Research on the Development Trend of Visual Communication Design in the Era of New Media

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Abstract: New media is the current mainstream information dissemination method, which realizes the convenient transmission of text, pictures, and videos, and provides necessary conditions for the advancement of visual design. Different from the traditional visual information dissemination effect, the new media era can use more powerful software to visually modify the relevant media, fully enhance the communication effect, and promote the development of the industry.

1. Introduction

In recent years, the rise of new media has brought a profound impact on traditional visual communication design. How to improve the ability of traditional visual communication design in the new situation is a problem faced by many designers. This article focuses on studying the development trend of visual communication design in the new media era, and elaborates on the requirements of new media for visual communication design nowadays, and provides more references for further improving visual communication design to meet the needs of modern people. Advertising requirements.

2. Overview of New Media Visual Communication Design

The rapid development of information technology has brought about earth-shaking changes to the society, and new media technology has also entered people's sight, and the transmission of information has become more extensive and faster. In this context, people's ways of obtaining information and the angle of observation have also changed. With mainstream mobile terminals as the representative, through the dissemination of visual effects, the audience can quickly understand the necessary information and data, and the way of communication is shorter and faster. It has become the main feature of the new media era.

New media is formed on the basis of traditional newspapers, broadcasting and other media and computer information technology. Digitization is its obvious characteristic of information transmission. The digital televisions, mobile terminals, computer network equipment, digital newspapers, etc. currently used by people are the main carriers of new media, which can be divided into new media products of new era technologies and new era improvements of traditional media forms. The information dissemination principles of the two Roughly the same as the method, it is through the support of satellite technology, network technology, and communication technology to modernize the transmission path and manifestation of information and data, and create a broad space for the development of new media visual communication. Therefore, people should continue to conduct in-depth research in media interface design, network information construction, application optimization, human-computer interaction, etc., to fully reflect the advantages of the new media era, and use advanced technologies such as video and VR to make the media develop into a multi-dimensional space to meet the needs of social development.

Visual communication is one of the important ways for people to interact and communicate with each other. It is generally believed that visual communication design is art design and graphic design, and audiences can easily obtain relevant information through images, colors, shapes, text, etc. With the development of the times, visual communication design has become more scientific and artistic, which can easily achieve more visual effects and design functions, and the information

dissemination covers a wide area, more prominent content, and faster dissemination speed, which can be applied Diversified social service fields such as advertising and marketing, exhibit design, and packaging design provide people with better information services.

3. Improve the Importance of Visual Communication Design

Visual communication design involves a wide range, rich content, and strong interaction with social development. Improving visual communication design can improve design quality. At the same time, it can also improve product packaging design level, enrich consumers' visual perception, and bring more about The enjoyment of beauty. Therefore, as an art designer, you must strengthen technical research and analysis, and combine different regions and product design needs, value differences, etc. to design well, always maintain a high sense of innovation, and establish advancement with the times. Meet more requirements put forward by the development of the new media era, and meet the needs of social production and development. Technology is the primary productive force, and the strength of technology directly affects the development of an enterprise. In the same way, strengthening the ability of visual communication design is a prerequisite for good advertising design, so that the core competitiveness and creativity of the enterprise can be improved. This is a kind of innovation. The new requirements put forward, therefore, this is also an important reason why it is necessary to strengthen the design of visual communication. In addition, this era is a new media era. In this era, all propaganda vehicles have undergone great changes. Traditional It's hard to meet the needs of this era in graphic design. Therefore, it is necessary to improve the ability of visual communication design and innovation, which cannot be ignored and is also indispensable.

4. The Impact of New Media Development on Visual Communication

In recent years, with the continuous development and progress of mobile smart technology, a large number of new media apps can be applied to mobile phones, which has greatly changed the way people live and entertain. In this context, how to better improve the level and ability of visual communication design is a major test for many current designers. The key to solving this problem lies in the need to adapt to the development trend of the new media era, change the immutable design ideas, boldly design and innovate, so as to continuously meet the aesthetic needs of the current people. In particular, these characteristics of new media have never appeared in any previous era, which also determines that visual communication design must improve its own technology and strive to improve the level of visual design.

As we all know, the new media era is a highly open era. In this era, it is difficult to keep up with the previous design ideas, and it is not just a few pictures that can meet people's aesthetic needs. It must be combined with the characteristics of the times. To design, and cleverly convey different information, affect people's psychology and visual senses, stimulate people's interest and desire to explore, and complete different needs in visual design.

Nowadays, new media has completely affected people's lives, changed the way people obtain information, and has occupied all of people's lives. Under such circumstances, accelerating new media research will help us further study the characteristics of changes in the times. It helps to do a good job of visual design research and solve the problems existing in the current visual design process.

The design direction began to change. First of all, compared with graphic design, the content of visual communication design is richer. What this refers to not only includes product packaging design or image design, but also includes digital information breakthroughs. In this case, Traditional design becomes difficult to meet the needs of modern design, which is a problem that we need to pay attention to. To better solve this type of problem, it is necessary to change the design method, and focus on design and design innovation to meet the efficiency of new media information transmission, and to further meet the new requirements of the current design. Therefore, the characteristics of visual communication design in the future new media era will gradually transition to three-dimensional and four-dimensional vision. In the next few years, it will gradually become

the mainstream and become a new development trend. In such an environment, traditional graphic design methods will be completely changed. When the ability of visual communication design is improved, it will promote the more efficient circulation of information, and at the same time promote the development of the design industry, especially to meet the new requirements of the new media era.

Changes in design methods. Traditional graphic design is mainly based on static design, and this design has been difficult to meet the current design needs of people, and it is also difficult to adapt to the new requirements of the development of the times. As a result, traditional graphic design has fallen behind the times. Therefore, it is necessary to gradually transition to the direction of visual communication design, and the new visual communication design is based on dynamic design. This dynamic design is presented in the form of dynamic graphics. It can be seen that this design feature is still more than static design. Those with advantages can enrich people's visual senses and meet the needs of information dissemination in the era of new media.

The propaganda carrier has changed. Traditional graphic design uses paper as the carrier. However, the design in the new media era is presented in the form of information and data. Especially with the continuous improvement of visual communication technology, this technology will make a qualitative leap. , And will be widely used, will gradually replace paper carriers, will become the mainstream of development, and will also greatly reduce the various costs required for publicity. The future propaganda carrier will undergo great changes. At the same time, it will completely change the development trend and direction of the industry. At the same time, it will solve many propaganda problems. From an economic point of view, it can greatly reduce the cost of corporate propaganda and reduce propaganda. Pressure, but can improve the efficiency of propaganda, this is the biggest change, at the same time, this will also have a significant impact on the development of social production. As a result, changes in the propaganda carrier will completely change the development of the design industry, and will also affect the development trend of the industry. At this time, as design companies and art designers, they must solve design innovations and must combine the changes. Design to meet the development conditions to continuously promote its own development.

5. The Development Trend of Visual Communication Design in the Era of New Media

Using and exerting UI design and other technologies. New media information is mainly presented through the pages of terminal devices. Most audiences obtain and understand information from the web pages of mobile phones or computers. At this time, it is necessary to highlight the advantages of visual communication design and create more scientific information arrangement and data design. Create a more comfortable interface interaction, make full use of UI design and other technical methods to achieve a more professional design level, so that the interface operation is simpler and the browsing is more beautiful. Taking UI technology as an example, it can strengthen the learning and integration of modern computer technology, help designers get closer to new media technology, and at the same time rely on the designer's own professional technology and artistic ideas to implement theoretical ideas through visual interface design methods Enhance the effect of visual communication and meet the needs of information interaction in the era of new media.

Multi-dimensional spatial development of visual communication design. The visual design in the new media era aims to create a more comfortable, more beautiful, and more realistic information transmission effect. The common two-dimensional graphic design may be replaced by a three-dimensional or even four-dimensional space in the near future. Therefore, designers need to review the current situation, focus on learning more diversified high-tech, and expand their thinking to a broader spatial dimension. They are not limited to the two-dimensional space with a small pattern, but should communicate the design through three-dimensional vision. Make the sense of hierarchy more prominent and enhance the interaction, so as to provide the necessary visual technical support for many social elements. Although in the current state of new media operations, multi-dimensional space design has not been widely used, but its future development and influence are limitless. Practitioners can refer to the works of the more famous new media visual art design teams, such as

"Echo Balloon" and "Memory of the Earth", to re-plan their creative career, expand their thinking, broaden their horizons, and create visual art works in multi-dimensional space. .

Dematerialized design of visual products. With the promotion and maturity of new media information technology, more and more visual communication products based on virtual networks have been derived. Different from the physical material of traditional visual products, the dematerialization design mainly uses software technologies such as PS and AI, and the objects are mostly pictures and videos in virtual environments such as web pages. With the popularity of new media technologies, the market demand for paper newspapers and magazines will become less and less, and audiences will also need to use powerful computer software to achieve more visual design functions. The transition from materialized design to dematerialized design is the only way for information transmission in the new media era, and it is also a good way to enrich information transmission channels. For this reason, designers should put more effort into dematerialized product design. This is not only in line with the development trend of the society, but also can provide more effective and richer technical assistance for its own artistic display.

The dynamics of visual communication design. The transmission of visual information should have been more diversified, but in the early stage of the development of the new media era, due to the limitations of technology and cost, many works had to be presented to a wide audience in a static form. The designers also did their best to create Many popular static visual works have made great progress in the fields of brand LOGO and poster design. With the development of technical capabilities and the improvement of consumers' aesthetic needs, purely static works can no longer fully meet the needs of society. At present, we can see that many organizations or companies' official website pages are designed with dynamic visual information presentation effects, such as scrolling presentation of text information and dynamic floating of picture backgrounds, etc., which all add a touch of anger to the transmission of information. Make the viewer more intuitive and comfortable to accept the transmission of visual information. In addition, in the blowout era of new media, dynamic technology is not very difficult, and designers do not need to have excessive cost investment. Combining the actual needs of the design works, it is a good strategy to appropriately adopt dynamic design methods, which can not only highlight the information to be transmitted, but also make use of the user's curiosity, and make it easier for designers to realize unconstrained creativity and make visual works Be able to have stronger human-computer interaction and artistic beauty in the era of new media.

6. Conclusion

In summary, visual communication design is an important means of advertising and an indispensable art subject in the era of new media. This subject involves a large range and contains very rich content. The rapid application of the new media era will accelerate the circulation of social information, and at the same time promote the development and progress of social production. At the same time, it can also solve the propaganda needs in the production process of enterprises, change the unchanging propaganda methods, and enrich people's visual senses. , To improve people's reading quality and access to information.

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