Innovative Research on New Media Interactive Art and Visual Communication Design Based on Computer Virtual Reality

Shuang Zhou1,*

1Art Design College, Dalian Art College, China, 116600

*Corresponding author e-mail: beidaliugm@126.com

Abstract. Computer virtual technology is a new technology. It and new media are a new field. It and new media are a new field. They complement each other and are indispensable. In the face of more and more intelligent platforms, such as web pages, mobile apps, etc., designers pay more attention to user experience. Visual communication design no longer only refers to "visual" design, but should establish deeper links with the audience based on emotion, vision, hearing, touching and so on, so as to constantly meet new requirements and challenges. It can be said that the interactive art makes use of the audio-visual communication mode of traditional art, and carries out innovative reconstruction with the help of today’s technical conditions, realizing the perfect unity of inheriting tradition and bold innovation in form. [1]

Keywords: Media Interactive, Art of Computer Reality, Visual Communication Design

1. Introduction

The integration of different media has become the new trend in the future. In recent years, the advantages of new media technology are obvious to all. On the basis of graphic design, it introduces a new visual design model with multi perspective, multi-function and unique. In the process of media information reading and browsing, different information can be designed in advance and presented to the audience in a variety of forms according to a certain order, so that the audience can realize the artistic beauty of design ideas and styles in different editing styles. [2] Its artistic expression affects all aspects of visual expression. Compared with traditional visual communication, it solves the defects in the description method and opens up new meanings. In this new artistic narrative line, designers turn to use more active expression. So that teachers and the public to carry out a lot of real-time interaction and online or offline communication. Designers not only display works of art, but also break the shackles of traditional concept of media. It provides a broader space for interaction between designers and the public. The public can reach a consensus with designers and their works of art through interactive links in different space-time environments. The public can also help designers better understand certain content. Such in-depth communication will attract more public understanding.
2. New media art and visual communication design

In terms of definition, new media art is mainly a revolutionary change of artistic creation methods and approaches. Let the designer break away from the traditional two-dimensional and three-dimensional space thinking mode, use network means and cloud computing to redefine the design work, and add the idea of the creator of the work. The innovative ideas will be integrated into the works of art, and then the new media as a means of communication.

2.1. New media art

This originally pragmatic medium became the early "new media". The information revolution has made personal computer the main form of computer. Artists who have mastered the portable photographic and video equipment have begun to use this medium for artistic expression, thus the new media art begins. It emphasizes the forms of Dao such as digitization, virtual reality and virtual interaction. But for the specific definition and connotation, it can be said that a hundred schools of thought contend. To understand the art of new media, we can first understand the new media. New media art is based on digital technology. In this way, people can't help but feel that new media art is still some distance away from us. In fact, it is not. The new media art is simply digital art, and its main means of expression is computer graph.

![Figure 1. New media art](image_url)

2.2. Visual communication design

Visual design refers to the design with visual communication function. This is a kind of expressive design through the above carrier to convey the relevant information to the eyes, so as to carry out the model design. At that time, the world design conference was held in Tokyo, Japan. The participants realized that in the expanding image media, vision and image already exist as independent means of communication. Different from other means of communication (such as language, etc.), they are more expressive designs. Visual communication design is actually what we often call graphic design, but it is not limited to graphic design.
3. The influence of new media art on the development of visual communication design

In the original two-dimensional limited space, a multi-functional, personalized, multi-perspective visual design mode is added. In this environment, the development of visual communication design presents the following aspects.

3.1. From static to dynamic

Dynamic design can not only give people a sense of freshness, but also can more fully express the information to be transmitted. The interactive and interesting experience of new media injects vitality into visual communication, integrates the visual communication design of interactive process, and changes the unchangeable state of works at the initial presentation. In the whole design process, designers are the integrators of information. Create a new kind of interpersonal relationship through virtual space, and connect people from different backgrounds through links. And these people have become a "part" of the designer's work, and only after the participation of visitors can the work be truly complete. And visitors can also convey their own information to the organizers through the same channel, from the traditional form of one-way communication to two-way communication.[6]

3.2. The continuous integration of new technologies helps development

The new media form produced by the perfect combination of modern technology and art has broken the fixed boundaries of visual communication design. On the basis of the function of transmitting information, the visual design works have diversified transmission effects, and also bring changes to the means and tools of visual design. With the advent of paperless era, the computer occupies a leading position in the field of design. But we should know that the speed of technological development has always been a "running" state. Under the support of science and technology, new media art must keep pace with the times and expand its content and means of expression. At present, all the new media we contact are based on the screen display. I believe that it will not be long before the updated presentation carrier, more recent performance situation will emerge in large numbers, and now it is just a stage ready to be launched. [7]

4. The comprehensive influence of new media art on Visual Communication Design

Artists committed to new media art must have their own ideas and learn to combine life with art. You can use your own works to express your inner thoughts, convey your own feelings of life, and endow
art works with new vitality. The emergence and development of new media art has brought a new concept to the art circle, infusing vitality into art works, and completing a qualitative leap in thought. In the era of rapid development of advanced network information technology, new media art is an innovation. Artists began to use computer technology to show their aesthetic views, so as to win the hearts of the people and the sympathy of the public. Therefore, from the perspective of new media art, this kind of subversion of traditional design thinking is with the characteristics of the times. It is an expression form of art applicable to the current space, and it is not a simple commercial packaging. This kind of visual art form is a new and suitable for effective media. Its characteristic lies in the reexpression of creative art. Through these new perspectives, visual communication art design adopts updated terms and concepts, which more seamlessly caters to the spiritual needs of the current society. Under the background of this integration mode, new media art design is more likely to produce creative ideas, and this concept often contains the most direct vision. It is projected to the general public through various electronic media. Such a design mode and practice mode, so that the need to express views closer to the public, and effectively shorten the distance between the people. It is because new media designers see the power of the masses and the interactivity of art forms. Therefore, new visual media design is no longer a product packaging purely aimed at commercial design, but a way of communication of humanistic ideas and humanitarian ideals. Compared with the traditional way, its communication technology is more effective, and it is the main force of visual design discipline innovation. It is difficult to distinguish the authenticity of the simulated environment from the real world, which makes people feel immersive. At the same time, virtual reality has all the human perception functions, such as hearing, vision, touch, taste, smell and other sensing systems.

5. Conclusion

In the era of continuous development of network technology, a large number of Internet multimedia materials have emerged. Multimedia art needs creators to adopt rational thinking. In the face of creative materials and artistic elements, starting from their own views and ideas, this paper tries to analyze various problems in the process of artistic creation, and combines various creative experiences and research methods, and adopts corresponding corresponding methods New ideas and processing ideas create an optimized form of artistic analysis. In addition, in the process of diversified multi-media art design, we should avoid the drawbacks of art elements in art visual communication design. In line with the principle of "from simplified design", the purpose is to highlight the author's thought and ideology. It is between science and technology and art, with a strong nature of the times. Just like the integration of books and ink, there is no obvious boundary between the artistic effects of the two.

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