trend now, more and more people also began to pay attention to the nature color, the natural landscape design benefits and design influence, the more natural elements, such as sky plants are applied to the design, and natural color is natural refers to the natural, natural color, the color in nature, make the nature colorful. The color is applied to the modern graphic creative design, with natural color as the guidance, fantastic ideas, to restructure, reconstruct the mode, to achieve the combination of a variety of colors, to give the modern graphic creative design characteristics of beauty. At the same time, in the modern graphic creative design, in order to pursue excellent design, to meet the life mode of some small bourgeois people, can be natural single color oriented, to realize the modern graphic creative design. By applying natural color to modern graphic creative design works, it can create clear, environmental protection and natural effects for people's visual senses, and enhance people's sense of identity to modern graphic creative design works. Therefore, for the pattern redesign, we should pay attention to the application of the current popular color. By deeply understanding of the design concepts and methods of graphics creativity in different periods, we should integrate the characteristics of The Times to achieve a different modern graphics creative color pattern and echo the development trend of modern design. Color innovation in addition to starting from the color itself can also start from its form of expression, techniques, combination methods, such as gradient, superposition, separation, reconstruction, monochrome performance, etc., different design techniques will also produce more different visual effects[2-4].

2. Innovation and transformation of graphic language in redesign

Graphics is an important element of visual information, is the designer to communicate with the public visual language, graphic language is a unique visual symbol, it is more intuitive than text, vivid and generalization, graphic language this unique features make him into the human society, to the world lingua franca, promoting the development of the society. Like color, graphics also carry unique thoughts, emotions and target attributes to a certain extent. Different, the graphics design of The Times expresses different value orientations. For the redesign, the existing pattern itself will also become a force majeure factor for the limited design innovation, but from another perspective, the existing creation also provides some different directions and ideas for our design to a certain extent. First, it can also accelerate our design process to a certain extent.

Pattern redesign also need us to base on the social background, to think they convey the main ideas through a sincere and effective design way to upgrade it, close and better convey to the reader, the process of pattern refining and research process, the process we can focus on the existing pattern analysis and positioning, and then select some suitable for the present theme or meaning of deeper patterns, and to classify these elements. For example, if we want to redesign the design of "Jingjiang hot water bottle", we can first divide it into two national and modern categories, and then further subdivide the creation rules behind it, in the process, we will find that in the design of this period, commercial design reflects the traditional Chinese design, pay attention to artistic conception, and can widely absorb foreign experience. Both fine with macro, and bold novelty; so only find out the creation idea behind the design itself can inspire more new design inspiration, with the development of information technology emerged more advanced new media technology, advanced design concepts and creative methods also constantly into the local, pattern design combination form also reached new heights.

Therefore, in the process of pattern redesign, we should open up our thinking and combine the current flow design trend from a new perspective. For example, when it comes to redesign a pattern of an era, try to make bold experiments with the current popular Swiss style, faulty style, acidic style, etc., to create a visual state of confusion and coexistence. The integration of different styles can often generate more artistic effects and create a refreshing feeling[5].

3. Innovative transformation of technology language in redesign

From the early days of reform and opening up to the mid-1980s, the technical means of graphic design mainly relied on two-dimensional design software and hand-painting and other basic expressions, but

from the late 1980s to the 1990s, the "subcultural design" and "Millennium culture design" with 3D vision as the main expression began to be popular. Related to the background of the time, millennials, as a new generation, are often full of rebellious spirit, and like unrestrained ideas and trends. This desire is not to be defined style is incisively and vividly reflected in the design, 3D elements and science fiction effects get a wide range of application, when this style was especially favored by the entertainment industry, sun yue, wang example album design and MV present, more or less in the design details, so "millennials" but its design style and 3D elements big bold use to design the powerful thrust is indelible, this style is now with acid, psychedelic attitude.

Under the background of the rapid development of electronic information technology and intelligent technology, the traditional graphic design form technology gradually lacks new ideas. Especially with the continuous progress of people's aesthetic views, graphic design is also constantly developing continuously, gradually shifting from traditional static to dynamic beauty, from two-dimensional design to three-dimensional structure, four-dimensional space, and from simple display to interactive dynamic presentation. The innovation and use of 3D visual elements in graphic design can further push the content of graphic design to the innovative direction. At the same time, people's elements will be exposed to graphic design of different forms and contents in life. The integration and integration of 3D visual elements can help people accept the transformation of 3D visual elements in life. At the same time, people also understand the characteristics and related technologies of 3D visual elements in practice.

The integration of 3D visual elements and graphic art design can create novel and different works. Nowadays, artists and designers are constantly trying for the new breakthroughs brought by 3D technology, and 3D vision has been constantly sweeping the market in the past two years and leaping into the public view. In such a very competitive environment, designers should also pay attention to the change of thinking when using new technologies in the redesign process. Because when the original theme is presented in a new form, we should weigh and balance between reproduction and innovation, find the critical point, and find the most appropriate way of expression between the two and the two through the divergence of their own thinking. Fonts and graphics are all crucial elements in our design. In the design and application, different font shapes or arrangements can bring viewers different visual feelings and visual demands[6]. While this use of technology to transform fonts and graphics, Be sure to distinguish between this essential feature of fonts and graphics, And also in the role that they play, Fts are different from graphics, Graphic is more important in the design for decorative and attractive purposes, And the font is the top priority that we design to convey, So in the creation of fonts, We must ensure that the font is identifiable and readable, Don't blindly pursue the sense of form and ignore the most essential role of the font, Successful font design retains the theme while matching a more appropriate sense of form to stimulate people's artistic imagination, Explore the inner connections between the different fonts, You can even put several completely different contents together[7]. On the contrary, it will give people a sense of chaos and disorder.

Therefore, its main role is to strengthen the visual effect, strengthen the aesthetic feeling, convenient reading. With the development of free format, fonts have gradually become graphic and become a part of the pattern. The development of free format also provides us with more ideas for our innovative design. So for graphics and text, we can extract the biggest characteristics of their essence, through 3D technology to its three-dimensional, spatial, based on the original modelling through more exaggerated technique, emerging rendering technology can also make its color sublimation, supplemented by dynamic technology will make the design itself more clever. Adopt new language and technology in the process of design, and then make the design look new and make the design itself can enhance the interaction with the contemporary public and consumers. At present, the application of 3D technology has actually achieved one qualitative leap after another, from the simple plane application to the very complex virtual interaction now. Therefore, in some experiments, we can also try to explore more technologies behind supporting the 3D technology itself, such as complex programming or code. Such a series of new attempts will bring us more unexpected results. Therefore, for the designer, if you do not want to be eliminated, if he does not want to be eliminated, or you want to keep up with the pace of The Times, and actively understand and learn some new technologies[8].

4. The innovative change of the style and language in the redesign

With the development of human society, the style of graphic design is also constantly expanded and enriched. Graphic design development to today, different periods of aesthetic concept and social thought determines the style and characteristics of art design, from classical to modern we see is new style constantly personality tension and innovative thinking, can see from a lot of works many different

reincarnation, the fusion of old and new style makes design more "new", this is the meaning of the design. After expanding our thinking from color, graphics and technology, we should also continue to learn the fusion style, to consolidate a lot of previously excellent design styles, to blend and merge, to form new characteristics. After making a lot of attempts in color, graphics, technology to form new elements, and then combined with some appropriate styles to think about the experiment will get a work that may be more mature and complete.

Now the combination of new design style and design form has entered a new height, in the process of redesign we should consider from the new thinking mode elements combination form, such as before, we mentioned recently very popular Swiss style, fault style and acidic style, and so on in these style Swiss internationalist graphic design style is simple and clear, convey the accurate function, the pursuit of geometric type of rigorous. Simple and lively typesetting combination, complete modeling, using the grid as the design basis, forming a highly functional, rational design style; and the fault art is the use of the fault, artistic processing, so that this fault defect instead becomes a kind of art, with a special beauty. Bring the two kinds of styles into the pattern in the process of design produces some distortion broken, dislocation deformation artistic effect, echo the disorderly code effect that often appears in the TV in the 70s and 80s. The acidic design style is mainly reflected in the high saturation of neon color collocation and experimental layout, interspersed with 3D rendering graphics, liquid metal, European-style patterns and recurrent geometric graphics. Therefore, in the process of redesign, we boldly use 3D expression, the combination of 2 D and 3 D space, to cater to the current design trend, while the combination of science fiction futurism and fault art emphasizes a state of chaos and coexistence of visual conditions. In a certain style for reference and reference, I didn't learn to summarize the characteristics of style, period, and we in the fit degree of the design theme, only behind more mining style we can better to use and better to innovation fusion, of course, everything is on the premise of innovation, avoid excessive reference and the same.

The mutual reference of design style is a trend of the development of contemporary design. There will inevitably be a fierce collision between the foreign style and the local style, the traditional style and the modern style, and the new form and the old form. However, it is this collision that makes the modernization transformation of traditional design successfully realized, and can radiate more powerful vitality in the new era. Designers should also be committed to the bold experiments after the innovation of various elements. No matter in redesign or ordinary design, they should learn a lot of cumulative learning, and form a unique language or personal style on the original basis will also make the whole design more successful.

5. Summary

For redesign, the transformation of visual thinking mode is crucial, affecting the practical process and results of the whole design. Whatever subject redesign need us based on the original design of the era background to understand the practical significance of the creation and internal logic, let go of thinking at the same time, also want to consider good constraints of new ideas, understand the original design logic and law, for the purpose of redesign as a starting point, break some inherent rules, dismantling the original model architecture, find a new breakthrough. In the process of redesign, we must understand that the clear thinking of redesign is not equal to a new form, but to have the output of new concepts, there are many starting points of redesign, this paper from an overview of color, pattern, technology three aspects hope to inspire our design. Finally, we can measure the quality of the redesign results by measuring whether the final design results can resonate with some audience.

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