

Research on the Development Direction of Graphic Creative Design under the Background of Digital Media Era

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Abstract: Based on the development background of modern digital media technology, graphic creative design has undergone great changes. It is no longer a static and isolated visual expression and individual graphic symbol, but an integrated design integrating visual, auditory, tactile and gustatory elements. From form to transmission mode, it has the characteristics of the digital era. Digital media has the characteristics of sound and image collection, picture and text, etc. Its use extends the connotation and meaning of graphics and conveys information more effectively. Now the logo design will be toward three-dimensional dynamic, interactive experience, connotation of humanity, personalization, nationalization and other direction of development.

1. Introduction

Led by multimedia, Internet, digital technology and other modern technologies, graphic creative design has undergone tremendous changes. Digital technology has played a great role in promoting the development of graphic creativity, bringing new creative ways and forms of expression, as well as a new visual design revolution. Designers are no longer like before, will spend a lot of time in the conception and drawing, including the conception of the sketch, step by step into the process of effect diagram, from conception to production, logo design ideas, performance techniques and extended use of diversification trend development. With the development of multimedia Internet, people's aesthetic taste is also changing quietly, which provides a broad platform for graphic creativity. In addition, the innovation of digital printing technology has greatly enriched the expression of graphic creativity. The development of modern graphic creativity has been inseparable from the support of digital technology. With the application of digital technology, people have a new understanding of graphic creativity in the digital media era.

2. Characteristics of Digital Media

The digital media industry, which combines digital media, network technology and cultural industry, is developing rapidly all over the world. Its main performance in the following characteristics: first, digital media more humanized; can be a variety of text pictures, images, sounds and other information integration processing, more meet people's intuitive understanding of information acquisition. Second, digital media is more personal; In the process of digital media information transmission, it can be either through one-to-one communication channels or through personal interactive communication. Third, digital media is more aging; The application range of

the computer network and the speed of transmission, people's life and work to provide a more convenient, faster way of transmission. Finally, digital media is becoming more virtual.

3. Three-Dimensional Trend

Graphic creativity is a specific symbol, is the use of graphics, text, color and other visual language to express a certain meaning, it is generated with commercial activities, like other forms of design has its own rules. Graphic creativity is characterized by large amount of information, strong implication, can directly express and convey the design connotation. Modern graphic creative design as the main form of visual communication, has experienced from industrial age to the information of the digital age change, great changes have taken place in terms of design concept, the traditional graphically creative design by printing technology and form various restrictions, always follow the reappearance, intuitive, simple means of performance, more composed of two-dimensional planar graphics and text.

With the development of digital technology, the Internet to meet the needs of different classes, people get the range of visual language is no longer a natural remains the same original visual symbols are deconstructed and used in traditional graphic creative use of law is broken, people are no longer satisfied with just intuitive to modern graphic originality, contracted design form, designers began to bold attempt to break through the original creative graphic design of complanation, simplification, to pay attention to the three-dimensional graphics and space to express the visual image. The perfection of computer software has made three-dimensional graphics become a reality, which has completely surpassed two-dimensional plane space in form. The perspective relationship of two-dimensional space, that is, three-dimensional has become an important factor in graphic creativity, which brings infinite space charm to graphics. Three-dimensional three-dimensional expression is visually free from two-dimensional constraints and has a strong visual impact. Today is a visual information explosion, pay attention to the brand effect of the era, graphic creativity must stand out from the numerous plane graphics, make people feel the three-dimensional novelty and unique, has real vitality.

4. Experience the Dynamic Trend

Modern graphic creativity has developed into a comprehensive subject. Through a variety of communication media, graphics, colors, text and even video, animation and sound are integrated into one, forming an integrated design of vision, hearing, touch and smell, and becoming a three-dimensional design that arouses all senses to feel.

The use of three-dimensional modeling graphics is based on two-dimensional design, its graphics communication is more effective, information communication is more abundant, the development of computer and digital art, the emergence of a variety of design software, especially the use of 3D software to make graphics three-dimensional dynamic become possible. In addition to the attribute requirements of traditional graphic design, today's graphics not only serve static media, but also must systematically consider the application of new media. Network is a typical representative of new media, full of dynamic and timely refreshing changes, so that information in a more efficient, effective and dynamic way for transmission. The logo of the Hannover world expo in Germany in 2000 is called the breathable figure, which transforms "man, nature and technology" into a visible information symbol, embodying new ideas, new technologies and visions for the future in the new

century. The graphics is moire pattern, structure and color can be changed according to different situations, under the condition of the whole big shape invariant moment presents different motion state, shows the flow of time and space and extension, changing shape and color of no fixed structure graphics, full of vitality and dynamic, showed a continuous advance and development of the power. Its appearance is similar to organic biological structure, which is an important milestone in the change of technical means in the field of logo design, making people feel the sharp contrast between dynamic modeling and traditional static printing form [3]. This shows that many previously unimaginable forms of graphic creativity are possible, and today designers can create more wonderful works with the help of digital technology.

Network media, especially 3G and 4G mobile media, also give a new design concept of graphic creativity. Another significant feature of digital media is interactive experience. The innovation of technology makes interaction possible, and the change of communication mode can make the audience participate in the communication and produce interactive language. Interactive experience can not only stimulate people's cognitive interest, but also improve the recognition of graphic creativity, so that the audience can have direct communication and communication with "graphics" at the spiritual level. Digital media can combine eastern and western, traditional and modern art forms according to different audiences and in different time periods on the premise that the basic form of "graphics" remains unchanged, adding interactivity, interest and timeliness to the creative design of graphics. Modern graphic creative design makes up for the traditional static graphic design, in line with the new media constantly changing and updating characteristics. Through language, sound effect, touch and other atmosphere and mood to create a new breakthrough in modeling, color, structure, so that the audience can directly feel the logo design concept, graphic evolution, texture and other changes, increase the interaction with the audience. Digital media stimulates the senses such as sight, hearing and touch, generating interesting dynamic changes and enabling the underlying meaning to be accurately and effectively recognized in the spatial and temporal extension of vision. With the progress of network media, graphic creative design has broken the original situation of sensory imposition and the passive acceptance of information by the audience, allowing the recipient to participate in the whole process of the transmission of graphic information and corporate culture, forming a good two-way communication and intention transmission.

5. Connotation Humanization Trend

The humanization trend of graphic creativity is to build a new human-centered design culture on the basis of caring for human spirit and emotion and taking digital technology as the core. Graphics transform the content to be conveyed into language to make people have an impression on something. Its importance lies in the dissemination of cultural symbols. Audiences have different understandings of the graphic language in different environments and contexts. Only by understanding the information conveyed by the graphics in different backgrounds can the graphic creativity be meaningful and the connotation of the graphics be maximized in front of the audience. Now people no longer passively accept information as in the past, but as communicators of the media, graphic design must increase the extension of the original connotation of graphics, deepen the understanding of logo design graphics creative, with reasonable adjustment and rich changes to adapt to the needs of the audience and media.

Humanized design is human-oriented design. On the basis of satisfying basic functions, design works are optimized according to people's behavior habits, psychological status and thinking mode,

so as to make the audience feel comfortable, pleasant and convenient. Due to the continuous increase of social demand, the sociality of culture is not limited to art itself, but gradually integrated into all aspects of life. Humanistic consumption concept plays an important role in the value of goods. Graphic creativity is a kind of visual language that USES special graphics or text to express some meaning. Its own characteristics are strong implication, clever conception, concise image, large amount of information, etc. It also needs to grasp the basic requirements of business and the visual tolerance of the audience. Graphic creativity serves people, who are always at the center of design. This requires graphic creativity not only to adhere to the necessary functionalization and rationalization, but also to enable people to recognize it quickly, understand it easily, and generate emotional resonance and communication. In the design, we should pay attention to the core value of people, pay attention to the injection of emotion, interest and other irrational factors, skillfully use digital technology to integrate the attention on people with the symbol expression of the figure, improve people's visual rational feelings into the inner emotional tendency, and make the figure more close to nature, full of life and connotation. Now use digital graphic design has become the main designers design way, use all kinds of new type of software design of the dynamic, superposition, the space effect of the gradient, the dimensional modelling and light feeling, well endowed with graphically creative new connotation and visual perception, to satisfy the audience's psychological demand, guide people to the pursuit of beauty, and feel the love from the humanized design.

6. The Trend of Ethnic Individuation

Nowadays, people are changing from paying attention to social attributes of culture to individual thinking consciousness, from simply pursuing material consumption to pursuing spiritual consumption, and from meeting basic needs of life to overall and healthy development. Consumers' aesthetic vision has been continuously expanded, and the characteristics of individuation and stratification are increasingly significant. The graphic creative design in the new era will be repositioned in a new way, which is to pay attention to the individual pursuit of a distinctive aesthetic style, and to integrate themselves into social culture and fashion personality culture to express the pursuit of personality. The development of modern graphics creative design is affected by the multiple information and new technology, caused the diversity of design way of thinking and the form language, in the adornment with abstract graphics design form, classical implicative and deformation deconstruction mix build, visual hallucination and light artistic, this is the original rational order habits change, is the new visual individuality expression of intention.

Digital age today, people are using a multiple perspective way of thinking about problems, standardized law is broken, the same cultural mode cannot meet the demand of people, gradually replace the elite culture, mass culture at home and abroad are increasingly frequent cultural exchanges, the collision between the various cultural ideological trend, makes national culture mutual fusion penetration indisputable facts, compatible with each other to become the mainstream of culture. The fusion of ethnic multi-cultures has become an inevitable theme of The Times in logo design. Diversity does not eliminate or erase differences, but advocates the parallel development of different cultural forms. We are now in a visual-centered era, and the progress of science and technology is accompanied by the development of economy and culture. In the context of global cultural interaction, ethnic diversity and diversity of culture have also been further developed [6]. Nationalization is the unique historical and cultural characteristics of a certain nation or a certain region. The modern graphic creativity shows more and more strong nationalization meaning

because of various localized languages, which makes it have distinct personality characteristics. The development of nationalization and the process of internationalization influence and promote each other. Nationalization is included in internationalization, and design without nationalization is incomplete. The research and application of modern design language and the expression of nationalization are important ways for graphic creativity to face the world. Modern graphic originality should absorb different regional ethnic art form and classical design technique of expression and the latest digital technology, hold fast to graphically creative culture, excavate its rich cultural connotation, we should strengthen cultural exchanges and collect the excellent culture of ethnic minorities, focused to carry forward and inherit the essence of national culture, gradually overcome the barrier of different cultural background, concept in order to reach a consensus and emotional resonance, which will be conducive to graphically creative development of nationalization. And graphically creative internationalization trend of development, it is in such an environment, make full use of the latest design software, an extension and the essence of traditional culture, make its service for contemporary graphics creative ideas, to show more wide visual art effect, to form a new and unique symbol of visual expression form, and provide a source of innovation for the process of its internationalization development and motivation.

7. Conclusion

The birth of computer and the development of new network media, the change of people's way of life, break through the traditional thinking mode and design method of graphic creativity, and also give more creative space to modern graphics. In the new design environment, the creative graphics from the original relatively single graphics into a highly unified product of technology, humanities and art. Modern graphics are no longer isolated graphics or text symbols, but the overall design that covers all the senses of people. It is an important part of modern visual design, with the elements of modern technology and national culture. Modern graphic creative design also pay more and more attention to the construction of human-centered design culture, emphasize communication and interaction, adjust the relationship between people and things, design techniques are more flexible and open, reflect the new unique personalized color, in line with the requirements of humanity. Modern graphic creativity is a comprehensive visual feast, the use of rich design forms to meet the modern requirements, it will be more comprehensive, comprehensive direction of development. Graphic creativity will be plane three-dimensional dynamic, two-way communication experience, connotation of humanity, personalization, nationalization and other new forms to show in front of people.

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