

# *Research on Visual Communication Design under the Impact of New Media Art*

**Zhang Xinshuo, Zhu Jun**

*Lu Xun Academy of fine arts, Dalian, Liaoning 116000, China*

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**Abstract:** With the advent of the digital age, new media art has gradually matured and has a broad space for development. This paper will make an in-depth analysis of the impact of new media art on visual communication design, and on this basis, comprehensively explore the development trend and innovative development strategies of visual communication design, hoping to improve the effect of visual communication design to a certain extent, so as to further meet people's diversified artistic needs and experiences.

## **1. Introduction**

In the context of new media, information transmission has become more timely and fast, and the transmission ways have become more diversified, which has greatly met people's differentiated needs for information. It is undeniable that new media art has also brought certain impact and challenges to visual communication design. Under the impact of new media art, visual communication design urgently needs innovation and improvement. Only by injecting new development power into it, visual communication design can better meet the development needs of the times and continuously improve people's artistic pursuit and artistic taste.

## **2. The influence of new media art on Visual Communication Design**

Under the background of the rapid development of Internet and computer technology, new media has obtained a broader development space. New media art has a certain impact on visual communication design, and points out a clearer direction for the long-term development of visual communication design. In the new media era, the creative space of visual communication design has been greatly broadened, which has changed people's traditional visual thinking to a great extent, prompting relevant scholars to reposition the artistic and aesthetic value of visual communication design. For a long time in the past, hand-painted production was the most basic operation mode of visual communication design. In hand-painted production, the types of colors that can be used are limited, and they need complex post-processing to appear in front of the audience, which requires a lot of time and labor cost. With the increasing maturity of new media technology, people can apply a lot of digital technology and software technology in visual communication design, This has greatly changed the design principles, design thinking and design concept of designers, and significantly reduced the difficulty and complexity of design. With the support of professional

design software, visual communication works are not only more reliable in quality, but also more novel in form and content, which can really refresh the audience and bring them a more shocking visual feast.

### **3. Development trend of visual communication design under the background of new media art**

#### **3.1 We should pay more attention to human nature**

In the context of the rapid development of new media art, visual communication design needs to pay more attention to people's internal needs. It should not only simply emphasize the surface visual impact brought by the works to people, but also pay more attention to the shock and impact of visual communication design works on people's hearts. Under the premise of continuous improvement of modern art concept, the public not only needs some elegant and sunny works of art, but also hopes that the works of art can show all forms of life, be closer to the people's livelihood, and truly express people's internal psychological and emotional demands with the help of works of Art. For a long time in the past, visual communication design is still too indirect and implicit, and can not have good spiritual interaction with the audience, which also limits the public's understanding and resonance of artistic works to a certain extent. In the current context of new media art, the application field of visual communication design is more extensive. In order to further highlight the effect of visual communication design, designers need to integrate certain humanistic factors into the design process, constantly improve the design concept and design thought, and pay attention to humanized design, so that the public can have a deeper understanding and experience of visual communication art works.

#### **3.2 We should pay more attention to emotion**

In the traditional design of visual communication art works, designers usually focus on the appearance and visual effect of the works, and do not emphasize and pay attention to the public experience, which also affects the generation of resonance emotion of the audience to a certain extent, so that their understanding of the works can only stay at the surface stage and can not see through the internal essence of the works, so they can not realize the deep communication between people and works, This also leads to the isolation of art works from people's emotional life and can only become a flashy decoration. Nowadays, with the rapid development of economy and society, the idea of people-oriented has also begun to widely penetrate into all fields of society, and the design of visual communication works of art is no exception. People urgently hope to have emotional communication and interaction with the help of works of art, and designers also hope to stimulate people's emotional resonance with the help of works of art, and finally produce a certain social value and social impact. Therefore, in the context of new media, when designing visual communication, designers must highlight the emotional transmission of the design works, which can truly make the audience feel the emotional value of the works, and have a certain resonance and influence in thought and spirit.

#### **3.3 More attention should be paid to diversification**

Graphic design used to be the main form of visual communication design. Designers need to use some static and dynamic pictures to express their design ideas. However, in the context of new media art, the rapid development of digital technology, virtual technology, multimedia technology and network information technology has largely promoted the innovation and reform of visual communication design technology, further widened the space and scope of visual communication

design, and endowed visual communication design with more diversified characteristics. For example, with the support of digital technology, designers can integrate digital information resources such as animation, video and audio into the design process, expand the visual communication design from plane to three-dimensional or even four-dimensional space, and establish a comprehensive design system based on visual communication and stimulated by other senses, so as to enrich the visual effects of the audience, promote them to have diversified cognition and bring more strong sensory experience. In the context of the increasing maturity of network information technology, information resources have great sharing value. With the help of these massive materials, the designer's creative process is more flexible, the design concept is more abundant, and the transmission and bearing of visual communication design are more diversified. In the past, paper works were the main form of expression of visual communication design, but now, with the support of new media technology, network, television and intelligent mobile terminals have become important carriers of artistic works, which also makes visual communication design works have lower communication cost, wider communication range and more audience groups, and effectively improves the influence and publicity of visual communication design works.

### **3.4 More attention should be paid to interactivity**

In the past, for a long time, visual communication design works tend to show the designer's design ability and artistic thought, and pay no attention to the audience's objective feelings and emotional needs, which also leads to the audience's greater passivity in appreciating the works, that is, the audience will accept what the works convey. However, due to the asymmetry of information resources in the transmission process, many people can not understand the connotation and essence of art works, so that visual communication design works can only generally consider the audience. In the context of the rapid development of new media art, network technology has been fully applied in visual communication design. The application of network resources further strengthens the ideological exchange between visual communication design works and the audience, significantly improves the close relationship between audience expectations and creator thoughts, and makes art works more meet the specific demands of the audience. In addition, in the context of new media art, the creator's thoughts and cognition can not only be fully displayed in the visual communication design works, but also integrate the needs and opinions of the audience in the creative process, so that the art works have better adaptability and affinity.

## **4. Innovative strategies of visual communication design under the background of new media art**

### **4.1 Dynamic communication effect optimization**

For a long time in the past, the visual communication effect was mainly static and could not achieve high-definition dynamic transmission. Under the background of new media art, the visual communication design has changed from traditional two-dimensional to multi-dimensional, and the spatial creation has fully replaced the traditional picture expression. Therefore, it can also express and transmit visual information more accurately and present a more perfect dynamic visual communication effect for people. The innovation of visual communication design under the background of new media art requires designers to adopt more novel image processing methods to make the transmission of visual information more accurate and attract the audience to establish a more comprehensive visual experience in dynamic vision. It is undeniable that multi-dimensional expression methods will become the main development trend of visual communication design.

## 4.2 Optimize color and text matching

The application of new media technology has greatly promoted the dynamic innovation of visual communication design, and the audience can also obtain richer emotional experience while appreciating works of art. In order to bring a better visual experience to the public, designers need to reasonably match colors and words, carry out high-definition and dynamic processing of art works with the help of advanced science and technology, ensure the novelty and independence of art works design, and avoid the similarity of design, resulting in aesthetic fatigue of the audience. In order to ensure that the design works can deliver more comprehensive and accurate information to the audience, designers should also work hard on color matching to make it have deeper connotation and stronger visual impact.

## 4.3 Innovative dynamic text

Although the main content of visual communication is to process some pictures and videos, it is also necessary for designers to innovate dynamic text, because text is very important in visual communication. The expression mode and content of text can bring a stronger visual experience to the audience. This also requires designers to give full play to the application value of multimedia technology, make dynamic text more personalized and artistic, and provide more novel visual feelings for the public.

## 4.4 Multisensory design

When designing visual communication, designers should also appropriately integrate other sensory factors to strengthen the visual feeling of the audience. For example, some auditory and tactile contents can be integrated into the design of works, and some dialogue and music can be used to help the audience better understand pictures and words; Now, with the improvement of touch-screen technology, designers can use touch-screen operation to improve the interaction between the public and visual communication design works, so that the audience can obtain a more brand-new sensory experience through touch operation.

## 5. Conclusion

To sum up, with the wide application of modern information technology, new media art forms have developed rapidly, which has spawned a series of novel design methods and design elements, which also promotes the wider application space of visual communication design. Under the impact of new media art, in order to ensure that visual communication design works can better meet the development needs of the market, designers should constantly innovate design concepts and methods, fully integrate some humanized and emotional factors into the design process, pay more attention to the communication and interaction between works and audiences, create more favorite works, and strengthen multi-sensory The new design of color text matching and dynamic three-dimensional promotes the innovative development of visual communication design.

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