

Research on artistic conception modeling in industrial design

Li Lin Yang

Zhengzhou University Of Industrial Technology, Zhengzhou 451100, China

349161801@qq.com

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Abstract: The artistic conception is the soul of art Chinese nation, reasonable building artistic conception can play an important role in industrial design. The design works with beautiful artistic conception can meet the basic requirements of people's life, relieve the pressure of people's lives and enrich their spiritual life. The way of creating artistic conception mainly includes reference, shape and decoration.

1. Introduction

The artistic conception is the soul of art Chinese nation, reasonable building artistic conception can play an important role in industrial design. The design works with beautiful artistic conception can meet the basic requirements of people's life, relieve the pressure of people's lives and enrich their spiritual life. The way of creating artistic conception mainly includes reference, touch and leave. Artistic conception is the soul of Chinese national art and an important category of Chinese traditional aesthetics. In the artistic conception, the emotion and scene mingled with each other, the intercourse between the virtual and the real and the interlinked nature and spirit. It reflects the aesthetic psychology of the Chinese nation and has its unique value. With the rapid development of modern industry, it is urgent to explore the way of independent innovation in China. Industrial design plays an increasingly important role in the national economic development. It has become an effective tool to improve the competitiveness of products at home and abroad. By creating the beauty of artistic conception in industrial design and highlighting the unique charm of Chinese culture, it is a new opportunity to create unique style of Chinese products.

2. The charm of "artistic conception"

Chinese poet Lu You wrote this poem: "mountains multiply and streams double back no doubt, There is a way out." By reading these poems, people seem to see the poets walking in the mountains, the clear mountain springs flow around the stones, and the tortuous, winding path begins to be difficult to recognize. Due to confusion, suddenly saw a few households cottage in flowers and trees looming ahead, suddenly feel that click into place. This poem makes people feel a mood snatched from the jaws of death. The ancients attached great importance to the creation of artistic conception in the creation, and were willing to enjoy the wonderful feeling of "outside the scenery" and "outside the image" brought by the artistic conception. The beauty of artistic conception has the following characteristics:

(1) Natural beauty

In ancient China, people often used "no place, no freedom" to describe the naturalness of artistic conception. Artistic conception originates from life and nature, and it is an indispensable factor in all kinds of designs from all over the world. In the "human words", the Chinese writer, Mr. Wang Guowei, stressed "the whole of the world" and advocated that "the great poets must be created by nature, where they are written, and they must be adjacent to their ideals." "Although how the fictitious environment, the need for materials in nature, and its structure but also from the nature of law". The "designer" "Yuanye" with "although people do, Wan since opening day" to emphasize the natural beauty of classical gardens China. No matter in ancient times or in modern times, whether it is

literature, painting, calligraphy or garden art, the creation of artistic conception has strong charm in design.

(2) The beauty of impression and the beauty of the entity

"There are entities in nothingness, the beauty of sound and image in entity", "false and real life, no art in painting" is the "beauty of virtual reality", which is emphasized by Chinese classical artists. This ancient law of creation plays an important role in the creation of artistic conception. The mutual transformation and infiltration of "virtual reality" can produce a kind of effect of combination of scenery and scenery, and produce an aesthetic space of false and real life, so that a piece of art can get the beauty of artistic conception.

(3) Rhythmic beauty

There is a book in China, "Tao Te Jing". In this book, it is said that "Tao Sheng Yi, two, two life, three, three creatures" can make people realize that the harmony of the harmony of image, Qi and Tao is interlinked with the spirit. The rhythmic beauty in artistic conception emphasizes the integration of harmony and rule, and the integration of change and unity. The purpose is to create interest and artistic conception beyond specific objects. Rhyme beauty not only brings strong form beauty to the design itself, but also strengthens the overall visual effect, deepening the theme and enhancing the charm.

(4) color and texture

The color design mainly uses different color psychological differences to extract the corresponding color symbols into the product design. Color is not independent, and the harmonization and contrast between colors will cause psychological resonance. there are materials, material is the material texture, the visual texture and tactile effect of the material, different materials have different visual feelings. The material itself has a certain aesthetic material, and the material can bring pleasant aesthetic sense. The common people's material has its natural charm such as beach pebbles, after grinding the seawater erosion Months and years pass by. free curve smooth surface, a beautiful, rich and colorful color and texture is a simple, natural beauty. The design uses the plastic materials with low manufacturing cost, bright color, water resistance and so on.

Texture bionics can convey texture and shape visual effects and aesthetic experience by simulating the natural properties of biological surfaces -- texture, combined with the surface texture of molding materials. For example, protective clothing, gloves, tablecloths, tableware containers, etc., when cooking, the surface texture of plants and animals is reflected on the surface texture of products, not only having visual effects, but also giving people close to natural feelings.

3.The expressive form of "artistic beauty"

(1) expression of a graceful expression

The design of lamps and lanterns should create a friendly, safe and interesting environment for people. Chinese Han Dynasty "long letter lanterns" is to convey one of the beauty of artistic conception of artifacts in Han dynasty. The long letter palace lantern sits on his knees with a palace maid and takes the light and the graceful and tranquil image of the palace maid as the main body, changing the mysterious weight of the bronze utensils. The whole shape and decoration style are easy, light and luxuriant. It is a practical and beautiful ornament of lamps and lanterns. The design combines the practical lighting function of the lamp with the scientific principle of purifying the air. It can be called "the first daylight lamp", energy saving and environmental protection and exquisite design. It brings the enjoyment of art to the users (Figure 1).

(2) the expression of harmonious beauty

The pursuit of "beauty of artistic conception" is a unique phenomenon in Chinese culture. After thousands of years of precipitation, it has nourished people's spirit for a long time. The change of life makes modern people lack too much natural charm in their life, so when consumers choose industrial products, they pay more and more attention to the charm brought by the artistic conception in the design, and the designers pay more attention to the creation of the artistic conception in the design. Office supplies "mountain letter paper clip", the artistic conception of Chinese traditional landscape

painting into the product, the shape of the combination of curves and lines to show the overlap of mountains, with close and distant view to show the function of the works, the undulating, mountains overlap the beauty of the artistic conception and design functions perfectly and harmoniously together.

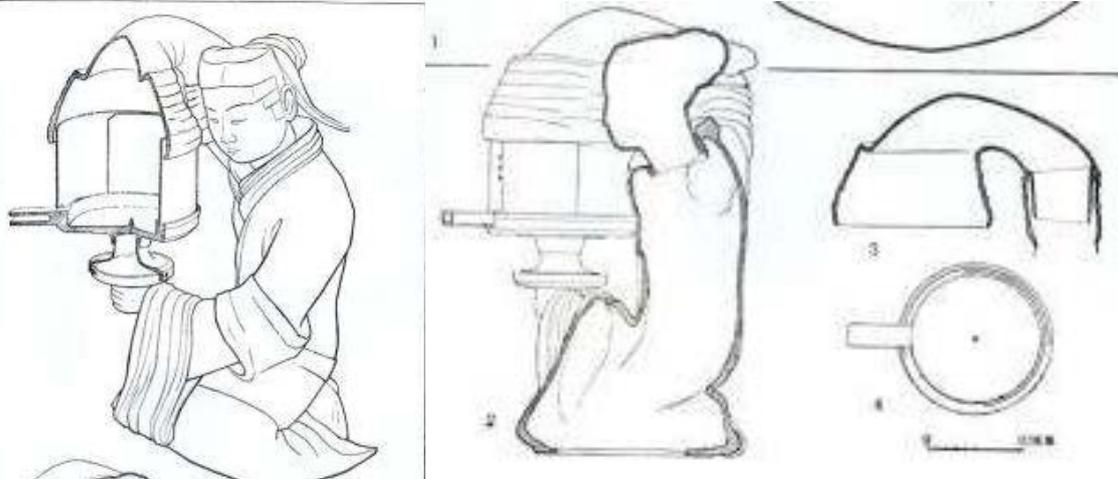


Fig. 1 Chinese Han Dynasty lamps and lanterns

(3)The dreamy beauty of the hazy

In the manufacture of jade products, the designer will first consider the shape of the sculpture according to the color and shape of the jade, and respect the original nature in order to achieve a completely natural state. For example, "jade horn Cup", one of the jade objects, which is full of artistic conception, is from the tomb of Nanyue King in the early Western Han Dynasty. It is known as "rare treasure in Han Yu" (Figure 2). It is a kind of wine tool in the Han Dynasty. The cup body is shaped with a curved and smooth rollback. The tail is like a wave flying, ornamented with a shade and relief. It is conceived wonderfully and beautifully. With this cup of drinking can not only feel the gentle jade Tian Yun, and the cup body shape can make us dream.

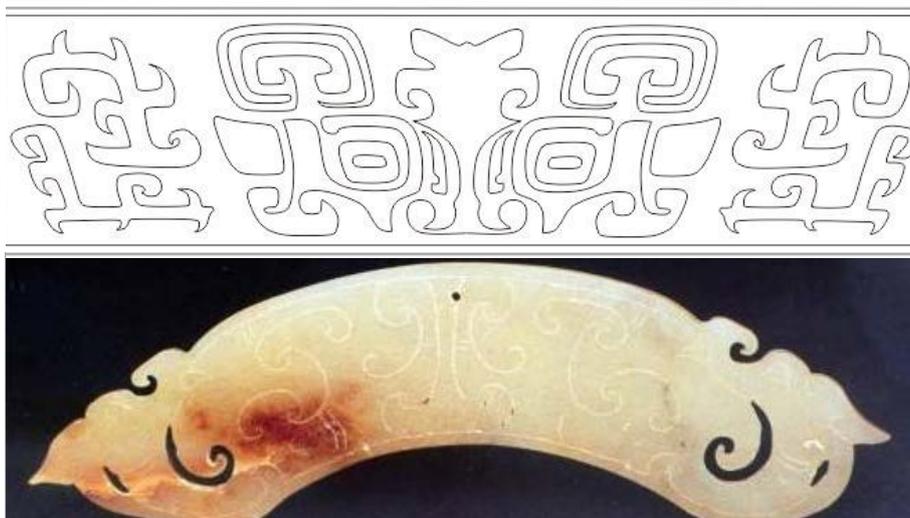


Fig. 2 Jade ornamentation

4.The construction method of "beauty of artistic conception"

The rational creation of "artistic conception" can play an important role in industrial design. The design works rich in artistic beauty can meet the basic needs of people's life. It can also surpass the appearance of material, relieve the pressure of people's life, enrich the monotonous life, and then express a kind of emotion from the spiritual level and reveal the meaning of the deep level.

(1) reference

"Clever borrow" from the perspective of expansion. "Borrowing" from "borrowing scenery", "borrowing scenery" is a common design technique used in ancient Chinese garden design, and through th

e surrounding environment and architecture to learn from each other to produce a kind of harmonious beauty, the so-called "garden is coincidentally borrowed". In the industrial design, "reference" refers to: 1. by the environment, the crowd, form and a series of "intermediary" to explain the design works of a function, to achieve the effect of the perfect mood. The design of the artistic basin is to make an intoxicating picture with the help of the flow of water and the shape of the basin. 2., ingeniously create the "artistic conception" by ingeniously utilizing the material, material and production technology of products, such as form, color, quality, light and so on. For example, the lines of Chinese art seek their charm, the craft of which includes the Yang line, the Yin line, the flat convex, the hidden line, the double hook to hide the Yang line, the silk knife pattern, or the simple and unclumsy, or the bold and bold and bold. Therefore, drawing on different lines in modern industrial design can show different artistic conception of products (Figure 3).



Fig. 3 Emotional design in tableware

(2) Emotional integration in the product

Euphemistic and implicative emotional integration. Chinese culture is sometimes called "stuffing culture". The communication of artistic conception needs to feel, experience and association through the body and mind. Thus, the creation of artistic conception in modern industrial design also needs euphemistic and implicit emotional integration. The natural material or artificial material used in the design is an ordinary and objective substance from the surface, but it will turn into a form of art space, and it will become a kind of human emotion. The transformation of the form of art space requires the integration of certain ideas in the design of the design, such as the harmony of the square circle, the orderly and low order of the elders, or all kinds of auspicious ornaments; in the concept, the aesthetic features should be reflected in the net, static, implicit, simple and profound; the manipulation is made of the material, the movement is static, and the movement is taken in the static.

(3) The proper beauty of decoration

"Know its white, keep its black, for the world." "Blank" can be understood as "creating deficiency", that is, emphasizing the reality and reality of artistic conception. "Virtual" is more difficult to build than "real". In modern industrial design, the building of "virtual" is becoming more and more important, or desalination of the image of processing or the blank of chance coincidence, will become a fine pen of a piece of work. How do you "leave the white"? We can imagine a piece of work divided into three parts from top to bottom, from left to right, from inside to outside, or from outside to inside, that is, the beginning of sight, the movement of sight, and the end of the line of sight, and the white part as far as possible to design the beginning or end of the line of sight, so that it can give people the space of imagination. At the same time, what kind of way to develop reality and virtual is the designer's consideration. Only by combining the skills, knowledge and accomplishment of the designer, can we make reasonable arrangements for the shape, texture and texture of the material.

5. Conclusions

The beauty of artistic conception is an important category of Chinese traditional aesthetic thought and an indispensable factor in modern industrial design. It is of great significance for guiding us to create and appreciate the products. The integration of artistic conception into industrial design is intended to coordinate the relationship between people and things, environment and emotion, and to

build a bridge of communication between the consumers and the consumers. As a designer in the twenty-first Century, it is a bounden duty to create the unique charm of Chinese industrial design. Modern industrial design is not just to create a product, not to copy the pattern, but to continue the ancient aesthetic art in China.

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