

Research on Media and Visual Communication Design Based on Modernization

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Abstract: With the development of the times, most industries in our country are facing the overall reform, especially the media industry. At present, most of the media industry takes visual communication as the design purpose, and there is an inseparable relationship between media and visual communication. At this stage, China has entered the information age in an all-round way. The Internet provides a new platform with a better interaction characteristic for the media industry, through which communication is realized with the help of network resources. This paper briefly analyses the relationship between modern media and visual communication, hoping that the media industry will develop better and better.

1. Visual Communication Design and Media Field

Visual communication design refers to making use of human organs to feel, conveying information through visual communication, and making people feel the content conveyed through organs. For example, the advertisements we see in our daily life, the packaging of a company, the signs on the road and so on, all belong to the content of visual communication design. Media means the intermediary of information dissemination, including television, film, network, etc. It can build a good platform for visual communication. The combination of these two can convey a large amount of data and information for people, and the content involved is relatively wide, which produce a positive effect on the development of society.

The ultimate goal of visual communication is to use the platform to disseminate the content you want to express, and form a model. It can effectively apply the theory and method of communication to the media. Media expresses the visual communication content, lets the audience feel the visual communication design content through the organs, and makes them study and discuss it. In this way, the efficiency of communication is enhanced, and the speed of information transmission becomes faster, so as to strengthen the effect of visual communication design.

2. Characteristics of the Times of Modern Media

At this stage, China has entered the information age in an all-round way. The information age has brought us great convenience. Modern media is also the product of information technology with strong characteristics of the times. It is an area formed by combining thousands of years of culture and has evolved through the changes of the times, technological reforms and changes in human behavior and habits. There are no great changes between modern media and traditional media. But with the advancement of science and technology, new media combined with information technology has formed unique advantages. Compared with the traditional media, the advantages of modern media are more obvious, which are embodied in the following points.

2.1 Interaction

Interaction is the most obvious advantage of modern media. In the process of information dissemination, audiences can choose information content according to their own preferences and habits. Compared with the traditional media, there is no restriction on the choice. For example, when limited to newspapers, impurities or other content, the audience can only be forced to read the above content without other choices. This also increases the interaction between the recipient and the communicator. In modern media, in the field of information platform, most of the recipients are

able to communicate directly with the communicator, such as platform live broadcasting, video chat or other social software. This modern information platform realizes more humanized communication, and also gives the communicators more opportunities to show themselves. The communicators are capable of constantly improving their ability to attract more receivers.

2.2 Digitalization

In the information age, the use of advanced information technology combined with the Internet platform can effectively convey modern media information. At present, digital technology has become a “powerful pillar” of modern media. Through information technology, the content of modern media can be more specific, the content tends to be more vivid through visual expression, and people can further improve their enjoyment through digital demonstration. In today’s social era, digital technology has penetrated into every part of people’s lives.

2.3 Accuracy

Compared with the traditional media, modern media is more specific in information dissemination and more accurate in orientation. Traditional media often summarize and express information content. Due to various constraints, the content is not comprehensive and lacking accuracy. While modern media is two-sided. When the disseminator chooses the receiver, it is also the receiver who chooses the disseminator, not the unilateral dissemination of information, so it is more accurate in the transmission of information.

2.4 Diversity

With the rapid development of information, more and more scientific and technological products are produced by Internet technology. This phenomenon also leads to wider media coverage and more design content. For example, computers were the product of the late World War II at the earliest stage. But over time, they have achieved comprehensive functions, which can be used to access the Internet, video chat, receive live network broadcasts and so on. Under the information technology, it has become a diversified comprehensive equipment. Similarly, the diversity of the media is also a major feature of modern media.

2.5 Individualization

With the development of information technology, modern media is no longer a single form. With the support of the Internet, there have been many multimedia social platforms, such as Sina Weibo, Tencent News, Tiger Teeth News and so on. Each platform has its own unique characteristics, which attracts the recipients who belong to them. This also fully reflects the personalization of the media.

3. Application of Visual Communication to Modern Media

With the deepening of information technology, the Internet has become an indispensable part at present. The creation and application of new tools and new media play an important role in visual communication design. At this stage, with the support of Internet technology, a qualified staff should know how to combine network and design to present to the recipient through visual communication. Visual communication design has a wide range of content, which requires a strong comprehensive ability to fully display the content to everyone. Accurately speaking, it includes plane, multimedia, packaging, animation programming, which are several major aspects of visual communication. A single aspect further includes a lot of contents. For example, in the aspect of animation programming, first of all, it is essential to understand programming and editing, then make animation more vivid by using rendering, and finally complete post-processing. Visual communication design forms a unique art show mainly through pictures, tones, and words. It influences people from many cultural and spiritual fields and changes people’s feelings and concepts. With the changing times, this visual communication has become an indispensable part of our daily life. In traditional visual communication, most are pure artistic paintings, with a strong

purpose, for people's appreciation, so that the recipient are able to feel some content through the vision. Before visual communication, the designer will adjust the content to show us. At present, most of the visual communication design is carried out through modern media, the main purpose of which is to spread data outward.

Computers are the symbolic rise of the 21st century. The equipment of computers has attracted much attention. In the information age, they have become the main way of information and data dissemination. With the continuous development of the times, the traditional forms of media fail to keep pace with the times. Newspapers, broadcasts, books and so on, once known to us, have been gradually replaced. Although they still occupy a dominant position in the field of media, their single mode of communication limits the relevant personnel's technology. In today's information age, people put forward relatively high demand for various aspects. Visually, people like high impact visual enjoyment. Besides, they hope to see innovative contents not repeated contents all the time. Under such conditions, the traditional media can not play sufficient capacities. However, based on the modern media platform, combined with the traditional culture, modern visual communication design, through computer processing and pictures, text, sound, animation and other functions, will constantly show its unique processing system, which can differentiate information and process data effectively. With these functions, it can make the visual communication design more comprehensive, the way of expression more diversified, the scope of expression more extensive, and the corresponding staff better play its role.

4. Advantages of the Combination of Modern Media and Visual Communication Design

Compared with the traditional media, the modern media involves more extensive content. With the support of the Internet, it has the function of the traditional media. In the traditional media, many data can not be changed. For example, in newspapers which express some news content, problems can not be changed. The same is true of books. It is very difficult to make corrections after they are published. With the support of modern media, most information is published by the Internet. After publishing, computers can be used immediately to change the internal and correct the errors. In this way, the information disseminated will be more accurate and specific, and the recipients are capable of enjoying it better. With the support of information technology, effective breakthroughs have been made in the combination of media and visual communication.

At this stage, the network as a support platform for new media has been recognized by everyone. A major feature of modern media is that it is free from any constraints, can be received at any time in time, and is not limited by region. It can continuously disseminate all kinds of contents 24 hours through the Internet, and has a wide range of dissemination, reaching all parts of the world. The birth of this technology is an unprecedented breakthrough. According to relevant statistics, the development of the Internet has overtaken the existence of all media in a short period of time. At present, as the carrier of modern media, the network plays a vital role. It not only inherits the functions of traditional media, but also realizes innovation on this basis. In this era of rapid information transmission, network technology is still constantly innovating and improving. The visual communication design of modern media can be further developed through computers, and continue to expand its scope of field, laying a good foundation for the future development.

5. Future Development of Visual Communication

Science and technology promote progress. The current stage of social construction can not be lack of scientific and technological support. New media technology also needs to rely on science and technology for further development. Although visual communication design is a special art, it needs to be based on science in order to show its own art more perfectly and then it can satisfy people's visual desire and improve people's quality of life. With the support of science and technology, visual art has achieved unprecedented innovation. At present, China's science and technology is still developing and improving, and new technologies and products are constantly introduced. It is believed that the use of the Internet platform will further enhance the visual

communication design, break the traditional way, innovate constantly, and develop more advanced technology fields.

At present, science and technology are more and more developed. Information technology has gradually changed our way of life and created a new spiritual field for us. In the field of science and technology, the visual communication design of new media will develop in two directions. First, innovation and perfection will be realized based on communication technology. Second, innovation, as well as intelligent and automated development will be achieved based on the use of computer internal systems. With the support of scientific and technological forces, the visual communication design of modern media will be more and more perfect.

6. Conclusion

With the changes of the times, new media technology has also undergone the reform of the times. Visual communication design is also gradually improved by using the power of science and technology to constantly realize innovation. Compared with traditional media, breakthroughs have been made in many aspects. It is believed that with the support of science and technology in the new era, new media and visual communication design will be further improved.

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