Analysis of Visual Communication Art in Ui Design

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Abstract: UI is a shorthand for the words User and Interface. On the surface, these two words mean user and interface, but in fact UI refers to a broad concept, implying the interaction between user and interface. At present, the level of science and technology in our country is continuously improving, the network technology is developing rapidly, and the network has gradually become intelligent. Therefore, UI design is essential in people's daily life. It can bring more convenient and fast operation methods to users and is loved by most users. Therefore, the following will discuss the visual communication art of UI design.

1. Introduction

UI design has only entered the Chinese market in recent years and its development time is relatively short. Although many universities have offered professional courses on UI design, the professional level and standardization of this major still need to be further improved. At present, China's network information technology is developing rapidly and has already spread to all fields. As a result, UI design has gradually become a major with broad development prospects. UI design is indispensable to the interfaces of major websites, mobile phones or various electronic information products. When designing UI, how to better satisfy users' visual senses is the primary problem facing UI design. Therefore, it is of great significance to explore and study visual communication art before UI design to promote the continuous development of user interface.

2. On Ui Design and Visual Communication Art

UI design is an important medium to help users quickly understand relevant brand information. Designers can satisfy users' visual logical thinking by presenting the information text to be transmitted to everyone in the form of pictures or videos. When designers design UI interactive experiences, they plan various visual guidance schemes in advance according to the visual logic of users, thus bringing more diversified experiences to users. Visual communication mentioned in UI interaction design is closely related to people's thinking. The content of visual thinking mentioned in UI design can be divided into UI graphic language design, UI design style and composition design, UI visual hierarchical relationship design, etc. Generally speaking, these designs can tightly connect people's instinctive visual perception ability with graphic design and visual communication, thus enabling the experiencer to obtain a higher perception effect and meet the aesthetic needs of customers.

The visual communication of visual interactive design is closely related to people's visual senses. Visual thinking design is mainly reflected in the expression of graphic language in UI design. The mutual combination of UI design and visual communication can closely link the user's most basic visual experience senses with graphic language and characters, thus satisfying the user's visual perception and aesthetic needs in UI interactive experience more perfectly. In the design of UI interactive experience, designers can arrange various visual guidance tasks in advance according to the user's own visual logical thinking, so that the user can obtain visual attention diversification, and the experiencer can involuntarily fully mobilize instinct when processing language aspects such as information and images. In addition, visual guidance is used to promote and speed up the completion of tasks, thus greatly shortening the thinking time of users during the experience, thus

providing greater convenience for users [1].

3. Why Should Visual Communication Art Be Applied to Ui Design

According to the needs of different customers to make a variety of customer style interface, and according to the operating habits of different customers to make different operating interface settings. Every graphic in UI design has its unique meaning. The following is an analysis of why visual communication art should be applied to UI design.

3.1 Ensure Human-Computer Interaction to the Greatest Extent

The most direct experience in the design of the operation interface is that man-machine interaction can be completed by clicking, touching the icon of the operation interface and editing the text of the interface. It is not difficult to see that the design of the user interface promotes the communication and interaction between human and computer. Using the designed pages, various binary machine languages such as mobile phones, computers and the like can be converted into information that can be directly accepted and used by users. For this reason, UI design generally takes various operating habits that are simple and clear and suitable for users as design principles to promote the communication and interaction between human and computer [2].

3.2 Why Information Dissemination

In order to spread commercial information by means of video and pictures, it is much more intuitive and rich than that of text documents. Videos and pictures can enable users to quickly understand product information and establish relevant databases in the brain. Therefore, in UI design, designers usually use pictures and videos to spread information to users, so that users can quickly, directly and deeply make an impression on product information, which is convenient for users to make further decisions.

3.3 Why Pay Attention to Entertainment

In addition to paying attention to the main functions of human-computer interaction and information dissemination in UI design, designers can also create some entertaining interfaces for users through UI design. For example, the design of game login interface, the design of theme web pages with various characteristics, etc. At the same time of meeting the basic needs of design, create more personalized pages. Users can not only increase the visual artistic effect but also increase the traffic volume of users by using the unique expression of the page [3].

4. What Visual Elements Are Used in Ui Design

4.1 Text Element

Text element is the most basic way to transmit information between people, especially between people and computers. The reason why users can understand relevant information through pictures and videos is that text elements have already provided relevant information to users in the early stage, allowing users to roughly understand basic information of relevant matters according to text elements. As the most basic communication element in visual communication, text elements have certain practicability and stability. Different text elements can construct different "contexts", "meanings" and "expressions". Then help users better understand, accept and record relevant information. However, the use of text elements to convey information has certain limitations. For example, in visual memory, the communication effect brought by text elements is far inferior to other communication elements.

4.2 Graphic Element

In addition to text elements, designers can also apply graphic elements to the information dissemination of UI design. It is another kind of information dissemination situation in the design page. Picture elements can spread information to people using electronic products in a more

intuitive and concise way. Because the languages of every country in the world are different, the communication of the text elements has been greatly limited, and the communication of the picture elements just fills in the defects in this respect. Graphic elements are visual information, which is not restricted by language, and is a universal medium of information dissemination in the world. In addition, the application of graphic elements can show the information that needs to be transmitted more simply and intuitively, so that the masses receiving the information can grasp the basic content of the information in a short time. In UI interface design, the addition of graphic elements not only reduces the time for users to read a large number of text messages, but also more directly gives the appearance of the user's sensory world [4].

4.3 Color Element

Color plays a very important role in UI visual art design, and the adjustment of color affects the user's experience. Color element is different from the above two elements, it is more reflected in the ideological application. Color elements use the ideas and concepts that users have already formed. For example, when you see green color, you can't help thinking of grassland, green and nature. Red will remind people of the meaning of flame, blood, motherland, etc. Gold reminds people of rights, glory, etc. On the basis that users have already established a complete and full sensory world, color elements are used to assist, so that users can more easily resonate with designers. Using color to control user's emotion in UI visual design is a common method in this industry. Therefore, the use of various visual elements in user pages is not only to show art and beauty, but also to better ensure functional needs. Only by allowing users to enjoy visual experience can UI design be regarded as success.

5. Problems in the Work of Ui Design and Visual Communication Art

Although UI design and visual communication art design have many mutual compatibility, these two things are essentially different in real work. Therefore, the following problems exist in UI design and visual communication design:

5.1 The Professional and Technical Ability of Working Designers is Not Strong Enough

The development time of UI design field is relatively short, and there is still a gap compared with the development of other fields in visual field. At the present stage, most of the personnel engaged in UI design are people who have been transformed from other related fields. These designers cannot plan the design project as a whole. For example, the staff graduated from polytechnic colleges are deficient in language expression in artistic design, while the staff graduated from liberal arts colleges are unfamiliar with the application of mathematical tools. This phenomenon has caused the staff to be unable to reach a consensus among different engineering designers in dealing with more comprehensive projects.

5.2 The Artistic Effect of Vision is Insufficient

In the aspect of increasing page views, the visual art communication effect plays a great role in the user's operation of page design. However, it is not the whole design of the user interface. The development time of the user operation page is short, and it fails to form a comprehensive research system for this major. Without a correct understanding of the role of visual art, the effectiveness of visual art design cannot be realized, thus affecting the theoretical thinking of overall UI design.

5.3 The Platform is Highly Dependent

In UI design, due to the mature development of PC platform and the relatively stable hardware system of the computer, the design on PC port is more mature than UI design on other platforms. In this way, the advantage of using PC port to design user interface is highlighted. However, there are both advantages and disadvantages in this way. If the method of UI design in PC port is transferred to other operating platforms, the effect of completing user pages will be greatly reduced. Therefore, the current excessive dependence on PC ports is not conducive to the innovation and development

of UI design.

5.4 Excessive Pursuit in Ui Design

The high functionality of the designed interface is the ultimate goal of every designer. High efficiency means that it will attract a large number of customers' attention and consumption quantity, and then achieve the maximization of economic benefits. However, it should be noted that the pursuit of functionalization will more or less weaken the expression effect of art. This is due to the designer's lack of artistic design, or the designer's subjective consciousness. On the other hand, it may be due to economic or time constraints, resulting in the failure of the user interface to coexist in terms of function and spirit. Both UI designers and visual communication designers need to distinguish functionally. Workers of different professions will have different opinions when facing the same job. Therefore, it is possible for the function and spirit of the project to coexist if employees of different professions work together in a binding way. At the same time, designers should not only look at the problem from their own perspective when carrying out project engineering, but also learn to change their thinking perspective timely, switch their thinking to the perspective of the public users in designing, thus achieving the purpose of attracting the market.

6. Conclusion

In any case, the attention of all levels of society to visual communication design is an important expression of the usability of UI design and the research in design. In UI design, visual communication design can maximize the aesthetic needs of users, which is of great significance to cater to the visual logic of users. In this respect, designers need to realize the importance of visual communication art design for UI design. Only by constantly improving the visual perception, overall design and visual design of the user interface can they further meet the functional needs and further promote the continuous innovation and progress of UI design.

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