

Development and Transformation of Visual Communication Design in New Media Age

Qiang Sun^{1,a,*}, Xiaofeng Wang²

¹ School of Design and Art, Shandong Youth Political College, 250014, Shandong, China

² College of Visual Communication Design, Shandong Institute of Arts and Crafts, Jinan, 250014, Shandong, China

^a designbb@126.com

*corresponding author

Keywords: New Media Age, Visual Design Communication, Transformation Research

Abstract: The development of visual communication design based on the new media era is facing new challenges and opportunities. How to deal with the high demand and diversity in the new media era is an urgent problem for every visual communication designer to think about and study. This paper starts with the basic concept of visual communication design, briefly discusses the characteristics of the new media era, and gives some suggestions for the transformation of visual communication design. We hope to give some reference value to the relevant design researchers and promote the more innovative development in the field of visual communication design.

1. Introduction

With the rapid development of the global economy and the rapid development of science and technology, the world has entered the information age, the wide application and popularization of information science and technology have deepened, and Internet technology has affected all aspects of people's lives. With the help of the information technology support of the Internet, people's reading habits are also quietly changing, reading in the electronic age is more fragmented, paper media has been unable to meet the reading habits of the current society. In the new media era, the acquisition of knowledge to obtain information more quickly, fragmentation of more time, user reading habits change, prompting the visual communication design field to make corresponding changes and transformation. Traditional visual communication design can not satisfy people's habit of obtaining information in advertising at present. In the new media era, it brings new challenges and opportunities to visual communication design. How to better conform to the mainstream development of society in the new era and deal with the changing trend of the times is worth every visual communication designer should think about. According to the main characteristics of media in the new era, this paper discusses how to keep innovation in the future diversified development direction and better meet the new development.

2. Characteristics of the New Media Age

In the 21st century, it is obvious that it is already the outbreak period of the new media era. With the popularization and application of Internet information science and technology, both intelligent life and convenient work have been greatly affected by the network. 5G communication technology has provided important technical support for informatization and accelerated the convenient dissemination of information, so the traditional old media era has not kept up with the pace of social development. The renewal of technology, the acquisition and dissemination of digital information, and the change of people's reading habits are all pushing the whole society towards the new media era. The new media era has given visual communication design a new development space and direction, providing more trends. Based on the new media era of interactivity, precision, timeliness and diversity, we are entering a new new media era, which is also called "post-network

communication era ". Compared with the traditional media, the new media era, information dissemination has four main characteristics: one is interactive. In the process of new media communication, advanced people can interact with network technology in various forms, which makes the way of communication change fundamentally. Second, quickness. The new media has realized the information dissemination, has the more dissemination characteristic, has opened the channel for the communication media.

The third is mass. Because of the variety of new media, participants can communicate through their respective platforms, which makes anyone in the platform can become the main body. Fourth, pluralism. New media are constantly emerging, covering a wide range of content, its expression forms show increasingly diversified characteristics. How to design visual communication is worth studying and discussing[1].

2.1. A More Interactive New Media Era

In the new media era, brand communication is not only the core strategy of the enterprise, but also the "overrun battle" of the brand against the consumer's mind. Therefore, in the context of the new media era, brand communication is more to fully tap the brand connotation, enhance communication and interaction with the audience; strengthen the audience experience, in the process of communication to give full play to the important role of social media. People who have worked in traditional media, such as magazines or newspapers, can not communicate with each other on a wide scale even if they sell more. However, in the new media era, the spread of strong interactive information from one-way communication to two-way interactive communication, a good or bad article, popular preferences and so on can be more rapid investigation and research, because such two-way interactive communication makes the author and the reader less likely to misunderstand, so that the dissemination of information more efficient and transparent, more healthy.

2.2. A More Accurate New Media Era

In the new media era, communication is more accurate, based on big data, user habits and other digital information science and technology support, precision marketing is no longer a difficult problem. Compared with the traditional media era, the mass consumption channels and consumption life forms are relatively fixed, so the information received is relatively single, marketing can only cover the traditional channels in a wide range, so many marketing accuracy is very poor. But in the new media era, the accuracy of marketing is very high, the rapid development of Internet technology, can be very accurate analysis of the audience groups of users, so as to achieve accurate delivery of accurate push function.

2.3. More Effective New Media Era

Information in the new media era is more timely or faster and more convenient to convey information also quickly disappeared into public view. This is the inevitable result of the information age, the speed of people's access to information is faster, the speed of reading information, chasing hot spots is also faster, at the same time, a large amount of information poured into people's vision at the same time, the faster the information will disappear. Among the many things exposed to growth, information becomes more timely.



Figure 1 Visual design communication

2.4. The New Media Age is More Diversified

Communication channels are the key to linking consumer minds. Therefore, if brand communication wants to truly "hunt around" consumers, it needs to combine traditional channels such as subway, elevator, outdoor and WeChat, Weibo, short video, live broadcast and other Internet channels, in order to cover all aspects. To the Internet era, the advantages of traditional channels have been greatly weakened, so the major brands began to focus on WeChat, Weibo, shake tone and other new media communication channels. The way of network communication marketing is different from the traditional media communication, and the network communication has more initiative, and the effect of adopting it properly is amazing. Therefore, brands should not only provide creative and marketing solutions based on traditional channels, but also use the ring characteristics of social media to do linkage communication. It can be said that the past single and slow circulation of social solutions, has not kept up with the trend of the times. For a long time, both traditional and new media have been the core of communication and the sharp weapon of brand communication.

3. Basic Overview of Visual Communication Design

3.1. Basic Definition of Visual Communication Design

Visual communication (Visual communication) is a way of expression and communication through visual language, the new communication environment is bound to lead to changes in the way of information dissemination, because of the new media technology, people are given more control, the way people get information and the way of cognition have changed greatly. Visual communication design, is to use the means of design, things can be seen by the eyes of the form of communication, to meet some of the needs of people. At first, graphic design and visual communication design were almost considered the same thing. But now they are becoming a subordinate relationship. The range from two-dimensional planes, such as fonts, posters, books, advertisements, illustrations, these things displayed on two-dimensional carriers, gradually change conceptually, break through print and screen, and communicate to people in more ways[2].

3.2. Specific Value of Visual Communication Design

With the rapid development of media technology and science and technology, under the environment of visual culture, the media of information becomes more and more diverse and comprehensive, the traditional visual design can not keep up with the pace of the new media era, the new media era of virtual reality of art, comprehensive interactive requirements, will inevitably promote the reform and development of visual design. With many media seeking to transform today, outdoor advertising is also developing from the traditional form of text poster to the direction of

more creative, more scientific and technological interaction. In the face of the impact of the Internet today, the trend of technology nesting and multimedia fusion, perhaps more can let outdoor advertising radiate a new vitality.

4. Outlook on the Development Trend of Visual Communication Design in New Media

4.1. Change in Direction of Visual Communication Design

under the new media era, the product has only one appeal, not only need simple background introduction, rough data and wireframe diagram, the direction of visual communication design needs to change the angle, is really "experience-centered", "user at least", "business Sense" as the main appeal.

4.2. Changes in Visual Communication Design

For a long time, outdoor advertising is in the position of being habitually designed in the impression of the audience, which depends largely on the characteristics of the traditional outdoor advertising itself. Our common outdoor advertising, such as body advertising, elevator advertising, station signs advertising, and so on, often carry a very original form of clear and clear product information. Whether or not to focus on aesthetic experience, the first time to let the audience accept product keywords is a more important function of outdoor advertising. Because of this, people always associate outdoor advertising with rough typography, eye-catching color matching, large text and so on can not arouse the interest of viewing association.



Figure 2 Visual design communication

4.3. Change in the Communication Vector of Visual Communication Design

In recent years, with the control and standard management of the development of outdoor advertising, the form and quantity of outdoor advertising are less and less, but the vigorous development of new media can not do the due accuracy, and the product of advertisers can not reach the concept of precision marketing, which is bound to produce targeted propaganda carrier. As a new form of city advertisement, the media will develop rapidly with its unique advantages. It is believed that with the standardized development of cities in mainland China, the new media propaganda carrier will occupy a corresponding leading position in the inland advertising market of China and become one of the most powerful media in the future. In recent years, various advertising media in the city have been explosive development, various types of advertising forms emerge in endlessly; operation network, monopoly management, will be particularly prominent in the industry management. New media, projection building, elevator advertising and other new carriers will be recognized by advertisers and consumers in all industries with their unique characteristics of dissemination, coverage and 100% arrival rate compared with traditional outdoor advertising[3].



Figure 3 Visual design communication

5. Conclusion

Visual communication design is "design to show people, design to inform" visual communication (Visual communication) is a way to express communication through visual language, the new communication environment will certainly lead to changes in the way of information dissemination, because of the new media technology, people are given more control, the way people get information and the way of cognition have changed greatly.

References

- [1] Wei, Xiaotang. A Study on the Development Trend of Visual Communication Design in New Media Age. *Farmer Staff Officer*, no. 05, pp. 215, 2020.
- [2] Li, Zhiyue., Zhang, Di. Development and Innovation of Visual Communication Design in the New Media Age. *House*, no. 36, pp. 197, 2019.
- [3] Pansy. Development and Innovation of Visual Communication Design in the New Media Age, *Art Technology*, vol. 32, no. 12, pp. 161+203, 2019.