

The Application of New Media Art in Graphic Design

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Abstract: As an important technical means of visual communication, graphic design needs to improve the integrity, standardization and novelty of the whole work. New media art can be applied to graphic design process because it covers a large number of technical characteristics and current social hot spots. Through the analysis of the current development of new media art, we can find that it can improve the integration effect with graphic design work. To analyze the use method and upgrading form of new media art in graphic design, we need to further improve the development speed of graphic design industry.

1. Introduction

The plane art design includes the planning of graphics, the analysis of various image building effects, the whole design work covers the expression of thought, etc., all the information is required to be able to be fully communicated with the new media art. In the new design category, the designers of graphic design are required to improve the degree and efficiency of the design thinking according to the relevant specifications of the new media art, to drive the whole industry to achieve better development and to make better design works.

2. Integration Trend of New Media Art and Graphic Design.

2.1 Research on Hot Demand

Due to the consideration of commercial value and advertising communication value, a large number of graphic design works should be able to connect with the current network culture, young group culture and traditional media culture. For the new media art, on the one hand, a large number of young audiences can better integrate with the Internet culture through the publication of words and the viewing of articles, on the other hand, it contains a large number of hot content, these factors are the projects that need to be considered in the process of graphic design, so it can be said that the development of new media art has brought an opportunity for the upgrading of graphic design work. Make the graphic design works more in line with the aesthetic needs of the audience.

2.2 New Options Adopted

Graphic design works usually need to widely adopt new technical schemes, and these technical schemes themselves have high innovation and novelty, and even some technical schemes can become the patent of pattern design. In the process of development and reform of all kinds of new media art, there are a large number of excellent design ideas and design methods, and at the same time, some designers will give specific design schemes. through the analysis and exploration of these works of art, professional graphic designers have played the effect of “the stone of other mountains can attack jade”, improve their own knowledge mastery depth, and can construct a graphic pattern design system aimed at patent application. So as to improve the entire line The standardization and innovation of the industry.

2.3 Upgrade of Professional Knowledge

Various methods and design criteria used in graphic design may result in some changes in different periods, which are often difficult to master in the short term based on expertise. In the development of the new media art, including the design of various kinds of graphics, the planning

of the patterns, the application of the lines, etc., it can be said that the products of various designs contain a lot of professional information[1]. At the same time, a major feature of the new media art is that it produces a high degree of innovation on the basis of large amount of data. Through the borrowing and standardization of these innovative ideas, the graphic design practitioners can build more scientifically based on the professional knowledge. The future graphic design work development benchmark is set up, and the innovation level of the professional knowledge is improved.

3. The Use of New Media Art in Graphic Design

3.1 Analysis of Cultural Thought

Cultural thought analysis requires graphic design practitioners to understand the current network thought, hot spot analysis thought, related knowledge management thought and so on. All these cultural thinking is finally built into the same working cultural system in graphic design industry. This system needs to be carried out in an all-round way in order to improve the development level of graphic design work. In the actual development process, practitioners are required to study the new knowledge points, new creative ideas and new working norms covered by the new media art through the observation and analysis of the new media art, and to establish the implementation and implementation process of all these basic projects by building their own working database and so on. In order to improve the design quality of graphic design work, the working culture in accordance with its own environment and situation.

3.2 Product Demand Docking.

In fact, new media art is one of the most closely connected art forms in all the current art systems of our country and product publicity. As far as the actual effect is concerned, the new media works of words can help the audience unconsciously understand the new situation of the product by introducing the functions and advantages of the product, soft text publicity and other methods. In the future graphic design work, we can implement this concept and improve the product acceptance. For example, when it is found that in the design process of a product, water is mainly transformed into steam spray to improve the humidity of the indoor space, and the water mist can be directly breathed to improve the respiratory system function. In the design process of graphic design works, we can explain the discomfort caused by the decrease of water content in human nasal cavity and bronchus in the air drying environment by creating comic strips. After that, it explains the advantages of the product, and completes the function explanation and introduction from the product demand, product use effect, product application quality and other aspects.

3.3 Implementation of the Design Scheme

After having the basic creative ideas, it is necessary to change the design ideas into the actual design scheme in order to make the audience better understand the information of the relevant products and improve the availability of the products. For example, in the promotion of graphic design mentioned above, the idea of construction is to be more in line with the current young audience through the establishment of comics, in order to improve the breadth of product publicity, in the follow-up program implementation process, on the one hand, through the explanation of individual problems under the condition of dry air, through black and white comics, and in the follow-up product addition process, The whole picture becomes a picture with a background, In this way, we can highlight the process of mood and emotion change after not using the product and using the product, which not only highlights the product itself, but also deepens the impression of the audience.

3.4 Design Scheme Optimization

After having the basic creative ideas, we need to change the design ideas into the actual design scheme, so that the audience can better understand the information of related products and improve the availability of products. For example, in the promotion of graphic design of the products

mentioned above, the idea of construction is to build a comic book, which is more suitable for the current young audience, so as to improve the product publicity. In the follow-up scheme implementation process, on the one hand, through the explanation of the problems faced by the individual under the condition of air drying, through the way of black-and-white comics, while in the follow-up product addition process, the whole picture becomes a picture with background color. In this way, we can highlight the process of personal mood and emotion change after not using the product and using the product, which not only highlights the product itself, but also deepens the impression of the audience.

4. The Further Use of New Media Art in Graphic Design

4.1 Quality of Research Materials

In the process of carrying out and analyzing the graphic design work, the most basic work is to understand the quality of all kinds of materials adopted, whether the parameters studied include whether the material contains new design ideas and design standards, the construction mode of the pattern in the material, the use method of all kinds of knowledge in the material, and all these materials should be brought into the scope of overall management. In addition, in the process of using related materials, all designers are required to study the actual forms of action of these materials according to their own knowledge level and grip. For example, the proportion of thickness and detail distribution of all lines, the processing of all kinds of patterns, and whether or not they are in the pattern. Contains product logo, analyzes in detail whether a product contains patent design content, there can be no infringement, in order to prevent serious losses to the designer in the subsequent design process. As far as the actual management work project is concerned, only when the management system and the materials studied have structural value, can all the used materials play their due role.

4.2 Analysis of Media Data

In the analysis process of media data, on the one hand, we should consider the platform's own traffic, on the other hand, we should also consider the traffic that the graphic design results can attract in the platform. Only under the joint effect of these two factors can we ensure that the final designed product has a very high attraction effect [3]. In the actual research process, the flow of the platform itself can be measured according to the currently mastered technical conditions. For the flow of the product itself, on the one hand, the integration between the product and the platform should be studied, on the other hand, the quality of graphic design should be improved. For example, when it is found that there are more graphic design practitioners in the platform, you can understand the creative ideas and new creative ideas from their design works. After upgrading and optimizing them, they will be changed to their own knowledge reserves, which does not mean that they need to be fully used in the short term. But in the follow-up graphic design process, in a certain design area, the use effect can not be expected, and the final design of the finished product is highly scientific and reasonable. At the same time, it can meet all the requirements of product promotion and eye-catching of graphic design, and finally make the product attract higher publicity effect.

4.3 Find Professional Information

On the one hand, professional information search requires graphic design practitioners to understand the actual use quality of all kinds of knowledge according to their own knowledge. On the other hand, it also needs to analyze the new creative ideas that can be used in the whole design process to improve the integration level of all knowledge. For example, when it is found that the knowledge of a staff member is mainly concentrated in the space planning and graphics stacking range of graphic design, the defect of the knowledge is that the processing effect of line parameters is poor. In the use of new media art, it mainly analyzes how other designers deal with the thickness ratio of various lines, and studies the actual effect that this parameter ratio can achieve, so that it can understand the actual use of various parameters in the subsequent analysis process. In the initial

stage of the subsequent product graphic design quality improvement process, the processing level of lines can be improved through the imitation method. In the long-term imitation and planning process, it can have its own knowledge characteristics.

5. Conclusion

In summary, the current new media art and graphic design have been fully integrated, which provides a new source of material and inspiration for the practitioners of graphic design. In the specific design process, we should obtain inspiration from the new media art and understand the design methods of the rest of the personnel, and find out the product focus of the current audience and the requirements for graphic design. Through the integration of their own knowledge reserve and other practitioners' knowledge reserve, the level of personal graphic design can be improved.

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