Research on the Perfect Combination of Multimedia Design and Visual Communication

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Abstract: Visual communication includes two parts, visual correspondence and communication, which constitute information transmission. With the development of economy and the development of science and technology information, visual communication technology is constantly updated, extending from the initial two-dimensional and three-dimensional to four-dimensional, and the mode of communication is diversified, gradually extending to multimedia area. Multimedia design is transformed into a new media technology through information technology, which provides strong support for visual communication design because of its own advantages. The perfect integration of visual communication and multimedia design makes the dissemination of information no longer subject to geographical and cultural constraints, so that there has been a great leap in speed and efficiency. The integration core technology of multimedia design and digital visual communication integration is multimedia technology and integration technology. These two technologies are applied to practice, and a more perfect integration will be achieved according to Principle of Formal Beauty.

1. Introduction

From the design point of view, creating satisfactory graphics will meet the needs of service, and reflect the will of the masses, which is also in line with the visual communication needs. Effective visual communication is to meet the design requirements of visual elements, which should be explored from technical aspects. The application of multimedia technology in visual communication can express the due value, focuses on the analysis of visual communication technology and multimedia technology, and effectively combines these together.

2. Multimedia Design and Visual Communication

There is a wide range of visual communication, and the design of visual impact to people belongs to the scope of visual communication, and all people's views are visual communication, such as tall buildings, publicity posters, advertising, etc. In visual communication, designer sends information through design work. In other words, the object of using video service to transmit information is the person who receives information. Visual communication includes two concepts, communication information and visual symbols. Visual symbol refers to the things that people see, such as urban buildings, bridges, photography art and so on. Transmitting resources is the process of transmitting information by using symbols, and it is also the expression of information between people and environment.

Multimedia designers are computer-centric multimedia designers, as well as an effective combination of media. The characteristic of multimedia design is interactivity, that is, the participation of users. Through software, designers, users, hardware and other elements, multimedia achieves technical works. Multimedia design is an art medium that uses text and pictures to affect people's senses. With the progress of science and technology, as a mobile device software, multimedia uses hearing and vision to stimulate human senses, lets people communicate, obtain information, and express feelings. In addition, it also has the advantage of subjective expression of will, in which we can choose the information we need.

Combination of Visual Communication and Multimedia Design Has A High Efficiency

The consensus of multimedia equipment for a long time is to use the principle of formal beauty. In the process of designing multimedia, we should rehearse many elements of picture layout, color and text, so as to satisfy the effect of color balance. The layout is designed according to the idea of harmony, with clear content and defined layout frame, so as to achieve the purpose of unification, or to strengthen the rhythm of design with blank. In multimedia design, the text arrangement and combination affect the communication effect, as well as bring impact to vision, among which, chapter and title will strengthen the visual effect, and the change of color and font will influence the highlight of design. A Clever use of multimedia images, on the one hand will adjust the layout and enhance persuasion, on the other hand, can directly reflect the event content. Therefore, it is necessary to select appropriate pictures according to the theme content, so as to achieve the ideal effect and strengthen the connotation of art design. Color of multimedia design plays an important role in the theme and affects the performance of environmental atmosphere. Red and yellow prominent screen color brilliant, while black, purple and blue play the role of shading. From the emotional point of view, bright colors are passionate, and dark colors are smooth and quiet. Therefore, design should reasonably use color collocation, so as to better convey the connotation of feelings.

The product of information technology is multimedia design, which means that computer is widely used by people. Therefore, visual communication also plays a unique role in multimedia design. Compared with the traditional visual communication, multimedia technology includes audio, video, picture and programming, which has the function of integration, determining more efficient processing of media resources. The processing and screening of architectural design information can establish international relations and realize the effective transmission of visual information. When designing multimedia, the best area and visual process are used to achieve visual orientation. This orientation is reflected in the text and color collocation of multimedia layout, thus creating different visual images for people, strengthening the definition of beauty and bringing the spirit of exploration. Multimedia is designed to convey information, while visual communication has a direct relationship with multimedia, between which, their interaction represents that even if media shows the design, there are also constraints. Design limits the media, but also drives the development of multimedia. Therefore, while exploring the performance of both, we should pay attention to the psychological feelings of the audience groups, keep people-oriented, and seek innovative spirit, so as to combine the development needs of new media. Multimedia design is required to meet the needs of physiology and psychology. The new method of multimedia communication bring people visual communication as well as interesting line. Multimedia design has become humanized, thus giving play to the role of guidance, so that information transmission will be more harmonious and convenient.

3. Combination Method of Multimedia Design and Visual Communication

Compared with the traditional visual communication design mode, multimedia visual communication has advantages in the operation, but its design principles, methods and steps are similar to the traditional visual communication. For example, the display screen of new media is more suitable for browsing. New media information does not have a fixed order of location,but display information courses through interlinkage and freely output according to the choice of visitors. With the development of scientific information and the use of high-tech information to spread multimedia technology, any scientific and technological design can only be closely linked to help designers achieve creativity, provide more design ideas for designers, creat more visual impact for the masses and bring more interesting information. Multimedia design style and mode of thinking also has a profound impact on the design process. Introducing the layout of active layout requires designers, on the one hand, to consider the design effect, and stress visual effect and layout from the perspective of motion on the other hand. In addition, design, visual elements and mass interaction will be conducive to avoid the unattractive information picture. The editing of multimedia enables designers to change more design layout according to audience's preference, so as to complete effective communication of information and to meet the physiological needs of

people to the greatest extent.

Many people have basic cognition of beauty and ugliness, and the concept of beauty is the accumulated experience of human life for a long time. In the creation of visual communication design, technicians will also take it as the guiding idea, and then make the users more intuitively contact and disseminate information, thus meeting the aesthetic requirements of users for beauty. The purpose of multimedia design and traditional visual design is unified, so a mature aesthetic standard should be formed between them. In all kinds of beautiful elements, when all kinds of beautiful elements linked together, we will achieve a harmonious aesthetic sense. In order to highlight the visual effect, artists use the contrast of all kinds of colors and shapes, and use effective arrangement and combination to unify it into a whole. In multimedia environment, visual communication techniques accord with people's cognition of aesthetic feeling and make people have a kind of stable and solemn psychological feeling. In visual communication, in order to give people a tendency to produce, through multimedia design, we are suppoesed to balance all kinds of colors and shapes, then reach the dynamic balance period, and produce judgment tendency. Meanwhile, the golden ratio is the rule of judging beauty and ugliness. In communicating vision, rhythm plays a very important role, multimedia video follows the aesthetic method and shots switch produces a harmonious and unified feeling.

With the enrichment of visual communication content and the development of multimedia, with the aid of hardware and software, the effective combination of multimedia technology and visual communication provides performance measures for artists, as well as offer more rich elements for the masses, so that creativity becomes more possible, thereby enriching information channels. Under the influence of new media, visual communication is more prominent, and design process is changed. The effective combination of dstatic and dynamic elements alter the design style and thinking, while chanege the main way of information transmitting. For example, the combinatioin of words and pictures will directly transfer information to meet the aesthetic needs of users.

4. Development Trend of Using Visual Communication and Multimedia Design

Multimedia design is a part of the design field of visual communication life. There is overlap and interaction between these two, which need to be closely combined, so that the multimedia design can be diversified and enriched, and the visual communication effect is more remarkable. For example, multimedia print is independent promotion, but multimedia printing is still in the initial period. Multimedia printing is a supplement to print while the latter is the mainstream propaganda. Compared with multimedia printing, multimedia printing has many advantages. It is a new type of propaganda method which combines multimedia technology and visual communication technology effectively, but it has not become the mainstream propaganda at present. Ordinary printing is intuitive, exquisite, and easy to read at any time. The use of multimedia print needs to be viewed through mobile phone intelligent terminal or computer, which invisibly restricts the rich content and diversified styles. These two are closely combined to play their respective advantages, and they are prone to create publicity effect. From this point of view, the plane vision communication as the main way of multimedia, make up for the lack of multimedia printing.

Multimedia design is an extension of traditional design. The use of multimedia design in graphic design is the same as general design. Some design environments and design rules are similar, so some graphic designers can be transformed into multimedia designers. Multimedia design is a part of visual communication, which provides assistance and support in graphic design, and meets the development and opportunity for the graphic design of modern art design. Multimedia design needs to have its own characteristics in various fields, such as auxiliary teaching system, propaganda, planning and exhibition, but the scope of use is limited, which is playing an auxiliary role,and impress people with the application of characteristics. The combination of multimedia design and visual communication art design bring more excellent design works for the masses. The former is the evolutionary direction of visual communication design, while the latter provides guidance for multimedia technology. In recent years, among the kinds of designs that have matured in recent years, multimedia design provides publicity services for graphic design. There are many

experiences in the use of visual communication in advertising enterprise design products, such as propaganda, packaging, design, etc.. Both in the design form and technique, hollow design provide development space for multimedia design. It is urgent to break through its own situation in excellent design, and the emergence of multimedia has effectively solved this problem. The combination of visual communication technology will form a various forms and interactive search mode and make up for the shortcomings of traditional propaganda, so as to quickly enter the scope of publicity. At the same time, although government and enterprises widely use multimedia technology, there are also shortcomings,which need more people to explore. Therefore, the effective combination of multimedia design and pure visual communication requires more talents to join, so that multimedia design can be better developed.

5. Conclusion

To sum up, multimedia art plays an important role in life in the new century and becomes an indispensable and important component. The mode of design and communication and the mode of artistic thinking have reached a certain nature of transformation, through which people can satisfy the needs of social life and express the spirit of artistic creation. With the development of science and technology, it is necessary to integrate visual communication and multimedia design effectively, so as to open up a new way of development and promote the development of advertising industry in the future.

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