

# Research on Emotional Factors and Emotional Experience of Information Graphic Design in Visual Communication Design

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**Abstract:** *With the continuous development of society, people's living standards and aesthetic needs are constantly improving, which promotes the further development of visual communication design. When designing works, designers should not only consider their own opinions about related works, but also consider them from the audience's standpoint, so that the feelings between them can resonate. Nowadays, people are gradually pursuing spiritual needs. Visual communication design should infiltrate emotional design through multiple channels, so as to stimulate consumers' emotional resonance as much as possible and improve consumers' product satisfaction. With the constant changes of the market, the scope is expanding day by day. In order to win the audience's love, we must grasp the soul and emotional experience in the design process, consider the design process and original intention, and further arouse the audience's emotional resonance. This paper mainly analyzes the emotional expression of information graphic design in visual communication design. Only emotional design works are successful and can promote the development of design industry.*

**Keywords:** *Visual communication design, Graphic design of information, Emotional resonance*

## 1. Introduction

With the progress of science and technology and the continuous improvement of information level, the visual communication environment has become more and more complex. When designing works, designers should not only consider their own opinions of relevant works, but also consider from the standpoint of the audience, so that the feelings between the two can reach resonance [1]. A good visual communication design works, not only to have a sense of freshness, let the audience in front of a bright, but also require the work full of emotion, arouse the audience's resonance [2]. The emotional concept is integrated into the design through a certain form, which is an important factor that designers should pay attention to when designing [3]. Visual communication design can play a role in communication and promotion, and the use of emotional concepts gives new content to visual communication design and changes the way of emphasizing plane factors in the traditional mode [4]. Through the expression of emotion, it makes the works more spiritual, highlights the designer's own unique views, and then enhances the audience's emotional experience.

Graphic beautification technology is a kind of personalized visual communication method, which can improve the emotional and interactive visual communication design of web pages, and improve user satisfaction. Designers in the visual communication, most of the time is concerned about the visual aesthetic feeling, ignoring the user's participation experience and emotional characteristics of information transmission [5]. With the continuous change of the market, the scope is also expanding day by day. In order to win the favor of the audience, we must grasp the soul and emotional experience in the design process, consider the design process and the original intention, and further arouse the emotional resonance of the audience [6]. In the era of new media, all kinds of information are coming from all directions. The audience is consciously or unconsciously forced to pay time, give attention, listen, and respond, and have no time to worry about whether the information is effectively and completely accepted [7]. In today's gradual pursuit of spiritual needs, visual communication design should penetrate into emotional design through multiple channels, so as to stimulate consumers' emotional resonance and improve consumer product satisfaction [8]. In visual design, through the use of different symbols such as text color and pictures, the style of works has changed greatly [9]. This paper mainly analyzes the emotional expression of information graphic design in visual communication design. Only emotional design works are successful and can promote the development of design industry.

## 2. The role of emotional design concept in visual communication design

Visual communication design further integrates emotional factors by using points, lines and faces, which makes the design works more vivid, more unique in expressive force and more humane, and the audience can feel the flow of emotion from the design works. Generally speaking, in the process of graphic design, the position, shape and size of points need to be considered, so as to express emotions and make the audience's emotions resonate. A complete phenomenon has its own complete characteristics, which can not be decomposed into simple elements, and its characteristics are not included in elements. To put it simply, the visual image is first recognized as a unified whole, and then recognized as a part. There is a close relationship between emotion and design works. At the same time, those design works can take advantage of people's emotional tendency to provide better emotional experience to the audience through visual impact or content resonance. The concept of emotional design is not only reflected in the emotion of the final design work, but has been integrated from the beginning of the planning of the design work, which runs through the whole process of the whole design work [10].

In visual communication design, applying emotional concept to actual works highlights the designer's personal emotion and ideological concept, which can enrich the content of works and make the design works more vivid, humanized and spiritual, which is very in line with modern people's requirements for visual communication design. Figure 1 is a conceptual model of a graphical user interface system of an e-commerce trading platform.

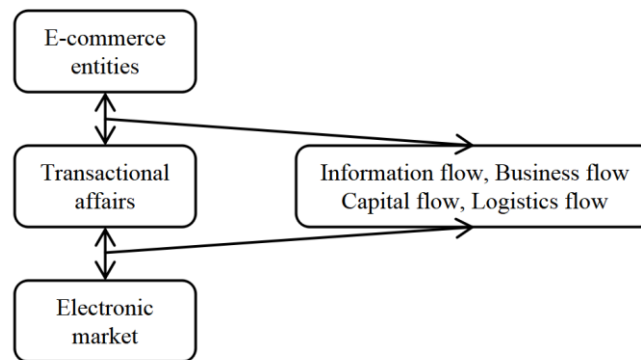


Figure 1 Conceptual model of graphical user interface system

Different materials and textures often contain different emotional experiences. Reasonable selection of materials can make emotional expression smoother and more natural in the process of design. Different from other works, visual communication works have obvious emotional communication function, which is beneficial to enrich consumers' emotional feelings and stimulate consumers' emotional resonance. Emotional design needs not only to penetrate into the whole process of the work, but also to show the experience of the work. In the specific design process, we should pay full attention to the emotional level. Emotion is not limited to perceptual emotion, but also includes rational emotion. Reasonable differentiation will be beneficial to enrich the emotional connotation of the work. Designers need to pay attention to hierarchy when designing works, which will enrich the connotation of works. At the same time, people's emotions will change with the influence of external factors such as time and space. Therefore, designers should pay attention to the content of this part, and try to make the audience think deeply through the design of works. Through emotional endowments, we can design more works of art that are close to people's lives, and resonate with the audience emotionally. Therefore, designers need to constantly integrate personal emotions in the process of designing works, so as to achieve the above goals. Applying emotional concept to visual communication design, through the emotional injection of designers, more excellent works of art can be obtained.

## 3. Visual communication method based on emotional design

### 3.1. Pay attention to the emotional needs of consumers

A qualified designer should pay attention to the problem from the perspective of consumers, so as to design more in line with the emotional preferences of consumers, to ensure that the design concept can be supported by more personnel, and then help the product to achieve the desired goal. In the

process of art design, emotion and design need to be integrated and emphasized, and the emotional value contained in the works should be continuously transmitted to the audience. Good design works can bring people good emotional experience and resonate with the audience. Each consumer is an independent social individual with different preferences over needs, which determines that the visual communication design should comprehensively consider the emotional needs and psychological elements of consumers, and the design of products that meet the production needs is easier to seize market share and improve market sales [11]. Visual communication design works show different styles due to different colors, words and other elements. The operation process of collaborative design is shown in Figure 2.

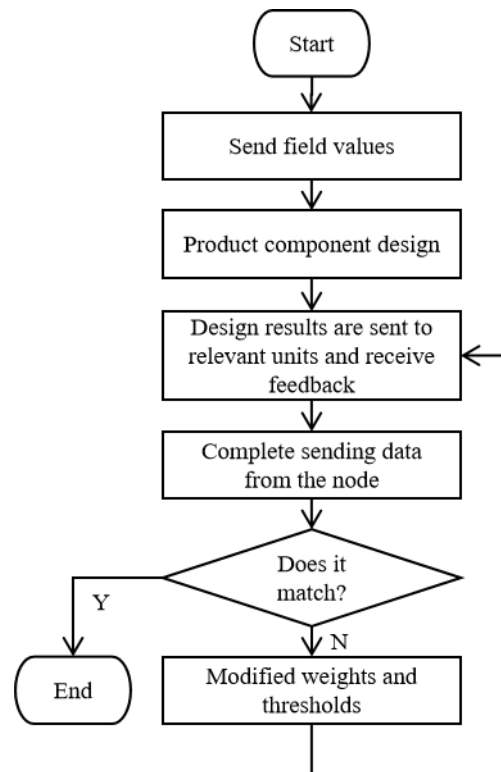


Figure 2 Cooperative design operation process

Through advertising mode to show their own related content, and endow emotional concepts to various elements, the designer's work value can be reflected, thus effectively helping the audience to accurately grasp the emotional orientation of the work, and then achieving the purpose of attracting people's attention. Designers should have a sense of service, try their best to design works from the perspective of service, and constantly add the concept that can meet the needs of consumers in design works, so as to gain the favor of consumers. Designers should control the changes of the external environment in time and improve their own design works, so as to keep pace with the times and win the favor of consumers for a long time.

### 3.2. Put more emotional design on the basis of emotional needs

People's emotions are obviously complicated, so each person's emotional needs may be static or constantly changing. Therefore, designers must consider these complex emotional needs more comprehensively. Before designing related visual communication, designers need to take the audience's real feelings as the foundation and embody the emotional concept in their works. Therefore, from the perspective of most viewers, it is the first condition to choose a piece of work, which is compatible with one's true feelings. Emotional concept is further expressed through visual communication design, and designers pay more attention to the design process of modeling. Designers should not only consider the difference between emotional rationality and sensibility, but also pay more attention to expressing profound emotional connotation. In order to empathize and feel the emotional needs of consumers more closely, designers will take the initiative to shape their own emotions, and then integrate more creativity and ideas into their own design concepts. After consumers' experiences are collected, they are digested to form a unique experience. In the process of visual communication design, designers can make full use of multi-level expressions to promote the emotional combination of works and audiences,

and realize the value of their works to a greater extent.

#### 4. Conclusions

Excellent visual communication design works are often accompanied by emotional concepts, which are regarded as the soul of design works. Only by further understanding the designer's intentions can we clarify the emotional connotation and truly understand the true meaning of design. Although the main purpose of information graphic design is to convey information, under the background of social development, the society puts forward higher requirements for the development of information graphic. Under the background of modern society, people's attention to products is mainly reflected in practicality and appreciation. Therefore, when designing visual communication, consumers' demand elements and emotional elements should be constantly excavated, and emotional design should be effectively integrated to enhance the vitality and charm of visual communication design results. Visual design works are not only limited to their aesthetic value, but also should pay attention to the deep practical meaning. Only in this way can we further enhance the grade and level of the works and meet the design requirements. In the process of visual communication design, designers can make full use of multi-level expressions to promote the emotional combination of works and audiences, and realize the value of their works to a greater extent. In essence, visual communication design has an important relationship with emotional concept, and designers need to embody emotional concept in the process of creation.

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