

## The application of new media art in graphic design

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**Abstract:** With the continuous development and progress of information technology in the new era, the application of new media technology has penetrated into every aspect of life, bringing great convenience to humanities. Graphic design is one of the common design methods in this era with the popularization and application of new media art in which the development of graphic design has been greatly impacted. In other word, this article explores the application of new media art in graphic design and puts forward the reasonable suggestions for the development of graphic design in the information age.

### 1. Introduction

With the continuous development and advancement of computer technology, China's information technology has been comprehensively developed and popularized that has shown a great impact on various industries and the application of new media technology is an inevitable way for the industry development in the new era. The traditional graphic design is based on two-dimensional technology in the development of new media art in the new era which has brought great development and opportunities to graphic design. It therefore means that, the graphic design industry would have to fully seize this opportunity to realize the organic combination of graphic design and new media art in order to promote the development of graphic design industry in the new era.

### 2. The significance of the application of new media art to graphic design

The new media art is the product of the development of digital information technology in the new era which is of great significance to the development of all walks of life, the so-called new media art is also the product of unified combination of digital media technology and art in the new era through information technology, the art can be sublimated and with the assistance of art the role of technology can be realized. The new media art is a technical system that full of artistic sense which combines the rigid technical system and aesthetic artistic system in the new era, through the complementary advantages of the two art system in the new era of information, technology can be promoted and sublimated.

The traditional graphic design is based on the application of two-dimensional technology using pen and paper as the medium in which through the designer's artistic means and based on the two-dimensional design concept, you can achieve the artistic communication with the audience. However, under the circumstances of the full popularization of information technology in the new era, it is difficult for the medium of graphic design to meet with the requirements of the audience. In the context of the new era, we must first of all integrate with the new media art in graphic design in order to promote the development of this industry through the application of new media technology, the progress and development of graphic design in the new era can be realized and the understanding of graphic designers on new media art can be enhanced and the artistic thinking can also be sublimated, base on this fact the new type of graphic design works can be displayed through electronic devices and the artistic communication with the public can be carried out to promote the development of graphic design in the new era.

### **3. Analysis of the characteristics of new media art in plane design**

Through the application of new media art, graphic design can fully possess certain new media characteristics and improve the artistic atmosphere of graphic design that makes the characteristics of new media art in plane design to mainly reflect in the following aspects:

First, good interactivity of new media art is the product of full combination of art system and technology in the new era, the biggest feature of new media art is interaction which can effectively attract the audience and also enable the audience to participate in the art design through the application of new media art, graphic design can effectively improve the original lower attractiveness of the two-dimensional design that lack interactivity can fully stimulate the enthusiasm of the masses to create and appreciate art with graphic designers so as to increase the communication between plane designers and the masses and promote the spread of graphic design art concept. In the final analysis, new media art is still technological, Graphic design should also pay attention to the application of technology to fully improve its technical level and accelerate the development speed because interactivity is the most important feature of graphic design, applying new media art which has great significance for the development of graphic design industry.

Second, the mysterious virtuality is another key feature of new media art which makes the new media art to be full of mystery and greatly enhances people's curiosity and increases their enthusiasm for exploring new media art. The application of new media art also makes up for the mechanical nature of graphic design through the combination with new media art, the gorgeous turn of graphic design industry is realized with increase in artistic and mysterious atmosphere which can enhance the enthusiasm of the masses to participate to a large extent and greatly broaden art communication channels in the plane design and bring the plane designers to full communication with the masses.

Third, the comprehensive integrated new media art is a highly comprehensive technical system and its own comprehensiveness is mainly reflected in form of variability and sensory complexity. Through the application of new media art, graphic design can also be fully equipped with corresponding comprehensive characteristics, so that graphic design would have a certain degree of art diversification for the visual, auditory and tactile impact of graphic design on the masses is to realized and the artistic feeling will be improved.

Fourth, a high degree of universality is the characteristics of new media art that determine its own characteristics of mass participation making art to no longer be the private property of artists but to bring art a certain degree of public popularity so that the masses can fully participate in the art system and art into people's daily life. Applying new media art in the graphic design can take this universality as an important means of the development in the new period in other to improve people's participation, understanding and perception on graphic design as well as to promote the popularization of graphic design in the new era and ensure the development and progress of graphic design industry.

Fifth, a certain economy is also the characteristics of new media art that determine its own characteristics of economy, The application of graphic design to the new media art can effectively improve its economy and increase its economic benefits, and promote the development of the graphic design industry.

### **4. The application of new media art in graphic design**

In order to make full use of new media technology in graphic design, it is necessary to pay attention to the direct organic combination of both sides so that they can have deep artistic communication and the common application of information technology and then promote the organic combination.

First, in the application of new media art, graphic design should be based on information technology and move towards the interactive and dynamic development. Graphic design is a living art based on life with the change of China's economic environment and people's life style, graphic

design should also carry out corresponding form of reform. It should rely on the advanced network information technology under the background of the new era and change solid and static nature of traditional graphic design. With the application of new media art, transformation to interactive and dynamic direction is realized and the traditional thinking is changed, new concepts are developed and the artistic thinking mode of graphic designers is improved using information technology.

Second, in the application of new media art, it is necessary to combine modern information technology to transform the two-dimensional design concept of graphic design to the alternate way of two-dimensional and three-dimensional, so as to improve the artistic concept. Traditional graphic design is based on 2 d design mode, design is too mechanical, and artistic expression is not fresh enough. In the application of new media art, graphic design should grasp the interactive and virtual characteristics of new media art, fully enhance the artistic freshness, and promote the transformation from 2 d pattern to 2 d and 3 d alternation. Good interaction can improve people's sense of identity and participation in the graphic design art system, so as to promote the development and progress of the graphic design industry in the new era.

Third, in the application of new media art, graphic design should take human psychology and senses as the important guidance of design direction. In the traditional graphic design, the main direction is visual sense guidance, but with the popularity of new media art in the new era, the direction of design is the whole sense of people. In addition to the traditional vision, it also includes hearing, smell, taste and so on. Therefore, in the context of the new era, graphic design should fully consider the guidance of design ideas, take people's sensory elements as the basis of design, meet people's needs to the greatest extent, and promote the organic combination of graphic design and new media art, realizing the functional and psychological induction of people's senses in the new era and promoting the development and progress of the graphic design industry in the new era.

## 5. Conclusion

The 21st century is an era when Internet technology is highly popularized and information technology is constantly developing under the environment of new media technology, the art system has gradually stepped into people's daily life and helps them realize their artistic needs. Graphic design should fully combine the development of the new media art and apply it to realize the design mode of transformation and promote the development and progress in the new era.

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