Flat design aesthetics under the Internet

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Abstract. This article aimed at the current popularization of mobile Internet application, the flat design tendency caused by visual aesthetics which was guided by the interface design of intelligent mobile phone. After drawing support from simple design style and analyzing the visual transformation of various element symbols in the flat design pattern, the visual form and aesthetic characteristics of flat design are put forward.

Introduction

In the information age, the development of Internet has reformed people's lifestyle.In the social elements, the virtual distance between people and people, people and things, things and things are unprecedented closer, mainly reflected in that the human material and spiritual needs, as well as the links between varieties of events can be achieved in the Internet platform. Theacceleration of information exchange totally inspires people's desire to participate and their personal ideas, especially when the development of mobile Internet technologyprovides strong support and protection for information communication in terms of technology. For such a change, the design innovations of the mobile terminal interface are promoted.

Since the iphone interface applied basic symbol elements of point, line, and surface, the design form of tend to be simple and return to nature has surged in the design world. In other words, this form is the representation of simplicity and pragmatism, which still carries on Bauhaus modernism style in early 20th, and abandons the later decorative style. The famous design concept of "less is more" runs through in general, pursuit visual "environmental protection" principle of simple and clears, reveal the true feelings directly, and rise to the height of aesthetics.

Aesthetic characteristics of flat design

As the network information is booming, human beings will be numb or fatigued to kinds of information. It weakens our reception of information. The more feasible way is to simplify the information, using the least and the most accurate information to reduce our cognitive burden to the utmost. In other words, receive information without thinking. At present, the core of the popular flat design is simplicity, but "simplicity doesn't mean "simple". Simplicity does not lie in using elements or skills, but trying to find ways to reduce the cognitive burden of the audience.Similarly, when evaluate advertisements, we should consider whether the advertising pictures can hit the target point and speak out audiences' thoughts and feelings, not whether they have high rhetoric, gorgeous screen, or outstanding special effects. As the flat design trend Apple triggered, which brought "without thinking" simplicity, but sacrificed its autonomy. The primary goal of a simple icon is, you know how to use it at first sight, remember it after a single use, and then every operation will become an instinctive reaction.

a. Simple form

In the performance of phone icon, flat design doesn't use any decorative techniques, such asmaterial,

texture, gradient, shadow and highlight. In order to pass information effectively, designers abandon all the decorative elements, only use simple color and lines to highlight the theme, so that they can reduce visual disturbance the complex image brought to make audiences pay more attention to the information itself.The design conveys the image information in a minimalist way to achieve the effect that seems more "flat", making people think that the earth can be represented by circle according to simplistic understanding, and the circle is the most simplified form isolated from the earth.It has already completed our imagination and cognition of the earth.As for terrain and other information, it seems redundant.Similarly, circle can also be used to represent other round objects, but color, texture and lines are needed to distinguish.Therefore, simplifying an object is to condense information to the upmost, reduce visual noise, lighten cognitive burden, and cut down involvement.It specially embodied in the field of icons.

b. Light vision

The popularity of mobile Internet promotes social media and online shopping to change our visual experience subtly. As the way of browsing being more convenient and the time of viewing being longer, the information people received from phone is the opium of "phubber" ,it becomes our necessary daily FMCG, and it's addictive. Mark impact on human visual senses can be long-term result, such aseye irritation. In addition, some colorful contents are easy to cause visual fatigue. Well, this is contrary to the propaganda effect we want to achieve. Obviously, the pictures of products should be softer and warmer in color to meet current aesthetic preferences.A common method is to add other color to the monochrome,making it a kind of color with lower saturation, and the more implicit visual effect will create simple and warm feelings. Soft color is the expression of light vision, it's the design trend based on virtual world. At present, most flat designs are related to the virtual online background.The pale color vision is used to offset the visual discomfort brought by mobile phone's light mode. In other words, flat design pays more attention to user's experience, emotion and neural feedback.Combining with the simplified visual form to create new experience for users, this design trend will be main stream.

c. Elegant style

After people's life becoming more and more Internet virtualization, the desire for true feelings was created from the weariness of virtual world. Nowadays, kinds of handmade products that highlight natural material, full of culture and life feelings, are becoming the new favorite of market. Pursuing emotional design is also current popular trend, which truly reflects people's emotional appeal. However, in the network environment which is filled with "fast food culture", the lack of spiritual culture is particularly serious. However, things will develop in the opposite direction when they become extreme, more and more attention is paid to culture now.Flat design rooted in the Internet which provides it advantaged survival soil. Compromising traditional culture elements and modern fashion elements is its biggest characteristic, eliminating the complex, dignified and serious traits of traditional symbolwhile retaining the elegance and charm of traditional culture, whichadapted to the modern people's aesthetic that needs both culture and fashion.A good flat design is a deep cognition of the current network media, taking full advantage of cultural elements, looking at everything inthe position of consumers and understand their psychological and aesthetic. The delicate visual perception and tenacious vitality can be reflected exactly depended on such a few points.

The philosophy beauty embodied in flat design

The prosperity of economic and the impetuous of social, make it necessary to provide quiet original experience and fully express the appeal of returning to nature for modern people.What flat design form reflected is the "Inaction" concept of Chinese Taoism, means cleaning external representations

with simple aesthetic concept, showing the most profound connotation with the extreme simple elements.This design model which reduced to nature is permeated with infinite delicate philosophy. It fully embodied the "people-oriented" principle, realized modern people's attention to pursuit life quality, and expressed a life aesthetic philosophy focused on hommization.

French modern artist Cezanne Paul has his own insights about design, "We should observe and represent objective images with the sphere, cylinder and cone view", it profoundly illuminated that the world can be summarized as simple geometric form, reflected that "simple is beautiful". It also can be understood like that, simplicity become the important factor of modern design beauty, the essence of things can be embodied through simple appearance. Just for the visual effects of flat design, whether the simplified representation or the carefully mined connotation, what should be taken into consideration finally is to reduce of the non functional excess decoration of visual effect, to ensure that the key information is prominent and clear. Pursuing simplified design helps people to pursue peaceful life and awaken them to search the nature of life.

Summary

If the cognition of flat design excessively emphasized on the form, it will be empty and lack of vitality, instead, only pay attention to the cultural rendering is not conducive to the visual aesthetic experience. Therefore, they complement each other both in the form and content, form a complete body of flat design, express connotation and distribute beauty from the outside to inside.In this structure, continuous abstraction and repeat deliberations are needed to combine a complete life. Flat design style's emergence and development are also the results of market selection, which meet people's aesthetic needs, inherit the design principle of "people oriented", and adapt to the development trend of the new period.

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