Study on the Era of Visual Communication Art Design

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Abstract. With the continuous popularization and innovation of network technology, China and the world have gradually entered the era of all-media, and the influence of visual communication art on industrial design in the era of new media has gradually increased. This paper analyzes the contemporary characteristics of modern visual communication art design from several aspects, such as design characteristics, expression and communication, and proposes that in the new era of art design creation, technology and art should complement each other, realize multi-dimensional interaction with visual information as the boundary, and realize the concept of innovation based on the pursuit of life substance, which provides a more wide range of ideas.

Keywords: Visual Communication, Art Design, Topicality

1. Introduction

Visual communication art design has a distinctive sense of the times, mainly because people's aesthetics have changed in different times, so that the criteria for judging design have also changed; art design tools will follow the development of the times to upgrade, but also make the design technology also continue to break through innovation; art design concepts will also be different times the influence of ideas and trends, and make the design of different tendencies. It is because the visual communication art design has outstanding era, so in order to design a good work, we must ensure that it is in line with the characteristics of the times, so that it can stand out in the dazzling design works [1]. Modern society, under the impact of the Internet and computer technology, has led to the expansion of the field of visual communication art and design and the continuous improvement of the design level. To explore the characteristics of visual communication art in modern society, we cannot ignore the impact of the Internet and computer technology on it, and we should consider the new media context built up based on the Internet and computer technology and its impact on visual communication art. Under the new media environment, the Visual communication has made remarkable development and progress, and the new media has already become an important form of artistic expression and an effective way of artistic communication in today's society. The design flow, design mode and design principle of new media art design have already had more outstanding development and innovation. Compared with traditional design, new media art design still shows many differences, mainly in the form of visual communication and visual display, new media art through continuous innovation and technical improvement, there are more efficient ways of
communication and diversified forms of communication, and the effect of communication has been greatly improved [2].

2. Analysis of the Characteristics of Modern Visual Communication Art Design of the Times

2.1. Analysis of the Characteristics of Design

In the era of new media, the design communication, design tools and design language of visual communication have all emerged new characteristics. The new media gives more interactivity and initiative, which enables users to interact with the media directly through technical means and coordinate the relationship between user needs and product functions, so as to obtain a better experience. The new characteristics of design communication are mainly reflected in the fact that visual communication works do not only rely on traditional media such as TV and newspapers for communication, but also rely more on interactive media supported by many new media technologies for communication. The interactive media side has more active power in the communication of visual communication works, and the direction of communication has changed from one-way to two-way. The new characteristics of design tools are reflected in the fact that art and design work is no longer the traditional ink and paper, but more computer software. The upgrade of design tools has simplified the design process, but also somewhat constrained the innovation of design. The new characteristics of design language are reflected in its ability to integrate not only static language elements such as text, symbols, and patterns to express to people, but also dynamic language elements such as animation and video to make the expression richer and more relevant to the designer's thoughts [3]. Under the influence of the current new media environment, it has effectively driven the rise and development of information technology and social science and technology. The technological development in the new media era will provide strong support for the development of information technology, visual Communication, a professor of computer science at the University of California, San Diego, and a researcher at the University of California, San Diego, said that the new technology is a product of the Internet of things era, and that it can not be developed without the Internet, and that when users use the internet to learn what they need, contact with the content to avoid boring and tedious, browsing interface content to be concise and clear, which requires the designer to use information technology, screening useful information, discard useless content. With the rapid development of new media technology, the Visual communication has been gradually diversifying, and there is a trend of cross-disciplinary development, which has led to the breaking of the original development model of visual information transmission, began to tap into the sensual needs of the masses [4].

The common expressions of visual communication works are graphic expression, spatial display and film communication. In the era of new media, these expressions have also undergone subtle changes. Works designed with graphic expressions can be infinitely close to the natural state of the real world if the designer needs and has the appropriate technology. The great development of science and technology has led to the continuous development of new technologies, such as virtual reality, which has been applied to new fields in these two decades, combining modern science and technology with interactivity, focusing more on the fun of using the product for the user and the exploration of the product [5]. For example, the use of PS technology allows a snowman to dance in the hot sun, not only without any sense of incongruity, but also as if it were achieved through photographic techniques. The use of spatial display to design works, while the three-dimensional effect will be more intense. 360 holographic imaging system is an emerging 3D technology, technology based on the principle of light reflection, with the visual errors of the human eye, for integration to produce a multi-angle, all-round 360 ° three-dimensional suspended image. People use cell phones to watch a picture of a village as if they were in it. In the new era, the use of film and television to communicate the design of works can increase the interactive function. People can interact with the design work through relevant software. With the help of the ability of new media technology, art design presents a new look, forming a striking effect. In the Digital Society, Art Design has obvious influence on the design object and the environment. Applying a lot of modern technology can design the effect that traditional art design can
not achieve. At the same time, using the experience of traditional art design, the new media art design constantly refers to and innovates the factors of traditional art design, thus designing more intelligent colors and making the products designed more humanized, to make the design more vivid, more passionate, no longer cold. In addition, under the support of new media, the content of art and design can be spread and propagandized in a more diversified way, which also makes the way of design broader, design is no longer confined to rigid images and objects. On, it can also be a three-dimensional experiential service.

(3) Analysis of the communication mode of design

In the new era, the communication method of visual communication design works has also undergone profound changes. Traditional media communication is often restricted in many ways and generally spreads through terrestrial communication forms. Due to the diversification of communication forms and means, new media communication is not restricted by location and time, so it has a stronger communication performance and stronger real-time compared with traditional media, which is conducive to the rapid dissemination of information. The way of receiving works has also changed [6]. People no longer accept the communication media and design works in a one-way way, but have more selectivity. Although the competition pressure is high for art and design works, only if they are creative and novel enough, people will use the choice they have and let them finally emerge in front of the world. In the new media era, the primary and secondary relationship between media and audience has changed, and the audience has more initiative, and the communication of works has changed from one-way to two-way. In traditional art design, designers often rely on hand-drawn way to build the Stereogram, plan, sketch, ceiling plan and effect drawing, etc. The old idea is that design and manufacture are not the same as -- people finish, after the product is finished, the designer will analyze and optimize the effect of the design according to the static effect or static diagram of the product. But the user uses the product dynamically, will feel the product from many levels, will form the interactive experience with the product, this and the designer and the product link has the obvious difference, the designer also needs to draw on the user's feedback, can more perfectly grasp the effect of design, which also leads to the design and use of the vacuum between. In the art design under the new media, with the help of digital technology, it can better display the sameness between the designer and the user, and realize the characteristics of more stable design effect, easier modification and more convenient storage, in order to eliminate the vacuum between design and use, with the help of art design can let designers in the real use of the scene to complete the design work, and enhance the overall effectiveness of design.

3. Research on Visual Communication Art Design Strategies in the New Era

(1) Let technology and art complement each other

Visual communication is applied in many fields and plays a role that cannot be ignored. The dual meaning of linguistic and graphic expressions has a very important role in the construction of visual information and media communication, which has the dual body of graphic and linguistic communication, which is inevitably related to its dual properties, and is also influenced by the role of the visual way of graphics on linguistic textual expressions [7]. The emergence of Internet technology and computer technology should not become a stumbling block for the development of visual communication art, but should bring greater impetus to the development of visual communication art. In the course of art development, the emergence of any new technology will have a recurring impetus on it, i.e., it may limit the development of art at first, and people will rely on the convenience of technology and lose the ability to innovate in art. For example, when people use computer technology related to visual communication design, they learn to copy based on a high degree of imitation, so the design has to learn to steal the machine and steal the pillar, and the technology becomes a restraint for artistic progress. When people were able to face up to technology and began to examine the role of technology in the development of art, they began to try to play the role of technology as a driving force to enhance the level of artistic creation. In the new era, visual communication technology has provided more possibilities for the design of works, and the works designed are more exquisite and
accurate, and the resources are richer and more diverse, which technology and art complement each other.

(2) Realizing multidimensional interaction with visual information as the demarcation

Visual information is one of the information that can be collected and perceived by the human brain. The act of information interaction is closely related to human beings, and is a branch of applied philosophy that has been created since the beginning of mankind. Mutual behaviors can be generated between people and people, and between people and things, and information interaction is especially important. Although the impact of the new era on art and design is obvious, it is still not separated from the basis of visual information presentation. Shapes, colors, and textures are still the demarcation of visual information, and patterns, words, and shapes are still the carriers of visual information [8]. In the new era, the marker boundary has become wonderfully diverse and the carriers have become dazzling, and the advanced technology allows people to realize infinite possible multi-dimensional interactions with the carriers through the marker boundary. With the continuous evolution of science and technology, information interaction has been based on the production of digital products. Digital products are different from actual products, where physical products focus more on appearance and style, while digital products focus more on the behavior and goals with users, and on this to interact with information for a better user experience. If you are not satisfied with the background of a photograph, you can change the color of the background, or the pattern to make the style of the whole picture change. This is art creation through the interaction of visual information.

(3) Realize the innovation of concept based on the pursuit of life substance

No matter how times change and how technology develops, people's pursuit of beautiful things is unchanged. Visual communication design determines the overall composition of art in the form and meaning, and finally presents the symbiotic connection between image and literature and art, which has the ability of expression of language itself, and also presents the image characteristics with artistic function, creating infinite possibilities through the process of visual communication design. For art and design, it is the crystallization of human wisdom that comes from life and is higher than life. In the new era, the essence of life in art works should not be abandoned, and the pursuit of the essence of life should be the foundation and principle of art design innovation. Chinese people have deep feelings for the Spring Festival, because it is a festival of family reunion, a lively and joyful festival. Then, the design of Chinese New Year should reflect the tone of reunion, lively and joyful, which need not be considered from a high artistic perspective and cannot be explained from a technical level. If we deviate from the essence of life, we will exhaust the inspiration of art creation, we will lose the source of art creation, and the art works will not be able to burst out with vitality and vigor in any era [9].

4. Conclusion

The main purpose of the Visual communication is to express and convey the relevant content to the audience through the visual media. It is an art design with strong characteristics of the times and rich artistic and cultural connotations. With the rapid development of modern science and technology, traditional visual communication has been a comprehensive innovation and expansion, from the traditional flat and static to dynamic, integrated change. New science and technology, modern management, and huge capital investment all need to pass through this medium in order to be transformed into social wealth. Art and design is not only a vehicle for the materialization of science and technology, but especially a vehicle for the commercialization of science and technology. Because the material form of science and technology can also be transformed into great social wealth only when it is accepted and consumed by society. Science and technology can express themselves to the general consumers through visual communication design, and thus the "possibility" of new technology is transformed into reality by two-page design [10]. Visual communication art and design will continue to innovate and progress with the development of the times. The influence of various social factors on art and design is inevitable in different times. Then, we should adapt to the new era, keep exploring and adjusting, so that the art design of the new era can meet people's aesthetics and obtain high artistic value.
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