

Expressing Emotional Concept in Visual Communication Design: An Anthropological Case Study on Emotional Design in China

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KEYWORDS Artistic Anthropology. Design Expression. Fishbone Chart. Questionnaire Survey. Warm Feeling

ABSTRACT By adopting visual communication design as the medium for introducing emotional designs, this paper investigates the relationship between emotional concepts and visual communication design. Application methods for expressing warm emotions and related fishbone charts were explored through observations, interviews, and a questionnaire survey involving different people, statistical analyses of related data, and analyses of the expression of emotions in visual communication design. It provides a form of design with warm emotions in visual communication design to enable the audience feel pleasure that not only originates from life but also transcends life when they receive the information of the design work. It is shown that visual communication design contains useful anthropological information. It helps to understand anthropology using emotional design as a tool.