

Innovation and Development of Visual Communication Design in the Context of Digital Media Art

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ABSTRACT. Digital media art is the product of rapid development of information technology and artificial intelligence technology. The emergence of digital media art has brought new opportunities for visual communication design. Visual communication design needs continuous innovation in the context of digital media art. Only in this way can visual communication design gain new life in the new era.

KEYWORDS: Digital media art, Visual communication design, Innovation, Development

1. Introduction

Many industries in our country are deeply influenced by the digital media era. The arrival of the digital media era has greatly promoted the development of China's social economy and promoted great changes in people's ideology. As one of many industries, visual communication design also needs continuous innovation in the context of digital media art. Only in this way can it keep up with the development trend of the times.

2. Analysis of the Influence of Digital Media Art on Visual Communication Design

2.1 Visual Communication Design Realizes the Transformation from Static to Interactive Expression

Visualization is the biggest characteristic of visual communication. The transmission of information in the form of visual cognition can take people as the starting point, and convey the information to people through the media to complete the whole process of information transmission. Visual expression in visual communication design can combine language and vision to express design intention. Most of the traditional visual communication design is presented to the audience in a two-dimensional static way and the audience needs the corresponding text description to receive the visual information, so as to better understand the design intention. The media and means of communication used in digital media art can deal with visual language dynamically, which can promote the transformation of design from static to dynamic, from two-dimensional to three-dimensional. In the context of the information age, people's life pace is accelerating, and the reading habits have also changed from traditional text reading to video reading and picture reading. This is enough to show that the dynamic expression can better attract the audience's attention and bring different visual experience to the audience. With the support of electronic technology and media, digital media art can be displayed in mobile devices. People can interact with others and participate in the design of works while "reading". Under the background of the continuous development of digital media era, visual communication design is inclined to the direction of interface design. Some designers design the graphics into small icons, and in order to better highlight the icon, add concave-convex or luminous processing effect and apply to the mobile phone interface design. After subsequent processing, small icons can interact with the audience. This design mode brings better comfort and acceptance to the audience, and the design effect is more obvious. Therefore, the future visual communication design major can include interface design courses, such as network image processing technology, digital plane modeling technology, etc., in order to further improve the students' comprehensive design level^[1].

2.2 Visual Communication Design Realizes the Transformation from Two-Dimensional to Multi-Dimensional

The context of digital media art brings great visual impact and experience to the traditional visual communication design. Traditional visual communication design is usually based on paper media, and assisted by a variety of

two-dimensional plane expression techniques. Under the traditional paper media, designers' own thinking will be limited by the two-dimensional space, and can't break away from the two-dimensional space. Although in some creative three-dimensional book design, designers will use three-dimensional design techniques, they also need some external conditions to achieve. In essence, the design has not changed significantly. Therefore, in the context of digital media art, visual communication designers need to take the two-dimensional world as the basis and promote visual communication more vivid and lively with the help of virtual reality technology. In addition, designers can also integrate virtual reality technology into their design according to different space and sites, so as to better integrate 3D space and visual communication design^[2].

3. Analysis on Effective Measures of Applying Digital Media Art in Visual Communication Design

3.1 Training Compound Creative Talents

In the digital media era, the teaching of visual communication design needs to be innovated and adjusted. The future visual communication design will face more and more challenges, such as there is an increasing demand for cross-border designers in society, and it is difficult for a single professional to meet the needs of social development; the traditional visual communication design on paper media lacks interactive content, which is difficult to meet the aesthetic needs of the audience; the audience have more and more design concepts with a sense of responsibility, listing higher requirements for designers, while humanistic and personalized design works are favored by people. Therefore, teachers of visual communication design major need to try to reform the teaching content of curriculum, adopt more innovative teaching methods, encourage students to do interdisciplinary learning, constantly improve their visual communication design ability in team creation, and help them become compound talents needed by society in the digital media era.

3.2 Integrating Art and Humanistic Connotation into Visual Communication Design

The development of digital media technology has brought us into a new era. We live in the network, information, virtualization, digital era, which has a great impact on our own aesthetic level. In the context of digital media art, visual communication design needs to include artistic connotation and humanistic connotation. Only in this way can it constantly meet people's high aesthetic needs. There are numerous kinds of application software under the digital media technology and mobile media technology, and the consumer's choices of consumption under the digital network platform are also more diversified. Visual communication designers need to change the previous design object, design focus, design ideas and design methods, incorporate deep-seated humanistic ideas into it, and pay attention to meet the personalized expression demand of consumers. Only the visual communication design with artistic connotation and humanistic connotation can produce emotional resonance with the audience^[3].

3.3 Focusing on the Interactive Experience of Visual Communication Design

The effective application of digital technology to digital media art can fully reflect the advantages of artificial intelligence. In visual communication design, the staff can engage in design activities with the help of digital equipment, and can also use digital equipment to evaluate the design effect to ensure the best design effect. In visual communication design, the effective use of digital technology can enrich its expression, which is an important way to innovate visual communication design. The emergence of digital technology has created conditions for the rebirth of traditional media. Most of the traditional media are static and planar, and they are transmitted in the paper-based way. The visual communication design incorporating digital media technology can realize the transformation from paper media to electronic screen, which further reflects the digital characteristics of visual communication design. Under the background of digital era, people's own aesthetic needs have also changed significantly. The visual communication design with digital features can meet the aesthetic needs of the audience, and can promote the visual communication design to three-dimensional and dynamic direction. Visual communication design includes dynamic and digital recognition features, which provides good conditions for innovative design. Digital media art can be organically integrated with traditional art design media. As one of the design categories, visual communication design can combine the social service function of digital media with the mass culture, so that designers can have a deep understanding of the design object and improve the design efficiency. Under the background of digital media era, digital art has gradually entered the new field of art design. Language and expression mode have changed significantly under the digital technology, which makes the original art design environment change thoroughly. Based on the analysis on media ecology and media archaeology, we can regard digital media art as a fusion and upgrading with traditional art in the new era. In the traditional visual communication design, most of the communication carriers used by designers are paper media, which is difficult to meet the needs of the audience in terms of vision, touch and smell, which is not conducive

to the audience to produce personalized sensory experience. Therefore, many designers begin to pay attention to the interactive experience in visual communication design. Interactive experience is the innovation and development of visual communication design in the context of digital media art. Digital media technology itself has the characteristics of interactivity, comprehensiveness and immersion. These characteristics bring favorable conditions for the innovation and development of visual communication design, which can stimulate the audience's sensory experience. For example, the digital image works of *Riverside Scene at Qingming Festival* in China Pavilion of the World Expo are the digital dynamic display of traditional calligraphy and painting works by designers. The digital and dynamic *Riverside Scene at Qingming Festival* can bring different visual experience to the audience and make them deeply feel the prosperity of Kaifeng (one of the eight ancient capitals in China) at that time. It can be seen that digital media technology can interact with the audience and bring different visual communication experience to the audience^[4-5].

4. The Development of Visual Communication Design in the Context of Digital Media Art

4.1 Two-Way Interactive Development

The main purpose of visual communication design is to achieve good communication with the audience with the help of organizing and designing visual language, which can make the audience and works have emotional resonance. The introduction of new media technology promotes the transformation from the original one-way visual communication design to the two-way interactive direction. Designers can carry out personalized design according to the audience's preferences and interests, and bring the audience more vivid and lively sensory experience.

4.2 Electronic and Digital Development

Electrification and digitization are the development trend of visual communication design in the context of digital media art. Now everyone has a smart phone in their hands, and the problems in life can be solved with the help of smart phones. Under this background, there are many branches of visual communication design, such as user interface design, service design, interaction design and so on. In the digital media era, the essence of visual communication design has not changed. It just turns paper media into electronic screen, which adds new elements of the times to visual communication design. In order to meet the high needs of the audience, designers need to effectively use digital media technology to promote the visual communication design to reflect the development characteristics of electrification and digitization^[6].

5. Conclusion

To sum up, the above is the innovation and development of visual communication design in the context of digital media art, hoping to combine digital media art and visual communication design organically to enhance the innovation of visual communication design.

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