

## **Innovative Practice of " Attitude Experience" Design Teaching Mode Based in the Context of Post-90s Generation**

### **– Take the course of commercial space design as an example**

LIANG QING

Xiamen Academy Of Arts And Design, Fuzhou University  
Address s: No.852, Ligong road, Jimei district, Xiamen City, Fujian Province  
Xia Men, Fu Jian, China  
86-13950177507. E-mail 756873314@qq.com

#### **Abstract**

For the prominent personality characteristics, the post - 90s generation has the characteristics of independent thinking and opinions on problems and they are willing to express themselves, the traditional design teaching mode can no longer comply with the behavior habits of this generation. Therefore, it is hoped to explore a new teaching mode which can be better communicate and collide with the design thinking of the post-90s generation The " attitude experience" teaching attempts to guide the post - 90s generation to conduct multi-dimensional analysis and thinking of design from three levels of emotion, emotion and attitude, thus it can satisfy to prominent its personalized features and further improving the expression of attitude experience on space design topics, it motivates people to learn and think actively in the process, actively contacts the abstract design language, uses design expression language, masters the language of commercial space design naturally in the process of "attitude experience". The practice of the curriculum also highlights the necessity and feasibility of exploring the teaching mode based on the post - 90s generation's context.

**Key words:** Post-90s generation's Context, Attitude Experience, Innovation Practice

The post - 90s generation grew up in a period when the market economy was relatively mature. Most of them received diversified education, the way they received information and the amount of information is not comparable with the past. The information network developed with the growth of the post - 90s generation, which makes the learning and thinking modes of the post - 90s generation different from the previous generation. They are used to expressing themselves who are open-minded, independent, thoughtful and independent. Therefore, with the transformation of the thinking mode of the post - 90s generation, the design teaching mode should also make necessary exploration in the context of respecting the post - 90s generation. In the 1980s, Davie Cooper believed that the experiential learning process was a ring configuration which is composed of four adaptive learning stages: Experience, reflection, thinking and practice. However, although Cooper proposed the structure of experiential learning, he was more concerned the theoretical guiding ideology and he

didn't have much concrete practice. however, it coincides with the four links of investigation, analysis, thinking and practice which were completed in the course of commercial space design. Therefore, I try to explore the theme of setting "attitude experience" in the course of commercial space design, and thinking from three levels of emotion, emotion and attitude also revolves around the possibility of innovation in each design step of the theme. I hope that this exploration will be transformed from a parallel line of communication to be an open and free "attitude experience" collision.

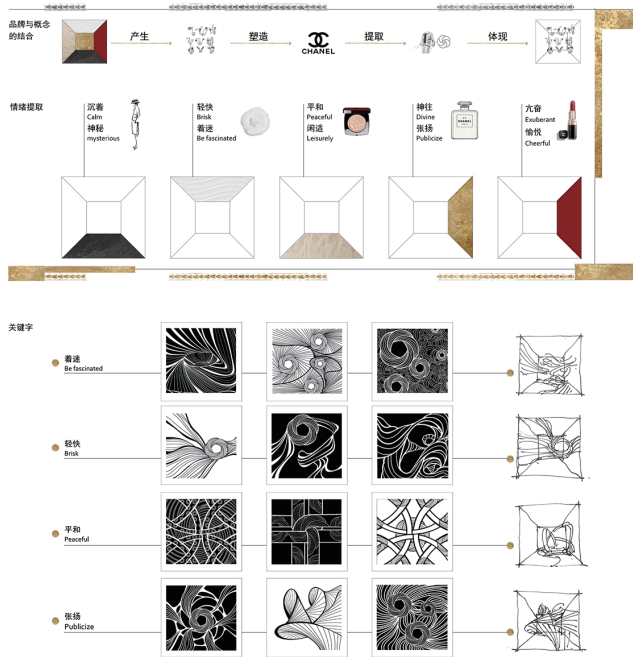
#### **Emotional space**

In recent years, the design of commercial space has gradually shifted from the simple mode of sales display space to the experience mode of business environment, In the shopping environment and shopping experience, the business environment that consumers choose actively enables them to establish a better emotional connection with each other, and the emotional space has a deep meaning in the basic spatial experience. Emotional space is part of the design attitude. It is a kind of inner intention and feeling, as well as a more complex and stable physiological evaluation and experience. In commercial space design, we hope to establish a more positive emotional " need" space, which is mediated by meaning, desire and emotion. It can also be understood as meeting the basic needs of people, the needs of life development, and the needs of people's spiritual space. In the design of commercial space, we should think more about building emotional places to meet these needs, such as thematic emotional memory space, the care and rest spaces to meet public or private, fixed or alternative emotional connection narrative space, etc. In the analysis of emotional expression space, the post-1990 generation proposed the representation of the correlation between self-expression and "need". Through questionnaires and on-the-spot surveys, it is found that the post-90s generation needs individual expressive space in their current shopping experience in commercial space, such as the internet celebrity space corner taking to take photos to Wechat circle to, the language and writing wall to express their complain about their work and life, the social space for increasing the communication between the younger generation, and the personal customized space not sticking to the popularity , etc. It largely reflects the emotional care of post - 90s' for commercial

space design. These positive emotional commercial spaces can effectively break the traditional shopping mode is given priority to with watching around, and then into ManYouShi shop to buy, when people have more time to stay in the commercial space, for the feeling of the commercial space diversity, then for commercial space in consumer sentiment had more attention and, as a result of the shopping experience is cheerful and active.



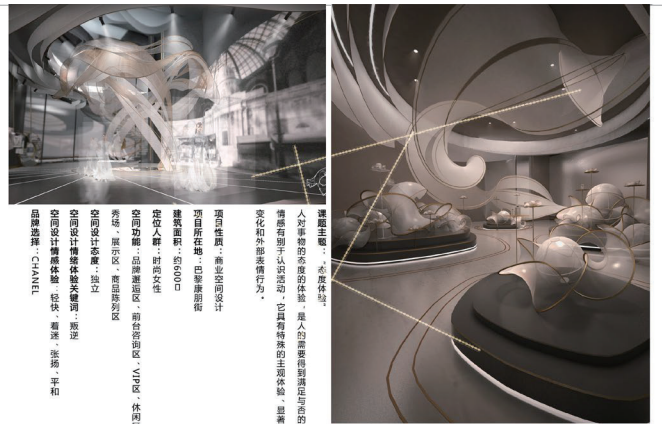
从Chanel的颜色作为切入点, 颜色产生情绪, 情绪塑造了Chanel的产品, 再根据产品提取相关元素来体现情绪, 贯穿Chanel的颜色为黑、白、米、金、红, Chanel女士重新定义颜色将他们变为专属于香奈儿的色彩, 品牌的颜色给人传达出来的情绪——黑色优雅、神秘, 白色轻快、飘逸, 米色平和、舒适, 金色张扬、神往, 红色亢奋、愉悦, 再提取山茶花和香奈儿五号来传达元素来表达情绪, 体现独一无二的香奈儿品牌特色。



**Moody space**

Many people say that space is a physical environment which is made up of many substances, it is the common sense without objection. However, with increasing demand of the market trend for commercial space by space users, space is not just material. People put forward more requirements for the experience of commercial space, and the feeling of space is the first. Looking around at the moment when entering into the gate of commercial space, the feeling of space has psychological implications for shoppers, and shopping mood is also affected. Moreover, people have mood changes every day, ups and downs, happy, excited, happy, calm, soothing, calm, angry, crazy, depressed, positive or negative. "Mood is a general term for a series of subjective cognitive experiences which is a psychological and physiological state resulting from a combination of various feelings, thoughts and behaviors. Mood is an experience tendency which is beneficial to and I leave perception as something harmful. This tendency to experience is accompanied by a corresponding pattern of physiological changes that approach or retreat." We hope that in the design of commercial space, shoppers can enter the space to feel the setting and expression of the designer about space moody. In

the course, we tried to set the emotions of different commercial spaces, described the vague emotions as actual and visible feeling graphics, and reflect the characteristics of the commercial brand and the transmission of corporate philosophy through the spatial creation of graphics. Shoppers experience the material form of the space while feeling the moody sequence of the space, feel the narrative techniques of the space and the modeling presentation of specific mood, thus generate strong mood and moody resonance to the shopping space. However, the moody space expression of the post - 90s is especially prominent. After choosing the brand space design task for service, they spend a lot of time to prove why and how to highlight the brand of moody expression, make analysis to the history and status quo of brand thinking, lists the key outstanding brand of space narrative, and according to a certain spatial sequence method, we got a very interesting space design result.



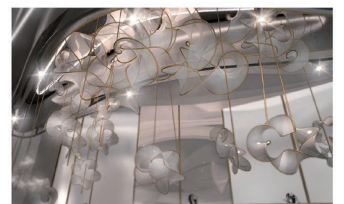
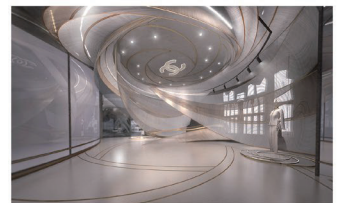
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**Spatial attitude expression**

"Mood and emotion are both people's attitude and experience towards objective things, it's just that mood tends to be the attitude experience of the individual's basic needs and desires. while emotion more tends to the attitude and experience of social needs and desires". There is a difference between attitude mood and emotion in people's attitude in the behavior. Emotion refers to the physiological evaluation response to the goal of behavior, while mood refers to the physiological evaluation response to the process of behavior. We hope that the course of commercial space design can guide the post - 90s generation to express their attitudes with independent consciousness, ideas and opinions. Of course, attitude is not subjective self, it just like designers often talk about space concepts and design concepts. No matter what kind of



expression, it is actually to share their self-understanding and design attitude towards space design. Attitude is based on the ideas that need to be inherited after understanding and analyzing the problems. In the design process of commercial space, we say that spatial attitude is not just a subjective event attitude, but the material expression of space, the emotional expression of space, and the moody expression of space are the attitudes which are designers need to think and express. The post - 90s' attitude to space has made it clear that they pursue individuality based on commonness, they have proposed personalized future possibilities rather than blindly opposing tradition and commonness, and proposed the differentiated customization of space, and a series of space innovations brought about by new technologies of digital media, etc. on the basis of respecting tradition. The reason why we talk about mood and emotion in above it is because they are both an important part of attitude experience that needs to be expressed. Based on the analysis of shopping physiology and psychology of individual and group shoppers, establishment a clear expression of attitude experience in commercial space must be a promotion for the traditional commercial shopping environment.



### **Conclusion**

The course of commercial space design has explored the teaching mode of "attitude experience". The post - 90s have shown positive cooperation in the course and interest in the subject module. We discussed the infinite possibilities in commercial space design and the concrete application possibility of emotion, mood and attitude expression in commercial space. We have made a bold space design breakthrough for the fixed space image of traditional commercial brands which gives brand commercial space more sense of the times and new life. The post - 90s generation put forward more new concerns and attitudes for commercial space, the research of the commercial products is extended in multiple ways, explore and apply the sustainability of commercial space design materials. .... Attitude experience is not only the individual emotion to feel the unique, but also to let the space experienter feel the emotion expressed by the unique designer. Designers should build different situations and emotional experiences which can make the commercial space experienter have a deep feeling of resonance.

Through a great deal of practice in the course and thinking to re-recognizing the surrounding things from the designer's point of view, the post-90s designers have participated in the whole process of thinking about the positioning of commercial space from the perspective of the owner, putting forward the demand from the perspective of the shopper, and participating in the whole learning process of "attitude experience" in the planning

and design from the perspective of the designer. The post-90s have become the protagonist of the classroom. Teachers no longer teach unilaterally, but more use design frontiers, fashion antennae, commercial space design possibilities and Information media do a good job in the whole process of design experience for the post-90s generation, stimulate the motivation of active learning and thinking in the process, actively contact with the abstract design language, use the design expression language, and naturally master the commercial space design language in the process of "attitude experience". Therefore, experiential learning brings new teaching modes and new classroom experiences to the post - 90s generation. In this way, the memory and perception of commercial space design of the post-90s generation are deepened. From the perspective of the trend of The Times and the law of intergenerational replacement of design thinking, "attitude", "mood" and "emotion" must bring more multi-dimensional thinking to space design courses.

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