Retraction

Retraction: Research on the Contemporary Transformation of Traditional Graphic Design Methods based on the Computer Big Data (J. Phys.: Conf. Ser. 1744 032048)

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Research on the Contemporary Transformation of Traditional Graphic Design Methods based on the Computer Big Data

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Abstract. With the development of big data mode, the traditional graphic design is facing the change of mode and method. According to the way of the plane design pattern, it pays attention to the transformation and fusion of the new pattern, strengthens the development and promotion of the method pattern under the plane design, adjusts the change of the plane design under big data information in time, strengthens the accumulation analysis of the data, and adjusts the design work mode as well. According to the new design pattern standard which pays attention to the environment innovation and development under the plane design, takes big data pattern development as the premise, carries on the pattern deployment to the traditional plane design method, promotes the transformation application pattern development, it is to ensure that with the development of big data era, graphic design can meet the needs of development in new age, and more standards that are in line with the standards of big data network applications can be designed.

Keywords: Big Data, Graphic Design, Transformation

With the development of big data era, traditional graphic design can’t meet the development needs of information interaction and innovation interconnection. With the help of the network platform and data update, graphic design needs to be more in line with the convergence standards of industrial models. Through the real-time updating of data information, graphic design can meet the requirements of current development and meet the standard of design update transformation. For example, in the media industry, according to big data model, graphic design can expand the coverage, timeliness, dissemination of design through real-time data update transformation to meet the development of the data model.

1. The development significance of design pattern under the development of big data pattern

1.1. Analysis of plane coverage design plane

Under the traditional pattern design, graphic design often presents by the paper pattern that lacks the real-time platform interactive communication. In the actual plane design, it will directly affect the overall working scope of the plane, resulting in a limited working model affected by the scope.
According to the whole development model of the Internet, significant changes have taken place in the field of new media. According to the situation of the development of enterprises, it is necessary to implement effective media model construction, pay attention to the analysis of the graphic design thinking of the development interests of enterprises, and combine the audience groups, focus on the comprehensive design and application of the equipment terminal plane, and reduce the possible communication cost problem in the plane design step by step. In accordance with the actual scope of a business, new media should focus on active cooperation and communication with the enterprise development media, pay attention to the enterprise as a whole plane international advertising media publicity and development efforts, strengthen the enterprise's visibility, focus on economic efficiency. For example, according to the actual development needs of enterprises and big data model, the new media design model is adopted to carry out the integration of innovative applications, and the design model standards are determined by means of computers, computers, mobile phones, and other platforms. Through the new media model, graphic design will focus on new opportunities, new development opportunities, the overall coverage of graphic design, and breadth standards.

1.2. Increased level of influence
According to the development demand of big data model, it is necessary to strengthen the fusion development of plane data and enhance the impact and creativity of plane design. For a unique graphic design, it will improve people's attention and satisfy the common user's interest. According to the new media platform, it requires to carry out the necessary comprehensive discussion and analysis, pay attention to the transformation and promotion from the traditional graphic design to the modern era graphic design, and strengthen the multi-mode platform.

1.3. the development of big data patterns has accelerated the development of graphic design
There are many links in the traditional graphic design pattern, and each link consumes a considerable amount of time. For example, production, printing, publishing, and so on, in order to obtain an accurate information cycle, need to combine the actual relevant situation, fully understand the specific standard content. Under the traditional model, it is necessary to edit, communicate, and improve the content of graphic design, and the speed of publishing information is affected in the process of adjustment. However, under big data mode, the new media fusion model can effectively solve these problems, shorten the graphic design information dissemination process, focus on the integrated practical application of product design. According to the new media platform, graphic design should implement effective information communication, obtain effective graphic design information content, focus on new media, new data integration. For example, after consumers acquire information and knowledge, they can communicate according to the content of communication and design information. Through the form of simulation display, they can analyze and study the plane effect of design and judge if it conforms to the aesthetic standards of the public. Through publicity display and collecting information, they can get access to information and determine the recognition. Then, according to the content of big data information, the relevant content of graphic design is changed, and the data information published by the terminal is determined again, so as to realize the rapid updating and adjustment of information and pay attention to the inquiry and analysis of information. The application of the pattern gradually increases the comprehensive income of cinemas.

| The development of big data model |
|----------------------------------|
| Plane covering design            |
| Horizontal elevation             |
| Plane promotes design development|
2. The construction way of the integration development between the plane information design and the new media

2.1. Defining the criteria for integrating information development into the human-based design
According to the latest graphic design platform analysis standards, graphic design ought to combine design ideas, focus on the collection of all kinds of information, timely adjust the conflict content. Under big data information mode fusion, it is necessary to make full use of the information update of the mobile terminal, integrate into the application of personalized development mode in time, and pay attention to the deployment of design information. For example, Libai toothpaste in graphic design promotion, uses animation, projection, and other models to present the three-dimensional tooth display in front of People's vision. It also displays publicity slogans that show the audience to achieve emotional resonance. So, designers in graphic design need to fully grasp the emotional model development based on the psychological point of view of communication and information exchange, to strengthen the integration and application of graphic design.

2.2. Feedback adjustment of graphic design under big data
According to big data mode information dissemination way, graphic design pays attention to the information mode transformation. According to the fragmented information, the information of big data is integrated, and the application of the platform of information exchange and communication mode is expanded. According to the new media mode platform, graphic design is required to collect the information content of the graphic design in time, adjust the standardization of the design of the information platform, pay attention to the application of the critical elements of the graphic design, and adjust the deficiencies in the graphic design in time to ensure the rapid promotion of information graphic design.

2.3. Interactive engagement with big data and new media
In big data mode, useful information integration development should be the dissemination way, and graphic design should pay attention to information acquisition and information integration. According to the information operation of the new media data, graphic design entails strengthening the analysis of the critical elements of big data information, adjusting the information quantity of the plane design, paying attention to the multi-functional, multi-modular, multi-thinking fusion, and fusing big data information into the plane design, paying attention to public opinion survey and popular trend. In addition, it should strengthen the analysis and fusion of big data research and meet the public's aesthetic. Through the study of graphic design works, graphic design can guide the public to participate, focus on the operation of nationality, sharing, openness, conversion, and other contents, adjust the public's design ideas and attention to activities, and improve the interactive application of data and information graphic design.

| Graphic design data fusion |
|----------------------------|
| user friendly design        |
| Feedback deployment integration |
| Interactive participation application |

3. Conclusion
In summary, big data model, based on the information of the Internet integrated information dissemination applications, graphic design pays attention to information building and expansion. According to the plane design pattern, graphic design adjusts the data information, expands the idea management pattern, does a good job of data change and allocation, strengthens the analysis of the design elements of the picture data, pays attention to the fusion of information, and improves the
application of data interactive technology. Through design fusion, it also adjusts the interactive expansion in graphic design, focuses on the analysis of the data background under various angle patterns, adjusts the fusion ideas and case standard expansion. This is to enhance the development of new media integration in big data mode through the innovative application of different graphic design information, meet the current needs of graphic design operation, and expand the application of big data mode information Internet technology.

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