

New media Vision Research on Visual Communication Design

Wenyi Zhang

Wuhan University of technology, Wuhan, Hubei, 430070, China

13657204178@163.com

Keywords: New Media, Visual Communication, Design Creativity

Abstract: With the continuous development of science and technology, the popularization of information has changed the inherent mode of various industries, the birth of new media, its strong communication ability and interactive ability, changed the traditional visual communication design mode, and brought a new concept of visual communication design. With the promotion and use of various new media forms, visual communication design ideas how to break through the shackles of traditional mode, with new ideas, ways and means to carry out visual communication design creative work, determine the future development of the field. This paper discusses the visual communication design ideas under the new media vision, and provides reference for the development of related work.

1. Introduction

The advent of the new media era has changed the way of news dissemination, people's living standards, but also changed the traditional ideas and patterns of various industries. The concept of new media is mainly compared with the traditional media such as newspaper, radio, television and so on. Vision The creative design of visual communication should make full use of the advantages of the new media era, grasp the characteristics of the new media era, and realize the new media Vision Under the visual communication design creativity innovation development.

2. The Concept and Characteristics of New Media

2.1. The Concept of New Media

The emergence of new media is the product of the times and technological progress, and its rapid development, wide coverage and strong influence, so it is called the fifth media other than traditional newspapers, outdoor, radio and television, which has great influence on traditional media.[1].



Figure 1 Characteristics of the New Media Age

2.2. Characteristics of New Media

With the development of society and the improvement of people's living standards, people's pace of life is accelerating, and their work occupies almost most of everyone's time. In this situation, people's demand for media shows a tendency of fragmentation, and people need new media to break

up information into the gap between people's daily work and life to meet the needs of contemporary people for social hot spots, trends and entertainment. Therefore, fragmentation is the typical characteristic of the new media era.

With the continuous development of science and technology, the Internet and mobile terminals have been fully integrated into people's daily life, changing the way of human life, the application of Internet and mobile terminals in the media, so that people do not need to receive information through television, newspapers, radio and other forms, but can achieve real-time information reception and interaction with mobile terminals through the Internet at any time and anywhere, so the new media has a high degree of flexibility to facilitate the dissemination of information anytime and anywhere[2].

Nowadays, people are generally facing great pressure of work and life. Therefore, people's demand for the media is not only a simple medium of information dissemination, but should be both entertaining. Especially since the rapid development of the media in China, is to comply with the requirements of people's entertainment and the product.

The characteristics of the information age are that people need to face and deal with the mass of information every day, and the choice of autonomy is an important feature of the new media era, people can independently screen in the mass of information, choose the content suitable for their own actual needs, in order to meet the different choices of different people.

Personalized characteristics are also one of the main characteristics of new media, the existence of media is no longer a simple medium for the dissemination of information, but can provide personalized services for different groups of people, through personalized services, enhance the diversity and diversity of new media communication, and enhance the market competitiveness of the media industry.

The communication of new media is extremely interactive, through each big platform, the audience can realize real-time interactive communication through the Internet or mobile terminal at any time to express their own opinions and ideas, which is also an effective measure for the new media to enhance the stickiness of users and improve their attractiveness.

3. The Inspiration of the New Language Structure to the Contemporary Visual Communication Design From the Perspective of New Media

In the background of the new media era, because the traditional means of communication are constantly subverted, the image has become one of the most mainstream ways of information dissemination in the new media era, and the role of information dissemination and idea expression has been constantly highlighted. From the perspective of new media, the language structure of image information can be divided into syntactic structure, meaning structure and modal structure. In the new media era, images can completely independently assume narrative function, convey very rich information and express very deep content. Based on this, the visual communication design idea under the new media vision should also fully consider the influence and inspiration of the new language structure, and carry out the visual communication creative design work on the basis of this.

3.1. Constructing a Complete Information Language Structure

The new media era has put forward new requirements for the effectiveness, form and structure of information dissemination, and the creative design of visual communication under the new media vision requires the first complete language structure to ensure the effective dissemination of image information. Therefore, in the contemporary visual communication creative design, we should first focus on the creation of a complete image language structure, and highlight the level of its image information content, and with the help of this complete language structure and rich image level, designers can carry out a more in-depth semantic analysis of the design object, and from the two dimensions of language structure and image level to help designers complete the transfer design creative core[3].

In addition, the core information of the text should be taken into account in the design of visual communication design. According to Saussure's theory of language hierarchy, the designer can

analyze the text of the design object from the two levels of meaning and ability, so as to extract the most representative and core meaning from this paper.



Figure 2 Visual communication design ideas

3.2. Construct Composite Image Text

New media visual communication design ideas, not only at the beginning of the design should profoundly refine the text connotation, highlight the image level, but also make full use of the new media communication technology to construct a complex text transmission mode, which is also an effective way to enrich the visual image language structure. In the new media era, the way of information communication has changed greatly compared with the traditional media, the rapid development of digital technology has made the mode of communication more diversified, the transmission of image text gradually developed from the traditional static mode in the process of communication, in order to integrate the sound, light sense, image, video and so on as a complex dynamic image, this huge transformation makes the visual communication design creative mode have a subversive change. Based on this, when processing the visual image information, we should construct the compound image text information through different technical means and expression techniques, and screen out the appropriate image and text information among the complex information based on the deep understanding and extraction of the connotation of the design object, and then combine the two fully, and realize the visual display of the compound dynamic image text with the help of multimedia technology. After this process, the audience through the contrast method, the picture and text information are compared, combined with the visual communication design creative visual feelings, in the audience's mind to build a very hierarchical impression of information, to the designer's design concept to feel, form the overall visual communication effect.

4. The Narrative Mode of Reflecting Image Information

Based on the construction of composite image and text information mentioned above, the application of information technology and digital technology under the new media vision is the typical feature of visual communication design idea which is obviously different from the traditional mode. The advantages of digital technology and information technology should be fully taken into account in visual communication design under the new media technology, and the multi-narrative structure of image text information should be presented with the help of its core value. Multiple narrative structure mainly refers to the transmission of different narrative connotations with the help of different information deductive forms in the process of transmission of image text information. In the traditional visual communication design ideas, static images and characters are the main forms of deductive information content, but limited by the technical limitations, the final results are likely to appear in the separation of graphics and text, which makes it difficult for piecemeal graphics and text to fully show its meaning. Therefore, the visual communication design idea under the new media vision, should break the traditional pattern single, the backward picture and text display form, boldly melts into the brand-new element, forms the diversified narrative pattern, presents the work language structure and the image level more completely, expresses more complex, profound, dynamic form, gives the audience more diversified visual enjoyment.

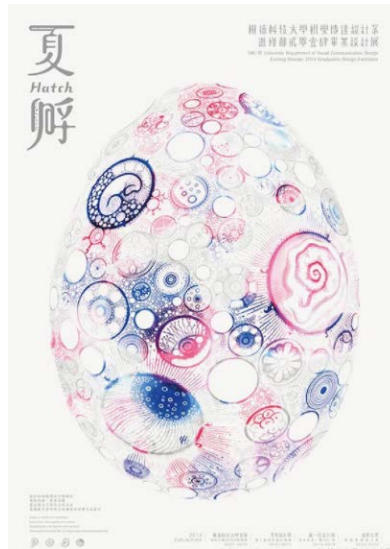


Figure 3 More profound and diverse narrative with new media technology

5. Conclusion

With the advent of the new media era, the traditional visual communication design ideas are full of opportunities and challenges. The continuous updating of information technology requires designers to make full use of the technical means of the new media era to enrich the connotation of visual communication design ideas, so as to express more complex connotations and convey richer content by means of rich text levels and multiple image elements.

Acknowledgements

Free exploration and innovation project for Postgraduates of independent innovation research fund of Wuhan University of technology. Design and promotion of creative table games and online games based on Cultural Industry (195216007)

References

- [1] Yang, Jian, Feng, Li. Graphic Creative Research in Visual Communication Design in New Media Age. *Artistic Character*, no. 20), pp. 327-328, 2019.
- [2] Wang, Xi. Discussion on Visual Communication Design in New Media Context. *Tomorrow Fashion*, no. 12, pp. 5-5, 2017.
- [3] Wu, Yijin. Research on Visual Communication Design under New Media Art Design. *Communication Power Research*, no. 12, pp. 90-90, 2017.