

Research on the Multiform Representation of Logo in Digital Media

Minhua Jiang

School of Fine Arts, Leshan Normal University, Leshan City, Sichuan Province, China

Keywords: Digital media, Logo, Multi-form representation

Abstract: Logo is an important part of graphic art design. With the continuous development and innovation of science and technology, the era of digital media has come, and the connotation and expression of logo has become more and more abundant. Traditional logo design can no longer meet the needs of social development in some circumstances. Logo design in digital media is more in line with the trend of the times, and logo design is gradually developing towards a more diverse direction, showing a diversified development trend. Based on the analysis of the background of digital media, this paper explores the multi-form performance art of logo.

1. Overview and characteristics of multi-modality performance of digital media and logo

Digital media emerges with the continuous progress of science and technology and social productivity. Popularly speaking, digital media is to visualize specific information through certain technical means so that people can intuitively feel their existence through human senses such as vision and hearing, so as to obtain better artistic expression effect. As a medium of information dissemination, digital media can acquire, transform and disseminate information through its own artistic expression.

Logo's multi-form expression is a specific artistic expression method in logo design. Logo is the original carrier, and the information contained in logo can be broken through by innovative artistic techniques in structure or color matching. Integrate with other factors contained in the logo, so as to achieve the expected publicity effect. The exploration of logo's multi-form expression is a bold innovation to the creation of logo in traditional form, and it has a very deep connotation. The multi-form expression of logo is a symbol system created by some specific artistic expression techniques. However, no matter how it changes, this multi-form form of expression has a basic matrix, and all other expression effects are based on it. This matrix is derived from the framework, no matter what kind of artistic transformation they have obvious characteristics of the matrix. There are not only similarities in appearance between parent and child graphics, but also closer internal relations between them. Compared with the traditional form of solidified logo design, the multi-modality of logo in digital media has obvious advantages. The multi-modality of logo can more vividly express the cultural value and artistic connotation of the brand to consumers. With the continuous progress of human society, logo design also has a more substantial development. Since entering the modern society, with the great improvement of productivity, traditional logo design has been unable to meet people's needs. On the premise that logo design has basic functions, people have begun to pursue more creative and humanistic forms of expression. This also greatly promotes the development of logo's multi-form performance art. Its characteristics are as follows:

(1) Morphological diversity

The manifestation of various forms is one of the most basic characteristics of multi-form logo. This mainly refers to the fact that designers no longer use a single logo to represent the spiritual outlook of products in a series of designs. When designing, they use a combination of various ways, such as using words, pictures, colors and other techniques to reflect a logo. Content, forming a visual combination. But this kind of multi-form is only an innovative thinking of the designer, but it presents a harmonious and natural unity in the concrete visual communication. Under such multi-form, it is easier to attract the audience's eyes, and it is not easy to produce aesthetic fatigue because of single appearance.

(2) Good adaptability

The adaptability of multi-form logo is also multi-faceted, and it has strong adaptability. In this era of digital media, our science and technology are constantly developing and progressing, and people's requirements for consumption are also improved. Therefore, the adaptability of multi-form logo emerges at the historic moment. With the demand of the market, the traditional design concept has been changed. The multi-form logo combines different elements, and then forms a logo that caters to the public through change and innovation. The logo design of demand psychology.

(3) Clear communication

Now is the era of the Internet, society is an interconnected and inseparable whole. Multifomed logo design needs to reflect interaction and communication. Designers' design is not only the theme of outstanding performance, but also the interactive communication with consumers. They should integrate the feelings of the audience into the design and accurately grasp the users' inner needs. The design is more emotional and humanized. For example, logo of our common tourist community, most of them give people not only a sign, but also an experience, so that visitors can feel warm. Such a design reflects the communication with consumers and brings unparalleled feelings to the audience, so that information can be better conveyed.

(4) Good performance

The traditional logo design reflects the designer's idea may be single, limited by the logo itself, and conveys intuitive and visible to the naked eye. However, with the continuous progress of society, the design of a good logo should convey a variety of ideas, such as the logo design of children's products should not only be interesting, but also reflect the educational significance; the logo design of real estate should not only reflect the needs of housing, but also create a warm atmosphere for consumers. Now society advocates energy conservation and environmental protection, so if a good logo can reflect the concept of environmental protection, it will be sought after. Now the design of multi-form logo can be embodied by multiple means, so the performance of logo is better than traditional design, which is in line with the trend of the times, but also the embodiment of creative thinking ability of logo designers.

2. Multi-formed presentation of logo in digital media

In the era of digital media, the presentation of logo is multi-modal, which also requires a combination of various means of expression. Concentrating on the use of different elements, reflecting the design concept is no longer single, which is also an innovation in the new era. Previous logo designs are mostly intuitive and can be clearly expressed at a glance, but many of the concepts of designers have not been conveyed. The multiform presentation of logo is mainly embodied in the following aspects:

(1) Color

First of all, logo design can be colorful, using a combination of colors to show the vitality of the design. Of course, the design should also be specific analysis of specific issues, to clarify what kind of products, or under what background the logo design, but also according to the psychological characteristics of consumers to express, the use of a variety of colors should be reasonable.

(2) Picture

A good logo design requires careful design. Designers can use multiple pictures to present different visual effects. Such logo avoids the visual singularity, easily arouses the curiosity of the audience, and is not easy to produce visual aesthetic fatigue because of singleness.

(3) Text.

Logo is the most common use of text. In the era of digital media, the design of text should be more diversified, the presentation of text is different, and the visual feelings of the audience are also different. The design of text can be bold and open, but also can express ideas. This is also a challenge for designers in the new era.

3. The Value of Logo in Digital Media

The multi-form logo design embodies the Designers' multi-faceted creative ideas, which can also convey the designer's emotional attitude, so that the design can present a variety of values.

(1) Economic value

Any logo is designed to highlight the economic value of the product, so as to open up the market and form good publicity. Multi-form logo design, both human side, but also to attract the eyes of consumers, thereby stimulating their desire to buy, brand popularity and economic value will be obvious. This is the most basic requirement for logo design, and also in the era of digital media, so as to promote social progress.

(2) Aesthetic Value

In the background of the era of digital information, a single form of logo presents only intuitive information. The audience will have visual fatigue under such a design. Only the logo presented by multi-form design is attractive. In the multi-form logo aesthetics, people can obtain corresponding information and vivid visual experience from many angles and aspects. . The combination of various ways makes the logo designed beautiful and aesthetic. Now people's pursuit of beauty is improving step by step, so the aesthetic value of such logo can also be clearly reflected.

(3) Cultural Value

Multi-formed logo design can well reflect the cultural value of the enterprise, which is also the inner feelings of designers when they design, especially in today's era, we advocate innovation, coordination, green and open. A logo in line with the trend of development of the times is presented, which can cater to the psychology of the public, and reflect the cultural concept of the enterprise. Such logo promotes positive energy, also plays a certain educational significance, and promotes the development of social culture.

4. The Relation between Multimodal Logo and Digital Media

In the new era, the rapid development of digital media technology provides a more diversified way for multi-form logo presentation. Such a connection can be embodied in the following aspects. First of all, in the effect of presentation, designers can use multimedia means in the creation of multi-form logo, so that powerful functions can be integrated into the creation, listening to the form of digital media to show, the effect of its presentation is diversified. Secondly, the relationship between the two is inseparable. At present, logo design is leading different application fields. The works designed by single means in the past are difficult to meet the needs of brand creation and development. How to vividly present the design works and show the design concept is also crucial. In the era of digital media, works designed by multi-form logo can cope with the ever-changing world. The integration of the two is an innovation of traditional logo design, which is consistent with the pursuit of pluralistic values and aesthetics by contemporary audiences. In the digital media environment, the essence of contemporary mass cultural consumption is to pursue aesthetic feeling and emotional pleasure. Traditional logo design is to maintain its long-standing brand culture. It pays more attention to functionality and practicability. Moreover, media technology means are limited, and its design is also limited. The ultimate effect will be single, but digital media. Under the background, the comprehensive use of various means and multi-form logo can break the original boundaries, break through the constraints of time and space, and make logo design a core promotional factor of a brand. The development of new media brings enjoyment to the public's vision. The logo design in multi-form is also presented in such an environment to enable the public to enjoy the diversity of logo design.

5. Significance and Prospect of Multiform Application of Logo Design in Digital Media

Nowadays, the application of digital media is becoming more and more popular. Logo design represents a brand image, conveys enterprise culture and spirit essence. We can learn from logo

design concepts of foreign countries to improve logo design in China. Such development is not only a promotion of our country's economy, but also our country's economic system. Continuous improvement will make the economy more dynamic. Logo can not be simply understood as a pattern, it is a specific symbol with important commercial value. It has high artistic aesthetic value. With the speed of business information transmission, all communication behaviors should embody value. Logo's multi-form design needs simplicity and generosity, consensus and individuality. Multi-form logo design can maximize the communication of enterprises. Image, to achieve strategic objectives, which is also necessary for the future development of enterprises.

Multi-form logo reflects the brand and corporate image through logo design. First of all, logo design concepts will show a diversified trend under multi-modality, which provides designers with a broad space for development, so that types meet the actual needs, and the diversification of design concepts makes logo become a symbol of soul. Facts have proved that the diversification of logo design forms under the digital media has become a trend of logo development, which is constantly applied in the current society, and will be a trend of continuous improvement in the future. Secondly, the design types will show a diversified state, the increase of logo types, making a single type has withdrawn from the stage of history, which is also a good thing for designers, for customers, making logo's multi-form design techniques constantly enriched, which is also an indispensable means for society. In the future, under the digital media, logo design will continue to progress in this direction.

6. Conclusion

The design of multi-form logo not only breaks the original limitations, but also moves towards a better direction. It extends the connotation and significance of the logo. It creates different atmosphere and presents different visual feelings. The multi-modality of logo design will become an important trend of logo design in the future. By describing the manifestation of logo design in a series of digital media and various means, this paper shows that logo design in digital media will have a more long-term development trend.

References

- [1] Wang Yongzhen. Research on Multi-form Logo Design [D]. Zhejiang Agricultural and Forestry University, 2015.
- [2] Arnheim Rudolph. Visual Thinking [M]. Translated by Teng Shouyao, Beijing: Guangming Daily Press, 1987.4.
- [3] Jiang Zhusong. Paying attention to the new trends of logo design [J]. Journal of Suzhou University, 2006, 26 (5): 5-6.