

Analysis on the Expression of Emotional Concept in Visual Communication Design under the Background of New Media

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Abstract: Visual communication design is a new modern design mode relying on high technology and new media, which requires a keen insight into the increasingly obvious trend of information, digitalization and information-based visual design in society. With the impact of information technology and the improvement of people's appreciation level, the environment of visual communication design becomes more and more complex. Designers need to consider not only their own views on the works, but also the opinions of the audience. In visual communication design, its main function is to fully mobilize the plane factors that can be used according to the aesthetic needs of the audience. When designers design works, they constantly inject emotions, which is not only a necessary design process for excellent works of art, but also an important stage for the high development and steady improvement of spiritual civilization in modern society. This paper analyzes the significance of emotional concept in modern design works under the background of new media, and explores how to show the application effect of emotional art in visual communication design.

1. Introduction

Visual communication mainly refers to the process of using vision to obtain cognition and elaborate information, which is vivid and concise. Visual communication design is a new modern design mode relying on high technology and new media. It needs to have a keen insight into the increasingly obvious trend of information, digitization and information-based visual design in the society [1]. In product design, emotion can be better expressed, which can arouse the resonance of consumers to the greatest extent, and make consumers have confidence in products and purchase desire [2]. And beautiful appearance and full of tension, emotional products can attract the attention of consumers in a short time, so that they have more market competitiveness [3]. Nowadays, the emotional experience of human beings has attracted wide attention from all walks of life. Therefore, in the process of visual communication design, we should also fully consider the influence of humanized factors to ensure that the design works achieve the expected effect [4]. At the beginning of the appearance of visual communication design, its main function is to mobilize the plane factors that can be used according to the aesthetic requirements of the audience, so as to make the visual communication more vivid [5]. With the development of information technology, people's aesthetic concept is gradually changing, in this case, we should fully realize the important role of emotional concept in modern visual design [6]. The designer's innovation makes visual design full of emotion, which is not only the creation process of excellent design works, but also the condensation of the high development of social spiritual civilization.

In the process of visual communication design, the material selection of works is very important, and if you want to embody the emotional concept in it, you need to pay more attention to the material selection [7]. As a designer, what we have to face and think about is how to design works that pay attention to human nature and emotion, so that people can accept the information transmitted by the design products and exchange emotions at the same time, so as to obtain various emotions such as happiness, anger, sadness and happiness, so as to alleviate the increasingly cold and indifferent social relations [8]. When designers design works, they continuously inject emotion, which is not only a necessary design process for excellent works of art, but also an important stage

for the high development and steady improvement of spiritual civilization in modern society [9]. In art design, if designers can't keep up with the development trend of the times, and can't improve or re innovate the design methods according to the actual situation, they will be eliminated by the society. Therefore, only by continuous innovation can contemporary art design always be in line with the times [10]. This paper analyzes the importance of emotional concept in modern design works under the background of new media, and explores how to show the application effect of emotional art in visual communication design.

2. The Relationship between Emotional Concept and Visual Communication Design

Emotion plays a very important role in people's daily life. It can show people's views on a thing and their willingness to complete it in the actual use process. When designers design products, they are mainly consumers. That is to say, designers are designing for consumers when designing products. As a kind of art design, visual communication design is based on the artistic nature of the work. Visual communication design in art design can combine the designer's design technology and the designer's emotional concept to play its aesthetic value and role. Emotional concept and visual communication design have a complementary relationship. Ideal visual design can make people communicate and understand each other through visual language and plot transformation without words. It embodies the characteristics of visually conveying the scientific, rigorous and reasonable concept name of design, and contains the trend direction of future design, namely dialogue and communication, communication and interaction [11]. In today's product design, products should not only meet the actual needs of consumers in life, but also meet the psychological needs of consumers. And the emotional concept is integrated into the visual communication design of the product, which can make the emotion that the product wants to express resonate with consumers to a certain extent. In the visual communication design, not only the design idea should be taken as the basic guidance, but also the designer should fully inject his own emotional idea in the design process. This is an important condition to significantly enhance the aesthetic value of visual communication design. The relationship between emotional concept and visual communication design is complementary and interactive.

Visual communication design means that designers design works in the form of visual communication. Different proportions of visual symbols, such as pictures, words and colors, will lead to different styles of works. Emotion is people's psychological reaction to objective things. The emotional experience in the interactive art of new media is mainly to make the experiencing users produce a kind of emotional desire and emotional acquisition which integrates trying, competition, exploration and reflection, and finally make users build their own emotional world in the artistic interaction. Visual communication design covers a wide range of fields and is constantly being updated. It has practical utility value and artistic aesthetic value. In modern society, the transmission and reception of information, business trade and living consumption all need visual communication design as the medium. It is a continuous and interdependent process to inject emotional ideas into the visual communication design, from the design place to guide the design completion to the emotional resonance with the audience. Only emotional works are truly outstanding works, and only more and more such works can inject fresh vitality into the development of design art industry. Driven by scientific and technological innovation, a large number of interactive devices containing advanced sensing technology are widely used in new media artistic creative activities. In various trade fairs and advertising promotion activities, adding art interactive devices can improve the attention and enthusiasm of users to the interactive art of new media, enhance the emotional communication between them, and narrow the distance between the public and art.

3. Performance Analysis of Emotional Concept in Visual Communication Design

3.1 Visual Effect and Emotional Analysis of Design Form

In the process of appreciating a design work, people generally need to start with its color, shape and typesetting design, but what can arouse people's emotional resonance and shock people most is the emotional value it covers. In modeling design, a point is the foundation of all forms. When a point is placed on a plane, the attention of the line of sight will be attracted to this point, forming a visual center, thus improving the visual effect of the whole surface. Line is the most basic element in the surface visual form, and it is also an important means of modeling in visual communication design. When people observe the outside world, they will first look for aesthetic feeling on the outline of form, and the expression of line is a unique expression based on the law of people's visual perception. Good design works need to have deep emotional experience and deep emotional resonance through audience. When choosing specific composition elements, the author's emotional ideas can also be expressed in them. Through the audience's appreciation of the composition design of the work, they can understand the use skills of the author's related elements, and then accurately grasp the author's emotional expression. New media interactive art can create a virtual situation by means of virtual reality or augmented reality, so that viewers can get special emotional experience in this virtual situation.

3.2 Mobilize the Audience's Emotion from the Behavioral Level

When artists design their own works, they need to express their feelings by using the designed works as much as possible. In the works designed by artists, the subjective feelings of artists can be fully realized. People's experience of visually conveying works of art should not only be based on the final experience results, but also pay attention to the design process of the works, and make a full understanding of the design process of the works. Emotional concept and visual communication design should not only focus on the final experience results, but also pay attention to the design process of the works. In the design of works, we should not only consider the hierarchy of emotions, the division of rational and perceptual emotions, but also consider the deeper and specific emotional connotations. Different from works of art, what is needed to apply emotional concepts to the visual communication design of products is for designers to explore the emotions that may be contained in products. After emotion mining, the visual communication design of the product is in line with the actual situation.

The purpose of visual communication design is to attract the attention of the audience, and then trigger the audience to produce a series of follow-up activities on design propaganda. However, the present visual communication design pays more attention to the emotional communication with the audience, understands the material or spiritual needs of the present and future audience through communication, and integrates design and emotion, so as to make the designed works more attractive and achieve better social benefits. After the designer has a certain idea of the emotion to be expressed in the advertisement of the product he needs to design, he needs to integrate the emotion to be expressed into the product publicity [12]. When designers design products, they mainly use flexible application of pictures, words and colors to express the late emotions that designers want to express. The works convey visual emotional information to the audience, and the audience feedbacks emotional experience to the designers, and transmits and continues the emotional ideas in the interaction. Through interaction, the audience will find that there are immeasurable and quantifiable emotions in the works, and only through interaction can the emotions be transmitted.

4. Conclusions

Excellent visual communication design works take emotional concept as soul. Only by understanding the designer's intentions and interpreting the emotional ideas contained in the works can we truly understand the true meaning of design. The progress of digital media technology has brought a brand-new experience to human information exchange. With the continuous promotion of new media technology, the form and content of visual communication design have undergone qualitative changes, and interactive art installations with rich scientific and technological

connotations have brought more possibilities to visual communication design. Visual communication design has a great connection with emotional concept, and what the author needs to do is to make emotional concept fully expressed in his works through his own creative process without appearing abrupt. Reasonable application of emotional concept in visual communication design can enrich product connotation, enhance product attraction and expand product sales. In the process of visual communication design, designers not only need to have their own unique views on their works, but also fully absorb the opinions of the audience in the development process of their works, and fully include the emotional resonance points of the two, so as to promote the final communication to the audience for better spiritual enjoyment.

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