Research on the Development and Transformation of Visual Communication Design in the New Media Era

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Abstract: in the Information Age, Traditional Media Has Been Gradually Replaced by New Media. New Media Has Promoted the Development of Visual Communication Design. Visual Communication Design Has Gradually Exceeded the Original Scope and Moved to a More and More Broad Field. Printing Design, Graphic Design, Book Design, Display Design, Image Design, Visual Environment Design and Other Branches Are Also Increasing. Starting from the Characteristics of New Media Era and Visual Communication Design, This Paper Studies the Development Trend of Visual Communication Design in the Future.

1. Introduction

With the Rapid Development of Social Economy, Everything is Changing. Before the Era of New Media, Information Was Mainly Transmitted by Newspapers, Letters and Other Means. Later, Digital Tv Appeared Instead of Newspapers and Letters[1]. in the New Media Era, with the Development of the Internet, These Traditional Ways of Information Transmission Are Gradually Eliminated, Replaced by Microblog, Wechat, qq and Other Communication Software. the New Media Era is an Era of Great Changes in Information Transmission, and the Concept and Thinking of Visual Communication Design Are Also Undergoing Significant Changes. with the Gradual Entry of Visual Communication into People's Life, Compared with the Traditional Visual Communication Design, the Visual Communication Design in the New Media Era is More Close to Modern People's Life, and the Opportunities Brought by the New Media Era Make the Visual Communication Design Enter a New Era Stage of.

2. New Media Era

2.1 Definition of New Media Era

The definition of the new media era was first put forward by a director of an American Research Institute in 1967[2]. Compared with the traditional media era, the new media era embodies the way in people's life mainly in the form of the Internet to deliver information and entertainment services to customers. The biggest feature of the new media era is that with the progress of science and technology, new media constantly produce new forms. What technology brings to visual communication design is not only change, but also change and progress.

2.2 The Nature of the New Media Era

2.2.1 The Embodiment of Value

New media carries information, which is one of the ways to realize the value of information, so it also has the significance of value transmission[3]. As a carrier, new media must have transmission conditions, transmission time and certain space conditions. These necessary conditions are the most important material basis for the dissemination of information value. The value of new media itself plus the value of information, both of which complete the whole process of information transmission of new media.

2.2.2 Originality

"New" in new media represents the spirit of originality. Originality here refers to the characteristics of new media over a period of time, which is different from innovation in concept. For example, focus media is famous because it grafts the original media form to a specific space, but the grafted form is the original spirit of the concept. Focus media is the original in a period of time, followed by the basic reference and replication, the new media forms formed in this period of time are basically original.

2.2.3 Effect

Effect is a causal phenomenon formed by factors and results in a certain environment. New media must have the characteristics of forming a specific effect, or new media must have the characteristics of forming a renewal effect[4]. New media is a kind of transmission mode that affects people's vision and hearing in a specific area at a specific time. Since the birth of the Internet, the way of information transmission has changed a lot, and this new carrier has a huge effect. Like the Internet, new media can attract more attention to information only when it has certain effect after originality.

2.2.4 Vitality

Without the support of vitality, the development of new media will not change with each passing day. In the face of the market, there are countless new media that have lost their vitality because they fail to grasp the core value of new media and blindly copy mechanically. Therefore, these sunk media are not media, let alone new media.

3. Visual Communication Design

3.1 Concept of Visual Communication Design

Visual communication design is a planned and detailed design image generation and communication activity to achieve a certain purpose. According to the specific design purpose, information analysis and generalization, the basic function of the text, graphics, color and modeling elements made for the design is to convey visual information to the audience and the audience has an impact on the process[5]. With the development of technology, visual effect has brought revolutionary visual experience to people's life. Visual communication design refers to the design expressed through visual media, which is an example of technological progress audience. Nowadays, visual communication design is constantly intersecting with other fields, including printing design, book design, display design, video design and visual environment design.

3.2 Characteristics of Visual Communication Design

First, visual communication design embodies the characteristics of the times and rich connotation. The field of visual communication design is expanding with the progress of science and technology, and it intersects with other fields in the process of expanding. The main ways it presents to the audience are print book design, display image design, etc. it not only conveys information, but also witnesses the development of the times.

Fig.1 Cultivate Modern Design Concept and Innovative Thinking

Second, visual communication design is mostly based on printing, also known as decoration design or graphic design. Visual communication design is the product of the progress of the times and the development trend of visual communication brought by science and technology.

Third, visual communication design is the main art of modern business services, from small-scale image design to large-scale display visual communication design are inseparable from the art of visual communication design.

4. The Development of Visual Communication Design in the New Media Era

4.1 Visual Communication Design Enters the Three-Dimensional Era

Visual communication design was originally based on the economic development at that time, and began to be in two-dimensional form[6]. At that time, the way of information transmission that impacted people's vision was single, and the information people received was delayed. Therefore, in the era of new media, two-dimensional space will definitely be replaced by three-dimensional form. With the advent of the new media era, visual communication design has been approaching or even developing to three-dimensional form. When the visual communication design reaches three-dimensional form, the visual effect presented to people will be a new artistic style.
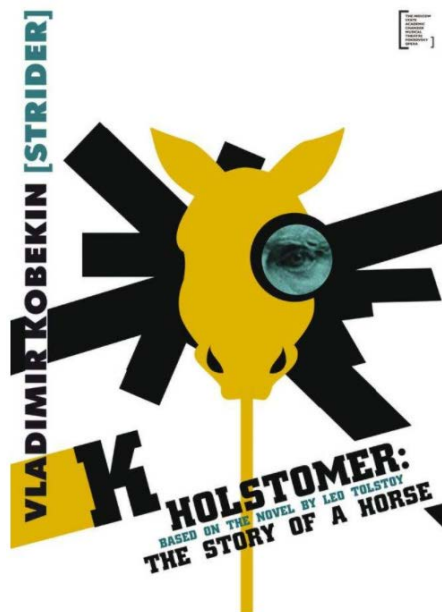

Fig.2 Red Dot Visual Communication Design

4.2 Visual Communication Design Changes from Static to Dynamic

The visual communication design works that people first contact are mainly presented in static form. But the static visual communication design lacks vitality. Although it can convey the information content, it will cause people's visual fatigue[7]. After entering the new media era, visual communication design began to change from static to dynamic. The emergence of new media injected new vitality into visual communication design, making visual communication design a new visual trend. Dynamic visual design mode can better attract the audience's attention, and can carry a lot of information, to a certain extent, improve the timeliness of information transmission and visual space utilization efficiency. Nowadays, visual communication design has been applied to all walks of life. It can be said that the new media era provides a platform for visual communication design, which develops rapidly with the help of the Internet.

4.3 Interactive Development

In the early visual communication design, information transmission is one-way. The new media era brings new opportunities for visual communication design, which makes the information from one-way transmission to two-way transmission, and realizes the convenience of timely

communication and feedback between the information receiver and the information sender. In the era of new media, visual communication design has been favored by people through interactive development[8]. The traditional visual communication design pays more attention to the form of design, while the visual communication design in the new media era pays more attention to the way of information transmission and the comprehensiveness of the information content covered by the visual communication design. The comprehensive development makes the visual communication design appear a new change.

Due to the introduction of the West and technology, coupled with the maturity of domestic science and technology, all walks of life have enjoyed the benefits brought by new technology. Visual communication design, as the main carrier of information transmission, has also stepped to a new stage with the help of the development of science and technology. Modern visual communication design is a kind of interactive transmission method based on the psychological characteristics of the receiver. This kind of transmission method can make the information more quickly, effectively and timely to the receiver, and make the receiver feel happy is the most direct benefit of the interactive transmission method to the audience. In the era of new media, there are many kinds of works in visual communication design, and people pay more attention to the benefits of these works. Nowadays, visual communication design is not only a tool to transmit information, but also a convenient and efficient way for people's life.

4.4 Comprehensive and Diversified Development

With the advancement of globalization, visual communication design has been integrated into the elements of the new era, and is developing towards integration and diversification. With the combination of technology and art elements, visual communication design has introduced many integrated and diversified elements, constantly breaking through the traditional design concept and creating new artistic style works[9]. From the current characteristics of visual communication design works, it has broken through the traditional design concepts and methods. Visual communication design has crossed and integrated with aesthetics, psychology and other disciplines, making the visual communication design further to the direction of integration and diversification.

4.5 Virtualization Development

Under the influence of Internet, visual communication design has changed from materialization to virtualization. As an important carrier of modern information communication, computer plays a leading role in visual communication design. Visual communication design, combined with the advantages of digital popularization, has developed to the direction of virtualization, and there are new styles in work design. Virtual visual communication design can have such advantages, to a large extent, with the help of the traditional material works, the emergence of every virtual work is the transmission of material information, only through a more convenient way to appear in people's vision. As a combination of technology and art, virtual visual communication design to a certain extent meets the needs of customers at a higher level. As a product of the new media era, its future development trend will more tend to people's needs and characteristics of the times. Under the influence of the Internet, visual communication design will continue to develop with the advantages of both physical and virtual features.

5. Conclusion

In the information age, new media has gradually spread to everyone's vision with the progress of the Internet. As the main mode of information transmission, visual communication has emerged a variety of design concepts and thinking in the new media era, but also a lot of development trends. In the new media era, visual communication design has been perfectly integrated into people's lives, and provides people with many convenient and fast life patterns. The new visual communication design can always bring a lot of unexpected new ideas to people's life. In the new media era, the creative concept and field of visual communication design have been expanded, making the visual communication design have diversified, interactive and comprehensive characteristics to adapt to

modern people's life. With the help of new media, people enjoy the convenience of life brought by visual communication design, so as to better enjoy the visual communication design works in the new media era and experience many changes brought by technology.

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