

Form Table of Visual Communication Design in Network Media Under Big Data Background

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Abstract: The web-based media of visual communication design, for this point, it opens up a new field, and occupies a pivotal position in innovation in the field of art and design, as its important component. With the arrival of the big data era, traditional media have been transformed into new media. At present, with the continuous innovation and development of Internet information technology in our country, the development of visual communication design enterprises is promoted, and its three-dimensional and interactive characteristics are constantly highlighted, but also in the aspects of style and thinking ability, it brings great selection to the traditional teaching and design staff. In this article, some features of visual communication design in network media are described, and the development strategy of network media is proposed.

1. The Concept of Visual Communication Design in Network Media

Since the birth of the first computer technology in China, computers have been an essential part of people's daily life. As the most important form of information dissemination, the network is loved by the public because it can realize the timely and rapid transmission of information. Visual communication design, as an artistic network application technology, has developed very rapidly in this era.

As a visual communication design has long been used in advertising, packaging design and other aspects, in practical use, it is mainly under the guidance of the designer's design concept, through the use of some form: such as advertising, text, pictures, and through these forms of direct transmission of information to the majority of the audience, and finally achieve both ensure that the audience quickly access to information, but also attract the wide attention of the community.

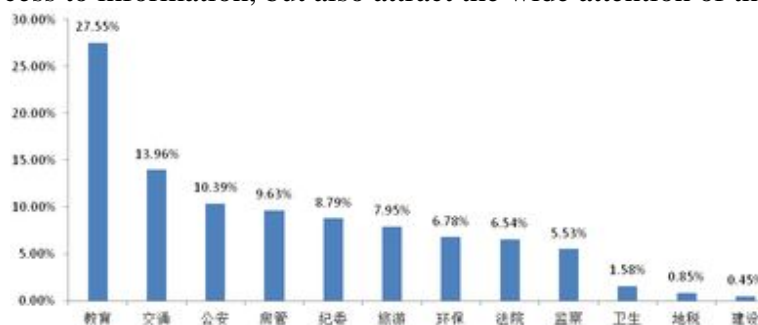


Figure 1 Visual communication using unit data

Visual communication is one of the forms of dissemination of information. Specifically, the choice and application of visual communication form in the background of big data is the effect of network media on the further packaging of complex information, and the final requirement of packaging is to meet the psychology and needs of the broad audience, especially the emergence of various forms of network media, which puts forward higher innovative requirements for the form of information communication. In order to be able to catch the attention of the audience quickly, we need to use the form of visual communication innovatively. At present, information technology is widely used in network media and various kinds of network media, which is also the result of the

development of using information technology, in this process



Figure 2 Integration of visual communication information technology

We need to be able to actively use the innovative use of information technology form of visual communication, and focus on the role of video communication and network media, so as to ensure that information can keep pace with the times, rapid transmission, it uses the visual network media environment to meet people's needs, so that people can obtain huge information from visual communication, thus realizing their own value

2. Visual Communication Design Features of Network Media

For the visual communication design of enterprise network media, it can be regarded as the visual communication design based on the network economic environment. In the process of design, it not only effectively embodies the characteristics of the network itself, including convenience and rapidity, but also shows a strong artistry.

2.1. Comprehensiveness

At present, with the continuous expansion of the network media, its content storage is more and more rich and diverse, has been beyond the description of words and pictures. From the point of view of Internet information technology enterprise development research, in the aspect of download application management, early design staff must balance text and picture with other interactive elements, otherwise, it will have a bad effect on the user's experience activities.

Up to now, optical fiber has been realized in China, and the broadband problem has been effectively solved, so it can constantly enrich the expression form of network media and realize the purpose of multi-media comprehensive application. In visual and auditory aspects, the existence of various forms of media, can fully meet the needs of tourists, and the emergence of virtualization technology, the invention of human-computer interaction, also conducive to enhance its intuitive, effectively expand the scope of application.

2.2. Variability

In terms of formal development, compared with graphic design, the visual communication design of network information media has a large area. First, the network media, which is often designed through computers, in the process they need fewer, or even less, other tools. But from the point of view of graphic design, its form has been developed for a long time, but it has not changed substantially. Under the condition that the computer equipment and the display are constantly updated, the visual communication design of the network media will produce different solutions. Secondly, in the form of expression, the network platform has a very distinct diversity of the tools of the relevant application designers. Third, for the same work, because our visitors have different preferences, through visual communication design will also produce different teaching effects [1].

2.3. Freedom

At present, the diversity of network links has been realized in the media, on the Internet, the relevant audience can according to their own free will, click on the relevant link, watch TV media, but there is also a corresponding order in the network media, they must continue to be strict and obey the view. For the development of visual communication design of enterprise network media, its freedom needs to be seen from the concrete work, that is, we can carry on the free jump web page, and the visitors can choose the page they like according to the students' own ideas.

3. The Core Content of Visual Communication Design Developed



Figure 3 Visual communication

With the development and extension of visual communication design in the past, the related graphic and web design has opened up a new lead with the help of new media and relevant advanced technology. About visual design, on the basis of the core theoretical guidance of web design, not only need to follow the strict rules of the past, the specific setting of traditional aesthetics. In addition, in the specific network system design development process, also needs to follow the related advanced design theory as a major research basic education. Overall, the core of web design, including graphic design and web settings. As a Chinese Internet enterprise, users can manage information and view the main carrier of information, there are certain contradictions in the design process of web graphics, need to follow both simple but in a sense there is a certain complexity. On the one hand, we should follow the basic design principles of traditional aesthetics in order to ensure its simplicity and beauty, but avoid too complex in the specific design. On the other hand, there is a need to ensure diversity and diversity in web design[2]but need to be based on the design for different information related to graphics and make corresponding identification and classification. And with the problems in the process of individual design of graphics, we should take the overall economic situation as the core, analyze and consider as a whole, and make the center prominent and beautiful and generous.

Navigation design network media also includes navigation devices. Navigation is designed primarily by creating browsing barriers for browsing user management. Because hyperlinks related to web pages have the main characteristics of complexity and diversity, when users browse web pages, there are often complex situations of mutual connection and repeated connection, so navigation design emerges as the times require, which is mainly to facilitate browsers to browse related letters. In addition, the specific design of animation, video, text form, icon representation and speech, and other related components can be added to the corresponding design. In general, in the process of designing the navigation system, it is necessary to study the overall economic structure of the page and make a comprehensive and reasonable design of the size, form and style of the navigation.

4. The Form of Visual Elements in Network Media

Media in network media networks, including graphics, text, color, layout and other visual elements. In the process of practical development and application, on the one hand, in the process of image, text and so on, we need to pay attention to the collocation of various visual elements, which can use emerging technology to give people a visual impact and form a good visual effect. However, we should pay attention to the network media, because of the complexity and mass of information, the choice of pictures should have a high degree of recognition, the choice of pictures should have rich connotations, pay attention to the personalized use of pictures. On the other hand, focusing on the use of text, text is the basic information point to be able to convey, while conveying feelings of the text needs to be promoted. Finally, in the network information media, the visual design elements can fully reflect the diversified use of color, pay attention to the coordinated development of color, but do not lose the impact of color, thus creating a space for viewers to daydream through different colors[3].

Network technology has a good fusion effect in the innovative application of visual communication. This kind of technology can not only fully apply the design teaching style of pixel in the innovative development of visual communication, but also make the research of the effect of information system more concise and visualized in this way, and promote the masses to understand the artistic beauty, the picture beauty and the related picture text combination in the visual communication of pixel. Therefore, under the network media, the innovative application of the new visual communication form should be actively combined with the network technology, which should not only accord with the characteristics of the network media, but also achieve the good effect of the new visual communication[4].

5. Conclusion

In the modern information society, the application of digital media is more and more extensive, through the information dissemination and the efficient performance can realize the network media visual design, relying on the electronic information carrier has become one of the aesthetic and humanized characteristics of the expression form. At present, the study and research on the visual design of network media, exploring the new dynamic visual performance of enterprise information has become the mainstream of development. By refining and analyzing the characteristics of web page design, aesthetic principle and style shaping, this paper summarizes the techniques and means of the main performance of web page design, and combines the knowledge of various disciplines to combine the development of this kind of teaching art and technology, so as to make effective use of the characteristics of Chinese Internet social media to carry out effective communication design, hoping to help the development of Chinese network media.

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