

Research on Visual Communication in New Media Environment

Jing Fu

Jiangxi University of Engineering, Jiangxi, Xinyu, 338000

key words New Media Environment; Visual Communication; Exploration

Abstract Because of the continuous development of society and the continuous improvement of people's living standards, people's demand for culture is also increasing, and life is changing with each passing day, people are learning to adapt to life every day, every day there are endless works of art, people's requirements for art are getting higher and higher, and in the context of new media, to meet people's artistic needs, has become the primary task. Designers should also constantly explore how to carry out visual communication design to attract people's attention. This paper mainly focuses on the visual communication in the new media environment.

1. Introduction

As far as the present stage is concerned, whether people's skill level or science and technology level is constantly rising, the new situation conveyed by vision is the new media art, the new media art is a comprehensive artistic expression, it has diversity and interaction, so it is also very popular with people. Of course, these also have a certain impact on visual communication design.

2. The Development of Visual Communication Design in the New Media Background

Now people have entered the era of new media, for visual communication, the influence of new media is increasing. And visual communication design in the new media art environment, can be more widely disseminated, will also be accepted by more people. Therefore, under the background of new media, the city bureau has developed in the direction of digitization, diversification and humanization.

2.1 Digital development

Because of the continuous development of science and technology, people can feel the progress of digitization both in daily life and in work, and in visual communication, the embodiment of digitization is more obvious. Digitization makes the visual communication design more scientific and technological, and also makes the visual communication design appear a new presentation style.

2.2 humanized development

In visual communication design, talent is the most fundamental audience, that is to say, visual communication design is designed for people, so visual communication design is mainly to meet the needs of people, but in the context of new media, people's demand for art design is getting higher and higher, so it is more and more difficult for people to meet the requirements of art design. Therefore, in order to meet the artistic requirements of people as much as possible, visual communication design should follow the principle of humanized development, pay attention to people's inner expression, in order to get people's support. So designers of visual communication should pay more attention to people's daily life, so that the products designed will be more attractive. In line with people's needs, it will also be more in line with people's imagination.

2.3 Diversified development

New media has many characteristics, so new media can also be said to exist in diversity and diversification, so visual communication design in the context of new media allows for the existence of a variety of different expressions. At the same time, different ideas and ideas can also bring more different possibilities to visual communication design.

3. Innovative Design of Visual Communication in New Media Environment

Visual communication design must be constantly improved and developed, because people's needs and times are constantly changing, and the essence of visual communication is innovation, only by achieving the goal of innovation can we meet the requirements of the times. Visual communication design in the new media environment, there are more ways of expression, so in this context of the design of visual communication works, there are more possibilities. However, if we want to break through the traditional design methods and explore new design ways, then designers and researchers still need to pay more energy. Through the interaction with the audience, it can enhance the vividness of visual communication, and at the same time, it can also enhance the vividness of visual communication. The visual communication can be more scientific, and the overall effect of visual communication will be more satisfactory. At the same time, the communication between the audience and the audience can also have a lot of influence on the visual communication.

3.1 focus on interaction and make visual communication more vivid through interaction with the audience

The designer has only the continuous innovation, the design idea, the continuous search for the most suitable design method, can design the most perfect visual communication works, and only the visual communication works can satisfy the people. The creation of the art is very multi-faceted and also very diverse, and the most important of the visual communication works is to cause the audience's identity and to arouse the resonance of the audience, so that the visual communication of the work needs to be contacted with the audience, Only in this way can the audience feel the idea of visual communication. The interaction and communication can help the designer to design a visual communication that makes it easier for the audience to feel the same and resonance Product.

3.2 Attention to the communication with the audience

At this stage, there is a very easy to be ignored in the field of advertising visual communication, that is, communication with the audience. Because designers design visual communication works, in fact, more from their own point of view, so the ideas and views transmitted in the works is also the designer's own ideas and views, but because of this, the audience is very difficult to resonate with the work. Such a work of art is not necessarily an unsatisfactory work of art, cannot arouse the resonance of the audience, can only show that it is an unsatisfactory work of visual communication. Visual communication works need to resonate with the audience area, because the audience is consumption. The purpose of visual communication is to stimulate the consumer desire of the audience. The designer must realize that only by arousing the resonance of the audience can a visual communication work be regarded as a real success. Therefore, designers should strengthen the communication with the audience and design visual communication works from the perspective of the audience. Because only in this way, the designed visual communication works are visual works that can resonate with the audience. Only then can the audience have a sense of trust in the product and consume it.

3.3 Interactive innovation of multi-sensory coexistence.

At this stage, the so-called information transmission mode, in fact, is the field of visual communication design, the most obvious changes. The information transmission mode requires the designer not only to communicate with the audience to make the audience resonate with the work, but also to take into account the aesthetic feeling of the work, to take into account the tactile experience and auditory experience of the audience, so that the audience can feel the aesthetic feeling of the work in all directions.

3.3.1 Integration and innovation of hearing

As far as visual communication design works are concerned, sound is also a very good medium, which can convey the meaning expressed in the works to the audience more clearly and completely. At the same time, sound can also make up for the lack of visual design, bring more aesthetic feelings to the audience. The feeling that vision can bring to the audience is monotonous, and if we

add sound, we can enrich the feeling of the audience.

3.3.2 Integration of tactile innovation

At present, the development of electronic technology and information technology is very rapid, so in people's daily life, mobile intelligent terminal has become an indispensable existence. Among them, as the standard configuration of mobile intelligent terminal, tactile technology has brought more novel experiences to people. Tactile technology enables people to operate the page through their fingers, which greatly improves people's efficiency. The traditional mouse operation can not exceed the tactile technology. But also because of the existence of tactile technology, the designer of visual communication art must take into account the visual angle of thumb operation and the visual angle of thumb operation in the design process of visual effect. Touch. These have a very important impact on the visual communication design effect.

4. Conclusion:

To sum up, the development direction of visual communication design under the background of new media is diversified, and this paper also studies the innovative design of visual communication under the new media environment. In order to make more visual communication art works appear in front of people, but also to make people have more resonance with these works, visual communication work designers should pay more attention to the expression of the audience. The new media environment brings more convenience and challenges to the designers of visual communication works of art. Therefore, the designers of visual communication works of art should constantly update their own ideas and technologies, strengthen the communication and communication with the audience, and constantly improve from The level of work.

References:

- [1] Wang Jinfeng. Research on the Development trend of Visual Communication Design in the New Media era [J]. Popular Literature and Art, 2012 (10): 43 / 44.
- [2] Wang Junjie. Visual Communication Design under the impact of New Media Art Design [J]. Art and Design (Theory), 2011 (9): 67 / 69.
- [3] It's high. The development trend of visual communication design in new media age[J]. China Media Technology, 2012 (20): 43-44.
- [4] He Zhong. The visual communication art design of the new media era _ the influence of the new media art on the visual communication design art[J]. Fine Arts, 2009 (7): 112-112.
- [5] Liu HaiTing. The development trend of visual communication and design education in new media context[D]. Zhejiang University of Technology, 2014.