Visual Presentation in New Media Typesetting

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ABSTRACT

In view of the rapid development of new media, through the discussion of the relationship between new media typesetting and visual presentation, this paper discusses some typesetting techniques and visual presentation of new media typesetting. The paper puts forward the idea that the new media typesetting mode and typesetting criterion should conform to the audience's reading habits and satisfy the audience's wonderful reading experience. It is pointed out that "there is an important relationship between new media typesetting and the audience's reading experience" will be a way of combining visual presentation when new media typesetting is considered.

Keywords: new media, typesetting, reading experience, visual presentation

I. INTRODUCTION

China is in a period of rapid Internet development. According to the 44th "Statistical Report on Internet Development in China" released by the Internet Network Information Centre (CNNIC), as of June 2019, the number of Internet users in China was 854 million, the number of mobile phone netizens reached 847 million, and the proportion of using mobile phones to access the Internet reached 99.1%. The development of smart phones and the combination of the Internet have brought all kinds of convenience to people. Communication and interaction have been enhanced, and people's reading methods have also undergone tremendous changes. Digital reading has become the most important way of reading at present. The 2019 China Digital Reading Market Research Report pointed out that, the digital reading market competition intensified during the 3G period in 2008 to the rise of multiple digital reading channels in 2020 such as WeChat and Toutiao has enriched digital reading. The reading mode of new media is more suitable for the audience's fragmented time.

There are many ways to present new media. In addition to the well-known novel websites, there are also platforms such as WeChat and Toutiao. If the content is more appealing to the audience in their fragmented time, good visual presentation is very important. So how can new media typesetting have a better visual presentation? How can new media typesetting be more attractive to the audience?

II. THE VISUAL PRESENTATION OF THE NEW MEDIA TYPESETTING SHOULD BE PLEASING TO THE EYE AND UNIQUE

Traditional paper media have strict requirements for typesetting, and the requirements for the audience are serious. Over the years, a complete system has been formed, from the style of paper media to the style of articles; the font, font size, picture size, cropping, column separation, spacing between texts, line spacing, and even punctuation are clearly defined. Once there is something different from the traditional typesetting specification, it may become the negative teaching material of typesetting. Therefore, the paper media that people see almost all use the same typesetting method. Sometimes the typesetting of some entertainment-style magazines basically follows the rules of paper media typesetting, and the pictures used are bold and innovative, but there is almost no change in the typesetting.

With the rapid development of the Internet, new media has become a familiar existence to everyone. How to make the audience choose to fall in love at first sight? The answer is eye-catching. Good typesetting presentation effect and good typesetting are the most important links in being eye-catching, directly affecting the audience's choice of new media.

Due to the fragmented reading methods of new media, the audience's reading experience is more important. In order to let users have a better reading experience, new media typesetting finds ways to achieve beauty and uniqueness. New media pursues novelty and comfort in the typesetting process, will form its own unique typesetting style, and pays more attention to customized design and overall human-computer interaction beauty.

III. TYPESETTING METHODS OF NEW MEDIA

When the new media is being typeset, the typesetting staff needs to have the awareness of the focus of the picture and design the visual focus within the picture. The most common typesetting method is the strong focus typesetting. The number of focal points of this typesetting picture is usually one. In order to make up for the richness of the picture, the page will be enriched with a focus with multiple sub-focuses. Another common typesetting method is scattered focus typesetting. This kind of typesetting often sets a lot of content in the picture, and the power is relatively balanced between each other. It uses colors, transitions, dynamic effects, etc. to make the content of the main picture stand out, creating a sense of order and focus of the picture. It is often used in conjunction with interaction, and you can see a significant change in the visual focus.

For all new media typesetting, to have a better visual experience, a lot of design must be made in the screen typesetting. On the whole page, the picture needs to be filled up, and the space of the entire page needs to be allocated reasonably, but the primary and secondary relationship of the page should also be paid attention to when allocating.

When allocating space, there are two reference coordinates, one is classified according to important information. Regardless of whether the new media page contains movements or special effects, all content related to visual presentation must follow three levels, namely, what is the main information to be expressed to the audience, what is the secondary information, and what is the auxiliary information. The visual balance of the page requires a sense of "space" in the picture. The sense of space is not really to make a 3D space map, but to use the traditional point, line, and surface composition principle to break the monotony of the picture, create a better visual atmosphere, and achieve a visual balance.

The second is to classify according to the page subject characteristics. It's needed to classify according to characteristics to create a clear hierarchy. When dealing with content, new media editors usually use the method of hierarchy division to try to create a sense of order, and only clear hierarchies can be understood quickly. For messy content, methods such as numbers, serial numbers, graphics, timelines, similar elements or colors are usually used to assist in the division of content.

It arranges the content in multiple split screens, uses a hierarchical relationship to intersperse and unify, tries to simplify the content and convert text into graphics, divides hierarchies, and tries to reduce the audience's reading difficulty. There are many ways to create hierarchies, such as dividing crowded content into multiple screens, and using numbers, elements, corners, or screen styles to sort and unify. It is suggested to design long graphics and texts to improve crowded page content to make the entire experience process easier and clearer.

When there is too much content on the page, the content can be presented one by one through actions, and the gradual effect of time can be used to show the level of moveability. In order to increase the interest and connection, multiple related elements can appear or disappear one by one in the page, and the complexity of the picture can be simplified in an interactive way, while increasing the user's attention.

IV. THE VISUAL PRESENTATION OF NEW MEDIA TYPESETTING

Typesetting is a very important part of the presentation effect of new media content, and it shows readers an extra visual experience. In addition to the requirements for the quality of new media content, readers also value the external reading experience. Therefore, new media typesetting must grasp three points.

A. New media typesetting must be simple and elegant

The typesetting of copywriting displayed by new media is based on aesthetics idea, and simplicity and elegance are the most appropriate. The typesetting of articles enhances the user's reading experience. Too complicated and colorful typesetting will only have a bad effect.

B. New media typesetting must be clear and logical

The purpose of typesetting is to simplify complex articles, divide the content of the article, reflect the logic of the article, make the article clearer, and optimize the user's reading experience.

C. New media typesetting must pay attention to the logic of the article

If the amount of information is too large, it will be difficult for users to read the whole article. The typesetting must highlight the focus and show the points that require users' attention. For example, bold fonts of subtitles, beginnings, endings, key words and expressions, key pictures, videos, etc. should be emphasized.

1) Text typesetting: In the new media typesetting, the most important thing must be the text typesetting. The principles of new media text typesetting are:

a) The text typesetting should be neat and the basic typesetting rules can't be changed: For new media, there are many ways of presentation, the text looks neat and there is no error in the basic typesetting.

The most basic text typesetting rules are formed after a variety of verifications, which will make the audience have better reading experience.

The rules for a comfortable font size for text typesetting are: in terms of font size, the 14-16 font size should be used for the main body, and 16-22 font size should be used for the title; 1 pixel between word spacing should be adopted; 12-15 pixels should be adopted for page margins; the line spacing should be 1.5-2.0; and in terms of alignment: the main body should be justified.

This is a more comfortable typesetting rule for the audience to have a better reading experience. If new media are typeset according to this, the typesetting will not be bad.

b) The typeset pages can be more high-quality, and the optimized typesetting is the most typical: On the basis of the basic typesetting, the layout is appropriately optimized.

c) New media must highlight the brand image when typesetting: In the typesetting of new media, it is recommended to use unique typesetting to form a complete brand. This will make fans feel intimacy and familiar with the brand's style. Whether this new media article appears in Moments, WeChat groups, or is reposted by other public accounts, the typesetting that has formed its own unique style will be "recognized" by fans for the first time and accompanied by a sense of pride.

If the new media typesetting is good, it can promote the forwarding behavior of fans and transform the typesetting into the spontaneous forwarding behavior of fans.

Good text forwarding can highlight the key points of new media content, and a good-looking forwarding will also encourage fans or netizens to forward, give a like and attract attention.

Taking the WeChat official account as an example, its title can be in various forms. The font size, shading, and sideline should take the aesthetics as the focus.

2) Issues of style: In the traditional media typesetting text and pictures, there are clear regulations between text and paragraphs. New media styles are more diverse. Taking the WeChat official account as an example, a Tweet can choose the title template and style template. The styles are divided into multiple types according to picture, image-text, and text, and users can choose the corresponding template to write according to their needs.

New media can modularize content when typesetting.

Typesetting divides the content of the article into several parts and sectionalization. It can set a subtitle for each content to let users know the topic of the content they want to read next.

At the same time, modularizing the article when typesetting can help users better understand the article, reduce users' reading pressure, and avoid causing users to feel anxious.

a) The content of the article must be segmented when typesetting: Nowadays, users usually get their information from their mobile phones. If subsection is not performed, the reading experience of readers on mobile phones is very poor. The densely packed words on the screen will not make readers interested in reading. The line folding for the mobile phone screen is best divided into five lines, and no more than eight lines at most.

Dividing the article into different sections can make complex articles clearer. Adding subtitles to each section allows the audience to understand the next content when they see the title, and also allows the audience to quickly grasp the logic of the article and reduce the audience's reading pressure.

Generally, the line numbers displayed on a mobile phone is about 20, plus 600, and the screen control is more comfortable for reading paragraphs with 3 or 4 lines. Therefore, it is best to segment every three to four lines of text when typesetting. The audience's reading pleasure will be great then.

b) The audience may have different perceptions of different alignments in typesetting: When new media is typesetting, different alignments should be adopted for different content. For readers, the easiest thing to read is the center-aligned content, because the audience's sight can be completely concentrated on the middle part of the screen, and it is more in line with reading habits. But this method is generally suitable for content with less content and more short sentences. Longer content is generally more suitable for left-aligned typesetting.

There are many ways to use justify align in new media typesetting. The edges of the text aligned at both ends are more neat, and the visual effect is better than the left-aligned typesetting. For typesetting personnel, it is necessary to ensure that the same content follows an alignment in the same section and maintain the uniformity of style. If the typesetting staff has two alignment methods in the same content section, the interface will look messy. Readers will think that there are two kinds of contents, and the focus will not be prominent.

c) Highlighting the key points of the article to enhance the appeal to users: It's important to highlight

the key points of the article so that users can grasp the key points and get the value of the article content faster. There are many common ways to highlight key content, for example, arranging separately, adding background color or border; overstriking and marking black, and enlarging the font; using special colors; adding guide language and so on. If there are more important points, it is recommended to use black + other bright colors to mark the important text. The color of key text can't be too much. If you mark too many key points, the audience will not be able to tell which sentences are the key points.

Repetition is also an important criterion for highlighting the key points of an article. Repetition is to keep the typographic style uniform. In the typesetting of a content, repetition includes the repetition of font and font size, as well as the repetition of color and style. On the basis of unification, it is necessary to find out the parts that need to be emphasized, make changes, and strengthen through the principle of comparison. This will maintain the consistency of the content while highlighting the key points of the article.

3) Issues of illustrating pictures (unified filter for pictures, infringement): Using illustrating pictures to segment the content of the article helps relieve the pressure of reading and enhance the user's reading experience.

The new media is more flexible in arranging illustrating pictures, and the pictures taken can be processed. Various filters make the electronic pictures more colorful and brighter.

Even the average photo taker can use photo processing software to make the picture look great. It should be noted that pictures downloaded from the Internet are liable to infringement, and pictures in the public domain can be downloaded.

Different new media illustrating pictures have their own tips, but at the same time, several principles should also be grasped:

a) The presentation size of the picture on the mobile phone or other electronic media should be similar to the size of the real world object: There are related explanations in psychology. People's vision will get used to things that are easy to identify and that will not violate the conventional physical principles.

b) The picture highlights as many details as possible that the naked eye can capture: From the perspective of psychology and physiology, human eyes are more likely to see fine things, such as high-definition pictures. When using pictures to represent small objects, it'snecessary to try to use close-ups to highlight the details of the props.

4) Issues of color matching (hue, color scheme): Due to the electronic presentation, the new media has relatively high requirements for color matching. The hue and content complement each other, which can add color to the typesetting.

As the saying goes, fine feathers make fine birds. In the color scheme of the article, it's also necessary to dress up. The color matching of the article should follow the "three-color principle", and it is best not to have more than three colors in an article. Common color schemes are: the main body content is black, and the content annotations are mainly gray, with a bright color. Such a matching will look more comfortable and will help to unify the style.

New media pay attention to the uniformity of colors. Basically, the same color scheme can be formed from the title to the content, making the typesetting look beautiful and elegant.

5) Leaving blank space reasonably: Leaving blank space is not to leave too much blank space on the entire layout. The leaving blank space of art makes the audience feel very comfortable. The rationality of leaving blank space in new media is very important. It can alleviate the user's reading pressure, give users a comfortable and smooth reading experience, and help the presentation style of the content be more neat and beautiful.

Regarding typesetting, breathable text, textured styles, beautiful and unified graphics and color, and a global awareness necessary for typesetting should all be used.

V.   THE EXPRESSIVE FORCE OF NEW MEDIA TYPESETTING

The typesetting of new media is related to the presentation and content of the new media. Taking H5 as an example, different types of H5 have different expressiveness in typesetting.

Since its main purpose is promotion, the promotion-related H5 design uses promotion-related elements to create a promotion atmosphere. The dominant hue of the picture is mainly warm colors to highlight the festive atmosphere, and the content is generally lively.

The main purpose of technology-related H5 is to promote electronic products, which generally adopts blue and green in design.

The picture will pay more attention to the use of scientific and technological elements. The overall visual tonality will usually highlight the exquisiteness and seriousness, giving people a quality and rational atmosphere, and a strong sense of technology.

VI. CONCLUSION

The rapid development of new media has many styles, but it remains essentially the same despite all apparent changes. To make a good typesetting, it's needed to remember to choose exquisite materials as the main body during typesetting and visual presentation, firmly grasp the content, choose a style suitable for the content, and make an attractive title; it's necessary to use the principle of similarity to balance the visual harmony between different elements of the typesetting and highlight the key points, and use the principle of continuity to make scattered information form a complete whole and establish the visual logic of the audience. The font selection should fit the temperament of the content. Choosing the right font will make the theme of the typesetting clearer. Careful consideration should be given to the typesetting of illustrating pictures and colors to make the typesetting beautiful and elegant, to maximize the expressiveness of new media and attract audiences to read.

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