Research on the Development of Visual Communication Design from the Perspective of Humanistic Concern

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Abstract: As a subjective factor, visual communication design plays an important role in cultural development. Visual communication design undertakes the responsibility of humanistic concern at the beginning of its birth, and runs through the whole development process of visual communication design. This paper analyses the origin, current situation and development trends of visual communication design from the perspective of humanistic concern. Designers should fully express humanistic concern in their design conception and realize the harmony and unity of artistry and humanism.

1. Introduction

Visual communication is to use a variety of visual media, including graphics and text, to convey the relevant information content, which enables people to accurately grasp the essence of information content through the use of visual media [1]. After optimizing and integrating various visual media, visual communication can be accomplished with the help of visual communication, so that the audience can easily obtain relevant information content from various channels and channels, and effectively achieve the purpose of visual communication. At the same time, it can further optimize the visual communication effect and promote the long-term and stable development of visual communication and design. Visual carrier is not only confined to the traditional visual media such as pictures and words, but also has become an important carrier of visual communication design, including computer, Internet and other diversified media technology and information technology. In addition, visual communication design also has a strong interaction, especially in the transmission of information, through active communication and communication between designers and customers, exchange views and opinions on the design, so that the ultimate visual communication design can effectively meet the needs of customers, and customers can also be here. In the process of active participation in visual communication design, thus effectively stimulate customer participation and enthusiasm. In addition, the rich service connotation of visual communication design is also an important feature of visual communication design. Integrating traditional culture and national culture into visual communication design can not only effectively enhance the design effect and artistic expression of visual communication design, but also inherit and carry forward excellent tradition [2].

2. Origin and Current Situation of Visual Communication Design from the Perspective of Humanistic Concern

2.1 Origin.

Visual communication design refers to the use of visual symbols to convey various kinds of information. The designer is the sender of information, and others are the receivers of information [3]. The term visual communication design became popular at the World Design Congress held in Tokyo in 1960s. It included the design of newspapers, magazines, posters and other printed publications, as well as media such as movies, television and electronic billboards, which communicated the content to the eyes for expressive design of shapes. In short, visual communication design is a design for people to see, to inform the design. From the development of visual communication design, to a large

extent, it is the expansion and extension of printing art design in Europe and the United States in the mid-19th century. With the rapid development of science and technology, the rapid development of various technologies using radio and network as media has brought revolutionary visual experience to people. And in today's rapidly changing information society, the influence of these media is becoming more and more important. The content of design performance has been unable to cover some new information transmission media, so visual communication design came into being. Designer, is a social role, occupies a certain social status, plays the role of solving problems in people's lives, guiding people to produce a correct and healthy aesthetic awareness and values. Human society is not a collection of innumerable independent individuals, but a complementary and indivisible whole. Designers as an individual existence, must be responsible for the community, responsible for the development of mankind, not just for their own desire to live to make society better. Designer's design behavior is the realization of human needs and self-worth, is a social phenomenon of human society, is the cognition and perception of the material world and spiritual world. In an era of free acceptance, disseminators may control publishing, but cannot control acceptance. In a mature diversified society, individuals have become accustomed to living in differences, and the public's ability to choose and identify is increasing.

2.2 Current Situation.

In recent years, more and more humanistic concerns have been heard and seen in various academic circles, especially in the fields of literature, art and natural sciences [4]. There is no doubt that humanistic care is a sign of social civilization and progress and a reflection of the improvement of human consciousness. Designers regard people as the center of concern, that is, the inheritance and sublimation of truth, goodness and beauty in human nature. The essence and core of humanistic care is to emphasize respect, protection, cultivation and development of human personality, so that all aspects of human development can be comprehensive and harmonious. As a future designer, we should think more rationally about the construction of a better human life. Compared with the rapid development of material civilization, the spiritual space of human civilization has shrunk. People are intoxicated in the colorful world of material and have no time to pursue their own values. Human beings lost themselves in the material world and inevitably fell to the feet of technology. The myth of technological creation is strengthening people's worship of her while shaping a false self-filled bubble. The environmental and ecological problems caused by the industrial society eventually become a direct cause for human beings to think about themselves in the face of the whole natural world. With the awakening of visual communication design to the relationship between humanistic spirit and design products, the behavior of visual communication design is a cycle of this civilization. Today's visual communication design, in shaping the cultural development of human self should reflect the rational and far-sighted. With the acceleration of the process of global economic integration, the international media and a variety of information explosion, the original monotonous design has been subject to the impact of people's diversified needs. The new generation of people seeking innovation and change have provided unprecedented choices for the development of design in this period from the ideological point of view, especially for the adjustment of the degree of attention paid to design responsibility, resulting in the germination of various new designs based on traditional design. At the same time, people's spiritual needs have changed because of the great material richness and the substantial increase in consumption level. People's attitude toward visual communication design is no longer the satisfaction of basic functions and attributes. They hope that it can change with each passing day, and are more concerned about individual psychological needs.

3. Development Trends of Visual Communication Design from the Perspective of Humanistic Concern

3.1 Integration of Humanistic Concern and National Characteristics.

Humanistic concern emphasizes that design exists for human beings, and design can better display its own value because of human needs. It pays attention to people's natural feelings and human needs,

and shows people's humanistic trends in design, so that people's external needs and internal needs can be met and respected most effectively. In visual communication design, designers should start from this point of view, put people's feelings, psychology, emotion in the first place. China has accumulated and deposited countless valuable material and spiritual cultural wealth through a long process of development. Chinese traditional national spiritual culture has also become a valuable resource wealth in visual communication design. Through flexible use of national elements and traditional cultural elements in visual communication design, such as Bao. Applying ancient Chinese calligraphy and traditional Chinese paintings in costume design and product design can fully display the national spirit of our country and display the visual communication design elements of our unique culture. It can integrate the national individuality into the visual communication design and make use of the nationalized visual communication design effect. It shows the individualized color of visual communication design, at the same time, it also helps to carry forward and inherit our national spirit and culture by visual communication design. Paper-cut art is characterized by full composition, combination of virtual and real, rhythm and rhythm. Flowers and birds, fish and insects, folk stories and so on are closely related to people's lives. They reflect national emotions with simple elements. Designers are widely used in modern poster design. We cut and carve the shape of the Great Wall of China and the shape of the Chinese knot with Chinese red as the main color, using the hollow technology of paper-cutting. The combination of yin and Yang portrayal not only reflects the sense of hierarchy in space, but also transmits the poster design with Chinese characteristics, which can play a prominent role in the theme, thus arousing the feelings of the audience.

3.2 Integration of Humanistic Concern and Contemporary Individuality.

With the promotion of new technology and productivity, the design carriers and media have undergone tremendous changes. Previous design techniques and design methods have been unable to adapt to the changes in the new information transmission environment, and people's aesthetic attitudes towards things are changing, for the invariable, insipid way of information transmission into the desire for personality and novelty. This requires that the new era of visual communication to change the way of communication in the past, in line with the principle of people-oriented, to seek more in line with the needs of the audience in order to promote the development and innovation of visual communication design in the new era. Streaming media refers to a series of media data compression, transmission through the network segment, real-time transmission of audio and video on the network for viewing a technical means. The emergence of streaming media thoroughly solves the problem of network transmission speed, makes the rigid static web pages increase sound and dynamic images, more accurate information than traditional pictures, for visual communication design, cross-border integration with streaming media will be a new attempt. Streaming media will bring more extensibility and possibility to the design, and enrich people's visual sense. If ten years ago our mobile phones could only make phone calls, then today, mobile terminals represented by mobile phones have strongly occupied our lives. Navigation, shopping, making friends, news, and even work can be done on mobile terminals. Following is the rich variety of software on the terminal, the application of software interface to the user's experience, is required to complete visual communication design, design must be combined with the function of the software, audience, aesthetic, interactive, in order to effectively improve the user's experience. And then improve product usage and click through rate. Thus, in the digital information age, visual communication design is no longer confined to that traditional visual space, the new generation of digital technology to help design in the way of communication, communication, communication effect and user experience and other aspects of breaking the traditional design model, visual communication design into a new field. . The combination of design and new technology has become a new direction for the development of visual design.

3.3 Integration of Humanistic Concern and Subject Personality.

In visual communication design, the personality characteristics of designers and customers will also affect the final design work and design effect, and even the overall development of visual communication design has a certain impact. Especially, designers integrate their own design ideas,

design ideas and self-interpretation of the design requirements put forward by customers into visual communication design, and then display the true style of the designer through visual communication design. For example, in the process of creating illustrations for literary works, a designer, by combining the historical and cultural background of the work itself, actively understands the forms of mass media, and according to the plot of the work, creates a variety of illustrations with the theme of scenes and characters, to promote the development of the story. It has played a positive role in expressing the core emotions and thoughts of the works. Readers can browse the illustrations to get a general understanding of the main content of the story, so it is widely welcomed and loved by readers, publishers and other publishers. The synchronous development of diversification and individualization is the fundamental prerequisite for the long-term and stable development of visual communication design in the new era. In the context of the digital information age, the content, visual language and expression are more abundant, which leads us to observe things and ways of thinking have more foothold. Therefore, we should break through the traditional visual habits and expressions to implement the creation. In the design idea, we should take the user as the starting point, take the user experience as the goal, fully consider the embedding of various media and technology, find the best fit point between the artistic expression and technical means, and think about the design with a more open mind. For designers, the first thing to consider is the needs of users, which is the goal of design. The new media form provides users with a more three-dimensional, more diverse, more interactive work display, people-oriented design works can be in all aspects of the manifestation, the market demand for works is becoming more and more exclusive and customized.

3.4 Integration of Humanistic Concern and Scientific Feature.

With the change of visual communication design methods and means of expression, Designers' concepts and ways of thinking are also changing. Designers can spend a lot of time thinking about creativity, Market Research and integration of design concepts. The most important core concept of visual communication design is creativity. Without creativity, design is the expression of paleness and weakness. It can neither attract people's attention, nor produce resonance. To cultivate applied design talents with creative thinking, the integration of design concepts with related design disciplines is particularly important. Teachers should guide designers to think about cross-border integration with related disciplines in terms of concepts, design concepts and design methods. At present, many design institutes and departments in China have made great reforms in teaching concepts, teaching methods and curriculum design, taking the visual communication specialty of the author's University as an example. Relevant studio settings include graphic design, digital media design, decorative art design, display design, advertising and visual information design, packaging design, book design, illustration design, screen printing, commercial photography and ceramic art. At the same time, computer teaching as an elective course runs through different stages. People often need a variety of design carriers and media, and it involves a lot of subject knowledge. Designers concentrate on visual communication design by using composition, color and advanced sound, light and electricity technology, and interpenetrate informatics, communication and other disciplines, so that visual communication design can better show its unique discipline personality. We can further enhance the artistic effect and visual effect of visual communication design through the integration of subject information. Designers fully understand the professional information and teaching concepts conveyed by different professional directions from each stage of the curriculum, so that their knowledge content is not limited to a single subject content, at the same time, this teaching method is a good mobilization of the ability of self-learning designers through in-depth understanding of different majors. Professional expertise and interest. Visual communication design through the art and dissemination of information carriers for organic integration, and formed a strong application and practice of a comprehensive discipline. Therefore, visual communication design in the process of development gradually revealed with a comprehensive personality development characteristic of disciplines.

4. Conclusion

After a long period of development, the visual communication design has formally entered the stage of diversification and personalized synchronous development under the background of humanistic concern. Visual communication design presents many exquisite and outstanding design works, which greatly meets the growing spiritual and cultural needs of people and the development trends of the integration of humanistic concern and national characteristics, contemporary individuality, subject personality and scientific feature.

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