# Analysis on the Expression and Effect of Emerging Media Visual Design

## Mengyao Zheng

Visual Communication Design, Yonsei University, Seoul, 03722, Korea

**Keywords:** Emerging media; Visual design; Manifestation mode

**Abstract:** With the continuous growth of economy, people's living standards are getting higher and higher, and their understanding of the surrounding environment is also seeking different. In this context, visual transmission is favored. Under the background of diversified needs and the influence of emerging media, visual transmission technology has gradually integrated into all walks of life and become an indispensable art discipline in people's lives. Visual design can realize greater value of emerging media products, and its function can not only give people beautiful enjoyment visually, but also convey information and ideas to users. This paper starts with the most concerned expression of visual design in the emerging media environment, and discusses and analyzes the expression and effect analysis of visual design in emerging media. In the emerging media era, visual design should not only give consideration to digitalization and interactivity, but also explore the potential of visual design in the emerging media context through breakthrough creative thinking. It is hoped that this research can break through the bottleneck of visual design and improve the design effect.

## 1. Introduction

At first, visual transmission was mainly used for effect display. Nowadays, visual transmission is applied in more and more fields, and with the continuous maturity of technology, its limitations are getting smaller and smaller. In terms of the demand of cultural communication, visual transmission is also more matched with it [1]. Moreover, visual transmission has long been extended in space and its connotation is richer. The growth of visual transmission technology has given birth to the dissemination of image information, especially in the context of emerging media, the design of visual transmission is constantly changing, and it also directly affects the world communication and world form [2]. At present, the continuous development and wide spread of emerging media have been applied to many social fields. Due to the growth of science and technology, the cost of both hardware and software of the media is declining. From the perspective of the main body of the media, the main body of the emerging media has gradually changed from the elite media stage in which a few people participate to the ordinary personal media stage [3]. In the current era of rapid growth of emerging media, in the process of content dissemination, compared with before, the forms and characteristics of communication have undergone fundamental changes. When people receive information, their aesthetic psychology and value orientation have also changed greatly [4]. Moreover, with the development, the expression forms of art are gradually enriched, and more and more people gradually become interested in emerging media art after understanding it. The growth of science and technology in the emerging media era meets the needs of different groups in life and work. It has high-tech characteristics such as interactivity, accuracy and timeliness, and can help people keep abreast of the latest information and meet the needs of modern society in China [5-6]. Moreover, the competition of emerging media has become increasingly fierce. In the growth of emerging media industry, the requirements for visual design are higher [7]. Only by showing the artistic language of visual design from many aspects can we change the previous development mode and system of art design specialty, keep pace with the times and realize scientific and rational reform and optimization [8]. Relevant people need to know the role of emerging media art in visual design art, and at the same time, they should correctly understand emerging media art to promote its good practice and application. Moreover, in the emerging media environment, visual design needs to be analyzed from the new expression and effect, pay attention to the emotional experience of the

audience, and be creative in combination with the changes in the communication form of the core media, so as to realize the transformation of design.

## 2. Emerging media art and visual design

## 2.1. The concept of emerging media art and visual design

The emerging media environment is based on computer technology. In recent years, due to the continuous improvement of people's living standards and the gradual popularization of computers and mobile phones, new technologies have gradually replaced traditional technologies, which marks the real arrival of the information age [9]. Visual design is the process of transmitting information to the audience through the media, so that people can receive information through vision. In this process, designers and communication objects run through, the former is the sender of information and the latter is the receiver of information. Visual design aims at visual transmission, and integrates words, symbols and other media according to the information to be transmitted, so as to enhance the audience's acceptance and enhance the effect of visual expression. Emerging media art design, as its name implies, is an artistic presentation at the conceptual level, which expresses ideas and concepts with the help of emerging digital technologies. In other words, visual design completes the expression and transmission of data information through the design concept of emerging media art. The impact of emerging media visual art on the social masses and the development prospect of the times, and the future development trend of art are bound to be inseparable from the artistic strengthening characteristics of emerging media visual art.

## 2.2. Characteristics of emerging media art and visual design

The purpose of visual design is to form the inheritance form of artistic language to convey information, which mainly integrates personalized visual language organically. In the era of emerging media, designers should analyze and summarize the information, understand the design goals and create, and form visual products with characters, graphics, colors and other design elements through emerging technologies in the mobile era, which are presented in emerging media [10]. The combination of emerging media and visual design can bring people more brand-new visual enjoyment, and the use process is simple and convenient, which improves people's enthusiasm, which is also the basic feature of visual design under the impact of emerging media art. According to the basic situation of space shaping and emerging media, diversified design can promote the diversified growth of visual design. Visual design mainly has several characteristics: stronger interaction, more visual carriers and richer service content. These three characteristics make visual design play a more active role. With the mutual integration and infiltration of emerging media and science and technology, visual design has shown more long-term development characteristics; Moreover, it makes the design work itself show the characteristics of alternation and initiative. In the end, in order to evolve into a specific expression, it can highlight the all-round and diversified characteristics. Figure 1 shows the development path of convergence between media.
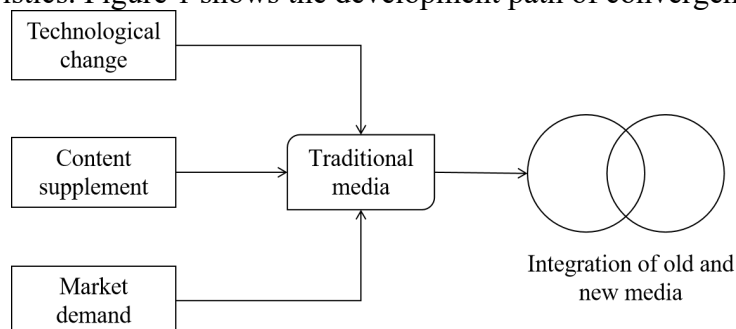


Figure 1 The development path of integration between media

Under the background of emerging media art design, designers can choose to use digital technology and multi-functional software design for auxiliary design in the stage of visual design, which makes great changes in principle, content and method of design, reduces the complexity and

difficulty of design work.

## 3. The expression of emerging media visual design

In emerging media design, all kinds of information are transmitted in a dynamic way, which has more advantages than traditional static graphic design. The rapid growth of information technology has spawned a large quantity of technical forms, and also provided a rich technical foundation for visual design. Today, emerging media is the main carrier of information dissemination, and the mode of communication is also diversified. Such as public environment display screen, smart phone, tablet computer, etc. Moreover, with the growth of internet technology, adaptive page technology is becoming more and more mature, and the same content can get the best typesetting effect in different sizes of browsers, and the flexibility is obviously improved. With the help of brand-new information technology, we can achieve the design effect that could not be achieved before, and make the visual design content richer and more expressive. The use of computer-aided design is helpful to improve the visual transmission effect, and transform the previous physical media into digital signals, highlighting the advantages of visual design in the emerging media environment. The change of people's thinking mode promotes the innovation of contemporary visual design. To become an artistic expression that can be unconventional in all kinds of designs, we need a strong sense of individuality so that the audience can have a deep impression on the design at the first time; And as long as similar shapes are seen in any environment, the brain will actively associate with the design, and then the "butterfly effect" can be achieved. Visual design has been influenced by emerging media, and some adjustments have been made in form. In the design process, we make full use of various senses to stimulate the vision, and based on the design content and scheme in the form of multimedia, we can achieve the maximum effect conveyed in the visual field, provide people with brand-new sensory stimulation, and create a brand-new design concept in the emerging media era. Digital influence technology can transform the expression form of visual design, enrich the traditional simple symbols, images and words, and make the design realize the integration of graphics, text and audio-visual, thus effectively expanding the effectiveness of visual design. This kind of expression can further enhance the interaction between design and audience, make the audience have a very strong sense of participation and experience, and finally realize the resonance of the audience. In addition, due to the characteristics and advantages of visual design, national traditional culture can be expressed through more forms of visual design. For example, Chinese knots, window grilles, calligraphy and landscape paintings, and many other traditional cultures in China, all of which can have more innovative expressions in visual design. Diversified forms of expression are more likely to stimulate public interest in national culture.

## 4. Application and effect analysis of emerging media art in visual design

The visual design of emerging media, through the reasonable combination of related graphics, audio and video, words and symbols, conveys the designer's design intention and specific content, which has high application value. The role of emerging media art in the process of visual design needs to go through five stages: connection, integration, interaction, transformation and emergence. Only through these five stages can we get rich works with appreciation or use value. Under the background of current information development, people's requirements for visual design have become higher and higher, so the previous single visual design form has been difficult to meet the public's aesthetic requirements. In the process of developing visual design activities, designers often use relatively novel and unique surrealist language art forms to express artistic content, which mainly stems from people's inner expectations. At present, the visual design has gradually changed from the traditional two-dimensional design to the multi-dimensional dynamic model, which is different from the traditional picture expression, but uses the thinking space to create. Adopt new processing methods for images, express and transmit visual information accurately, and let people have new experiences in dynamic vision. Through the different sensory experiences brought by human-computer interaction, interactive devices and virtual interaction, different sensory

experiences of the public are realized, and new visual design forms are also born. Figure 2 shows the interactive aesthetic feeling in the visual design of emerging media.
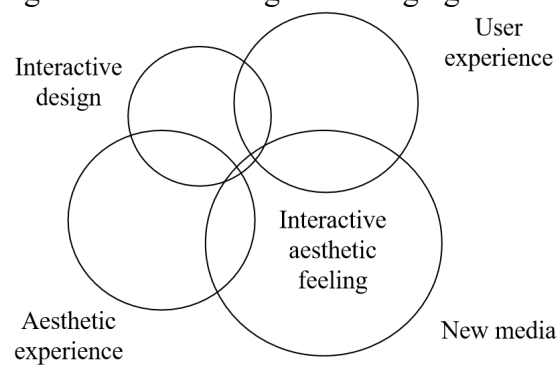


Figure 2 Interactive aesthetic feeling in visual design of emerging media

In addition, the effective application of color in visual design is very important. Representative colors can effectively reflect the emotional connotation that designers want to spread. Correct use of color can promote the sustainable and healthy growth of visual design. Internet-based related commercial advertisements. In the Internet environment, taking it as the main form of visual transmission, combined with images, colors, audio and video, we can introduce related commercial products, thus effectively attracting consumers' attention and enhancing consumers' purchasing power.

## 5. Conclusions

Visual design is a reasonable combination of related graphics, audio and video, words and symbols to convey the designer's design intention and specific content, which has high application value. With the rapid growth of information technology and emerging media, some new design elements and methods have emerged. Visual design also needs to adapt to the development needs of the times and market economy, constantly adjust its own development direction and innovative ways, and effectively combine with the background of the times. At present, in the continuous growth of emerging media art design, visual design has given more diversity to visual expression, which has changed design thinking and design concept and gradually progressed in a more positive and reasonable way. Moreover, artistic language presents a diversified development trend, and designers should focus on the expression forms of related artistic languages and analyze and investigate them in a scientific and reasonable way. In addition, the establishment of the emerging media platform has undergone new changes in the form of communication and the scope of reception, which also means that the visual forms that people can see will be more diverse. In order to cater to people's ever-changing visual senses, designers need to try to use the three methods of innovation, interaction and cross-border, and then dig out the visual aesthetic style and expression forms that keep pace with the times.

## References

[1] Sugiki T. System and Historical Development of Secret Signs as Communication Media[J]. Journal of Immunology, 2017, 169(4):2120-2125.

[2] Zhang, Yu, Cai, et al. Analyzing the Employees' Emerging Media Use in the Energy Industry: The Role of Creative Self-Efficacy, Perceived Usefulness and Leaders' Use[J]. Sustainability, 2020, 12(3): 967.

[3] Wu Y. Design and implementation of virtual advertising based on visual design[J]. Boletin Tecnico/Technical Bulletin, 2017, 55(18):604-610.

[4] Wu H, Li G. Visual design elements of Internet of Things based on cloud computing applied in graffiti art schema[J]. Soft Computing, 2020, 24(11):8077-8086.

[5] Zhang C. Research on interface visual design based on virtual reality technology in paper manufacturing[J]. Paper Asia, 2019, 2(1):146-150.

[6] Sun D. Graphical symbolic design of user's skew-sensing in visual design[J]. Boletin Tecnico/Technical Bulletin, 2017, 55(1):122-128.

[7] Lv S. An optimization method for evaluating the dunhuang grotto art based on visual design[J]. Boletin Tecnico/Technical Bulletin, 2017, 55(13):510-516.

[8] Shi W. Design of web interface based on visual information communication[J]. Revista de la Facultad de Ingenieria, 2017, 32(11):679-684.

[9] Kiu Z. The Dynamic Effect of Visual Transmission in Web Design and its Technical Realization[J]. Computer-Aided Design and Applications, 2020, 17(2):78-88.

[10] He F. Industrial product graphic design based on visual transmission concept[J]. Acta Technica CSAV (Ceskoslovensk Akademie Ved), 2017, 62(1):269-278.