Research on Visual Communication based on Digital Media

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Abstract: With the emergence and development of digital media technology, its application fields and scope of influence have expanded to many aspects of social development. The emergence of digital multimedia technology and its application in the field of visual communication design have made the visual communication effect show unique characteristics of the times. The multi-dimensional, virtual and simple visual communication design style has greatly changed the traditional effect of visual communication design, making it more in line with the aesthetic concept of modern people, bringing great convenience and rich visual experience to people's lives.

1. Introduction

With the development of social economy, technological innovation, various electronic products and high-tech products emerge in an endless stream, making consumers more aware of the various products and understanding. At the same time, due to the advancement of technology, the design and promotion of various technology products, as well as the function and design of the products tend to be more homogenized, which will lead to the lack of good highlights of each product to attract consumers. In this case, the impact of digital media on visual communication design can change that. The application of digital media can greatly enhance the accuracy of information dissemination, and quickly and directly convey a large amount of information to consumers, in order to attract their attention to products.

2. Visual communication design under digital media

With the development of science and technology, visual communication design is more characteristic of the digital age than before. The digital visual communication effect has affected all aspects of people's lives, bringing new feelings and great convenience to people's learning and life. Especially in the development of society, the demand for information is more urgent. The development and application of digital and multimedia technology in visual communication design has greatly changed people's ideas and feelings about traditional visual communication design. First of all, the digital media design with computer technology as the core is gradually mature and perfect, which is very important for visual communication design. The connection between digital media is logical and interactive, and it is necessary to use computer hardware and software, as well as the joint efforts of professional computer designers and users to design high-tech works. Visual communication design is the transmission of information by means of multimedia. Due to the development of technology, the carrier that can carry the visual communication design is more diverse, especially the application of digital media, which makes the visual communication design manifest in various forms. The application of information technology, digital technology and multimedia technology has made more people aware of the impact of digital on our lives, and also realized that digital plays an important role in the promotion, dissemination and sales of products, and will bring to enterprises and sellers. Come huge economic benefits. Through computer programs to develop specific visual communication design software, breaking through the traditional visual communication design style and expression, giving people a new feeling of immersive, resulting in better audio-visual effects.

Secondly, the emergence and development of digital technology and multimedia technology provide new means and ways for visual communication design, which makes the visual

communication design workers have a broader platform. The visual communication design can make the drawing and modification of the two-dimensional object or the three-dimensional object under the instruction of the design software program, and adjust and perfect the color, size and shape of the graphic, so that the digital media technology shows an absolute advantage and value. The impact of digital technology on visual communication design is mainly based on multimedia technology and information network technology. Multimedia technology makes the concept of visual communication design more time-oriented, such as simple and fast features. The influence of information network technology on visual communication design is mainly manifested by the expression of visual communication design and the transformation of communication media.

Finally, the use of digital media in the field of visual communication design conforms to the development and progress of the times, and is also the demand for the development of human material and spiritual life, reflecting the progress of society. Digital media technology and visual communication design are mutually influential and mutually reinforcing, and are jointly developed and improved. The emergence and development of digital media technology and its application in visual communication design have greatly promoted the development of visual communication design. The need to visually communicate design development has in turn promoted the development and improvement of digital and multimedia technologies. The first manifestation is that digital technology and multimedia technology are in the aesthetic requirements, and the sensory and visual requirements and judgment criteria are in line with the value requirements of visual communication design. Secondly, the requirements and applications of aesthetics, symmetry, harmony, proportionality, visual perception, and artistic conception are the basic requirements of digital technology and multimedia technology, and are also the constant pursuit of visual communication designers.

3. The impact of digital media on visual communication design

First, the impact of digital media technology on visual communication design is reflected in the way information is transmitted and how people feel about visual language. Visual communication design is the design of information transmission. It must pass certain media and cannot be separated from the carrier of certain expressions. The limitations of traditional visual communication expressions and carriers can be improved through the application of digital media technology. Because visual communication design not only requires the application of aesthetic technology, but also targeted and personalized design according to the objective requirements of users. This can greatly reflect the necessity of digital media in visual communication design, and realize the humanization and personalization of visual communication design. According to the requirements of different users, the practical principle of people-oriented is emphasized, and the needs of users are met at various levels and in all aspects. The application of digital media technology has changed the traditional visual communication design in these aspects, reflecting the unique high-tech features of the digital age. In the current era, due to the economic and social development, the effect of visual communication design is more homogenized, and the similarities in the design of works are more serious. Therefore, under such circumstances, how to make your own design works have distinct characteristics, which is an important pursuit and design goal of every designer. Especially in such an era of digitalization, which is constantly evolving and changing, the cycle of product replacement and renewal is greatly shortened, and the influence of digital technology on visual communication design becomes more obvious. The involvement of visual communication design through digital technology makes the visual communication design more characteristic of the times, vivid and vivid, and stands out.

Second, digital media technology realizes the multidimensional nature of visual communication design. Multidimensionality refers not only to the concept of dimensions in physics, but also to the interaction between designers and audiences, making the effects and expressions of visual communication design more colorful. Visual Communication Design combines digital communication with other design fields through the combined use of digital and multimedia technologies. Mainly in the printing, to the newspaper, followed by television, film, to the final

multimedia technology and the emergence of a global network. The form of visual communication design, from traditional graphic graphics to current spatial processing, from the traditional visual experience to the current combination of audiovisual, from one-way information transmission to the current two-way information interactive communication and communication, this is sufficient The embodiment of digital media technology enables the development of visual communication to multidimensionality. Digital media technology provides a broader space and platform for the innovation and development of visual communication design. Through the digital technology and multimedia technology in the visual communication design, the graphics are drawn, deconstructed, reconstructed, and the design of the text, the superposition of the expressions, etc., so that the visual communication shows a breakthrough visual effect, making the original graphic graphics more It has a sense of space, making the information conveyed by the visual more multi-dimensional.

4. The development trend of visual communication design in the context of digital media

The development of digital media technology has increased the opportunities for ordinary people to access technical works, and the popularity of value computer technology. Many people can design through corresponding programs or software, which has led to a certain degree of quality in design works. At the same time, technological innovation has had a certain impact on the traditional art field, and the traditional design concept and design pattern have corresponding incompatibility. While technology brings certain efficiency to design, it also causes the lack of design essence, which can only bring great shock to the audience, but it is a short-lived effect, leaving little aftertaste. In the context of the existing digital media, design, art, and ideas have a certain contradiction development state, which seriously hinders the rationality and harmony of design.

Social development and scientific and technological progress have jointly promoted the development of digital media technology, and the changes in the humanistic environment have also accelerated the development of digital media technology to some extent. The breakthrough of digital technology has provided strong support for the development of the media, and has been greatly developed on a certain economic basis. Under the influence of digital technology, visual communication technology completely eliminates the flat and static modes in traditional design, and has a strong tension. The visual impact makes the audience have a deep experience. In this context, the digital development trend of visual communication design is more obvious, and it will definitely affect people's lifestyle and aesthetic concepts.

Under the influence of the digital media context, the experience care in visual communication design is increasingly prominent, and the works pay more and more attention to the emotional experience of the audience, and use this as a starting point to carry out related design innovation and adjustment. In digital media, interactivity plays an important role, which provides a certain foundation for the experience of visual communication design. On this basis, the development of design work has changed from a single operation of the designer to a multi-party coordination operation, corresponding to the user experience. The research and application of the research results to the specific design, and finally the software responsible personnel to complete the relevant design works.

In recent years, with the popularization of computer technology, people have been increasingly affected by network resources, and thus have undergone major changes in life attitudes and living habits. When people evaluate design, they not only focus on the effectiveness of their functions, but also pay more attention to the appeal of emotional experience. Especially in the process of social development, people pay more attention to the satisfaction of psychological needs. In the design of works, people advocate the communication and exchange of emotions through the dissemination of works. Facing the new market demand, the connotation of design works and humanistic care are the fundamental guarantee for its long-term development. It can be seen that the development trend of humanistic care is more obvious.

5. Conclusion

The visual communication design under the influence of digital media is mainly formed and developed on the basis of modern information technology and multimedia technology. This is also a huge innovation in the form of social communication. Digital technology and multimedia technology bring a new form of visual communication, making the carrier of visual communication more diverse. The impact of digitalization has brought about tremendous changes in visual communication design, and new concepts have emerged in the concept and content of visual communication design. The visual communication design highlights the characteristics of the digital era, more in line with people's growing material culture and the needs of spiritual and cultural life, and conforms to the development of society and the times.

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