

The Research and Analysis of the Application of Artistic Design Thinking in Design

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Abstract: The purpose is to study the application thinking of art design, with the unified expansion of conscious initiative as the core. Start with the essence and connotation of artistic design thinking. This paper discusses the nature, function, and application of artistic design thinking and the value of design. First of all, this paper analyzes “art design thinking”, which is divided into objective content and subjective mind fusion. It is a thinking mode applicable to the field of art, with a certain content of artistic thought and a consistent way of thinking, and emphasizes the principle of people-oriented, focusing on emotional experience and unique aesthetics. The paper explains that the characteristics of art design thinking are to understand things, to change things, and to associate things, and emphasizes that design should return to things eventually. Art design thinking is analyzed from the nature, function, and application of design thinking. Practical value, innovative value. In the design, the effective use of the thinking of art design can optimize the design. Then, it analyzes the original function and play of artistic design thinking in design. This involves the cognition, understanding, and comprehensive thinking of the original thing to combine image and rational thinking to extend and optimize creative ideas. Imagination and artistic thinking are transformed into new practical creativity, and art design thinking is used to optimize the design, so that the design has practical aesthetic value, to meet the needs of consumers. In terms of application analysis, it emphasizes the integration of cultural elements into artistic design thinking. This integration reflects that the designer and the spirit of creation cannot be separated, and the spirit of creation is fully reflected.

Keywords: Artistic design thinking; Practical value; User requirements; Diversified design

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1. Introduction

With the development of the social economy and the improvement of material living standards, people pay more and more attention to the beauty of the design itself. According to the trend of the current social development, it is necessary to strengthen the design concept through design thinking, to improve the beauty of design. When participating in design work, it is necessary to use creative thinking to render the atmosphere of design

and make the design itself and this creative thinking into an art design culture, to cater to the development of contemporary design.

Art is in a system, and art design thinking is also active (self-conscious initiative) and unified thinking. Integrating art design thinking into design can reflect its characteristics (divergence and comprehensiveness) and has certain practical significance. Artistic design thinking differs from traditional design concepts in design. The innovative application of the artistic thinking mode effectively conforms to the development of the digital age and gradually becomes an important factor in the design innovation concept in the continuous reform and deepening.

2. Artistic design thinking

2.1. Artistic design thinking

The development of art design is a process of exploration. Designers need to contact life, combine reality, pay attention to reality, and find design concepts and design sources. For example, inspiration comes from nature and is born in nature. In the myriad things in nature, extract the source of inspiration, and create it in the design. After processing and refining, the preliminary design is formed. In addition, then fine grinding inspiration, carefully study the principle of which, after the completion of this, one can form a vivid artistic image. This process of artistic creation is artistic design thinking. This process of thinking is the development of art design work. Therefore, when designers participate in design, they need to carry out a systematic analysis, have a deeper understanding of design, and innovate design, which needs to have a certain practical significance and consider its practicality (practicality is the role and value of design).

Artistic design thinking is mainly the integration of objective content and subjective mind, and the integration and evolution of this thinking will be presented in an artistic form, which will produce a new thinking form, and this form is needed by society ^[1]. Combined with reality, the development and progress of the social economy, the development of art design is on the rise. The diversification of people's communication methods, the combination of design software and art design, has been the trend of the art world, and it is also an indispensable part of the design of design scholars.

2.2. Connotation of artistic design thinking

Artistic thinking applies to the field of art thinking mode, with a certain content of artistic thought in line with the way of thinking, and encourages innovation and out of the traditional framework. Art design thinking is also multi-dimensional, emphasizing intuition, creativity, and experimentation. By applying art and design thinking methods to different fields, it can provide novel solutions and innovative perspectives.

Artistic design thinking is a creative way of thinking that applies artistic perspectives and methods to the process of problem-solving and innovation. This powerful art design thinking, which emphasizes the principles of people-centered, emotional experience and unique aesthetics, aims to deal with complex issues through aesthetic, emotional, and intuitive approaches ^[2].

Here is an example that can better express what is wanted to be said: artistic design thinking focuses on keen observation and perception of the surrounding environment, and obtains inspiration and design elements from it to design conceptual things (conceptual things that can be used for design) ^[3]. To emphasize the in-depth understanding of the problem and the different definitions of differentiation, this study will examine the

problem and explore the problem here, then find the hidden opportunities and challenges. To advocate an open and free creative process, encourage bold creative imagination, break away from traditional thinking patterns, and find innovative solutions. In this way, experiments and attempts are encouraged, and the design scheme is constantly improved and perfected through repeated iterations and trial and error. It focuses on users' feelings and emotional connection, pays attention to people's needs, emotions, and behaviors, and conducts user-centered design^[4]. To promote interdisciplinary cooperation and exchange, absorb the unique perspectives and expertise of professionals in different fields, and jointly promote innovation.

2.3. Characteristics of artistic design thinking

First, be knowledgeable about things. The way of design must be based on thought. Only by knowing things can designers extract the concept of the essence of things, to think and observe, extract thinking from things, and finally return to things. Designers need to maintain a special connection and emotional understanding of nature^[5]. In the observation of inspiration, thus burst into the corresponding art theme.

Second, change things in quantity. Quantitative change must lead to qualitative change. The concept that quantitative change causes qualitative change is embodied. Only with certain knowledge, can designers discover the principle of design and the purpose of design. So that designers can use brain inspiration and design. Artistic thinking is the process of transformation, the process of thinking, and the process of finding problems.

Third, associate things. By association, there must be something new. Association and imagination apply to life to solve the problem of design itself. Using association and imagination, combining the two concepts equals new things and new concepts. The association of design is the aim of artistic design thinking.

3. Analysis of the nature of artistic design thinking

3.1. Practical value

The design principle of the design needs to follow the practical value, practical to meet the needs of social development, based on the design needs of consumers, to meet the internal needs of consumers, which is the main purpose.

In artistic design thinking, the application of practical aesthetics can realize that one plus one is greater than two, which can optimize the design. This concept has an important impact on the development trend of the subsequent industry team market, thus ensuring that the design market and the design itself are not separated.

3.2. Innovative value

Innovation is the necessity of design, a design without innovation, loses the meaning of design. People's pursuit of aesthetics has become a market orientation, so design needs to pay attention to aesthetic value^[6].

It is assumed that a design lacks beauty and is easily eliminated by the design market. When the aesthetic principle is applied, this innovative design thinking can highlight the uniqueness of the design and enrich the design value from the outside to the inside.

4. Analysis of the function of artistic thinking in design

4.1. Primitive action analysis

The original and application of artistic design thinking plays a vital role in design, and logical reasoning must

pay attention to the application and process. Designers first need to master the nature of design and establish a more correct understanding of design itself^[7].

Intuition is an uncontrollable factor, which is extremely important in artistic design and often goes beyond the scope of self-control. Therefore, the application of artistic design thinking is slightly one-sided. In this case, in the early stage of design, designers need to take comprehensive thinking, rational thinking, and image thinking as the key factors based on various influences, and extend and optimize innovative thinking by theory to facilitate the development of design^[8].

4.2. Multiple action analysis

The value of artistic design thinking is practical and beautiful. Nowadays, based on consumers' continuous attention to visual effects, the appearance of design is more and more important, which is also the inevitable result of the development of the market economy. Therefore, in this context, design needs to integrate multiple dimensions of thinking and design, and use the practical value and aesthetic value of artistic design thinking to meet the needs of consumers.

The diversification and materialization of artistic design thinking, from the appearance to the connotation of objects, have beauty education. From the style of design to the integration of emotion, it is the embodiment of diversity, which undoubtedly reflects the role of artistic design thinking — the role of value^[9].

Artistic design cannot be without human emotional experience. Designers should not ignore the sense of user experience, which also needs to be deeply thought about, to design problems and solve problems. Association and imagination transform imagination and artistic thinking into new entity creativity, which guarantees the innovation and design of the whole design.

5. Differences in artistic design thinking

What the designer owns is unique. Different people can create a unique design style. There are differences between designers. Difference is the internal difference of unity, and differentiation is the characteristic of each person. All aspects of life and spirit reflect the characteristics of this person and others, and the differences between them^[10]. Design differences can be reflected in color and tone, everyone likes different, and there are differences in use. This is affordable because of the difference in circumstances.

Design innovation is the key point of artistic design thinking, innovation needs to break boundaries, break ideas, and create a new understanding of design, to more effectively use conceptual design. Create design what they want to express, can be clearly expressed, from thinking to language art, language art to materialize creativity. The existence of difference is the unique breakthrough of artistic design thinking. Only the differences between individuals can make art complete and unique, and only then can art be truly endowed.

6. Conclusion

Artistic design thinking is a process of design and thinking. Scientific and innovative thinking, combined with the characteristics of the design itself, its appearance is designed and optimized to improve the quality of the design. Various aspects meet the diversified needs of consumers for design, to meet the expectations of consumers, enhance the sense of consumer user experience, and improve the effect and practicality of design.

The analysis and discussion of artistic design thinking are placed on the design theory to better serve the

design and the design work. The design should be based on the actual situation. In the early stage, in-depth understanding and analysis are needed, and in the middle stage, design patterns and innovative applications are sought. Finally, artistic design thinking and practical and practical construction are standardized to better serve the design itself.

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