

## On the complementarity of environmental space design and visual communication design

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### Abstract

Visual communication design and space design is discussed in this paper the complementary relationship between, it is worth mentioning that the visual communication design can be a good blend of collision and space design, so the analysis of the blend mode in the design of visual communication design elements in space, and space visual design elements of law, more reasonable and effective use of visual communication design elements in space design activities for better design services, become a carrier capacity and environmental design in visual communication design concept, therefore, in the design of the two classify, between the two cannot be away from each other, can only promote better design complement each other. As is known to all, the most direct contact between human beings in this world is vision, also known as sight and sight, followed by hearing, smelling and tasting. Therefore, the more intuitive feelings of human beings will be conveyed by vision. In 1960, the term "visual communication" popular in the world design congress held in Japan, including printed newspapers and magazines, posters and other promotional material design, and television, movies, electronic billboards and other media, through the eyes to convey to the brain for modelling of expressive design is widely referred to as visual communication design, there's a phrase can express: show people design, design. Moreover, in the design of contemporary exhibition space, visual communication design elements are often used. These design elements not only have the function of transmitting information, but also have unlimited commercial value and propaganda effect. Left the concept of positioning, space design is only the so-called functional platter; ignore the visual communication of visual language, no matter how good the environment will be due to graphic design style gap and left a failure. As we know, one of the most important functions of visual communication design elements is to help present the most complete visual effect in the spatial display. The organic connection between visual communication design and display space design not only harmonizes the relationship between two-dimensional plane and three-dimensional space environment, but also expands the cooperation between subjects and strengthens the research space between the two design disciplines. Only in this way can designers solve complex and comprehensive problems and help designers make full use of their advantages to create better works.

### Keywords

Environment design, visual communication, emotion, color.

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## **1. The origin of visual communication design and spatial (environment) design**

Visual communication design and environmental design are understood to be mostly in the disciplines of universities or two departments of a design company. At first glance, they seem similar, but in fact, they are not very different. A main service in the construction industry, a service in the media industry. In the academic discipline, also independent teaching, occasionally on the history of design of the common discipline. This leads to the complete separation of the two design disciplines, but in the final analysis, design is the same, but also complementary, in many forms of expression, the two disciplines have many similarities: visual communication is inseparable from environmental design, environmental design is inseparable from the integration of visual design. In the space design, visual communication products are numerous, space design can also become a visual communication design carrier.

## **2. The relationship between visual communication design and spatial design**

Visual communication is an art form that transmits information through human vision. It was created by some people and praised by most. Therefore, "vision" in visual communication art focuses on the visual acquisition and acceptance process of the audience. The purpose of the environmental space design is to allow the audience to receive information most effectively in limited time and space. Modern display space should pay attention to the reliability of display, and the intuitive effect of display space to the audience is the basic application of visual design elements. The first feeling of the audience in the exhibition space is the perception of visual communication design elements.

## **3. The expression form of visual communication design elements in display spatial design**

### **3.1 Words**

Text is the basic element of visual communication design. Text plays an important role in the design of display space and plays a key role in the composition and construction of space. In visual communication design, text is the medium, is the record and publicity of the standard mark, in the human visual communication has an unparalleled function. The font in the space design has the function of visual transfer symbol and decorative graphic symbol. As a symbol of visual communication, conveying the internal information of the text is the main function of the font. As graphic symbols, decoration is the main function of fonts. The basis of transformation is to use the stroke and structure of fonts. Many display Spaces use text to create modeling and decoration effects.

### **3.2 Graphics**

Graphics is the main element of visual communication design, but also the center of visual communication design, graphics of the general is a champion. Today's society is a time of digital tempo shortcuts. Clear and intuitive graphics can not only convey information quickly and accurately, but also have the function of art appreciation, so that people can feel the inner consensus and better communication while enjoying the vision. In this space and design graphics, pavement, murals, hang a picture is the set off of the graphics, the graphics in the space design can more intuitive to express a designer's style and language, For example, the classic red and blue chair of Gerrit Thomas Rietveld (Figure 1) is designed according to the three primary colors of "red, yellow and blue" (Figure 2) by Mondrian, using simple geometric shape represents the style of an era.



figure 1 red and blue chair

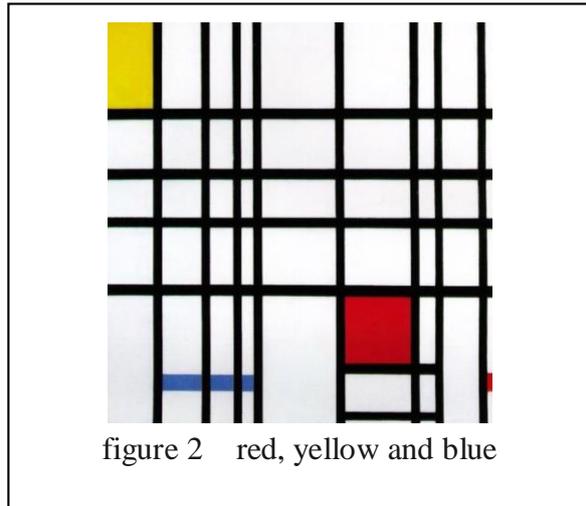


figure 2 red, yellow and blue

### 3.3 Color

Color is an important factor affecting human psychological process, whether the color is bright or not can affect people's mood; the gray level of color can affect the degree of depression of a person's mood; the saturation of color is an important basis for people to distinguish things. Color plays an important role in display space. Color can't be replaced in visual elements. Of course, it's also a special language in space design. We need to treasure and use this language to maximize, realize color communication and exchange, express the designer's own inner thoughts, and build a solid bridge between visual communication and space design.

### 3.4 Emotions

Our understanding of the emotional have in common, visual communication design can also be applicable to the environmental design of the theme of the performance, such as the base color is bedding face white bedding face white wall posters and space also give a person quiet, clean, comfortable feeling experience, painting is an indispensable part of space decoration, although adornment ornament effect but also decides the room of emotional content. The change of figure and color is unpredictable make people in the space to the reception of emotion is not the same.

## 4. Conclusion

To sum up, visual communication design cannot exist independently from the spatial environment, and environmental design cannot lose all carriers of visual communication design. And it should interact with many elements of the space environment, foil each other, foil the atmosphere and aesthetic feeling of the space. But the environment designer, should regard the visual art language as the advantageous resource, USES the visual design thought to the spatial planning and the theme construction. Therefore, how to effectively integrate the spatial environment into visual design is a subject that designers need to consider carefully. In these two may be the collision of sparks but find a point of fusion through, there will be gorgeous as fireworks design. So a qualified environment designer, should be proficient in graphic design, thus on this basis to complete the comprehensive shape of the space environment.

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