Diversified Development of Visual Communication Design Education Under the Concept of Professional Integration

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Abstract: Under the trend of economic integration, visual communication needs to take into account the changes in the market environment, but also should consider a lot of content, the new era of information technology directly affects the economy and culture, considering these factors, with the development of science and technology, understand the impact of new media development on visual communication, bring changes to the cultural industry of society, visual communication design has also been greatly developed in this period, under the role of technology, voice, image, text can appear in a more vivid form in people's vision, and optical fiber network dissemination of information.

1. Introduction

With the rapid development of society, thinking from the perspective of professional integration After understanding the key points of design, we should also understand the social development form, change the design content in time, and follow the development of the society in the past Visual Communication Design The performance is too single, under the action of the new media, the original two-dimensional presentation of the design into three-dimensional, which greatly improves the ornamental, the visual communication design with the trend of the times gradually closer to the digital technology, but also should take into account Visual communication design in the process of development, the diversity of the development of possible problems, and should be timely formulation of solutions to ensure that visual communication design can further optimize the scientific design, enhance visual communication design performance.

2. On the Diversified Development of Visual Communication Design Education under the Concept of Professional Integration

With the development of economic integration, design cannot conform to the needs of the times, design to diversified development has become inevitable to adapt to social development, in order to highlight the visual communication design performance effect, in the professional integration of visual communication, after understanding the main points of design, we should also understand the social development form, timely change the design content, with the development of society in the past to convey visual design performance is too single, with the development of popular cultural taste, visual communication design needs to go deep into artistic color, enhance cultural heritage. In the present era, the service demand needs to test the contemporary popular elements, but also should understand the popular psychological needs, according to the multi-party investigation, according to the information, combined with the visual communication design content, in the multi-specialty thinking design visual communication scheme, but also need to design the multi-disciplinary design, the rapid development of the times, single element to multi-element development is not an easy work, in this process, the need to consider a lot of content, multi-design is from the perspective of the design of the project content, so the design not only needs vivid, three-dimensional performance of the design connotation, but also should show the uniqueness of the design, this point is very important. In the process of economic integration development, the design program is in the direction of diversification, mainly to deal with the current multi-cultural situation, different cultures will produce different ideas, in the past, the single design has not been
in line with the needs of the times, in order to meet the needs of different cultures, to meet the needs of the public, visual communication design in the perspective of professional integration to multi-direction development, is the staff need to focus on thinking.

In the current era, visual communication design will not only be impacted by culture, but also should learn modern information technology, improve the effect of design art, and integrate the number and design perfectly, which is already the content that designers need to focus on. The traditional visual communication design has the unique artistic expression, and the digital equipment also has the good effect in the artistic expression aspect, combines the two organically, needs to play the superiority between the two, only then can guarantee the design plan, may present the good result. Modern visual communication design but part of the use of drawing software, high-resolution tools for computer performance requirements, these are the previous visual communication design need not be considered, but the current designers must consider the content. However, because of the cultural communication, the impact of changes in the view of the design, enhance the design requirements, so that the visual communication design is no doubt more difficult, in response to this situation, designers not only need to be prepared psychologically, but also need to understand more content, cultural differences will affect the audience's view of the scheme, the use of modern equipment will also affect the effect of the designer to a certain extent, the visual communication design in the past will take a long time to produce, under the role of information technology, the map into a short time, but also can use simulation software design results, so as to avoid multiple rework, improve work efficiency. But in the process of using technology, there is a lot of content that needs the attention of designers. For example, the visual communication design application Flash technology, need to understand the drawing program, otherwise cannot use the software flexible design scheme, but the use of Flash technology compared with the traditional visual communication design, it does have a strong advantage, Flash technology, the design scheme presented, music, lighting and so on, the effect is more realistic, this is in the professional fusion vision, visual communication design has the advantage.

3. Diversity Programme Design

Visual communication design diversity development is an effective means for designers to follow the needs of the times, optimize the design of the scheme, in the current design process, can gradually improve the content of the scheme, highlight the artistic effect of design, but whether the design scheme can be welcomed by the audience, and the culture contained in the design scheme has a direct relationship, from the current situation, it is not difficult to find that the audience will be influenced by the national culture, so that the aesthetic orientation is very obvious, after understanding this situation, we should adjust the design ideas as soon as possible, the Chinese design and foreign good design together, so as to meet many groups, the traditional visual communication is limited by the way of expression, so the effect of the design is not obvious, but with the development of the information technology, not only enhance the efficiency of the design, but also increase the color and color of the design, It can be used as a breakthrough point to capture the unique expression of different paintings according to the requirements of the audience and apply them to the design of visual communication. However, there will be some differences between this expression and the western visual communication design, but it can highlight the cultural characteristics of our country. Designers should constantly excavate the traditional cultural elements, apply them to the visual communication design, promote the design culture, western image design is more inclined to the combination of lines and so on, when the designer designs the scheme, cannot have to copy the whole super, can quote the image of our country, such as Phoenix, moire, thunder grain, lion and so on, these patterns are the historical development process, each period people's favorite modelling way, these patterns can be traced in the history or the name painting, the seal and so on, each pattern all has its time, and some patterns also have the bright national color, the porcelain blue and white picture in the picture is one time design plan good imprint, the design process, the Chinese traditional element, may highlight the design effect to a certain extent.
Figure 1 Blue and white porcelain sample A

Figure 2 Blue and white porcelain sample B

Figure 3 Blue and white porcelain sample C

4. Multi-Professional Integration

In the current era, people will feel the impact of different cultures in the Internet, visual communication design form of expression will affect the view of the design scheme because of cultural differences, after understanding this situation, we need to further optimize the visual communication design plan, in the process of the times development, visual communication design
needs to be highly integrated with modern information media, design needs to take into account not only the connection between cultures, but also the influence of other factors on design, modern technology will seriously affect the performance of design, after understanding this factor, we need to timely adjust the design research direction according to the needs of the audience, combined with the current technology development, visual design needs to introduce modern technology in time, the digital design will highlight the design effect. Information technology will seriously affect the audience's view of design, after understanding these factors, we should also understand the needs of the public, as well as the direction of the times, to establish multiple ideas, but also to train designers in the design process problems, these are the focus of the designers should focus on the traditional, Visual Communication Design There is a unique artistic expression, but after the addition of modern technology, this situation has changed, designers should understand the design content needs to pay attention to the focus, understand the technical elements that affect the design, and then scientific design visual communication scheme.

5. Conclusion

With the development of the times, visual communication design has gradually become a transmission mode of cultural exchange in various countries. Under the action of scientific and technological development, visual communication design needs to introduce modern technology in time, set the design digitally and highlight the design effect. Visual communication design needs to think about the design content from the development of the times and the actual needs of the audience. Under the trend of economic integration, economic and cultural exchanges among countries will become extremely frequent, and the development of visual communication design to diversity is an inevitable choice to conform to the times. In this process, we should pay attention to the blending of cultures, and need to link narration closely with culture. This work is not simple.

References


