Research Article

Visual Communication Design Based on 5G Technology

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The progress of science and technology and the rapid development of the Internet have made the visual communication design full of unprecedented yearning and passion for the new scientific and technological civilization. This research mainly discusses the visual communication design under 5G technology. For the fifth generation mobile communication technology (5G), its brand new network architecture design can provide 10 to 20 times higher peak rate, millisecond-level network transmission delay, and 100 billion device-level network connectivity than 4G. It will open up a new era of extensive interconnection of all things and deep human-computer interaction for human society. This paper starts with the relationship between visual communication and various media, so as to prove that the development of mobile media will be inevitable, especially in environment, the visual expression and the innovation in design style. In order to reflect the inner will of the audience in the environment of rapid development of information, this article. It analyzes the changes brought by the development of mobile media to the visual communication design at this stage, predicts the development trend of visual communication, and tries to point out that the development of 5G communication technology is bringing a new round of revolution to the design industry. As a design researcher, it should pay attention to the impact of technological changes on the design field. By exploring suitable design methods, the application of visual communication in mobile media under 5G technology conditions can be better realized. Starting from the background of the evolution and development of media, this paper analyzes the reasons for the rise of 5G technology, as well as the characteristics of 5G technology and its advantages in communication. At the same time, it deeply analyzes the connotation and involved fields of visual communication design and expounds the promotion and influence of the reform of media technology. It focuses on analyzing the development level of 5G technology and the new thinking brought by visual communication design. The article also puts forward the origin of the research. 58.1% of the evaluators were satisfied with the impact of 5G technology on visual communication. Visual design, interaction design, and usability design are all indispensable factors in interface design. When designing, they are not designed in isolation from each other but interact with each other. When carrying out any one of the designs, the design influence of the other two should be combined, and the changes of each one should affect the design of the other two. For example, interaction design and usability issues must be considered when determining the visual presentation of an interface. It can be seen that the design process of the interface is a comprehensive design process. This research helps to advance the development of visual communication design in the future.

1. Introduction

With 5G as well as the accumulation of China’s huge mobile value-added service market potential, mobile value-added services will take high-speed data services as the core of development, presenting a series of continuous interactions with market demands. It comprehensively covers mobile communication networks, the Internet, radio and television networks, and other information dissemination channels and new business applications of terminals. Compared with 4G communication technology, 5G is undoubtedly a significant technological breakthrough and innovative change in the mobile communication industry. The large-scale commercial use of 4G technology has promoted the sinking of communication services to personal applications. The large-scale commercial use of 5G technology can empower the industry and realize and promote the development of industry applications. Such innovations and breakthroughs
need to be carried and protected by patents with legal protection. The new media technology is progressing day by day, the social economy continues to develop forward, and the emergence and innovation of new technologies promote the development of art design, and we need to pay attention to the reality and look forward to the future. The changes of the times also make the design have different definitions and forms and the visual communication design in various fields to varying degrees. Visual communication design is the design of expressing and conveying information through visual media. With the advancement of science and technology and the development of new technologies, new materials, and new media, the field of visual communication design is also constantly expanding. The arrival of 5G technology has made mobile phones a medium too. Visual communication design, which is closely related to the development of media, is bound to be affected by it. Studying the visual communication design under the condition of 5G technology has the significance of opening up the design field. The article is aimed at the support of digital technology and the main carrier of network media and research on visual communication design in media forms that are closely related to people’s work and life. The article analyzes the characteristics of the era of 5G technology and expounds the new opportunities brought by the innovation. After an in-depth analysis of the information dissemination characteristics, visual language characteristics, and aesthetic psychological characteristics of visual communication design in 5G technology, the visual innovation brought by 5G technology summarizes the main forms of 5G technology visual communication design and further discusses and refines the research from specific practical innovation applications. In the end, some problems existing in visual communication design under 5G technology are rethought, and the future 5G technology is prospected.

2. Related Work

The new digital media is not only the transmitter of information, but also the carrier of social culture. It has gradually become a symbol of a complex of social and cultural consciousness and a cultural form. Their development promotes the enrichment of cultural content and determines the aesthetic trend of digital media. Information can be communicated through visual language, sound language, and body language. When expressing visual language, we can choose words or graphics, and graphic symbols have more cognitive priority than text symbols. That is to say, when the two exist at the same time, the audience will prefer graphics, so graphics have inherent advantages, which can spread information across texts and languages. Heath et al. believe that communications compared to the communication channels used in current frequency bands provide higher bandwidth communication channels [1]. Shafi et al. see a lot of pressure to define key 5G requirements, develop 5G standards, and experiment with the technology as soon as possible. Typically, these activities are best done in tandem, but it is hoped that these tasks will be done [2]. Dawy et al. believe that cellular networks are designed and optimized to carry more and more mobile data [3]. Schulz et al. discuss new business opportunities arising from future network-enabled IoT connectivity [4]. Taleb et al. analyze the MEC reference architecture [5]. Divergent thinking, also known as radial thinking, is a relatively common type of design thinking in design. By designing a theme, it can make full use of the nature of divergence in the process of theme selection and reorganization and seek different directions of design and different aspects of different directions. The design effect sought in the search process is also not the only purpose. In the process of visual design, the designer will go through the preparation stage, the incubation stage, and the enlightenment stage. Digital culture is formed on the basis of the comprehensive development and integration of social economy, cultural life, and digital environment. It is a cultural phenomenon with distinctive characteristics of the times, representing the living and ideological state of contemporary human beings. This cultural phenomenon has the characteristics of the times, can meet the spiritual needs of contemporary human beings, and represents the social fashion in the field of information media. Therefore, the driving force for the development of digital cultural phenomenon comes from the rapid development of digital media. It is a cultural awareness activity based on the dissemination of digital information and the gradual formation of the digital environment.

3. Visual Communication Design Method

3.1. Visual Communication Color Selection and Layout. The number of colors: Its conservative choice of colors is limited to the acceptable number (about 5-7) at a glance. Most people have limited color vision and do not overuse color as the only way to convey information. Combination of colors: Complementary colors (opposite colors in the color wheel) after reconciliation of similar colors (adjacent colors in the color wheel) and the same color system (a color with different chroma and different lightness), choose a natural color. The use of saturation: Using saturated colors when attracting attention is the key. When performance and efficiency are the focus, use low-purity colors. If it is going to combine different saturated colors, use it with caution, because they will interfere with each other visually, increasing the fatigue of the eyes.

3.2. Interesting Visual Communication Design. Interesting design should integrate the reasonable collocation of graphics, text, and colors in visual elements to create interesting visual images and interface scenes. In order to convey interest in the expression of visual communication design, we must first consider the pleasure of visual experience and integrate the designer’s life experience. It can make a visual design that is in line with the public’s aesthetics and can drive the audience to stimulate people’s interest. Secondly, in the process of visual communication design, the operating experience of the mobile interface should be able to evoke the user’s life memory. The amplification of life pressure, in our real life, is more eager to pursue the joy of childhood. The relatively innocent age is more than enough to make users have special psychological feelings. Taking this as a
breakthrough to design, truly transform the user’s emotional appeal into a visual mobile phone interface. The use of comprehensive interesting expression methods is expressed in the visual communication design. This leads the user to really invest in the design and, in a more intuitive way, makes the user feel relaxed and happy in the mood. Interesting is a kind of perceptual design, which gives designers interesting expressions in the performance of visual design. It is mainly manifested in the interesting visual elements, graphics, and text. Color is the most important element in visual design. Through the perceptual changes of these communication media, users can truly feel the fun, and the primary goal of expression is to build an interesting visual communication design by synthesizing the designer’s interesting design thinking on the recreation of element symbols. Interesting design transforms the audience’s rational pursuit into the user’s perceptual pursuit. Finally, if the visual communication design wants to promote the integration of various fields, it is necessary to extend the design to all aspects of the living environment. In the visual design, cute shapes, bright colors, and funny combinations are used, so that the audience can feel pleasure in the process of contacting the design works and thus arouse consensus. An interesting visual design is definitely see fun. The development and growth of fun have also added a new color to our life, satisfying people’s growing psychological and spiritual needs. Difference of Gaussian function (DoG) can effectively measure the content difference between the center and the surrounding area, so DoG is used to calculate the local brightness contrast between each pixel and the surrounding area [6]:

\[ I(\delta) = I \otimes G(\delta), \]

\[ F_C(x, y; \sigma_1, \sigma_2) = |I(x, y; \sigma_1) - I(x, y; \sigma_2)|. \]

\( I \) is the input image.

For the normalized local contrast map, the two images can be directly superimposed to obtain the final local contrast map [7]:

\[ L(x, y) = \sum_{i=1}^{4} N(F_C(x, y; \sigma_1, \sigma_1)). \]

Its position weight can be measured as follows [8]:

\[ W(x, y) = \frac{1 + \cos \delta}{2}. \]

According to the contrast map and position weight map, obtain the final saliency map:

\[ SM(x, y) = CM(x, y) W(x, y). \]

The gray level of each point in the saliency map represents the visual saliency of the original image.

The similarity between two local intervals is as follows [9]:

\[ S(x, y) = \lambda \exp \left(-\frac{{\| F(x) - F(y) \|}_2^2}{2\phi}\right). \]  \( \lambda \)

The self-similar coefficient of prime point \( x \) is as follows [10]:

\[ \alpha(x) = \sum_{y \in \Gamma} \beta(||y-x||) s(x, y). \]

The information entropy of pixel \( x \) is as follows:

\[ H(x) = \sum_{p=1}^{k} p(x) \log p(x). \]

3.3. Media Provides a Platform for Visual Communication Design. And in turn, the visual communicator needs to choose according to the communication value of the media. The choice of the media includes the choice of the basic quality of the media, the choice of the media ability, and the choice of the media publication and broadcasting costs. The basic quality of the media includes the media’s prestige, popularity, evaluation indicators, conditions of use, and applicability. Suitability refers to which medium is suitable for which type of visual communication. Visual communication behaviors will mostly choose those relatively low-cost media. The visual communication platform is shown in Figure 1.

3.4. Advertising under the Influence of 5G Technology. Media function advertising media, as a kind of media, naturally has the same general function as other media. In the 5G era, the changes in the categories of these functions are small but also changed. 5G technology enhances some functions of advertising media and also strengthens the “double-edged sword” characteristics of some of these functions.

3.4.1. The Same Function of Advertising Media: Transmitting Advertising Information. From the point of view of mass media, conveying information seems to be the "only" superfluous function of the media (the other being entertainment). Other education, guidance, etc., are only the motives of its transmission of information, which have been spiritualized and purpose-oriented. Advertising media, as one of the media, must also have the function of transmitting information, but the scope of the information is specific to the advertising information.

3.4.2. Enhancement of the Function of Advertising Media to Provide Entertainment. Although many video platforms now insert advertising information in free content, people are resisting this kind of advertising. But there are also a lot of advertisements that the public likes to see, and the advertising media also have entertainment functions. Especially in the 5G era, the widespread application of VR technology will give people an immersive viewing experience, and advertising will become a highly entertaining activity.
3.4.3. 5G Technology Strengthens Advertising Media. It has the ability to monitor the market environment advertising media as a manifestation of the objective agency of people. It is one of the tools, which effectively extend people’s ability to perceive advertising information. This capability functions to monitor and inform in social settings. People can timely know what products are in the current market, what functions these products have, which brands and manufacturers they belong to, and so on through advertising media. For brands, advertising media allows them to shape their own brand image. Often people think that brands that advertise more often are more trustworthy. 5G technology makes it easier to count advertising effects, more advertising data will be obtained, and more data will inevitably better reflect the real situation of the market environment. The ability of advertising media to monitor the market environment is also enhanced. The color separation is shown in Figure 2.

3.4.4. The Cultural Function of Communication That Changes with the Content of the Advertisement. The advertising information disseminated by the advertising media also includes human civilization, customs, etiquette, and ceremonies agreed between people, and the consciousness and spirit with group characteristics constructed by different geographical and natural conditions and even historical processes, that is, culture. To take one of the most obvious examples, there are obvious differences in advertising films in different countries [11].

$$\text{QoE} = a + b \times x + c \times x^2 + d \times x^3.$$  \hspace{1cm} (11)

The logistic function is used, and the fitting formula is as follows [14]:

$$\text{QoE} = \frac{A + B}{[1 + C \times (X + D)^2]},$$  \hspace{1cm} (12)

$$\text{QoE} = \frac{A + B}{[A - B + C \times (X + D)^2]},$$  \hspace{1cm} (13)

$$\text{QoE} = \frac{A}{[1 - C \times (X + D)^2]}.$$  \hspace{1cm} (14)

In the study, the exponential function was used to fit the formula:

$$\text{QoE} = A \times \exp (b \times c) + c \times \exp (d \times c).$$  \hspace{1cm} (15)
The function fitting formula is as follows [15]:

\[
QoE = A \times x^b + c. \tag{16}
\]

Using the IQX hypothesis, the fitting formula is as follows:

\[
QoE = A \times \exp (-b \times x) + c. \tag{17}
\]

R-square (coefficient of determination) is used to characterize the quality of a fit, which is calculated as follows:

\[
R\text{-square} = 1 - \frac{\text{SSE}}{\text{SST}}, \tag{18}
\]

\[
\text{SSE} = \sum_{i=1}^{n} w_i(y - y_i)^2, \tag{19}
\]

\[
\text{SST} = \sum_{i=1}^{n} y_i(y - \bar{y}_i)^2. \tag{20}
\]

SSE represents the errors, and SST is the sum of squares of the difference between the original data and the mean [16].

3.5. 5G Mobile APP Interface Design. First, it has to be left blank. The blank area will not put any elements, and some people may feel that the blank space will make the interface empty. On the contrary, a lot of white space is just what attracts the user’s attention, because it leaves the surrounding elements of the interface empty, making these elements more eye-catching and becoming the focus of the line of sight. Second is color contrast. Using good color contrast can create eye-catching, visually impactful works. Different colors can be used to distinguish the content of different areas; here, we should pay attention to the proportion of colors. Colors can use complementary colors to add visual impact to make it easier to distinguish between content, but be careful not to give people a sense of obtrusiveness in the overall interface. Controlling the color proportion can help users quickly capture information. The weather color design is shown in Figure 3.

Third are shadows and heights. The “depth” on the mobile APP interface can be created by shadow effects. The most typical design is Google’s calendar design, which uses shadow and space to naturally distinguish different parts. The reasonable distribution of shadow and space is shown in Figure 4.

Fourth, pictures do not require a separate divider control. The picture itself is presented in the mobile APP interface in a grid state and does not require special line separation. The grid of images and the white space around it both serve as visual distinctions. The effective amount of information is as follows [17]:

\[
H(x) = (1 - \chi(x))H(x). \tag{21}
\]

Now considering the data from \(t - q + 1\) to time \(t\), the output of the input layer is as follows:

\[
X(q, t) = [x(t), x(t-1), x(t-2), x(t-q+1)]. \tag{22}
\]

The output layer output is as follows [18]:

\[
D(q, t) = [D(t), D(t-1), D(t-2), D(t-q+1)]^T. \tag{23}
\]

The real output value \(Z(q, t)\) of the picture is as follows:

\[
Z(q, t) = \lambda[Z(t), Z(t-1), Z(t-2), Z(t-q+1)]. \tag{24}
\]

The transmit power of each channel is as follows [19]:

\[
P = \exp (y) = \frac{\sum_{k=1}^{b}b\sum_{k=1}^{X}X}{\sum_{k=1}^{b}G}y. \tag{25}
\]

The global brightness contrast of a pixel can be calculated by the following formula [20]:

\[
G(x, y) = \frac{(L_m(x, y) - L_m)}{(L_m(x, y) + L_m)}. \tag{26}
\]

\(L_m\) is the average brightness value of a pixel in the 5 × 5 area.

The evaluation of user satisfaction refers to the user’s satisfaction with the beauty of the mobile interface and the convenience of operation when operating the mobile interface. Of course, in order to achieve user satisfaction, user-centered design methods must be adopted in user interface design, with design theory as the foundation. Only by understanding the user’s usage and love can achieve user satisfaction. The interface icon design style is shown in Figure 5.

4. Visual Communication Design Results under 5G Technology

Eight video sequences have 8 different video contents, including different video motion information and spatial information and video color features. According to ITU and ESI standards, packet loss rate, jitter, delay, and throughput are considered as possible factors that affect video quality. Therefore, the experimental data set mainly collects the MOS values of the damaged experimental videos generated by users under different conditions. The parameters of the source video are shown in Table 1.

Under the 5G technology, the widely used discrete single-stimulus absolute classification rating method is used to evaluate the video in the evaluation process, and the user’s score has a total of 5 values. The experimental dataset considers the scores of videos under the influence of different QoS. The different values of each QoS parameter are shown in Table 2.

In the process of human-machine interaction, there is a level, which is what we called the interface. It is a medium for transmitting and exchanging information between humans and machines. User interface description: From the user’s point of view, the communication between humans and machines is completed and the communication process is designed as a whole. It makes the designed
interface more humanized and improves the efficiency of user operation, which is called user interface design.

5G smartphones cover two functions, 3G mobile phones and smart phones, with more complete functions, which can meet the diverse needs of users and are favored by many users. From the survey research of users who buy iphone, the proportion of users aged 18-28 who own iphone is significantly higher than that of ordinary mobile phones and smart phones. This shows that 5G smartphones are a symbol of youth, wealth, and high education. The user characteristics of different mobile phone types are shown in Table 3.

From the perspective of market attention, mobile phones are the most concerned product among many IT products (the user market size is shown in Figure 6(a)). From the perspective of market share, foreign mobile phones have been occupying a large area of the market, and some domestic mobile phone designs have been following the trend. If we can start from the user’s use point of view, pay attention to the user’s emotional experience and design a mobile interface with a good human-computer interaction experience; it will bring good prospects for domestic mobile phones. It can be seen that the research on mobile phone interface has certain practical significance (IT attention is shown in Figure 6(b)).

The application of computer to design has greatly changed the working mode and visual form of design. The digital way of information dissemination provides people with a new way of visual communication. The evolution of media change and visual communication design is shown in Table 4.

For the background design of the interface, the development trend of the interface and the change of the interface size and screen ratio should be clear first. The interface design changes according to the development of the hardware. Since 2018, the resolution display of LCD has developed to a size of 240 px x 320 px or larger, and the previous 128 px and 176 px width screens have gradually become a downward trend and have been eliminated. Popular LCD resolution changes are shown in Figure 7.

There are relatively few researches related to UI design in China. From the search volume of “UI design” on Baidu Index, we can see that UI entered the public’s field of vision as if it came suddenly. Before 2017, its search volume was relatively stable (the search trend of PC and smartphone in 2017-2018 is shown in Figure 8(a)), but it has entered an explosive growth since 2018. It also reached its current peak in late 2019 (the search trends for PCs and smartphones in 2019-2020 are shown in Figure 8(b)).

In the survey of visual communication design defects, it was found that 26.7% believed that the interface design was insufficient, and 30% believed that the color design was insufficient (the interface design and color design are shown in Figure 9(a)). 20% have deficiencies in layout design, and 20% have deficiencies in content (the layout design and content design are shown in Figure 9(b)).

In the survey on the impact of 5G technology on visual communication, it was found that about 22.2% of the experts believed that 5G technology had a great impact on visual communication (as shown in Figure 10(a)). And 36.1% of experts believe that 5G technology has a greater impact on visual communication, and 58.1% of experts agree with the impact of 5G technology on visual communication, accounting for about 60% (general and no impact as shown in Figure 10(b)). 5G will indeed have a certain impact in the actual visual communication design practice. This also illustrates the necessity of 5G technology research for visual communication.
5G technology has gradually penetrated into lives, and there have been many changes in the way of art exhibition dissemination. The traditional media communication mode is a single fixed mode of communication, such as art exhibitions, media advertisements, and paper advertisements that are centrally viewed. In today’s new media environment, surrounded by 5G and “Internet +” networks, audiences have always felt the widespread dissemination of art. This enhances the audience’s positive sense of being able to participate in the artist’s works at all times, especially in the resonance caused by certain life situations in life. It can also create works of different expressions of the same artistic conception at any time and publish it on the Internet or communicate with the designer on the Internet. It also discusses with other participants’ views on artistic life or aesthetics, which is conducive to the positive promotion of artistic development. The speed comparison between 3G, 4G, and 5G is shown in Figure 11.

5. Discussion

In order to meet people’s rapid growth of various application needs based on information transmission and sharing, a brand-new service method was developed rapidly. It has not been a long time since the emergence of mobile value-added services in China, but the development trend should not be underestimated. This is mainly due to the fact that many features of mobile value-added services in China’s new economic period are very consistent with the potential needs of China’s emerging mobile communication consumer groups. Mobile value-added services in the field of mobile communications, the Internet, and radio and television networks are widely used and organically integrated. It will continue to produce new varieties of compound value-added services. There are thousands of languages in the world, because the difference of language or text will affect the audience’s acceptance of the information, but graphics do not have this problem. In the visual communication system, the

| Table 1: Various parameters of the source video. |
|-----------------------------------------------|
| Video       | Resolution | Frame rate (fps) | Bit rate (Kbps) | Length (S) |
|--------------|------------|-----------------|-----------------|------------|
| Crowdrun     | 710 * 590  | 28              | 13622           | 9          |
| Duckstakeoff | 710 * 590  | 28              | 7705            | 9          |
| Harbour      | 710 * 590  | 28              | 12363           | 9          |
| Ice          | 710 * 590  | 28              | 3861            | 8          |
| Parkjoy      | 710 * 590  | 28              | 11885           | 7          |
| Soccer       | 710 * 590  | 28              | 8542            | 9          |
| Running      | 720 * 580  | 28              | 994340          | 8          |
| Restaurant   | 720 * 580  | 28              | 994340          | 8          |

| Table 2: Different values of each QoS parameter. |
|-----------------------------------------------|
| QoS parameters     | Value |
|-------------------|-------|
| Latency (ms)      | 100   |
| Jitter (ms)       | 1     |
| Packet loss rate (%)| 0.1  |
| Throughput (Mbps) | 0.5   |

| Table 3: User characteristics of different mobile phone types. |
|---------------------------------------------------------------|
| User characteristics | Own a regular cell phone | Own a smartphone | Own iphone |
|----------------------|--------------------------|-----------------|------------|
| Male user            | 53%                      | 59%             | 57%        |
| (18-28 years old)    | 19%                      | 22%             | 30%        |
| (29-42 years old)    | 38%                      | 46.5%           | 38%        |
| College education    | 36%                      | 45%             | 49%        |
| Married              | 67%                      | 65%             | 61%        |
| Family with children | 435                      | 454             | 415        |

5G technology has gradually penetrated into lives, and there have been many changes in the way of art exhibition dissemination. The traditional media communication mode is a single fixed mode of communication, such as art exhibitions, media advertisements, and paper advertisements that are centrally viewed. In today’s new media environment, surrounded by 5G and “Internet +” networks, audiences have always felt the widespread dissemination of art. This enhances the audience’s positive sense of being able to participate in the artist’s works at all times, especially in the resonance caused by certain life situations in life. It can also create works of different expressions of the same artistic conception at any time and publish it on the Internet or
Table 4: Media change and evolution of visual communication design.

| Serial number | Information revolution | Information media | Visual communication design development |
|---------------|------------------------|--------------------|------------------------------------------|
| 1             | The first information revolution | Language transmission | Decorative paintings                      |
| 2             | The second information revolution | Word dissemination | Text, books, decorative paintings         |
| 3             | The third information revolution | Print communication | Commercial posters, the rise of modern design |
| 4             | The fourth information revolution | Analog electronic communication (telegraph, telephone, radio, television) | Film and television advertising, film and television title design |
| 5             | The fifth information revolution | Digital information dissemination (computers, networks, digital media) | Multimedia, web, interactive advertising |

Figure 6: Smartphone trends. (a) User market size; (b) IT focus.

Figure 7: Popular LCD resolution changes.
graphics system includes logo graphics and auxiliary graphics. Among them, auxiliary graphics are the graphics with the widest application range and the highest frequency besides the logo and also the most effective tool to transmit information. If it wants the “tool” of auxiliary graphics to be in the best state, it is necessary to make this tool known and mastered by more people. Under this premise, the internationalization of the graphic language of auxiliary graphics allows more people to recognize it and accept its foundation. At present, the application forms of auxiliary graphics are mostly flat and static. The update of design and production methods and the emergence of new media, auxiliary graphics will increasingly present three-dimensional and dynamic application forms. The three-dimensional and dynamic application of auxiliary graphics will make the auxiliary graphics more expressive and more acceptable to the audience. Three-dimensional and moving things convey vitality. From the point of view of the audience receiving information, dynamic graphics tend to attract the audience’s attention. When we watch graphics, we are actually accepting the stimulation that graphics bring us. From the viewer’s point of view, if this stimulus is single, flat, and static, it will appear thin and boring. Audiences are more inclined to accept three-dimensional and dynamic graphic information. Therefore, the three-dimensional and dynamic application of auxiliary graphics will be more in line with the audience’s physiological and psychological choices. The accumulation of the potential of China’s huge services will be developed with high-speed data services as the core. It presents a series of new business applications that continuously interact with market demand and comprehensively cover various information dissemination channels and terminals such as mobile

Figure 8: UI design search volume. (a) 2017-2018 search trends for PCs and smartphones. (b) 2019-2020 PC and smartphone search trends.

Figure 9: Visual communication design flaws. (a) Interface design and color design. (b) Layout design and content design.
communication networks, the Internet, and radio and television networks. New media communication focuses on "new," and "new" can also be "original." It does not only refer to a design work, a design idea, and a design style. Rather, it refers to re-reflection on how to express the form in the current era of new media design trends, which is an innovation in both design content and design form in the new era. In the design mode, the initial two-dimensional design is gradually transformed into a three-dimensional design, and in the future, we will also develop a four-dimensional design. At this time, it is not only visual enjoyment, but also the texture of hearing and touch. In order to achieve a full range of visual impact experience, a new form of design expression is what we are pursuing. In the process of digital media design, it is not only necessary modern social culture functions visual aesthetics. At the same time, it must comply with the aesthetic principles of digital media visual design. Reasonable use of digital media’s unique characteristics of sound, light, electricity, and human-computer interaction is more effective and more humane and reflects social and cultural needs to complete the purpose of disseminating information. The form of communication, language characteristics, and advantages of satisfying social functions of digital media will replace the dominant position of traditional media and has a very huge space for development. As long as the design theory, aesthetic trends, cultural concepts, and many other aspects of digital media visual communication are well inherited and excavated in the current digital environment, the theoretical concept foundation will be strengthened, and the cultural and talent reserves will be strengthened. It can be foreseen that digital media will be greatly improved in terms of social and cultural functions and artistic aesthetics in the future. In the 21st century, the visual communication design under the new media environment with digital information technology as the main medium and network communication as the main communication leads people to a new visual direction. At the same time, it is connected with the orientation of consumerist culture. With the continuous progress of the country, while improving the hard power, we must also improve the cultural soft power and design works with humanistic feelings. In the face of the market economy field, the design activates the desire of consumers to purchase by catering to the psychology of consumers, thereby stimulating the GDP. Therefore, in the study of the transformation of the expression from traditional media design forms, for design practitioners in the new era of China, they also play the role of visual culture construction, and independent innovation in various fields has a long way to go. The rise of new media brings us new challenges, and the new design culture will integrate traditional culture and modern civilization. We need to grasp the technological advantages given by this era, fully develop imagination, and realize the innovation of design concepts and forms. With the advent of the digital age, brand-new visual communication bid farewell to traditional visual communication and is no longer limited to the traditional paper-based media. The Internet has become the main carrier of visual communication. The digital age of various digital technologies and media has brought new opportunities and challenges; technology under the digital background pays more attention to the transmission rate. It is intended to convey information to the other end of the Internet faster and more accurately. This is the advantage
of informatization and digitization, and it is also the need. In the context of digitalization, it design pays more attention to the customer’s experience and interactivity in the process of transmitting information, and the communication method is also more humanized. The application of digital technology under the Internet makes the media tend to be technological and modern. With the emergence of various technological media, it not only challenges traditional visual art but also enriches and expands the scope of visual communication. It not only has strong information interaction, but also has strong dissemination. The dissemination of traditional media is limited. It may apply to a circle, a business, or a city. But it is quite difficult to spread information to every corner of a country, and we can say that this is the limitation of traditional media. However, digital technology allows mobile phones, computers, and other carriers to transmit information in a timely and effective manner to every corner of the world with network conditions. The powerful information sharing of the Internet allows everyone on the Internet to “know the world without leaving home.” The visual form is relatively abstract as a whole and cannot express the information effectively, comprehensively, and vividly through the structure. Therefore, from this perspective, information should not only be presented visually in a concise and orderly manner but should be organized organically. It should also be more intuitive and vivid in operation and display, so that the interface is more visual, which is also enough for the visualization of the interface. In the use of the interface, the user will regard the interface as a meaningful object, not just on the surface presentation. Designing technology can be described as diverse. In terms of economy and finance, we take the Alipay APP as an example. There are many small programs on Alipay. These small programs are pushed to each user in the form of games, texts, music, and small videos. These small programs composed of basic audiovisual elements will greatly attract users’ interest in using them. While obtaining financial information, users will also enjoy the high-quality experience brought by visual communication technology. The patterns, colors, and audio that make up these small programs can perfectly combine vision and hearing and create an excellent use environment for users with 2D intuition. Carrying out technical changes according to the current mainstream aesthetics, designers ensure that they keep pace with the times when designing products, in an all-round way reflects humanistic care as much as possible, and meets the emotional needs of the public. Today, field of design continues to expand to have super-first-class quality, so as to express the inner language logic. Visual communication under the dissemination of 5G technology involves a wide range of disciplines, including multimedia technology, network technology, and communication. For example, when analyzing the impact of the diversified dissemination of 5G technical information on visual communication, it is necessary to combine design theory and communication theory for research. This will make it easier to find innovations in visual communication in 5G technology. In the social environment, mankind has opened a new era of digitalization. The emergence of the digital age not only marks the rapid development of society but also reflects the evolutionary achievements of human civilization. The way of communication between people is not only face-to-face; people can meet the normal social needs through the Internet and small mobile phones. Digitization is not only a new term but also leads the human design culture to a new, broader, and advanced world. Visual communication design has produced different characteristics under the activation of the times.

6. Conclusion

Conveyed to the audience through media such as visual design performance and network technology, visual communication design has become a comprehensive discipline integrating technology and art. Therefore, the research on art design can no longer stay on a single subject. The occurrence and development of 5G technology have greatly promoted the progress of the world’s material civilization. Human spiritual civilization to varying degrees and social changes and changes also greatly affect the development of visual communication design. Nowadays, people have stepped into a new era of digital media, and the increasingly vigorous Internet technology has promoted; many emerging design fields have been born, expanding the extension of visual communication and making it more diversified. Therefore, 5G technology has gradually become a new field of visual communication design research.

Data Availability

No data were used to support this study.

Conflicts of Interest

There are no potential competing interests in our paper.

Authors’ Contributions

All authors have seen the manuscript and approved to submit to your journal.

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