The Integration of Digital Media Technology and Graphic Design in the Internet Era

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Abstract. With the rapid development of economy, computer software technology has been used in various fields, different design software has different design functions and software characteristics, graphic design has begun to use a variety of computer image processing software for processing. The combination of computer graphic design and related design software can optimize the effect of graphic design. Taking graphic design as an example, this paper briefly analyzes some applications of computer software technology in graphic design.

1. Concept Discussion

1.1 Introduction of Graphic Design and Computer Graphic Design Software Technology

Graphic Design, also known as visual communication design, USES "vision" as a means of communication and expression to create and combine symbols, pictures and words in a variety of ways so as to make a visual expression to convey ideas or messages. A graphic designer may use professional skills in typography, visual art, page layout, computer software, etc., to accomplish the purpose of a creative project. Graphic design usually refers to the process of making (design) and the final product. Graphic design software is a general term of computer design software. The graphic design software needs to be run on the computer to design the graphic screen and text. Adobe Photoshop, Adobe Illustrator, CorelDRAW, And Adobe InDesign are the most commonly used computer software tools in graphic design.

2. The Significance of the Combination of Graphic Design and Computer Software

Traditional graphic design basically adopts the form of hand drawing to express, which is basically paper-based presentation. This traditional way has a strong disadvantage, that is, the accuracy of the designed works cannot be guaranteed and the design periodicity is very long, so a lot of manpower and material resources will be wasted. Currently has the computer software system, monitors and computer become stylist the important tool of 2 d to 3 d design, under the action of graphic software technology, graphic designers rely on artistic thinking and rich software operation ability, and make the design ideas quickly into the picture display, the design process more process is also more convenient. Secondly, in the link of preservation and dissemination, software technology can rely on the Internet for data dissemination and preservation, which greatly facilitates the reading and modification of works.

2.1 Improve Work Efficiency

In the era without computers, graphic design work is the designer to complete each drawing design by hand, and the completion of the design time is relatively long, or through a lot of designers to
complete the design work, the overall design effect is not high. In the design work for color, theme and other aspects of the embodiment of the effect is not very good, and once the design process made mistakes, it is not easy to get rid of. Nowadays, the image processing software in computer is widely used in graphic design, and the existing problems in previous design work can be effectively solved. [1] There are abundant design materials and graphic design materials in this software, as well as rich and varied design contents. After using this software to complete the design work, the designer can find the insufficient place to carry on the post-processing to the image, finally achieves the designer's ideal effect. If the customer puts forward some requirements in the later stage, the designer can also change the design work, and effectively improve the overall efficiency of the finished product design. [2]

2.2 Enhance the Creativity of the Works

In the past, the manual graphic design is not rich enough in theme and color, with great limitations. All the ideas of the designer cannot be fully reflected, and it also restricts the creativity of the design. Creative thinking is the unity of many kinds of thinking, among which it is not only the unity of image thinking and abstract thinking, but also the unity of divergent thinking and convergent thinking, as well as the organic combination of thinking and imagination. In graphic design, the use of image processing software can fully reflect the designer's design ideas, and the design creativity can be designed through the image processing software. The appearance of computer image software effectively promotes the new development of graphic design.

2.3 Lower Cost of Capital

Image processing software can effectively reduce the use of manpower in graphic design work, and design steps have been effectively simplified, but also reduce the use of raw materials in the design process, design cost has been effectively saved. The software can be designed in each Part of the design is saved, and the designer can view and change any part at any time, effectively improving the efficiency of the design work. Although the image processing software has many functions for graphic design, however, the development of graphic design is not. Real-time video monitoring with mobile phones has become a trend due to its convenience in use. However, in terms of pre-hospital emergency treatment, how to make better use of the collected video surveillance data, so that the hospital has made adequate preparations for the patient before the patient arrives at the emergency room of the hospital, which is the follow-up problem to be solved by the center. The research of intelligent terminal is still in continuous exploration, and it will give full play to its practical advantages and realize a win-win situation of economic benefits and social benefits.

3. The Application of Computer Software and Graphic Design

3.1 The Combination of Words

Text plays an important role in graphic design and is one of the important elements of graphic design. Therefore, in the process of graphic design, it is necessary to edit the text reasonably so that the design content can be presented more intuitively. Unlike other elements, the editing of text elements is practical. In the process of graphic design, in order to have a better visual effect, it is necessary to ensure the reasonable arrangement of text and the construction of the pattern. Therefore, for graphic design, the reasonable arrangement of text requires higher requirements. [3] In order to achieve the reasonable arrangement of words, it is necessary to control the sequence and spacing of words, and also to control the expression style of words reasonably, and deal with the pattern relationship between words and words. In the process of graphic design, still need to combine the advantages of multiple design software, however, with the rise of computer application, this situation is solved, today's designers can use computer aided technology to access all kinds of material or material download software, there are countless fonts, as well as their deformation variant or reference for the application.CorelDRAW is graphic design software from Corel, Canada. This software is Corel company produced vector graphics production tools software, this graphic tools to designers to provide vector animation, page design, website production, bitmap editing and web animation and other functions, especially in the word processing convenience has a strong artistic processing effect.
3.2. The Combination in the Image

Graphic image is another important element of a graphic design work. First of all, it is located in the visual center of the whole picture design, and it is an indispensable and important component element of graphic design. Therefore, the first goal in graphic design is often graphics, which need to be used to illustrate the connotation of the work, so that the creativity can be more clear, more accurate and more complete expression. Computer aided design software can provide a variety of graphics processing method and technique, the designer can use the computer to the rotation of the graphics, cut, split, amplification, narrow, perspective, distortion and so on all sorts of multielement composite operation, also can use computer graphics special effects, add graphics drawing and rendering and texture, black and white, the pixels in the style of artistic effect. Even the material of the image object can be edited according to the requirements of the design content, such as glass texture, wood texture, metal texture, plastic texture, etc. Through these real perfect and changeable graphic special effects can make the image connotation of art works get a great sublimation. For example, photoshop generally refers to a type of image processing software called AdobePhotoshop. Photoshop mainly deals with digital images in pixels. With its many editing and drawing tools, it can effectively edit pictures. AdobePhotosho has many features that cover everything from images to graphics, text, video, and more.

3.3. Application in Teaching

In the current teaching process, teachers will use multiple software for graphic design teaching, and the combination of software design and computer can enhance students' enthusiasm and simplicity. Practical teaching can fully transform students' theoretical knowledge into professional skills and enable students to better participate in practical work, which plays an important role in students' teaching. In the teaching process, computer graphic design teachers should not only pay attention to students' absorption of theoretical knowledge, but also strengthen students' ability to use technology and innovative thinking. Students' thinking ability is very important in design, and practical operation is the basis for cultivating students' thinking ability. [4] On the basis of educational system reform, increase the diversity of educational methods, improve students' practical ability and enhance their interest in computer graphic design. By using "Internet +" to cultivate students' innovative thinking, students can be skillfully guided to deal with artistic design, graphics and image special effects in the learning process of computer graphic design software tools. Cultivating students' innovative thinking can also avoid the phenomenon that students rely too much on computers or are restricted by computer graphic design software. Finally, students have the flexibility to combine computer technology with personal creativity.

4. Conclusion

Computer graphic design and general design process is not the same, and an important difference is the computer graphic design technology is the organic combination of graphic design and computer technology, through the combination of such, can break their shortcomings, give full play to their advantages, it can promote the design effect quality, also can improve the efficiency of design, for the problem in the design can be effectively reduced. At present, with the rapid development of information technology, computer technology is constantly developing, which has brought great influence to people's life and work. Computer is also constantly popularizing. At present, it can be said that every family has a computer, which has become an indispensable equipment.

5. References

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