Application of Mind Mapping in Poster Design Classroom Teaching and Practice Guiding

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Abstract
Mind mapping is an effective thinking tool of radiant thinking expression. In the poster design course, training of mind mapping encourages students in an open mind with arousing good ideas. At the same time, mind mapping makes mentality of design clear and expression of design accurate. So the efficiency of classroom teaching and design practice will be improved.

Keywords
Radiant Thinking; Mind Mapping; Poster Design Classroom Teaching

Introduction
It has been fully proved that characteristics of the human mind is radioactive. When we see and think about some things, a pair of divergent thinking figure will come to mind. Every piece of information into the brain, such as sensation, memory or thought (including every vocabulary, numbers, codes, food, fragrance, line, color, image, beat, notes and lines), can be manifested as a branch of thinking. It is the presentation of the three-dimensional structure of radioactivity. Based on the characteristics of the radioactive brain thinking, British educator Tony Buzan first proposed two concepts--“Radiant Thinking” and “Mind Mapping”. And the Mind Map is the external manifestation of radioactive brain thinking. With mastery of the mind map, this way of thinking has been widely used in various aspects of life and work, including learning, communication, management, etc. Because it can effectively stimulate human creativity, in recent years, this way of thinking is also increasingly being recognized and adopted in the field of art and design.

Through many years of poster design teaching, we found that using “Mind Mapping” to inspire and guide students is clearly better than simply teach students a variety of design performance methods. Students significantly improved learning ability, and creative increase. At the same time the students’ design ideas are guaranteed to be clear. So in recent years, the authors insist on trying to use mind mapping both for theory teaching and practice exercises. And significant results have been achieved.

Application of Mind Mapping in Classroom Teaching

Determine the Theme and Inspire Creativity
Creativity is the soul of visual communication art and design. One creative, which can attract the viewer’s attention and convey information accurately, while further inspire people to think deeply, is the key to completion of an outstanding poster design works. How can we achieve innovative ideas and ensure that the concepts are accurate? Using the feature of human divergent thinking, first, we can determine a suitable core concept of the theme for expanding mind map.

First of all, one keyword will be selected. This keyword represents a selling point, namely, the core theme of the work. It must be the most suitable for the central concept of the poster. This keyword is the source of divergent thinking. Therefore, the central theme (keyword) must be carefully identified and targeted.
Secondly, after determining the theme students can make their own mind fully active. Starting around the central, related formations and associations in the brain are recorded. This association is linear and is coherent. At last, a vine-like spread graphics will be formed. In this process, all concepts which designer could think of can be recorded in the most simple way, such as a word or a phrase. Between various concepts are lines with arrows. So that we can clearly understand the relationship among the various concepts. Around the theme, several branches radiate from the center to the edges. Each branch is constituted by the key words and connecting lines.

Finally, key words on each branch can be seen as further thinking centers and be extended to other directions. These further concepts and some minor topics can be attached to a higher level of branching. Therefore, in the initial part of the creative inspiration, we get some mind maps (Fig.1) as tree structures with a number of text and lines.

Seize the Clue and Rationalize the Design Ideas

The process of producing text-based tree mind map is a divergent process. On the contrary, the process of producing figure-based tree mind map is a convergence process. Now we should grab a few main cues from a large amount of inspiration. Through selecting several major branches we can clear our minds. In this process, we use the form of color illustrations, drawings, and other multi-dimensional codes to enhance the effect of
recognition. The focus of attention is clearly focused on the central graphics. Accordingly, design more targeted because of clear image. In the meantime, we further examine the logical relationship between the various clues and ensure its rationalization. The presentation and performance of late design will be more easier to carry out. Two graphical representation mind maps (Fig.2) are showed below.

**Determine the Program and Integrate Approach to Design**

The information presentation of poster design is used to convey a strong message targeted. So, creativity only illuminating eyes is not enough. Only when the captivating design performance and creative content properly fused together, poster works have a real vitality. Then it can firmly grasp the audience’s attention.

Commercial poster often use forms of photography, painting and comic as the main manifestation. The consumers are usually be impressed by realistic pictures and touching feelings. On the contrary, more contents and more expressions are used for non-commercial poster. So artistic expression of non-commercial poster tend to be more abundant. Especially in the cultural art poster creation, according to advertising theme, you can give full play to the imagination with enjoying displaying artistic means. How to select the appropriate expression? This requires us to do in-depth analysis on the pre-production of graphical mind maps. After comparing the performance of a variety of practices(Fig.3), we can make a comprehensive evaluation on the art rendering and determine the design scheme. Then a work is achieved.

**Application of Mind Mapping in Competition Practice**

Design specialties great emphasis on practice. "Action-oriented and project teaching" is an ideal training model for the design students to develop specialty. However, so far, there are still some difficulties in applying these models to actual teaching. Therefore, in the course, students are encouraged to participate in some competitions. And these competitions are usually high authority and themes are targeted. Students can find a wealth of resources to complete the design. In this way, the combat capability of students was quickly improved.
Fig. 4 are the first prize works in the third session of the national college students’ advertising art contest. In the process of divergent thinking, the author get a word “makeup” from “depict” and finally select the topic “perfect makeup” as its crative. Works emphasize the high-quality visual effects of drawing board as fine makeup. This analogy is very apt and vivid. The author found a common point “beautiful” between these two things. When we see the beautiful scenes of makeup, the property “finesse” of the picture on drawing board is reminded.

In advertisement of “Jiajia” sauce (Fig. 5), three fresh images are displayed in front of us “live cattle”, “fish”, “eggplant”. Designers treat the trunk “delicious - fresh - raw materials” as divergent clue. Then they further get “meat”, “fish”, “fresh vegetables” three associate words and finally create three kinds of live image shown below. The works has clear theme and the effect of visual communication is outstanding.

![Figure 5: Advertising Posters of “Jiajia” Sauce: “Meat”, “Fish”, “Vegetable” the Second Prize in the Third Session of the National College Students’ Advertising Art Contest.](image)

**Conclusions**

For the learner of design, mind maps can help the brain’s active thinking brain active thinking and to break conventional thinking. Authors can quickly find ideas and methods to solve problems. Within the scope of the confirmed concept, mind Maps provide a guide to the direction of thinking. And, a lot of inspiration subsequently emerges in minds. This process is so interesting and effective; for instructors, good use of mind maps to guide the students make the classroom active and significantly improve the quality and quantity of design. Therefore, the proper use of mind maps improves the efficiency and quality of teaching.

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