

Design and Research on Visual Communication under the Influence of Digital Media

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Abstract: With the development of digital media technology, visual communication design develops rapidly. The pace of people's fast-paced life makes the current demand for various types of information constantly expand, and the original information expression can no longer satisfy the needs of people. Information needs, diversity and accessibility are the new requirements of people for information delivery. Visual communication design also evolves as people's needs change. Under the influence of digital media, visual communication design has been given new features, resulting in a new change. This article mainly analyzes the visual communication design in the digital media era.

1. Introduction

The purpose of visual communication design is to use aesthetics to achieve the effective transmission of information. With the change of the way of information transmission in the new era, digital technology and media platforms provide a brand new exhibition space and design method for the design, and the category of visual communication design Expansion to almost all media areas, the design language is reconstructed, the original concept of thinking needs constant fission and derivative. In the digital media environment, the whole face of society has undergone great changes. As the frontier of visual communication design in information transmission, it is necessary to create works that meet the needs of the times and adapt to new modes of communication. It is an indisputable fact that the development of media technology has had a tremendous impact on the teaching and design methods of traditional visual communication design. Faced with this situation, we should think about how to combine technology with art better and use advanced technology to deliver information services more accurately and effectively. At the same time, we can make designers look at them from a dynamic perspective Design form of use, so as to achieve the effective transmission of information.

2. Digital media visual communication design features

Visual communication design is the emergence of the term, precisely because of the print media as the main content of the graphic design, can not include the richness of the design, from connotation to extension can not meet the needs of information visualization, media changes in the form of promoting the visual Communicate the development of design languages to enrich the visual effects and expressiveness of communication design. In the information age, the visualization of information has led to the design of visual communication involving virtually all media fields. What are the commonalities and individualities of visual communication design in different media environments? This is the next question we want to explore.

From a functional point of view, visual communication design to digital media extension is the development trend of the information age, whether it is the traditional graphic design, dynamic visual design, multimedia design, interface design, they are based on information delivery and aesthetic purposes, The basic visual elements are the same. Visual communication design in digital media is mainly through the interface as a carrier for information presentation, the external manifestations of the screen, the computer, the traditional printing design is based on the paper as a manifestation of the digital media without considering the interaction, multimedia and Auditory

elements, digital interface is the digital representation of graphic design, the information into visual, presented in front of the audience is still graphics, text, color and other visual design elements of the combination of changes and unity, rhythm and rhythm, contrast and balance, repeat, Radiation, deconstruction and other rules and forms of law also apply to the visual media in digital media, from the visual analysis, are graphic, text, color design and layout design. Although with the same visual design elements, digital visual communication design has its special form of expression, the combination of traditional visual design and modern science and technology.

With the advent of digital media, the rapid spread of modern art design to the platform of virtualization has led to new design forms such as CG animation, online games and interactive video technologies, which are different and traditional entities of material existence. However, it should be noted that material and non-material are relative forms, and non-material information is based on computer terminals. The changes in the mass media have extended the field of visual communication design for information delivery from print media to digital media, resulting in the emergence of new design areas such as web design, multimedia design and interactive advertising. , But also make the traditional design has a richer form of expression and transmission, the emergence of the digital, virtual design features. With the change of media form, the concept of dematerialization of design has gone deep into all aspects of design. The design form is from material to non-material, which essentially reflects the evolution of a social environment and value concept. The design changes from the basic function to Business incentives, to non-material, user-friendly design level, means that the exploration of the design has been to a more far-reaching level, that is, more concerned with the human emotional experience.

Before we talk about visual communication design, we first understand the theory of receptive aesthetics proposed by Hans Roberts Yaous and accept the theory of aesthetics to bring the reader's position in literary research to a new height. He believes that a literary work is not merely mere Text, any literary text has indeterminacy, not an independent existence, reader reading experience to enrich the work, the reader's reading experience is not passively accepted, you must recognize the active participation of readers to create, in other words The reader is not only the reader, but also the author of the creation of the work in order to achieve the practical significance of the work. Accepting aesthetics brings audiences to a high level, believing that the audience's participation in the process of interpreting information plays a very important role in accepting the entire work.

3. Dynamic Design of Visual Communication in Digital Media

The function of life is movement, movement, dynamic has a unique charm, but also the theme of the continuous performance of traditional works of art. Arnheim once mentioned that "movement is the most easily aroused the phenomenon of visual attention." Dynamic symbols have a strong visual appeal, more vivid, three-dimensional and full of vitality, can cause people's unintended attention, guide the line of sight flow. The difference between dynamic design of visual communication and static design is that it not only deals with the representation of planar visual elements, reasonably arranges the formation of each element itself, but also considers the visual elements in a picture of the time line, movement Line and different screen switching effect. With the movement of visual elements, people's attention is drawn and integrated into the transmission of information to evoke the emotional response. It is easier and more memorable to understand and grasp the information.

Dynamic graphic image is a design form formed in four-dimensional space, that is, the design image of the changing state of motion. It contains four main factors: spatial displacement, reference object, direction and velocity. Dynamic graphic image is the main manifestation of dynamic visual communication, its visual language and formal rules not only include the universality of graphic design, but also have the particularity of movement. With the development of digital media and dynamic media technology, dynamic graphics has become a very expressive design element. Its applications are mainly concentrated in the field of new media, such as interactive advertising, online games, electronic books, dynamic icons, dynamic identification And television programs such as packaging. Dynamic graphics are widely used in digital media and have become a new form of visual art. Compared with static graphics, dynamic graphics are more attractive to people. They

use graphical symbols to bring about dynamic changes in color, size and shape Visual experience, experience the formal beauty of the movement.

From the invention of paper to the wide application of typography, to the advent of computers and networks, the continuous advancement of technology has provided a new medium for writing and provided new possibilities for the innovation of text design. Nowadays, the arrangement of dynamic texts and texts is increasingly used in visual communication, which is widely used in web pages, titles, video and multimedia. Dynamic text design mainly refers to the movement of the screen font and text layout design. Different from the use of fonts in graphic design, time is its greatest feature. Designers should not only consider the choice of fonts, the design of glyphs, but also the readability of on-screen characters, motion trajectories, Rhythm and rhythm should be included in the design considerations, and punctuation plays a crucial role in the orchestration, but weakened in the dynamic design, pauses between words, tone and interval can be shown through the action, Thus controlling people's reading speed.

Text is the main design element of dynamic visual communication. In dynamic visual design, the text tends to be in an auxiliary position, that is to explain and remind the dynamic picture. As the research on text design strengthens, the text in the visual presentation of the dynamic. The more it reflects its plasticity and the vividness of information expression. The texts in digital media are divided into reading and non-reading texts, and the characters in screen texts show different characteristics and presentation methods from those of flat-screen visuals.

Temporality is the main characteristic of dynamic visual design. From graphic design to dynamic design, the form of font design transforms from a stationary entity into a digital virtual scene based on the concepts of time and space. Time is a sequence of events, and space is a form that defines the existence of matter. In a time-based design, each action or scene consists of a series of continuous, time-controlled sequences that form a timeline, or narrative, with dynamic text on the screen at a rate of twenty-four frames per second The speed shows that the still images are made dynamic by the change of the time series, and due to the change of the movement of the characters, the transientness of the reading is caused to temporarily remain in people's mind through the vision to form an information impression. Therefore, designers should consider how to effectively transfer information through the movement of fonts in a short period of time, and impress people deeply.

In the design of dynamic visual communication, one of the main functions of the text is the transfer of emotions. Since the text or the text itself has a distinctive reading meaning, we can not ignore the empirical factors of people's understanding of the text in the design, for example, "cry", we The emotion of dynamic text can not replace the semantics of the text. It can only be said that the expression of meaning is strengthened or adjusted to form the visual language with expression. Each font because of the different meaning and body shape, will have different emotional effects. Because of their font size, width, height, radius will form their own visual impression, some heavy, some active, some casual, some serious. It is precisely because of the different characters have their own existence of the value of the character. Such as Chinese characters, the calligraphic body more elegant, classical, if used in fashion dynamic scene is not appropriate. Therefore, in dynamic design, the grasp of the written expression is very important to the transmission of information. In graphic design, the text can only express the meaning or graphical performance, and dynamic design, when the text produced movement and rhythm, with the tone, it has a rich expression and visual tone. The same sentence, expressed in different speed of speech or intonation, will produce different effects, and dynamic text can also use this effect for the expression of ideas, through the action and tone to better express the semantics of the text Very vivid, intuitive and fun. Due to the influence of experience, people can express the emotions through the dynamic expression of people's daily life. For example, beating can be used to express excitement, slight jitter can express coldness or stress, and so on. Through the combination of dynamic expression and text semantics, vivid images of people passing the message, and impressed.

4. Conclusion

According to the new features brought by digital media more efficient and humane realization of

information delivery. In the face of the information revolution, digital media with computer and network technology as its core is increasingly becoming the mainstream form of information dissemination. Visual communication design, as a medium of visual information transmission, has its design field and its denotation in the new media environment Be expanded. This article attempts to study the visual communication design language from the design modality and puts forward the future development trend of visual communication design.

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