

The Application of Digital Media Technology in Visual Communication Design

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ABSTRACT. *with the continuous development of society and the change of people's life style, people's aesthetic level is constantly improved, which promotes the further development of visual communication design. The visual communication design under the digital media technology has a very diverse style, showing a unique art, giving a strong visual impact, fully reflecting the positive influence of digital media technology on the development of visual communication design. This study first analyzes the impact of digital media technology on traditional visual communication design, then expounds the characteristics of new visual communication design in the context of digital media, and puts forward the specific application of digital media technology in visual communication design.*

KEYWORDS: *Digital media technology; Visual communication design; Application method*

1. Introduction

Modern society presents the trend of information development. The development and innovation of digital media technology has brought great changes to people's production and life style. In this context, integrating it into visual communication design not only makes continuous innovation to the works, but also promotes the in-depth development of digital media. Under the role of digital media technology, it effectively realizes the integration of a variety of information resources, provides a variety of media and technical support and development space for visual communication design, and brings people a new visual experience. For example, at this stage, under the role of digital technology, all kinds of websites in China attract people's attention through a variety of visual communication, promote the rapid increase of website visits, and promote the further development of visual communication design. It can be seen that this paper is of great significance to the application of digital media technology in visual communication design.

2. The Positive Role of Digital Media Technology in Visual Communication Design

2.1 Enriched the Communication Carrier

In the visual communication design, it is mainly to design the visual information communication carrier. Therefore, the media that transmits information can have an important impact on the visual communication design effect. Under the influence of digital media technology, it can greatly enrich the visual communication design effect by taking it as the carrier of information communication through network, computer and other ways. Through the combination and transformation of various forms of communication media and digital technology, such as language, voice, text, image and so on, the visual communication effect can be fully displayed and further promoted the visual communication Design development.

2.2 Change the Development Direction of the Industry

Compared with traditional media, digital media can carry a lot of information in the process of information dissemination, and can achieve a wide range of dissemination. It highlights a strong advantage in the speed of dissemination and interaction. In addition, digital media itself develops very fast, so applying it to visual communication design can constantly enrich the design content and promote more information dissemination Metathesis. From the past two-dimensional visual communication design, it has gradually developed to three-dimensional and four-dimensional direction, and better realized the development trend from single to two-way, which has created new development opportunities for visual communication design to a large extent [1].

2.3 Increased Requirements for Designers

The full application of digital media technology in visual communication design can constantly change in visual language and communication mode, convey more information to people, give people a huge impact in vision, and achieve better information transmission effect, so the application of digital technology is favored by visual communication designers. However, due to the new technology, in the practical application, the comprehensive application ability of the designer is required to be improved, and the visual Chuangda designer is required to be able to master the application methods of various design software and be familiar with the corresponding hardware technology. What's more, designers can constantly innovate their thinking, keep pace with the times on the basis of previous knowledge, apply more design elements to visual communication design, and form a new visual formal language. Due to the fast updating speed of digital media technology, visual communicators need to keep learning in practical work, so as to better use digital media technology to enrich visual communication design and promote the further development of the industry [2].

3. Characteristics of Visual Communication Design under the Application of Digital Media Technology

3.1 Interactivity

In the visual communication design, digital media technology is fully applied, reflecting a strong interaction. Through the guidance of the audience, the media effectively stimulates the audience's visual cognition, which makes the audience realize the effective communication with the media under the effect of their own perception ability. Through this visual communication effect, it greatly stimulates the audience's active participation. Under the application of digital technology, it enriches the means of visual communication design, such as website, interactive advertising, and establishes an interaction between people and machines. In addition, the application of digital media has also broken the limitations of time and space in the past. It can spread the visual communication objects in a large range and across regions through new media, which plays an important role in the accurate and rapid transmission of information.

3.2 Fidelity

From the past use of media communication technology, it is impossible to mobilize multiple senses of the human body to recognize information. In contrast, the application of digital media technology in visual communication design can realize the digital processing and conversion of audio information, text information, video information and image information, so that different information can be displayed in a concrete form to form a virtual situation. On whether to give people a rich information experience in vision or feeling, and to create a sense of immersive. For example, in the CCTV Spring Festival Gala, through the application of digital technology, a virtual environment integrating the singing background of actors and the real scene of actors is constructed, which gives a strong visual impact [3].

3.3 Affinity

The application of digital media technology in visual communication design can better achieve the design direction of returning to human nature and meet the audience's demand for traditional family affection. For example, in the TV advertisement, when the little boy saw his mother washing her feet, he took the initiative to wash her feet. Through the presentation of the situation, it conveys a kind of "filial piety" in the traditional virtues of the Chinese nation. In this way, it also better publicizes an excellent ideological values to the audience, which plays a certain educational role for the audience. Under the application of digital media technology, it strengthens the visual communication performance effect, makes the outstanding content more vivid, and provides favorable support for designers to design visual communication works with affinity. Through the design works with affinity, it can spread more information to the public and affect the aesthetic orientation of the audience.

3.4 Comprehensive

Through the use of digital media technology, to promote the visual communication design means more diversified development, but also greatly enriched the audience visual information access. With the support of digital media technology, the effective integration of voice, video, animation and other communication carriers enriches the way of visual information transmission, and enables the audience to better perceive visual information from various aspects, which better meets the diversified needs of the public aesthetic.

4. Application of Digital Media Technology in Visual Communication Design

4.1 Application in Commercial Product Design

In the past visual communication media, books and television are the main way of information transmission. Through the use of digital media technology, the effective integration of sound, language, image and text can be realized, which can give people a rich visual experience, more three-dimensional sense and attract the audience's attention. Therefore, digital media technology can be applied in the design of commercial products as a marketing means, so as to effectively improve the sales volume of products and promote enterprises to expand market share. For example, the mascot "Fuwa" of the 2008 Olympic Games makes full use of the integration of digital media technology and a variety of visual elements in the image of "Fuwa" to promote the "Fuwa" to embody a variety of information resources in the modeling, more interactive and time-based, so that the vivid and lovely image of "Fuwa" can be displayed, further improving the commercial value. In addition, the application of digital media technology can also build multi-dimensional effect on the basis of two-dimensional plane. For example, some advertisements in the form of video, through digital animation technology, have constructed a more realistic scene, which gives people a feeling of immersive experience and greatly meets people's personalized needs, which to a large extent gives commercial advertisements more artistic appeal and authenticity [4].

4.2 Applied to the Visual Image Design of Enterprises

The application of digital technology in the design of corporate visual image, through the construction of a vivid corporate image logo, is of great help to enhance the corporate image. For example, the interactive logo of "rootstock net" has a very prominent personality. When the computer number changes, the shape and color of the logo will change accordingly. Through this change, the audience can have a rich visual experience. For the digital design of standard font, it needs to design according to the image characteristics of dynamic logo, combine with each other, highlight certain font recognition function, and make the font dynamic form have certain aesthetic feeling, so as to achieve good communication of visual image and attract the attention of consumers. As for the color design of visual image, there should not be too many kinds of colors, and the contrast effect should be soft, and the purity should not be too high, which is mainly to prevent the audience from

visual fatigue. With the continuous development of modern society, enterprises have increased the demand for digital media in their business activities. Therefore, electronic business cards are widely used. Add the flowing text content and information to the business card, improve the visual image of the enterprise, make the distinctive characteristics of the visual image of the enterprise better highlighted, attract the public better through the unique design style, and effectively promote the effective communication of the visual image of the digital enterprise [5].

4.3 Apply to Movie Title Design

The visual design of the movie title is that the designer rearranges the visual elements in the movie by using the digital technology, so as to meet the needs of the change of the story plot of the movie, and bring a visual aesthetic feeling to the audience through different forms of picture rhythm. The application of digital media technology in the design of film titles, through the construction of a “virtual reality” situation, makes the audience more intense in the visual experience. The application of digital media technology not only enriches the audience's aesthetic experience, but also makes the film titles highlight a certain artistic value. At the same time, the application of digital media technology to the film, in terms of materials, can be obtained More ideas, more kinds of films.

In the application of digital media technology in the design of movie titles, we need to pay attention to several points: 1. The design of movie titles should combine static and dynamic, virtual and real. Through this application, we can further highlight the theme of the movie and better meet the visual aesthetic requirements of the audience. 2. The visual picture at the beginning of the film should be clear, which can better promote the transmission and expression of movie emotion and information. 3. When using digital media technology to design a picture, we need to take the center of the picture as the main body of the design, so as to determine the audience's visual aesthetic center, and then achieve the audience's comfortable visual experience when watching the movie screen. 4. When designing the visual direction of the screen, we need to pay special attention to the sense of space and direction. In the actual design, designers need to refer to the visual process, use the visual movement direction or order, and gradually guide the audience's vision through the screen, so as to effectively improve the visual effect of the film to the audience. For example, in the beginning of the movie iron man, through a large number of computer special effects technology, the protagonist fight scene is more lifelike and shocking.

5. Conclusion

To sum up, with the integration of digital media technology and visual communication design, it has a certain impact on people and brought people better visual communication design works. With the continuous development of visual communication design, it will gradually develop towards the direction of digital design. In the future, visual communication design will continue to make progress

and innovation, no matter from the design link, concept, technology and other aspects, so that digital media technology can be fully developed, effectively promote the further development of visual communication design, and the modern visual communication works designed can be more human-oriented We live close to each other.

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