

Analysis of the Development Trend of Visual Transmission Design Under the Background of New Media

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Abstract: As technology brings people a revolutionary visual feast, traditional designs are not enough to meet people's needs. Promoted by the Internet, various industries have undergone significant changes, and new media has provided higher and farther technical support for visual transmission. Visual transmission is an important category of design. In the new media era, it can not only break the traditional design thinking and provide a broader creative conception space for design, but also can use new media technology to communicate visually to a greater extent. Design presentation has a profound impact on promoting the development of visual transmission design. At present, it is necessary to integrate the new media art design concept into the visual design according to the new media trend in order to improve the quality of the design and finally get a better design plan. The study of the influence and trend development of new media on the art form of visual transmission is the need of the times as well as the need of broadening innovative thinking. This article focuses on researching the development trend of visual transmission design in the new media era, and elaborates on the requirements of new media for visual transmission design nowadays, and provides more references for further improving visual transmission design to meet the needs of modern people.

1. Introduction

With the advent of the new media era, while broadening the channels of information dissemination, it has also promoted the development of many industries to a great extent, especially the design industry. In the era of rapid development of network technology, the concept of new media has penetrated into social production and life, and has a greater impact on social development [1]. This is especially true in the field of design. Visual design effect is the ultimate goal of the design process. In order to improve the design quality, the integration of new media art design elements is very important. The birth of new media art undoubtedly has an inevitable trend, and the impact of new media on visual transmission will not end [2]. As an important medium in new media art, personal media, public media and social media all have a non negligible impact on new media art, so we should promote the benign development of these new media. New media technology continues to affect people's daily life and make people's way of life more efficient and convenient. The traditional visual transmission design is also reborn under the influence of the new media era, showing a unique state of development.

With the continuous development of society and the rapid progress of science and technology, traditional visual transmission design with printing as the medium has become more and more extensive in the field of visual transmission design. From the traditional static to the dynamic development, the original content covers basically the plane. And it is also developing in the direction of diversification [3]. How to improve the ability of traditional visual transmission design in the new situation is a problem faced by many designers. By analyzing the current requirements of the new media for visual transmission design, it will provide more references to further improve the visual transmission design, so as to meet the requirements of modern people and advertising [4]. In this era of information explosion and resource sharing, we are beginning to think about how we can receive more information in the simplest way more quickly and effectively, and how we can use our

shared resources more fully and lastingly. New media is the product of the development of science and technology in the new era, and it also provides more forms of communication for artistic creation. Following the pace of the times, this is not only new media or visual transmission needs to be done, but also requires multi-disciplinary intercommunication [5]. The designer's multiple reserves, the audience's in-depth feedback, the coordination of business economy, and the guidance of social ethics are all factors that influence the direction of new media art.

2. Visual transmission characteristics of new media

2.1. Variability characteristics

Under the new media thinking, the diversification of visual transmission design forms and design content is an inevitable trend. The development of new media has promoted the revolutionary innovation of visual transmission. Earth-shaking changes have taken place in ideology. How to stand out among thousands of design works requires designers to have unique artistic appreciation and individual creativity. Driven by unique insights, new media creations can be called artistic creations. Works spliced only through science and technology can hardly be called works of art [6]. With the advent of the new media era and the widespread application of modern information technology, traditional graphic visual transmission design has been difficult to meet people's specific requirements for visual senses. It is precisely because of this that many visual transmission designers, when designing, It has also gradually developed from two-dimensional space to three-dimensional four-dimensional space, which is also a prominent trend in the development of visual transmission design in the new media era.

New media has certain value and effect of the times. From simple viewing and communication of traditional media to stronger participation and experience, and more real and direct access to information and even audience participation in communication [7]. Maximize communication, which is the goal of the media and the expected best effect. Visual transmission design covers a wide range, is rich in content, and has strong interaction with social development. Improving visual transmission design can improve design quality, improve product packaging design level, enrich consumers' visual perception, and bring more enjoyment about beauty [8]. New media has thoroughly affected people's lives, changed the way people get information, and occupied all of people's lives. Under such circumstances, accelerating the research of new media will help us to further study the changing characteristics of the times, do a good job in the research of visual design and solve the problems existing in the current visual design process.

2.2. Correlation characteristics

With the development of society, in order to ensure the penetration of new media art concepts in visual design, designers must know how to expand relevant elements of design, historical stories, totems, local legends, etc., according to the central idea of design, and combine science and technology to promote Sensory understanding makes the artistic connotation of design more profound [9]. In the era of new media, the traditional art form has lost its original appeal. There is an unequal relationship of information exchange between designers and viewers. The viewer is only passively receiving information as a bystander, and it is difficult to truly participate. The communication and interaction of information must not be very effective. The most essential requirement of art works is to resonate with the public and meet the spiritual and aesthetic needs of the public.

The change from static design to dynamic design is the most significant trend in the development of visual transmission design in the new media era. Traditional visual transmission design is mostly static design. Although it is very subtle in design level, it often gives viewers a feeling of "quietness" in the process of actual display and application. In addition, with the improvement of people's aesthetic level, traditional static visual transmission works have been difficult to meet people's actual needs. Designers must expand according to the design theme and needs, and think about related technologies, elements, words, symbols, etc., so as to make the design more

interesting [10]. As far as the above design scheme is concerned, the use of advanced data technology to connect the police to obtain control information is an innovative technical means closely related to the design theme, and the application of these technologies can only be considered if the designers have divergent thinking.

2.3. Interactive features

The goal of visual transmission design is to enable viewers to feel the designer's design theme from the design, and to convey the designer's ideas to all viewers, in short, it is interactive. Especially under the influence of new media trends, the visual content must be more explicit and intuitive, so that the design can meet the requirements of the concept of visual transmission. Usually, visual transmission design is mainly to convey information to the audience, and in this process, in order to realize the task of information transmission, media technology is essential. In a certain sense, there is a certain interactive relationship between visual transmission art design and media, and the media can use visual transmission art design and be influenced by the media in this process, thus effectively promoting the development of new media [5]. Therefore, when designing new media, we should not only follow the traditional aesthetic concept, but also consider the feelings of the media receivers at any time. With the help of new media technology, the dynamic communication design works have stronger interactivity and dissemination of information, and this kind of design works often bring users a better viewing experience.

The future visual transmission design is no longer just the image as the main battlefield, but pays more attention to the user's interactive experience on this basis. With the continuous improvement of modern science and technology, visual transmission design has had a certain impact on people's work and life to a certain extent. It can not only provide people with certain convenience and convenience, but also enrich people's daily life. However, most of this impact is a positive impact. In the design process, Rich and diverse forms of expression have gradually emerged, and its emergence is not to deny traditional art, but to make up for the doubts and problems as much as possible, and gradually promote the development of visual art on this basis.

3. New media and visual transmission design

3.1. The relationship between new media and visual transmission design

The important link of visual transmission design is visual transmission, and visual transmission must rely on visual media, and new media can organically integrate various elements such as images, sounds, colors, etc., and has the characteristics of fast propagation speed and wide range. New media is the best media choice for media visual transmission design. Up to now, whether it is the World Design Congress or the video media discussion, video and vision have become independent means of communication, which are distinguished from other languages and means of communication, forming more fully expressed design elements. This cognition of visual transmission design has obtained the development opportunity of science and technology in the century. In the printing art design, through various activities and expressions, a new information transmission medium that meets the needs of the society has been formed, and thus the concept of visual transmission design has emerged.

As the latest development of visual transmission, the design principles, design processes and design methods of new media visual transmission are similar to traditional visual transmission and design forms in principle, but there are great differences between "new" and "old" media in communication, display and operation. The ease of editing of "new media" also enables designers to design a variety of layout schemes and visual effects, which can be changed at any time to cope with the increasing segmentation and different preferences of the audience, meet people's aesthetic needs to a greater extent and complete information transmission more effectively. Strengthening the ability of visual transmission design is a prerequisite for good advertising design, so as to improve the core competitiveness and creativity of enterprises, which is a new requirement put forward by innovation. Therefore, this is also an important reason why we must strengthen visual transmission

design.

3.2. The influence of new media on visual transmission design

On the one hand, new media impact on the traditional visual transmission design, enrich and expand the connotation of visual transmission design. On the other hand, new media breaks through the traditional visual elements and brings diversified visual transmission design. With the continuous development of the times, people's aesthetic experience and aesthetic needs have become more rich and diverse. Because the ultimate performance of new media art is art, as a kind of conceptual art, new media art is driven by concept. Media creation is finally regarded as an artistic work produced by the combination of art and technology, which contains not only technical means, but also artistic ideas and ideas. This is the meaning conveyed by new media artists, explaining themselves with artistic language, and philosophizing and concretizing ideas with media language. New media, new technologies, more subdivided information audiences, changes in people's access to information and aesthetic needs... From content to carrier to object, a variety of new situations need to be faced with visual transmission, and more diversified communication means provide basic methods to understand and solve problems. Visual transmission design also needs to get rid of a single and rigid static presentation method, seize the current market demand, realize the dynamic design of text and images, realize the interaction with the audience in the dynamic, and provide the audience with a profound and lasting interactive experience. As we all know, the new media era is a highly open era. In such an era, it is difficult to keep up with the previous design ideas, and it is not just to design a few pictures casually to meet people's aesthetic needs. It must be combined with the characteristics of the times. To design, and cleverly convey different information, affect people's psychology and visual senses, stimulate people's interest and desire to explore, and complete different needs in visual design.

4. Conclusions

To sum up, the main development trends of visual transmission design in the new media era are: from two-dimensional space to three-dimensional and four-dimensional space, from material design to non-material design, from single information transmission to information interaction design, and from static to dynamic design. From the analysis of the new media itself, we can see that it is fast, fresh and active. It can interact with people and provide people with experience. However, we also see that what visual transmission needs is the development of keeping pace with the times. It should have social functions and reflect people's demands. We put aside the inextricable relationship between new media and visual transmission layer by layer, sort out the development law of the impact of new media on visual transmission, and explore the road of its development trend. Visual transmission design is an important means of advertising and an indispensable art discipline in the new media era. This discipline covers a wide range and contains rich contents. Once it is quickly applied to the new media era, it will accelerate the flow of social information and promote the development and progress of social production, At the same time, it can also solve the needs of publicity in the production process of enterprises, change the invariable publicity methods, enrich people's visual senses, and improve people's reading quality and access to information.

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