Research on the Innovative Development of Visual Communication Design under the Digital Background

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Abstract: The advent of the digital age has renewed the way of information dissemination and promoted the innovation of visual communication design teaching. In the digital age, with the support of new media and new technical means, the mode and speed of data transmission have changed qualitatively, and people's way of information exchange and artistic aesthetic value have also changed greatly. Perfecting the teaching content of visual communication design, updating teaching methods and innovating teaching concepts are of great practical significance for personnel training and industry development. With the increasing development of digital technology, exploring the innovative development of visual communication design teaching is helpful to cultivate more high-end design talents. Under the influence of digital technology, visual communication design has achieved a perfect transformation from static to dynamic, from two-dimensional to all-round. It is necessary for colleges and universities to construct an innovative talent training mode to realize the talent training goal of visual communication design specialty based on digital background.

1. Introduction

In the digital age, traditional information communication media such as language, text, sound and image all use digital technology to transform each other, which has brought great influence to visual communication design [1]. As a new application technology, digital technology is affecting people's daily life. It not only represents a new way of life, but also represents a new concept of life [2]. With the rapid development of computers and the Internet, various functional digital technologies have been applied to various fields of social life. They are not only the dissemination of technologies, but also the popularization of innovative ideas [3]. Digitalization of visual communication design is to optimize and integrate various communication methods such as text, image, sound effect and animation through digital technology [4]. Digital visual communication design is based on the designer's design thinking and digital technology tools. It is based on the visual design art with technology as the core and is the core element to realize the communication of visual communication design [5]. It is necessary to actively explore the professional training model of visual communication design based on digital background, and cultivate more visual communication design professionals who can meet the needs of the society.

The traditional way of expression is two-dimensional plane vision, and the representation in the digital background is multi-dimensional stereoscopic performance. It can be seen that in the digital age, the expression, design form and design consciousness of visual communication have taken place very much. Change [6]. Under the influence of digital technology, visual communication design achieves the perfect transformation from static to dynamic, from two-dimensional to all-round. Due to the advent of the digital age of information, digital technology is constantly changing the way we work, learn, and live [7]. With the extensive use of design software in various disciplines of visual communication design, mastering a design software has become a problem, and creative innovation has become the only standard for measuring the pros and cons of design works [8]. Nowadays, with the development of digital technology, exploring the innovative development of visual communication design teaching is helpful to cultivate more high-end design talents. In the new era, it is of great practical significance to study the innovation and development of visual communication design in the digital era.

2. The Impact of Digital Technology on Visual Communication Design

The emergence of the Internet makes the information media not limited by region, time and space, and can be shared globally, which changes the traditional visual communication design information transmission area, time and other issues. In the digital age, Designers'design methods are more convenient and intelligent. Designers can use computer software to carry out three-dimensional processing. Visual communication gradually changes from two-dimensional to three-dimensional, from static to dynamic. Visual communication can be understood as the sum of two concepts: visual coincidence and communication. Visual coincidence mainly refers to something with certain qualities that people can see with the naked eye, and communication mainly refers to a process of using some kind of coincidence to transmit information. Some designers excessively pursue the visual effects of strong stimulation, and do not understand that these phenomena are just different phenomena brought about by different software technologies.

In order to enhance the social practice ability of students majoring in visual communication design and effectively meet the new requirements of digital background for visual communication design talents, colleges and universities should change the teaching concept of visual communication design specialty and base on the actual situation of professional teaching [9]. The same object will have different visual colors under different light sources. This is the color performance of color. Light is an important source of color and a necessary condition for people to perceive color. Color stereo uses color stereo system coding label to name colors, which avoids the deficiency of lack of scientificity and standardization in previous usage methods, and is conducive to international communication in the field of color. Fig. 1 is a color perspective view.
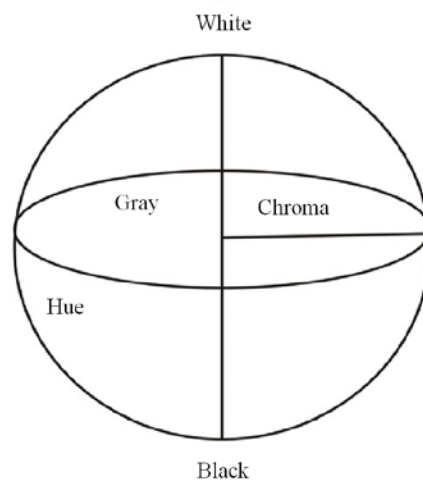

Fig.1. Color stereo diagram

Digital technology enriches the performance techniques of visual design and inspires the design. Digital technology makes the form of visual communication design more and more diversified. It can realize its design intention by means of any form and media. Modern visual communication design is constantly changing in form and concept. Multidimensional performance in visual communication design has become the norm, bringing a new visual experience. In the digital age, people attach importance to the harmonious coexistence of human, society and nature, and to the unity of product functionality and aesthetics. People's way of thinking and lifestyle have undergone fundamental changes, which requires visual communication design to have new ideas and new ideas, and constantly improve the design process and design methods, and gradually develop towards diversification and multi-dimensionality. From the development of traditional paper media to the current digital multimedia platforms such as mobile phones, the Internet and electronic displays, the demand for visual communication design has been greatly increased. Faced with the impact of new technologies, how modern visual communication design faces reality, so that visual design concepts and thinking are baptized by information technology.

3. Innovative Strategy of Visual Communication Design Under Digital Background

3.1. Innovative teaching concept

Digital technology makes the traditional visual communication design form changed and replaced by vivid visual images, interactive forms, real space and material texture. In the digital age, educators are required to break through the traditional educational thoughts, innovate teaching concepts, and strengthen the emphasis on cultivating students' innovative consciousness and ability. Visual communication design is to let people get information from it. Information communication cannot be separated from media, which is the carrier of information. In the teaching process, it is necessary to avoid imparting a single knowledge and to let students perceive the correlation between design and humanities and social sciences, so as to strengthen their perception of design art. Digitalization of visual communication design is developing in this unique ecological environment. In recent years, digitalization and information technology have infiltrated into every corner of visual communication design. The phenomenon of model design is common in contemporary design in our country. Some designers are keen on mechanical imitation or fall into imitation and cannot extricate themselves [10]. Schools should be equipped with a series of infrastructures, such as powerful advanced multimedia equipment, which conform to the teaching concept, so as to ensure the implementation of the teaching plan.

Designers need to choose different colors and match them according to the aesthetic preferences and psychological characteristics of different objects. Warm colors are easy to become the focus of vision in a short time and attract students quickly. However, warm colors can accelerate people's time perception and easily produce visual fatigue and irritability. The design defects of multimedia courseware are investigated, and the results are shown in Table 1.

Table 1 Survey results of design flaws in multimedia courseware

Defect type	Frequency	Proportion (%)
Interface	27	30
Color	19	21.1
Format	21	23.3
Content	9	10
Other	14	15.6

3.2. Innovating classroom model

Classroom is a good platform for interaction between teachers and students, and is also the best time for students to show themselves. Innovating classroom mode is helpful to further stimulate students' innovative ability. Digital technology provides an innovative way of thinking for visual communication design and enriches the expression techniques of visual design, and uses this unique expression technique of digital technology to stimulate a steady stream of design inspiration. With the development of the times and the arrival of economic globalization, diversified demands are constantly impacting visual communication design. Teachers in colleges and universities should thoroughly investigate the market demand for professionals under the digital background, and strengthen the effective cultivation of students' two-dimensional and three-dimensional space design ability. At present, the teaching of visual communication design in many schools can not keep up with the development of the digital age, and the students trained can not engage in professional work in the first time. The essence of visual communication design is to use visual language to convey information to people. Therefore, works must be close to life, facing the public, showing a kind of affinity. When choosing teaching methods, we should fully combine the unique emotional elements of visual communication design specialty and integrate emotional experience into other teaching methods.

4. Conclusion

As an indispensable and important part of people's life, visual communication design has become

increasingly prominent in contemporary design. The digital era puts forward new requirements for visual communication design teaching. Therefore, the teaching of visual communication design must be innovated, and the teaching concept must first be to cultivate students' innovative ability. In the digital age, visual communication design should attach importance to the development and application of new technologies and new materials, innovate in design concepts, design forms and design media, and boldly practice on the basis of national traditional culture. In addition to teaching students basic knowledge of art and design and digital technology, attention should also be paid to cultivating students' innovative design ability [11], and the innovative consciousness should be penetrated into the whole teaching to improve the teaching level of visual communication design. Innovative visual communication design teaching requires innovative teaching concepts, teaching methods, classroom models and evaluation methods. The application of modern information technology such as multimedia and computer network in teaching is not only conducive to arousing students' interest and enthusiasm in learning, but also conducive to promoting the change of teaching content, teaching methods and teaching organization forms and improving teaching quality. In visual communication design, using digital technology to make design is more suitable for the new style of visual communication design to transmit information.

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