Research on the Development Trend of Visual Communication Design under the Background of "Internet Plus"

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Abstract: The rapid development of computer and Internet has brought new opportunities and opportunities to the media industry, at the same time, it is also a great change and challenge. Visual communication design is closely combined with the Internet, resulting in a brand-new way of information communication. Compared with traditional visual design, internet plus visual communication design has certain advantages. The designer is the sender of information, and the object of communication is the receiver of information. At present, great changes are taking place in the field of visual design, and so are design patterns, design methods and design media. Compared with the traditional design mode, the visual communication design under the background of the Internet era has certain advantages. Through the integration of various forms of expression elements, it can achieve better performance. In the visual communication, we should realize that three-dimensional usually includes divergent creative design thinking, reverse innovative thinking and associative thinking. This paper makes a preliminary analysis of the methods of visual communication design in the Internet era.

1. Introduction

Since twenty-first Century, Internet technology has developed rapidly. China has entered the era of "Internet plus", especially those industries that are closely related to network technology. The Internet has brought profound changes to its development, [1]. Especially the application and promotion of Internet +, which makes many industries closely related to the network obtain new development opportunities. Compared with traditional visual design, Internet plus visual communication design has certain advantages. The designer is the sender of information, and the communication object is the receiver of information [2]. For a long time, visual design takes creativity as the main core, showing information in a reasonable form, which is also the core of visual design. However, due to the vague linguistic features of schema, it conveys an abstract concept [3]. Therefore, visual design is more inclined to guide the audience to be infected by information, which has an important impact on people's daily life and spiritual life [4]. In the traditional mobile Internet visual communication design, there are some problems such as unreasonable design scheme and design art. If these problems can not be solved in time, the effectiveness of visual communication will be affected [5]. Compared with traditional visual communication design, modern visual communication design gets rid of the traditional media, namely printed matter, and embodies a more scientific and rigorous design concept.

With the increasing maturity of computer technology and the rapid development of Internet technology in China, the network has become more and more popular, which can not only facilitate people's lives, but also have an important impact on social progress and national development [6]. In the process of visual design, we can obtain rich design elements through vast network resources, and learn from advanced Internet concepts to innovate visual design content and style. Compared with traditional visual communication design, internet plus visual communication design has higher advantages [7]. In the west, the word graphic design is commonly used in this design field, sometimes called information design [8]. In visual communication, it should be recognized that three-dimensional usually includes divergent creative design thinking, reverse innovative thinking and associative thinking [9]. Through the integration of these creative methods, we can improve the aesthetic level of mobile Internet, show the value of visual communication design and performance

characteristics, promote the innovation of visual communication design, and meet the basic needs of visual art communication. From its characteristics, this design is a kind of crowd oriented and informative design [10]. With scientific methods and creative unique form, improve the recognition of visual information, so that it can be quickly and clearly transmitted. With the progress of the Internet age, visual communication design should also have some changes, to make full use of the power of the network, more innovative design ideas, optimize design resources and so on, so that the visual communication design to play its greatest advantage, get greater improvement.

2. Advantages of Visual Communication Design Based on Internet

2.1 Rapid Propagation Speed

In the Internet age, information is changing rapidly, and the efficiency of data transmission is constantly improving. Therefore, the visual communication design based on the Internet is also spreading rapidly, with high immediacy and timeliness. In addition to the traditional media display platform, the network provides a diversified display platform for visual communication. Internet is the method and means of communication between computers all over the world, the carrier and transmission system of information, the link connecting computers all over the world, and also a powerful "tool". This provides a good convenience for the communication of visual design, and at the same time, the competition among designers is becoming more and more fierce.

From the comparison of Photoshop software before and after processing, as shown in Figure 1, it can be seen that the processing chart above looks more beautiful, giving people a pleasant aesthetic feeling, which is more consistent with the theme of wedding photos.

Fig.1 Comparison of Photoshop Technology Before and after Processing

In the field of design, designers can combine their own design ideas and their own work experience, process some design elements obtained from the Internet through software processing tools, and combine their own creativity to design their own visual design works, and this design method is more efficient and the designed works are more impactful. According to the situation of modern design, the main content of its design is still graphic design, which is used to be called "graphic design" by professionals. What it conveys is often a kind of conceptual information. Therefore, visual design is more inclined to a kind of information design to guide the audience's behavior, which has an important impact on people's spiritual and cultural fields and daily life.

2.2 Wide Coverage

At present, people can "know what's going on in the world" without leaving home. The information content of Internet is huge, so we can not only regard it as a computer network, but also as a huge, practical and enjoyable information source. Combining with the advantages of internet plus, such as fast communication speed, diversified forms and timeliness, the visual communication design can become rich and colorful. In addition, internet plus visual communication design should pay more attention to innovation, which requires designers to constantly explore new things and find new creative inspiration. You can also creatively design the design theme through Internet technology, and you can use words, pictures, videos, audio and other expressions to increase the visual effect of the design, thus stimulating people's reading interest. In the communication of visual communication design information, the process of fig. 2 should be combined, To disseminate information resources, guide designers to combine the characteristics of digital technology to carry out visual communication, and fully demonstrate the value of modern mobile Internet project innovation.
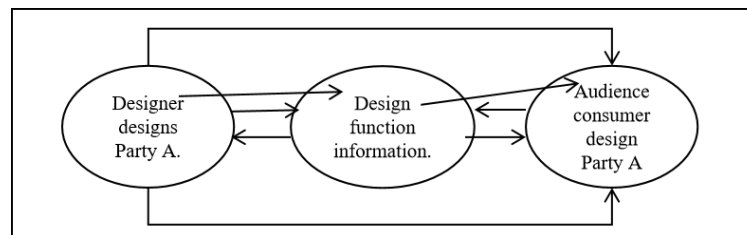

Fig.2 Information Transmission Process of Visual Communication Design

Visual design based on Internet can be spread at high speed and expressed in real time through Internet. The visual design based on the Internet has interactive design, and the audience can communicate with the communicators of visual design in the same time and space, which makes the process of information dissemination a closed loop. Even communication itself can become a part of real-time information release, andBeing able to obtain feedback from the audience in a timely manner also helps the communicator to collect feedback from the audience conveniently and at a low cost, thereby improving the effectiveness of the dissemination.

3. Internet Application of Visual Desig

3.1 Dynamic Design Form

In the current Internet visual design is no longer the beginning of traditional static graphic design. Internet applications have spread rapidly in social life around the world and have penetrated into daily life. And it directly affects the audience's ideas and behaviors. The vast information resources, convenient and efficient communication methods and powerful multimedia functions have made more and more people feel the convenience brought by the Internet. It can make the design style more vivid, give overall consideration to all kinds of resources, and rationally allocate the proportion of various design elements, so that the vision has a macro and micro control. Figure 3 is a 3D rendering of architectural design.

Fig.3 3d Renderings of Architectural Design

Fully mobilize the enthusiasm of the masses, design a visual design more in line with the public psychology. Make the design works have a new charm, in the process of shaping some brand image, only visual identification is not enough. Now digital technology and art together constitute the right arm of visual communication design. For artists, there are only unexpected, no impossible. It is true that we always need to treat digital technology with a rational attitude and make rational use of the new design forms provided by digital technology, rather than blindly pursuing the supremacy of technology. For example, some dynamic H5 designs can attract people's attention, At present, graphic designers need to consider the needs and acceptance of the audience

3.2 Interactive Design Form

In traditional visual design, audiences often just passively receive information, and the effect of this design is not ideal. The Internet has provided a good performance platform for visual design creativity. On this platform, visual design breaks away from the traditional form of drawing, can absorb more elements and transform its own design form. This is to try to avoid excessive textual expressions, more visual design allows people to notice at a glance, visual communication design is more impactful and more intuitive. The dynamic design form brings visual freshness and is more suitable for spreading through network media. "Traditional static graphic forms have caused people to have visual aesthetic fatigue. In the era of pursuit of diversification of life, the focus of the audience will shift to dynamic, rhythmic and changing graphic forms. In mobile In the development of Internet, combining with the basic design technology of parts and the integration of visual communication design, digital technology can be taken as the key point. Through the determination of diversified visual expression methods, the font can be modified later to show the value of artistic visual communication. Using some AI technology to carry out graphic design, it can bring more intuitive audio-visual feeling to the audience, and thus obtain more information.

4. Conclusions

As a very important way of art presentation and information dissemination in people's life and work, visual communication has a wide range of influence. People's demand for visual communication design is not only stay in the text, pictures, more attention to the overall design of visual communication. Visual communication design based on the Internet era must first grasp the sense of the information age, and reflect the design concept of visual communication through diversified forms of expression. Recognize the impact of mobile Internet on visual communication, and through the analysis of the performance characteristics of communication design, use digital technology, multi sensory technology and multi-dimensional technology. On the basis of visual design, it is necessary to fully show the information characteristics of the Internet, and embody the characteristics of the Internet The rich elements and rich information color in the multi-information age fully reflect the characteristics of the times and people's ideas. The Internet age has brought

opportunities and challenges to visual design. Through this form, the public can better understand visual communication design and products of visual communication design. Show the character design characteristics, graphic design characteristics and the artistic value of dynamic design, and promote the stable innovation of modern mobile Internet art.

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