

# Exploring the Innovative Development of Visual Communication Design in the New Era

Fenglin Li, Rongling Li

Chongqing Vocational College of Science and Technology, Dazu, Chongqing, 402360, China

**Keywords:** Emerging media; Visual transmission design; Diversification

**Abstract:** In the 21st century, with the accelerated growth of China's market economy, visual transmission design, as an important means of marketing, has been paid more and more attention by all sectors of society. The emerging media era is characterized by interactivity, accuracy, timeliness and diversity. The scientific and rational application of emerging media technology in visual transmission art design has promoted many changes in artistic design and artistic expression, showing the characteristics of pluralism and diversity. Visual transmission art design involves many fields, including advertising, web pages, dance beauty and exhibitions, and is closely related to art, culture, society and technology. In the process of continuous social development and progress, the traditional backward visual thinking mode can no longer meet the needs. Relevant personnel must pay attention to exploration and innovation, implement effective measures and methods, and promote the prosperity and growth of modern art. This article mainly analyzes the innovation and development trend of visual transmission design in the new era, and puts forward the innovation and development ways of visual transmission design.

## 1. Introduction

Visual transmission design is an important part of modern art design and is widely used in production and life. With the rapid growth of the application level of information technology in recent years, China has fully entered the emerging media era. Under this mode, the life of China residents has undergone earth-shaking changes. After the material needs are gradually met, the spiritual and cultural requirements of China residents are gradually rising. As an important way to obtain information, emerging media has fundamentally changed people's lifestyle [1]. At the same time, people are increasingly dependent on emerging media. The effect of visual transmission design will be influenced by many factors, among which visual thinking mode is a factor that can not be ignored. Only by making visual thinking mode play a more positive role can we effectively ensure the good effect of visual transmission design [2]. Under the current background, traditional visual art design can't keep up with the pace of the times, so we must attach great importance to innovation and growth of visual transmission design to give people a different visual feast. Only by constantly adapting to the growth of emerging media and realizing the breakthrough of thinking mode innovation can visual transmission design keep pace with the growth of the times [3].

Emerging media not only has the advantages of traditional media, but also can combine the Internet with advanced technologies, and has become one of the main forms of visual transmission at this stage [4]. As an important source of information for people, the visual transmission design on the network is constantly being updated in many aspects, such as color, perception, angle, picture, structure and typesetting, which not only promotes the growth of visual transmission design itself, but also makes it meet the improvement of the public's ability to obtain information [5]. Emerging media art provides certain technical support for visual transmission design, and scientific and reasonable use of computer software and technical tools can better present the aesthetic feeling of artistic design [6]. For the visual transmission design industry, if it wants to meet the actual needs of the growth of the emerging media era, on the one hand, it must ensure that the design functionality is reflected, on the other hand, it must ensure that the design and the people's aesthetic tastes are consistent with each other and meet the people's living needs [7]. A more reasonable analysis and research in the emerging media era can better help researchers to provide useful ideas for the

breakthrough of visual transmission design transformation, and further analysis of the connotation and characteristics of visual transmission design can better help visual transmission design to make a breakthrough in its internal field [8]. This article mainly analyzes the innovation and development trend of visual transmission design in the new era, and puts forward the innovation and development ways of visual transmission design.

## **2. Principles to be observed in the innovation of visual thinking mode**

When people are faced with image information, they will generally look for and pay attention to the content that is interesting and conforms to their own thinking, otherwise they will skip filtering and blur their understanding. When a visual cognitive process is completed, we will look for other interesting information and start the next cognitive process. In the process of the rapid growth of emerging media, visual transmission design has become more and more diverse and personalized. Designers play the role of emerging media to make the audience have different visual feelings. Under this background, visual transmission design has gradually become interactive and innovative, and various expressions have been exerted to improve the design level and quality. For a long time, the information receiver must collect all kinds of information [9]. In the emerging media era, people's daily life is influenced by different information. If the traditional visual transmission design form is still adopted, it will not meet the development needs of the emerging media era. For the innovation of visual thinking mode, we should pay attention to the reasonable control of proportion and scale, otherwise it will have a negative impact on the audience's viewing, and even make them feel disgusted, so we should examine it scientifically and carefully.

From the analysis of the current situation of traditional visual transmission design, the traditional transmission mode is mainly one-way transmission, the audience's needs are met, and the audience can better understand the visual information to be conveyed by the design works with the help of various visual elements such as words and graphics. Visual thinking is an overall impression of things, and it is necessary to get an all-round understanding in order to be more scientific in innovative design. Therefore, in the process of visual thinking mode innovation, we should pay attention to the coordination between the whole and the part, comprehensively understand and divide the different elements of things, and show the tension of all elements. For designers, in order to further clarify the development trend of design, we should comprehensively explore the growth of media. In order to improve the quality and effectiveness of information dissemination, designers must analyze the development trend of visual transmission design to ensure that the information disseminated can be consistent with the development direction of visual transmission design. In addition, designers should also guide the design work with the thinking that conforms to the characteristics of the emerging media era, and apply various information technologies reasonably.

## **3. Characteristics of visual transmission art design in the new era**

Emerging media is different from traditional media. For emerging media, users can choose the media mode according to their own preferences to get the desired media information. For traditional media, the audience can't choose the media method according to their own preferences. The design effect is influenced by whether the design is creative and innovative, which requires designers to play their own creative thinking and make artistic expression more unconventional, so as to better attract the audience and give people a deeper impression. Designers creatively design words, colors and images with the help of emerging media in visual transmission. Considering that visual transmission design is closely related to the growth of media, designers should conduct a comprehensive exploration of the media environment, so as to clarify the development trend of visual transmission design. Due to the continuous development and improvement of science and technology, equipment has become more advanced and diversified, and more and more intelligent facilities have emerged, which have brought great help to the growth of emerging media. The growth of emerging media art design has a certain impact and impact on visual transmission art design, but also brings development opportunities to visual transmission art design.

In order to win a favorable position in the fierce international market competition, enterprises not only improve the quality of goods and services, but also play a key role in advertising, brand packaging and good image of enterprises. This also strongly promoted the growth of visual transmission design in China. With the rapid growth of emerging media technology, new communication technologies have emerged, which provides good conditions for innovation and transformation of visual transmission information transmission methods and promotes the growth of visual transmission design. The application of emerging media technology and related tools provide certain technical support for visual transmission design, which makes artistic design and artistic expression show the characteristics of diversification and diversity, makes the way of artistic communication and communication more vivid and rich, and expands the scope of communication to a certain extent.

#### **4. Innovative ways of visual thinking mode in visual transmission design**

##### **4.1. Innovative interaction mode**

The outstanding feature of emerging media technology is to strengthen the interaction between human and interface by simple finger operation, which is more convenient and flexible than mouse operation. Therefore, innovative technology in the design of visual transmission must fully consider the experience of touch, hearing and vision. With the help of audio-visual images, the audience can better understand the language, information and concepts of design and avoid the influence caused by cultural and literal differences. It is necessary to integrate visual transmission design with new technology materials and make constant adjustments according to the needs of the growth of the times, so that visual transmission design can keep pace with the times. The emerging media era has its own unique characteristics and connotations, and under the background of this era, visual transmission technology is also undergoing continuous innovative development. Because of its unique media and technical characteristics, it will inevitably merge with the fields of knowledge economy and information technology and continue to combine with new means of communication to promote its own diversified development. Figure 1 is an interactive indoor visual transmission design integrating audio-visual experience.



Figure 1 Interactive indoor visual transmission design integrating audio-visual experience

The combination of digital technology and emerging media can improve the effect of visual transmission design, and the progress of visual effects also plays a certain role in promoting the growth of the emerging media era. The two interact and promote each other. Under the background of the growth of the new era, visual transmission design has a wider integration trend with information technology and digital data mode, which has played a good role in guiding the dissemination of relevant information and making the audience get a wider source of information. Technology can reflect the perfect integration of technology and art, and it can reflect the perfect integration of technology and art, thus making people's life direction more diversified and improving their quality of life to a certain extent.

## 4.2. Innovative visual dynamics

The application of emerging media technology can digitize and abstract images, and then spread visual information by various methods. In the visual transmission design, it is necessary to run through the whole process with systematic thinking, and observe the works with a holistic view to adjust the overall situation. Emerging media has a great influence on visual transmission design. It can give full play to the advantages of emerging media, show the audience multi-dimensional information, and facilitate them to obtain visual information directly, thus attracting the audience's attention. Figure 2 is a mapping model between visual designers and recipients.

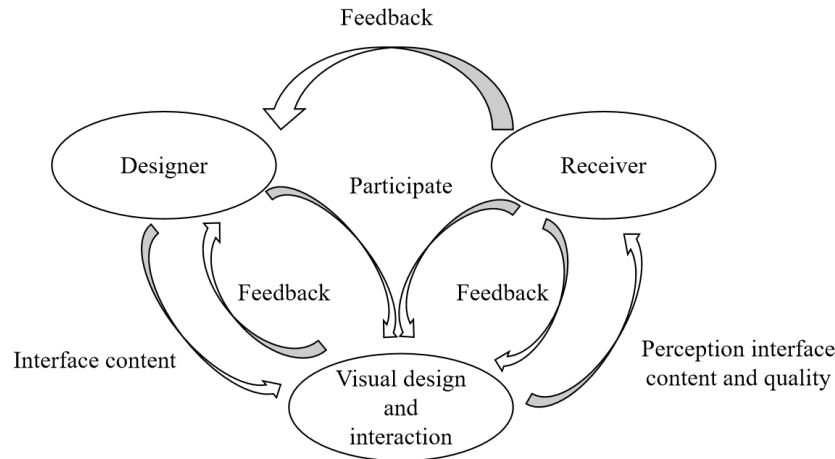


Figure 2 Mapping model between visual designers and recipients

In the design, we should use thinking in images, screen and integrate life phenomena, and shape the overall image through artistic techniques. Different from traditional formal logic, it can also be simplified as illogical thinking. Dynamic visual transmission design can integrate various elements into it, and people can receive information through various senses, which also gives people a brand-new experience in the digital age and is the result of the persistence of visual transmission designers. Visual transmission design is an art to serve modern business, and it is a design activity to convey business information to consumers through visual images, which plays an important role in the business field and people's daily life. The change of the times endows visual transmission design with a new historical mission, which also urges China's visual transmission design education to adjust and innovate its own education system and teaching mode in time to meet the demand of talents in the new era.

## 5. Conclusions

The emerging media era has brought new opportunities and challenges to visual transmission design. Under the background of emerging media era, visual transmission design should have a wider application prospect and a brand-new development requirement. In order to ensure the good effect of visual transmission design, we must actively explore the innovation of visual thinking mode. As a designer, we should improve our design quality, seize the characteristics of emerging media technology and the opportunities brought by the emerging media era, constantly absorb new things and constantly find new ways of development. Visual transmission art design needs to firmly grasp the characteristics and needs of the emerging media era, scientifically and rationally use emerging media and related technical tools, strengthen the visual impact of visual transmission art design, enhance the diversity of design, strengthen the interaction of design, and enhance the communication effect of design. Through a deeper understanding and mastery of these development directions, we can better help the transformation and upgrading of visual transmission design, determine the requirements of template innovation and development, and at the same time determine the requirements of breakthrough innovation in the internal field, and pay more attention to grasping the details. Design staff should deeply understand the attributes and characteristics of information transmission, increase the intensity of integration and utilization, break through the

limitations in visual design, and push the field of visual transmission design to a new development height.

## **Acknowledgements**

Exploring the Innovative Development of Visual Communication Design in the New Era

## **References**

- [1] Fan M, Li Y. The application of computer graphics processing in visual transmission design[J]. *Journal of Intelligent and Fuzzy Systems*, 2020, 39(8):1-9.
- [2] Fischer D, Reinermann J L, Guillen-Mandujano G, et al. Sustainable Consumption Communication: A Review of an Emerging Field of Research[J]. *Journal of Cleaner Production*, 2021(2):126880.
- [3] Dhanesh G S, Rahman N. Visual transmission and public relations: Visual frame building strategies in war and conflict stories[J]. *Public Relations Review*, 2021, 47(1):102003.
- [4] Gellevij M, Van d M H, De Jong T, et al. The effects of screen captures in manuals: A textual and two visual manuals compared[J]. *IEEE Transactions on Professional Communication*, 2018, 42(2):77-91.
- [5] Macdonald I. Window on the weather: a case study in multi-platform visual transmission design, with a relationship to Design Thinking[J]. *Visual Transmission*, 2021:147035722094854.
- [6] Bashirzadeh Y, Mai R, Faure C. How rich is too rich? Visual design elements in digital marketing communications[J]. *International journal of research in marketing*, 2022(1):39.
- [7] Wang P H, Gu J. Systematic creation of a city's visual transmission: logo design based on the phoenix flower in Tainan City, Taiwan[J]. *Visual Transmission*, 2020(8):147035722091743.
- [8] Mcalindon K, Neal J W, Neal Z P, et al. The BOND Framework: A Practical Application of Visual Transmission Design and Marketing to Advance Evaluation Reporting[J]. *American Journal of Evaluation*, 2018, 40(2):109821401877121.
- [9] Wang Y. Involving Cultural Sensitivity in the Design Process: A Design Toolkit for Chinese Cultural Products[J]. *International Journal of Art & Design Education*, 2020(1):15-19.