

# Research on Individuation Design in Modern Architectural Art Design

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**Abstract:** With the development of economy and the continuous improvement of people's living standards, people's requirements for living environment have also changed. In People's Daily life and work, the working environment and behavior environment will have a great impact on it, so in the design of indoor environment, to achieve both beautiful and comfortable, this is the basic requirements of modern architectural art design. With the continuous improvement of environmental awareness in our country, the concept of modern architectural art design must be timely changed to ensure that it is both artistic and comfortable and can achieve the purpose of green and environmental protection, and promote the sustainable development of the architectural art design industry.

**Keywords:** Modern architecture, Art design, Personalized design, Design research.

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## 1. Quote

In order to adapt to the needs of human long-term residence and create a more comfortable and safe living environment for people, it is very crucial to do a good job in personalized art design of modern architecture. Due to the change of the human daily life point of view, human aesthetic of modern architecture interior decoration is changing, so the building personalized design disciplines is also followed the progress and development of time, more modern architectural art design ideal in the application of personalized art design discipline will also be gradually in the application. Because personalized interior decoration reflects all kinds of personalized needs of human beings, including human interior environment display and space layout decoration materials and other diverse needs, so as to meet the needs of human vision, psychology, feelings and other aspects. Personalized interior decoration through architectural interior environment art will help human beings improve the quality of life and happiness index, so it has great positive significance.

## 2. The Analysis of The Basic Principles of Personalized Art Design in Modern Architectural Art Design

### 2.1. Need to Follow the Principle of Safety

For modern buildings, to carry out the humanization process of art design, the first condition is to ensure safety. And the humanized design of the interior, including all aspects of consideration. And to ensure the safety of the interior of the building, which is the most important condition and cornerstone of the humanized design. Once building internal space appears serious security hidden danger, will affect the building complete qualified, will also reduce our housing security, at the same time in the selection of building materials, in particular, fully considering its security is scientific, at the same time of building materials, building materials should choose safe and non-toxic, and choose the scientific and appropriate means of decoration, To prevent indoor polyacetaldehyde and other harmful chemicals from

causing health effects on the occupants of the house.

### 2.2. Need to Follow the Principle of Comfort

For the personalized space design of modern architecture, the second criterion is to try to make the residential space of human beings more comfortable. Which is to be integrated into the "people-oriented" philosophy, always put the needs of the people in the key position, and on all the basic elements of building indoor environment are tie-in and harmony, and try to make the human to the need of comfort, which is in the process of individuation, the construction of the indoor environment of the visual, tactile comfort need to be reached. People in the residential space to see the color, shape, display methods must meet the characteristics of morphology, color aesthetics, and to prevent the shape, color of the abrupt feeling and give people a sense of discomfort. In the indoor shape Settings of various items, planar lines, arc curves and so on are in the majority, especially in the home, decoration, more need to improve the tactile comfort. Some household materials are either too strong or too soft, will make people's observation and use of inappropriate feeling, so in the interior space layout, based on people's behavior and habits, to adjust the position of various indoor space proportion, to ensure that various facilities are reasonable and orderly.

### 2.3. The Principle of Sustainable Development Needs to Be Followed

In carrying out the process of modern building personalized art design, need to transfer the social sustainable development idea and content, and pay attention to guide people with personalized art design content to promote the concept of sustainable development, can produce good art design benefits already so, also can use express corresponding put through environmental art design. For example, some designs and drawings on water conservation and some content presentation on environmental protection will promote the occurrence of emotional significance.

### **3. Analysis of the Current Situation of Personalized Art Design in Modern Architectural Art Design**

#### **3.1. The Concept of Art and Design Is Constantly Innovating**

In recent years, with the rapid development of our construction industry, the requirement and quality of modern architectural art design is also improving, more and more design ideas and concepts combined with the building itself. In particular, more and more traditional cultural symbols have been used by art designers, which reflect the Chinese spirit and the artistic image of Chinese culture has been deeply rooted. For example, Chinese hotel, Expo hall and so on, all of them integrate the traditional Chinese culture into the architectural design, and increase the overall aesthetic feeling through the form of plane. For a period of time, China's interior environmental art design mostly borrowed from foreign design ideas, and mostly borrowed from western design ideas and culture, ignoring people's needs for traditional culture. Although China's graphic designer is a blend of western culture elements in the 80s, designed a lot of the typical design, such as Beijing Jianguo hotel, Shanghai Oriental pearl, etc., especially in this type of construction, the adornment of wall painting, furnishing articles, works of art is to Europe and the United States, this makes the decline of traditional architecture and art design. On the whole, traditional art and design culture has been widely used in architectural decoration, making art designers pay more attention to traditional cultural symbols.

#### **3.2. Pay More Attention to The Training of Modern Architectural Art and Design Talents**

At present, in the process of the development of our country, there are more and more professionals in art design, but similarly, the level of professionals is uneven, with high and low levels, and talents in this field are very scarce. A lot of famous buildings were designed by foreign designers to, but there is no such talent in our country, it's because some students of the university does not pay attention to the art design, no attention to cultivate our traditional design, so many designers are put their ideas in the theory, rather than to do, this limits the imagination of the designers. In addition, at present, many designers are always influenced by foreign factors in the design concept, ignore China's traditional design, and regard foreign design very high, which has a certain impact on the development of modern architectural art and design in China.

### **4. Research on the Thought of Personalized Art Design in Modern Architectural Art Design**

#### **4.1. Pay Attention to The Improvement of Basic Technology, Highlighting the Modernization of Design**

In modern architecture design, through to the environmental art design technology and improve the quality of operation, can fundamentally enhance the value of the indoor environment art design work, strengthen communication with customers in a timely manner, in a

timely manner to improve and improve personalized art design, in actual personalized art design, should according to the specific requirements of the drawings, construction preparation, selection of construction materials, In order to achieve the best artistic effect. The interior design of modern buildings must conform to the trend of The Times, highlighting the characteristics of modernization and information technology, in order to adapt to the rapid development of society. In the environment of continuous updating and upgrading of high technology, personalized art design must comply with the requirements of environmental protection, formulate more stringent industrial safety standards, and promote the steady development of architectural design industry. Therefore, in the actual work, to design with the idea of intelligent, ecological, and intelligent technology is one of the important breakthroughs, can make the basis of personalized art design more perfect, work efficiency is higher, work will be more convenient. As a modern architectural art and design personnel in the new era, in the work to remember their original intention, actively respond to the requirements of environmental protection, the use of green materials, green design scheme, to achieve harmony between man and nature. Avoid pollution to the environment, so that the final personalized art design effect better for the user's physical and mental health services.

#### **4.2. Pay Attention to Grasp the Key Points of Personalized Art Design, Highlight the Personality of Design**

In the process of the development of modern architectural art and design, in order to achieve long-term development in China, we must pay attention to the grasp of the key and principle of personalized art and design, and first of all, we must improve the application of technology. The development of science and technology promotes the development of various industries, including the architecture industry. Science and technology play a pivotal role in the art and design of modern architecture. The use of science and technology can enhance the value of modern architectural art and design. For example, 3D technology and virtual reality technology can be used to show the designer's design model incisively and vividly. At the same time, the application of high technology can make modern architectural art and design to the greatest extent to meet the psychological needs of customers, reflecting the double value of art and culture. The second is to return to nature. With the acceleration of urbanization, a large number of people pour into the city, which brings rapid work pressure to people. The transformation of the interior of the building can not only make people relax and happy after work, but also bring positive psychological impact to people. Interior designers should pay attention to greening, increase the use of flowers and trees and other plants to create a fresh and natural feeling. When choosing building materials, try to avoid choosing pollution-free, natural and organic building materials, which is a way of life that conforms to nature and reflects the advocacy of interior design for ecological civilization. In addition, in the modern architecture design, should pay attention to creative and change, with the development of The Times, people's ideology, aesthetic values also appeared the tendency of diversification, and there are no rules constraint, internal design should fully embody the personality characteristics, fully respect the customer's free will, on the internal environment of different customers requirements are

different, Designers should try their best to meet their needs. Through art design to improve the taste of living, of course, this effect should also be combined with the actual environment of the building under the premise.

### **4.3. We Should Pay Attention to The Spatial Layout of The Building**

In the process of modern architectural art design, we should first pay attention to the scientific and reasonable overall planning to ensure the direction of the overall design mode and make it match each other. The selection of the design mode should ensure that it is related to the surrounding environment and the actual location of the house. In terms of green design, due to the different facades of the building itself, the height of the balcony delimited by the person in charge also has obvious differences. Therefore, the design of outdoor airflow aims to make the space more suitable for human life and improve the comfort of the environment. The most important part of kitchen planning is to effectively guarantee the independence of the kitchen itself, and the responsible staff should ensure that the kitchen will not have a serious negative impact on other aspects. At the same time, space needs to be reasonably and scientifically deployed, and practicability should be paid attention to. For example, in the planning of storage room, height difference and area are very important, so green space plays an important role; Bathroom doors and Windows must go through the necessary closed management procedures, which is very important for natural fashion design; Bathrooms often smell, so be sure to pay attention to the design of doors and Windows to promote air circulation. In order to achieve the above purpose, it is necessary for all planners to conduct a comprehensive and in-depth investigation and analysis of the residential location, so as to effectively ensure the use of indoor toilets and enable these areas to effectively play an efficient role. It is necessary to actively apply the green design concept to the indoor space to strengthen and ensure the coordination of the building. In addition, the related design personnel should realise too pay attention to form and ignored the reality error, the idea of quality, in the process of modern architecture design should follow natural law, choose reasonable materials, only in this way, can give full play to the modern architecture in the limited interior space the important value of personalized art design.

### **4.4. Pay Attention to The Natural Ventilation Design of Buildings**

In modern architectural art design, we should also pay

attention to the natural ventilation design. Natural ventilation can improve indoor air quality and comfort without losing energy, and can also be used in HVAC design of green buildings. At present, air pressure ventilation and thermal pressure ventilation are two important ways of natural ventilation, and air pressure ventilation is the most important means of natural ventilation, but the quality of external wind determines the efficiency of ventilation. In the process of site selection and architectural design, the structure and orientation of the building should be considered to improve the ventilation effect. Before modern architectural art design, the building should be planned and the outline analyzed in detail to minimize the influence of resistance. In the design of doors and Windows, linear designs are used to increase the opening area, based on the principle that internal and external temperatures affect air density, and if the internal and external temperatures are different, the internal and external pressures are different, thus promoting air flow.

## **5. Conclusion**

In the process of the development of China's construction industry, with the continuous development of science and technology and the deepening of industrialization, the harmonious coexistence of nature and space is not only conducive to people's health, but also plays a pivotal role in improving the ecological environment. Modern architecture design puts forward new requirements of personalized art design, namely how to combine art design and science and technology achievements, innovation and development have become a topic of personalized art design, so in the process of the development of modern architecture design, still need to study continuously, thus to make the sustainable development of the modern architecture design.

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