

# Analysis of the New Concept of Visual Communication Design in Digital Area

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**Abstract:** The main purpose of the design is to make people quickly get the subject information, in the information-oriented to achieve the purpose of information designers. The traditional visual communication design is mainly based on the plane to seek evidence, and in the information society, technology changes to increase the visual communication channels and means. New ideas to bring a wide range of ways of thinking, visual communication effect requires more authenticity and three-dimensional. Visual communication design education in the external environment changes need to automatically change the concept of education, innovative education development model.

## 1. Introduction

Information society, technology innovation has brought a series of changes in the dissemination of information, the diversification of technical means to determine the wide access to information access channels and people are not limited to a certain way to access the specific value of the visual content of the visual communicate content. And in the emergence of new media at the same time the spread of traditional media is still playing a role that is in the new media era is the media blend of symbiotic situation. In this context, the visual communication design to take into account the advantages of traditional media at the same time also in time to follow up the new media in the visual communication process of innovation, so as to be able to visual communication design optimization. Visual communication design is ultimately related to the crowd, so in the design process to adhere to the concept of human nature, highlighting the visual communication of human care, in the visual communication of education on the need for performance techniques, education and teaching ideas and methods change.

## 2. Visual communication design in the new media era under the evolution

The visual communication design has evolved in the development of the traditional design, graphic design and then transition to the visual communication design. In the use of technical means from the traditional artificial, large machines and computer digital technology are as the core virtual interactive technology. Visual communication technology updates are the improvement of visual communication effect, people are not limited to a carrier of information dissemination, the form of information received more dynamic, visual communication design development from static to dynamic, from a single communication to the multi-dimensional interaction, from the plane to three-dimensional. Visual communication design professional essence is the use of visual information as an object for innovative design, so as to improve the information dissemination of the emotional, rich information authenticity. In the new media era, the visual communication design is mainly based on digital means, comprehensive utilization of various resources to improve the quality of information dissemination. The influence of the new media era on visual communication design drives its evolution in a new social environment. First, the technical means of innovation, visual communication design to get rid of the traditional manual design methods, and turned to professional software mapping. In the traditional graphic design, people get the text or image

information is mainly through the two-dimensional space to convey, and in the new media era, the form of access to information resources can be obtained from the three-dimensional or four-dimensional space. That is to say, the visual communication design under the new media era subverts the traditional design space four dimensions. This evolution has developed the dimension of people to obtain information and broadened the view of people to obtain information.

Under the traditional medium, the public access to information mainly through newspapers and books and other printed matter, the collection of information to obtain the need to spend a lot of energy and time, and the quality of information access is not very high, in the era of rapid economic and technological development, the way will no longer be one-dimensional from the printed matter, but from the multi-dimensional space to extract. Visual communication media tools have changed the media can be all-round to help the public as to listen to experience the relevant information. In the new media era, the dissemination of information is no longer issued by a particular organization, a single person can become the source of information, personalized and diverse media status enriched the way to convey the visual design. In short, in the new media era, due to changes in technical means, people access to information channels increased, and the accuracy of the technology to the visual design experience to bring a new feeling, visual design from a single paper text spread to multi-dimensional space change, set the sound, animation, music in one, and gradually to the dynamic.

### **3. The New Idea of Visual Communication Design in Digital Age**

Digital age visual communication design is a design with the times. At present, the visual communication design has entered the era of digital information, in today's social work and life, digital has been formed as a trend of the times, visual communication design rational use of digital information, will effectively change the visual communication design art, design concept to change the traditional visual communication design deficiencies in the visual communication design to improve design efficiency to show a better sensory experience and a strong visual impact, advancing with the design at the same time give people a refreshing Feelings. At the same time, digital design is also a mainstream form of visual communication design. The development of science and technology to promote the development and popularization of digital, which is visual communication design in the future digital dominance of the core content. Digital design is a combination of science and technology and art of a new visual communication design, the digital technology and visual communication design to integrate, you can quickly promote the visual communication design to improve the level of technology, and create more design concept to meet the needs of people diversified life, and constantly improve people's material life and spiritual civilization pursuit, has a great leading role.

In the digital age, visual communication design has tended to be humanized. Digital information and technology are in the rapid development of visual communication design of the basic conditions have been unable to adapt to the needs of society and the community, human design is the current visual communication design trends in all kinds of visual communication design began to focus on people's hearts. The deepest feelings express a strong human touch. Visual communication design is inseparable from the audience's attention and support, therefore, in the design to fully understand and master people's psychological characteristics and daily habits, so that the design works will be more appropriate and true, so that the audience has a feel the same feeling, deepen the impression at the same time to meet people's psychological needs. The form of visual communication has a very obvious intuition, and it is not straightforward, more tactful and subtle in the form of traditional visual communication design, which restricts the development space of visual communication design. In the digital age, the visual communication design to add humanistic care is the designer of the traditional design concept of a change, reflecting the humanistic care to make the audience easier to understand and accept the visual communication design works expressed in the connotation. Now a lot of public service ads are reflected in this, such as: a suffering from Alzheimer's disease of the elderly, do not remember the immediate young man is his son, often make some time waiting for his son to go home from school, once the son of his father out to eat,

his father trembling dumplings into the pocket, his son in front of everyone feel particularly embarrassed and asked, "Dad, what are you doing!", This time the father replied, "My son love to eat this dumplings, I want to bring him back to eat," young men suddenly moved, you can forget anything, but forget their own son need to take care. This ad touched a lot of people, fully embodies the most basic between people get along well, a deep-rooted humanistic care to get a perfect show, for contemporary young people have great educational significance.

Visual communication design as a kind of artistic expression, the expression is more realistic and close to people's lives and practice. Visual communication design popularization is the audience visual information and communication to meet the needs of more people, so that more people accept and understand the meaning of the design. Change the traditional design focused on the design of personal taste, into the public group of popular mode, hit TV and movies are a manifestation of popular art, the use of a variety of digital technology, so that this popular art to better promote. The field of visual communication design in the digital age is very extensive, and the expression is diversified and complicated. The audience is the main goal of visual communication design. It can express the design concept through the popular art directly and express the design effect more affinity, so that the audience to form a subtle acceptance. Digital information transmission is very fast and developed, the application of technology is more popular, showing a popular trend, more and more people to understand the visual communication design, especially in the design close to the public, so that visual communication design into a Kind of popular activities. Design techniques that require a lot of time and effort in the past can now be realized by using digital technology and tools, and many people can become creators of visual communication design. And with the interactive development, the information communicator is also the recipient of information, especially those who constitute the mass culture of the media has been deep into the people's lives, everyone can have their own unique design concept, everyone can become a design. Visual communication design itself is also a kind of social work, to provide services for the public, but also the design of the fundamental, the digital era for the design to provide more innovative ways and tools, the audience can participate in the design of the whole process, we can see, design principles cannot be separated from the public, only in the visual communication design to meet the needs of the public in order to promote the development and application of the design.

#### **4. The Innovative Path of Visual Communication of Design Education under the New Media Age**

Visual communication design education needs to change in the concept of change from the traditional visual communication design education mode of thinking in the track, to meet the new requirements of the times. Specifically, in the visual communication design education in the use of new forms of design and new design concepts to integrate the knowledge between the various disciplines, to achieve the combination of art and innovation, to increase the visual design of the art style. At the same time to a new concept of innovation to lead the trend of social development and change. Visual communication design combine the new technology to optimize the expression, so in the education process to dare to use a variety of new technical means, comprehensive utilization of various resources to visual design to create a better expression of expression.

Visual communication design in the new media era mainly shows the form of multi-disciplinary integration, so the need to strengthen the education of the interdisciplinary knowledge of the focus on teaching, and in the education curriculum needs to be able to hierarchical arrangements related learning. Teachers need to cultivate students' innovative thinking in education, from the design concept and design methods to give interdisciplinary guidance. The ultimate goal of visual communication design is to win the resonance of the market, and in the process of education is only along the logic of the theory to teach, the actual problem is not the opportunity to practice, so the need to strengthen the practical ability of students in practice, from the practice deepening students' experience in interdisciplinary design. Education and teaching are able to arrange certain hours to help students participate in practical activities, through a certain platform to strengthen

communication and learning, training innovative thinking ability.

## **5. Conclusion**

In the context of the information age, the boundaries between the disciplines become increasingly blurred, and the advantages of the integration of disciplines are also constantly highlighted, visual communication design education in the new media era need to take the initiative to participate in the change, the education process to enhance students' innovative ability and design ability, from the background of the times to stimulate students to create enthusiasm to improve the quality of education.

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