Research on the Internet Plus Visual Communication Design -- the Application of Visual Design in Internet

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Abstract. With the development of computer technology, Internet technology has become the most important way, which has changed people's daily life. With the development of Internet +, people no longer meet the information needs of traditional pictures, which requires us to continuously develop new image processing capabilities. Therefore, the visual communication design (hereinafter referred to as VCD) has more advantages, which has changed the traditional innovative design concept. Through Internet plus, we can gain more VCD and optimize resources, which will improve VCD research. Internet plus is the product of information development. This has changed the way people accept information. Through VCD, we can better express the theme through basic elements such as text, graphics, color, sound effects, etc. This will satisfy people's acceptance of information. First of all, this paper analyzes the advantages of VCD based on the Internet. Then, this paper analyzes the impact of the change of media on VCD. Finally, this paper analyzes the application of VCD in the Internet.

Keywords: Internet Plus, Visual Communication Design, Application

1. Introduction

With the development of society, human beings are constantly changing the way of information transmission, which also leads to the continuous evolution of media communication [1]. Media technology is an information terminal, which is a way of integrating information, service, culture and entertainment, communication and interaction. Internet plus is the product of information development, which provides an efficient platform for multimedia development. Through the development of new technology, the traditional VCD has been unable to meet people's needs, which requires us to use visual media to convey the design language to the audience. Digital media has changed the environment of information dissemination, which requires us to constantly show the magic face. In the Internet age, the speed of information updating is far faster than that in the traditional era, which requires us to obtain more information. Through the VCD, poster and print advertising design will change in many ways, which will continue to enhance the superiority of VCD.

2. Advantages of VCD based on Internet

VCD has great advantages over Internet plus, as shown in Figure 1.
2.1. **Rapid propagation speed**

In the Internet era, information is changing rapidly, and the efficiency of data transmission is improving. Therefore, the spread speed of VCD based on the Internet is also very fast, which has a high timeliness. When the VCD of periodicals and magazines needs a certain time of printing and transportation, it can reach the audience. However, in the Internet era, visual communication can be uploaded online directly, and all Internet users can browse relevant information in different regions at the same time [2]. The synchronization of Internet communication is excellent, which will make the distance between people closer. Therefore, the Internet makes people feel more directly about information.

2.2. **Various forms of expression**

Different from the traditional monotonous text, audio or picture design, the Internet plus VCD integrates various kinds of design presentation modes such as text, pictures, audio and video, animation, virtual effects, games, etc [3], this greatly enriches the content and form of VCD. VCD breaks the limitations of single VCD, which makes a variety of design means coexist. Therefore, we have comprehensively improved the comprehensive level of design, which will bring more diverse forms of expression. VCD through more diversified forms of product design and packaging, which can make the effect of design more intuitive and visual.

2.3. **Wide coverage**

The Internet has the characteristics of rapid information dissemination. The coverage of Internet signals is also very wide. Through the combination of Internet and VCD, we can bring faster communication speed to VCD. Therefore, the world wide web technology and a variety of communication channels promote the access to relevant information [4]. The Internet has become the "fourth revolution" of the media industry, which realizes the global sharing of information.

2.4. **Significant communication and interaction**

Under the Internet, communication becomes more convenient, which has strong interactivity and immediacy. Internet plus VCD can well satisfy the communication between users and designers, which effectively avoids the asymmetry of information. One way information transmission has been transformed into two-way communication, which can make timely feedback on the actual situation. Therefore, the design audience can get rid of the limitation of time and space, which can interact and communicate with each other anytime and anywhere. VCD can meet the design requirements of users, which improves the design accuracy and information communication efficiency.

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**Figure 1.** Advantages of VCD based on Internet.

- **Significant communication and interaction**
- **Various forms of expression**
- **Rapid propagation speed**
- **Wide coverage**
visual communication technology can significantly reduce the number of communication and cost, which will bring better VCD effect [5].

3. Internet application of VCD
The Internet has a variety of effects on the application of VCD, as shown in Figure 2.

![Figure 2. The Internet application of VCD.](image)

3.1. Integrated design
In the design of Internet + visual communication, we should pay attention to the integrity of the design. By comprehensively grasping the layout of the part and the whole, we can make the visual experience full of the sense of wholeness and coordination. In the Internet + design, we should grasp the overall layout of the design, which will run through the overall design concept. Through a comprehensive analysis of the audience, VCD will be more targeted. Only when we understand the needs of users, designers can grasp the design direction in the design, which can design works that meet the requirements of customers [6]. In the design style, VCD should be more diversified, which can meet the style needs of different groups.

3.2. Modular design
In order to attract people's attention at the first time, the module design of Internet + VCD is particularly important. In the design, we should pay attention to clear and rich organization. For example, when dealing with information, we should fully analyze the needs of users. Through the reasonable distribution of different information proportion, we can let users refreshing visual experience, which will give the masses a sense of aestheticism. Therefore, modular design will give people a visual impact, which will be more in line with the aesthetic taste. Modular design avoids the single module design, which will avoid visual aesthetic fatigue. In design, we need diversity, which should combine video, music and pictures. By strengthening the infectivity of the module, we can meet the visual effect of the design, which will meet the aesthetic needs of the audience [7].

3.3. Resource integration
In the Internet + VCD, there should be an effective integration of design resources, which can collect and learn some excellent resources. Through the integration of resources, we can make the design style more distinctive, which will take into account all kinds of resources. Through the reasonable distribution of the proportion of design elements, we can let the vision have a macro and micro control. Internet + is an era of big data, an era of information integration [8]. When designing visual communication, we need to visualize and concretize it. In the VCD of different themes, we can use the
Internet to check the uniqueness of different themes, which will design excellent works through resource integration.

4. Transformation of VCD

4.1. Transition to timeline state
VCD has changed from the traditional single frame static state to the time line state. Restricted by the material of paper, the traditional VCD can only use static frame to transfer information. If you want to express moving graphics, VCD needs to create new graphics with changes on new paper, such as books, which need to rely on constantly flipping pages to transmit new information. VCD has pushed the traditional static frame image away from the dimension of time line, which has been transformed from visual communication. The speed of film development is too fast, which needs to develop into an independent art form. VCD has opened a heavy and not unfamiliar dimension door. On the screen, by constantly changing the screen to convey new information, VCD can show the cost advantage from the LCD screen. A screen costs much more than a piece of paper of the same size. The traditional static design is really broken only when several static graphics are played continuously according to the time line. In the poster design, the curling smoke will rise leisurely and the colorful snowflakes will fall. Wind and rain is no longer a static picture, it is a state of continuous movement. The most influential is the logo of the Internet company Google. Google is the world's largest search engine company, which has been known for its variety. On the home page, logo is changed according to the theme of different festivals or anniversaries. Through the promotion of time line, we can constantly change into logo and various auxiliary graphics.

4.2. Towards virtual reality design
VCD has broken through from the traditional graphic design to three-dimensional design, and striding forward to the virtual reality design. Limited by the paper media, the traditional VCD has to be based on two-dimensional plane. With the upgrading of computer design software, VCD has changed from two-dimensional to three-dimensional. Therefore, the three-dimensional effect of the poster is no longer special, the barrier between packaging design and product design has also begun to blur. VCD will continue to break through the goal of visual information transmission. Full sensory media is not multimedia in the traditional sense, it should be a comprehensive new media delivery to mobilize the audience, including vision, hearing, touch, smell and so on. In the latest 4D cinema, audiences not only need to wear stereo glasses, but also need to sit in the special viewing seats. During the movie playing, the perspective needs to follow the screen to experience common changes. The audience will also experience the wet sea breeze blowing from the head-on side to side, which has changed from the traditional visual media to the full sensory media.

4.3. Transmission to the masses
VCD has changed from the traditional one-way mass transmission. A journalist used to have to send a manuscript to the editorial department. After the editorial department reviews and modifies it, it can print or broadcast it. This can directly create We Media and send the first-hand information to the user terminal [9]. Users can interact with reporters, which can achieve active communication between users. Only based on the Internet platform can VCD transform from one-way passive to multi-way interactive. Through the collection of user basic information, we can understand the user's personality and psychological characteristics in the process of interaction, which will establish a non-traditional classification of user characteristics [10]. In this process, we should give full play to interactivity, which allows users to directly participate in the design at the beginning.

5. Conclusion
In the Internet + era, VCD has become a part of people's life, which has also become an important way for people to obtain information. The demand of VCD is not only stay in words and pictures, which
needs more attention to the overall design of visual communication. Through a variety of media forms, visual communication technology can fully mobilize the enthusiasm of the masses, which will design a VCD more in line with the public psychology.

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