

# Application of Multidimensional Sensory Expression to Modern Visual Communication Design

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**Abstract:** With the development of the times and society, modern visual communication design has also made great progress. Within more than one hundred years from birth to now, modern visual communication design has produced a profound impact on people's life. People have a better grasp of the objective world around us, and have broadened experience field. To a great extent, it has changed our real life. Modern visual communication design is relatively various in forms and ways of expression. Our life and emotional experience have been greatly affected. With the improvement of people's economic and material level, more and more requirements are put forward for modern visual communication design. It is essential to learn to start from the actual situation and provide more vivid sensory experience for people from various fields.

## 1. Introduction

Multidimensional organic sense will inevitable be a main development direction of modern visual communication design. It is an important product of the development of social science and technology in the whole era, and an exhibition of modern visual communication design ideas and concepts. Compared with traditional modern visual communication design, multidimensional sense is more artistic, scientific and contemporary, with stronger appeal and shock. This paper analyzes how to apply multidimensional sense efficiently to modern visual communication design, hoping to play a certain role in helping.

## 2. Concept of Multidimensional Sensory Visual Communication Design

The research of multidimensional sensory visual communication design should start from two aspects: visual communication design and thinking sense. First of all, visual communication design refers to the process of communicating visual information to and influencing the audience by analyzing and summarizing information, designing basic elements such as text, graphic, color, modeling, etc. according to the specific design purpose. That is to say, visual communication design is a kind of design form that conveys the work to the audience through visual media. Its ultimate purpose is to show people. In our daily life, there are many fields that have made in-depth use of visual communication design, such as films, art works and buildings, etc. Visual communication design is facing a critical stage of development. People have higher expectations and requirements for it, which requires us to integrate multidimensional sense and visual communication design.

Multidimensional sense is a form of visual communication design. In today's society, with the emergence and development of information technology, people are receiving more and more information in the daily life, and the pace of life is greatly accelerated, so the understanding of things is no longer the previous way depending on all-round detailed experience. Therefore, in the process of visual communication design, we should consider from many aspects, no longer limited to the traditional visual design. It is essential to make use of hearing, smell, touch and other dimensions, so that people are capable of having an all-round and multiangle understanding of things. Moreover, with the rapid development of social economy and the deepening of modernization, people will pay more attention to multiangle experience. The sense of organs is the starting point for all people to carry out rational cognitive activities. Multidimensional sense is the synthesis of multiple sensory systems. From the perspective of information dissemination, it is a

cognitive theory. We study the object from many angles and aspects, so that physiological and psychological feelings, and cognitive changes are produced. In communication science, multi-sensor is also applied to break through the limitations of simple visual communication, to realize the physiological characteristics of human senses, to actively develop a variety of sensory functions other than vision, and to make the integrity of visual communication design clearer, more vivid.

### **3. Significance of Applying Multidimensional Sense to Modern Visual Communication Design**

In modern visual communication design, the application of multidimensional sense is of many important meanings. First of all, the application enhances the hierarchical sense of information communication, mobilize people's feeling of the whole body and make people's sense open to all sides. When people don't notice its existence, the dissemination of information is completed, which to a certain extent reduces the difficulty of public identification of products, improves the level of information dissemination and enriches the whole level of information transmission.

Secondly, in the modern visual communication design, the application of multidimensional sense makes the communication of information more powerful. As we mentioned earlier, with the development of information technology, we need to contact more information in the daily life. We can't completely deal with it simply by virtue of vision while all kinds of information has filled our visual senses, which is why people's visual experience has reached a certain degree of saturation, and that is why we need to have more other senses to feel the stimulation of the outside world. Multidimensional sense is a new experience, which makes the public strongly feel the existence and spread of information, and then promote the transmission of information.

Finally, the application of multidimensional sense to modern visual communication design is also an exhibition of people-oriented concept. In today's society, there are still some special groups. There are obstacles existing in their sensory ability to different degrees, and there is no way for them to effectively accept and use information. In the process of modern visual communication design, we are required to uphold the people-oriented concept, and consider for these special audiences. No matter what kind of design, the ultimate goal is to provide better services for users. It is essential to adhere to the people-oriented concept in the process of design, so that the expression of multidimensional sense can take care of specific groups with physiological defects, and give people greater humanistic care as much as possible. According to relevant statistics, about one out of every 30 people in the world suffers from eye disease, but a large number of image tags ignore to give consideration to this specific population. Therefore, we must play other sensory roles in this population, such as smell, taste and touch. In the process of visual communication design, the application of multidimensional sensory expression can also improve the brand competitiveness of products. To a certain extent, it enhances the public cognition and memory of the brand. That is to say, the audience is no longer limited to the visual experience. For example, Nintendo smears bitter agent on the game cards in the production process. With the help of taste and touch, users are able to distinguish the brand, so as to enhance their impression of Nintendo and enhance the brand competitiveness.

### **4. Application of Multidimensional Sensory Expression to Modern Visual Communication Design**

#### **4.1 Interactive Design**

Audience is the primary consideration in the process of modern visual communication design, and is also the main participant in the whole communication process. Therefore, in the process of modern visual communication design, we should carry out corresponding interactive design, so that the audience can participate in the whole process.

The interaction with the audience is divided into two forms: active and passive. In the traditional modern visual communication design process, the audience is often passive to accept the interaction.

While it is important to learn to let the audience accept the information spontaneously, so as to have a better effect of information communication, effectively improve the identification of our products, connect the audience and our products closely and feel the theme of our message.

## **4.2 Increase Interest**

In the process of modern visual communication design, we need to pay attention to increasing the interest of the design, so that the audience will feel comfortable and happy, and get a better taste experience. In this way, they will take the initiative to accept. Interest is also the main development direction of various fields in today's society. With the development of information technology, people's pace of life becomes faster and the pressure of life is greater. In this background, people are in an urgent need of relaxation to relieve the pressure. Through the expression of interest, people's pressure can be released and enjoy better experience.

## **4.3 Situational Experience Method**

In the process of modern visual communication design, it is necessary to learn to use a variety of ways of thinking and senses, set up corresponding themes, and bring users into the scenes, so that they are able to experience it personally, increase the identification and authenticity of our design, deepen the memory of the public, and achieve better design results.

# **5. Application Strategy of Multidimensional Sense to Modern Visual Communication Design**

## **5.1 Pay Attention to the Primary and Secondary Order of Senses**

In the modern visual communication design, it is required to pay attention to the order of different senses, so as to develop the advantages and avoid the disadvantages. The sensory order of human is firstly vision, then hearing and touch, smell and taste. So we need to carry out relevant references to achieve better expression effect.

Different senses express different contents. If there is no primary or secondary order or no corresponding priority, it is easy to cause disorder of information expression. When the product information is transmitted to the audience, it will appear disordered and unclear. Therefore, we should choose the expression that is easy to accept by the public, rather than excessive pursuit of the diversification of expression. In different product design, the subjects must be different. In addition to choosing different sensory combinations to emphasize the integrity and coordination of senses, we should also clear the primary and secondary, so as to avoid confusion. For the senses suitable for local or short-term expression, they should be placed in a slightly secondary position. We are required to analyze and weigh the product characteristics and the content, and then arrange the primary and secondary order.

If we just add a kind of sensory effect, there is no way to get satisfactory effect. If other sensory expression forms according to different product subjects is correctly introduced, we can achieve a better expression effect. For example, in the process of modern visual communication design of food products, in addition to vision, we should stress the design of taste and smell. In the process of modern visual communication design of handicrafts, we need to pay attention to the expression of touch, divide the primary and secondary order of multidimensional sensory expression according to different products, and appropriately adjust the proportion of each sensory expression, so as to enhance the audience's taste experience.

## **5.2 Coordination with Sensory Characteristics**

Different sense organs of the audience are with different functions. Therefore, in the process of modern visual communication design, it is vital to clearly recognize the unique characteristics and special functions of different senses, and select appropriate sensory performance or combine several sensory performance according to different design themes, emphasizing the coordination of sensory performance.

For example, in the process of ice cream packaging design, if only visual sense is used to design, then there is often no way to show the main features of ice cream, namely, sweetness and ice. At

this time, it is suggested to make use of taste and touch to show the characteristics of ice cream and achieve the desired design effect.

### **5.3 Interactive Design**

In the process of modern visual communication design, we must play the active role of the audience to improve the product identification and core competitiveness, which requires us to add corresponding interaction elements in the design process, and interact with the audience.

For example, we can make corresponding response according to the specific reflection of the audience, design a video mode, and put forward questions to the audience in the video. Different trends are determined according to the audience's choice, in order to enhance the audience's sense of participation, deepen the audience's impression in this process and improve the products' identification and core competitiveness.

## **6. Conclusion**

In a word, with the development of the times and society, as well as the application of information technology to daily life, the pace of people's life is greatly accelerated, and the pressure of life is also increased. Therefore, it is no longer possible to meet the needs of the public simply by relying on vision to convey the design, which requires us to apply multidimensional sense to the process of modern visual communication design. In the process of application, scene introduction, interactive design and interest increasing are applied to adjust the order and proportion of multisensory communication forms. Corresponding interactive design gives full play to the initiative of the audience, so as to improve the product identification and core competitiveness, enhance the level of modern visual communication design, and give users better taste experience.

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