Research on Innovative Visual Communication Design Based on New Media Background

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Abstract: *With the rapid development of modern science and technology, visual communication design is also full of longing for modern technology. The emergence of new media has greatly changed the path of information dissemination and expanded the scope of visual communication design to a certain extent. Designers' creative thinking and visual expression methods have become more diverse, and visual language and design have broken the limitations of previous media, bringing creators greater creative space. Studying visual communication design art from the perspective of new media can provide good guidance for the development of cultural and technological industries, and also provide some help for the progress of human spiritual civilization. Therefore, it is of great significance to pay attention to the innovation and development of visual communication design in the era of new media.*

Keywords: new media; visual communication design; innovate

In the new media era, visual communication has become a comprehensive discipline integrating art and science and technology. The development of new media art has promoted the formation of new design art to a large extent, and has also had an impact on design concepts and design thinking. At present, new forms of visual communication design have penetrated into various aspects of people's daily life, such as multimedia design, web design, etc. The emergence of new media has provided infinite possibilities for the design field, especially in the context of Internet plus, making the visual communication mode and visual language have changed comprehensively compared with the past. For designers, in the era of new media, it is necessary to comprehensively and flexibly grasp the new language of visual communication design, integrate the graphic and textual information in the design, bring a more intuitive visual impact to the audience, and achieve good information transmission effects.

1. Analysis of innovative opportunities for visual communication design in the context of new media

In the era of new media, visual communication design is transitioning from static to dynamic methods. In visual communication design, graphics, text, and colors can all be dynamically disseminated in different media, attracting audience attention and interest, and forming a divergent communication tendency. With the continuous development of new media technology, its application in the field of visual communication design is becoming increasingly widespread, bringing more possibilities for visual communication design. Nowadays, the communication of interactive information provides a new research direction for visual communication design. Traditional information transmission often involves a single linear transmission, with a limited amount of information and limited audience and objectives. With the continuous development of the internet and new media, the emergence of new technologies and platforms has opened up more channels for information dissemination. Information users can make targeted choices based on their own goals and needs. In this process, the audience's aesthetic needs and subjective will belong to an important type of information. In the new media environment, visual communication design will be more humanized and closer to user experience. At the same time, in the era of new media, the transmission of visual information has an increasing demand for designers, and traditional static design forms are increasingly unable to meet user needs. This requires designers to continuously explore, broaden, and innovate their design ideas in the new media era, using new visual communication design methods to create design works that are more suitable for the needs of the current era, thereby promoting the comprehensive development of visual communication design work. In order to better improve the speed and quality of information dissemination and fully meet the audience's practical needs for information, the design of visual communication should shift towards multi-sensory information transmission. In addition, in the era of new media, visual communication must develop in a dynamic direction, constantly changing

design methods and improving communication effects to meet the needs of information dissemination[1].

2. Analysis of the main characteristics of visual communication design in the context of new media

2.1 Diversified design forms

The so-called design form is also the design carrier, which is one of the key points of visual communication design in the context of new media. For traditional visual design forms, they can no longer be used in the current context of new media. This also means that world communication design needs to break through the current situation, adopt more innovative and optimized forms, integrate new technologies and design concepts, and gradually grow into a new direction of information dissemination.

In the context of new media, new design forms will far surpass traditional design forms in terms of visual appeal. For example, when various electronic devices and wireless televisions are artistically integrated with other languages, they can bring more charming language presentation forms to the world's communication design[2].

2.2 Diversity of communication carriers

With the development and application of emerging information and communication technologies, such as artificial intelligence technology and 5G technology, the range of carriers available for disseminating information content has been expanded. Extending from traditional paper media such as magazines, newspapers, books, etc. to new media such as web pages, audio and video, virtual reality, etc., it also provides a rich channel platform for diversified information dissemination, promoting the development of openness, inclusiveness, and compatibility in information dissemination. By selecting communication carriers that meet the target audience group, convenient conditions can be provided for audience community communication, which will further improve the interactivity of information content dissemination and achieve continuous expansion of communication influence and effectiveness.

2.3 Precision of communication content

Due to the personalized and customized selection of information content dissemination carriers, favorable conditions can be created for achieving the accuracy of dissemination content. By combining information technologies such as big data, cloud computing, and the Internet of Things, it can achieve customized management of the dissemination process and audience of new media media, that is, based on audience needs, complete dissemination according to audience preferences and information content. From this, it can not only improve the efficiency of retrieving information content for the audience, improve the stickiness between the audience and new media, help the audience develop a sense of identification with information content and communication media, but also promote the quality, personalization, and standardization development of information content production and dissemination, thereby forming a healthy and harmonious information dissemination environment[3].

2.4 Timeliness of communication effects

In the era of new media, the speed of information acquisition has increased, but at the same time, it has also led to a gradual decline in people's attention to information and depth of memory, resulting in significant timeliness characteristics in the dissemination effect. In other words, people will not maintain long-term popularity for the information content disseminated by new media. Therefore, in the process of using new media and information technology for information dissemination, it is necessary to analyze the scope of information dissemination and the audience's sense of identification with information, in order to provide important data support for clarifying the effectiveness of dissemination.

3. Analysis of the Current Situation of Visual Communication Design in the New Media Era

3.1 Single information transmission

At present, visual communication design based on new media technology is relatively single in both form and content, mainly focusing on secondary processing of traditional content. In fact, this is a practice of "changing the soup without changing the dressing", and the content conveyed is too monotonous to adapt to the increasing information needs of the audience. In addition, due to the fact that visual communication design is still based on the plane, its communication content and design methods still remain at the two-dimensional level, lacking comprehensive application of new media technology and expanding information channels, making it unable to meet the needs of the public in terms of content and form, and unable to achieve the expected results[4].

3.2 The relationship between theory and practice is not close

On the one hand, in the new media environment, there are many theories related to visual communication design, and they also involve multiple fields. However, in practical operations, some theoretical knowledge is relatively scattered and has not been specifically applied. Nowadays, information technology is rapidly updating, and its manifestations in practice are constantly changing, further causing the problem of disconnection between theory and practice. In the new media environment, the design and development of visual communication should pay more attention to the combination of theory and practice, and the existing visual communication theory system is difficult to effectively guide it. On the other hand, due to the lack of systematic training among some practitioners engaged in visual communication design, and the lack of research and academic exchange on visual communication design in the new media environment in some universities that offer related majors, the theoretical development of visual communication design is further limited, resulting in a separation between the theoretical and practical aspects of visual communication design.

3.3 Lack of dynamic design process

The visual communication in the new media environment has shifted from "static" to "dynamic", bringing a new communication effect. In the context of traditional media communication, visual communication design is expected to exhibit richer effects in a larger space. In the new media environment, it pursues dynamism and simplicity. So, in this situation, visual communication design also needs to adapt to changes in the situation and undergo multiple innovations. At present, many visual communication designers have not yet changed their static design thinking, and the creative concept still stays on the plane. This concept does not conform to the requirements of modern visual communication design. It should be incorporated into the dynamic design thinking as soon as possible, focusing on the combination of dynamic and static to adapt to the use of new media technology and the impact of design changes brought about by it[5].

4. Innovative strategies for visual communication design in the context of new media

4.1 Combining audience needs to explore the value of personalized design

In the era of new media, there are various ways in which people receive information, and retrieving information from new media has become a social phenomenon. With the increasing demand for aesthetics among today's consumer groups, a single static work in the market is no longer able to meet the actual needs of the masses. Therefore, visual communication design should start from the needs of the audience, comprehensively consider the personalized demands of the audience, deeply explore the content elements that can be applied to visual communication design, and provide support for enhancing the design value. In this regard, it is important to face the impact of new media dissemination on people's level of attention and depth of memory towards information, and to realize that visual communication design audiences can maintain long-term attention to information that meets their own needs and can reflect their own personality. Therefore, in the process of visual communication design, it is necessary to change and innovate the form of expression. Whether it is design positioning, audience goals, or primary and secondary differentiation of visual symbols, it is necessary to combine the needs of the audience to ensure that visual communication design can keep up with the trend of information dissemination in the new media era, thereby promoting visual

communication design works to show stronger expressive and competitive power.

4.2 Strengthen intuitive interactive design based on people-oriented approach

The purpose of visual communication design is to convey information and form an indirect communication relationship between designers and audiences. Therefore, it is crucial to design based on the concept of "people-oriented". New media media has strong interactivity, which can achieve effective interaction between design works and the audience, and enhance the audience's sense of identification with the design content. Therefore, visual communication design should not only utilize new media and new media technology, but also strengthen the interactive design of the work, so that the audience can experience emotional transmission from the visual communication design work, laying the foundation for increasing audience stickiness. In this regard, designers should consider the emotional communication needs of the target audience while highlighting the content of visual communication design, strengthen intuitive interactive design, and enhance the interactive value of visual communication design works. For example, strengthening intuitive interactive design in advertising design can break through the limitations of the audience's passive acceptance and communication of information, enhance their thinking about advertising content, and mobilize their enthusiasm for participating in advertising information dissemination. For example, designing a brand logo on an item does not easily cause the audience to feel bored, but instead increases the fun of discovering the brand logo. Thus, the purpose of intuitive interactive design can be smoothly achieved, while laying the foundation for expanding the influence and effectiveness of brand advertising communication. In addition, strengthening the intuitive interactive content in device display design can also enhance the audience's sense of participation in the dissemination of content, complete the interaction in the audience's intuitive and visible experience, and achieve the purpose of conveying device information. For example, using artificial intelligence technology to present questions and answers on devices in the form of Q&A, the audience can obtain various types of information they need in real-time through intelligent and modern artificial intelligence, gradually generating a sense of identification and demand stickiness towards the device. From this, it can promote smooth and efficient communication between the audience and artificial intelligence, help alleviate the dull atmosphere of device display, and give the audience a better sense of experience.

4.3 Innovative Visual Communication Design Language

Innovative visual communication design language is different from traditional design language. It is a new type of language that refers to a comprehensive, comprehensive, and brand new cultural phenomenon, highlighting the progress of social culture. It contains much more content than the design of artistic works, such as colors, images, light, text, etc. It must innovate its expression form. Therefore, it can be presented or arranged in combination with the method of plane presentation, visual strength, sequence Expressing the connotation and emotions that a work aims to convey through psychological cues and other means, combined with simplified and symbolic forms, can better meet people's needs for the spiritual culture, cultural value, and aesthetic emotions of visual communication works. In the context of the rapid development of new media technology, people are gradually increasing their requirements for the level of media works. It is necessary to innovate and develop visual communication design language to express the connotation of works, enhance the novelty of works, and better express the ideological connotations to be conveyed in constructing visual works.

4.4 Improving the Spatial Dimension of Visual Communication Design

Traditional visual communication design is often based on a flat foundation. With the advent of the digital age, traditional two-dimensional graphic design is gradually being replaced by mobile intelligent communication devices and multimedia imaging equipment. From a spatial perspective, in the past, visual communication design generally achieved flat communication effects through two-dimensional physical space. However, in the digital era, two-dimensional space has been refined into multi-dimensional space, and the spatial dimension of visual communication design has also been expanded. Multiple spatial transmission can be achieved through various methods such as large screens and intelligent devices. In addition, with the development of digital technology, visual communication is moving towards breaking through existing forms, using computers to simulate three-dimensional space and effectively expand its design ideas. From a spatial perspective, in visual communication design, in addition to considering multiple levels of information perception such as hearing and touch, making the audience immersive is the core value and requirement of visual communication design. AR technology and VR technology have been increasingly widely used in China, both of which are based

on stereoscopic images and develop rapidly to construct non-existent virtual scenes. Digital backgrounds are added to reality and virtual technologies to enhance reality technology and promote the organic integration of the two, providing a new practical direction for visual communication design. Ensure that visual communication design opens up a new path of practical innovation at the spatial level. At the spatial level, by utilizing new media technology to integrate multiple types of information, the effect of spatial infiltration is achieved, which resonates with the audience to a certain extent and creates a psychological sense of immersion. By combining visual communication with virtual reality technology, visual communication design is transformed from flat to three-dimensional, and from solid to virtual. It can be seen that using digital technology to provide better communication space for visual communication design can better meet the needs of visual communication design in the new media era.

4.5 Strengthen interactive experience and enhance public identification

New media technology not only possesses the crucial feature of innovative technology, but also has an extremely powerful interactive experience, which can effectively achieve interactive communication between various design works and audience groups, strengthen the improvement of audience members' emotional experience and design identity. However, in practical applications, more designers only focus on the technical level, always emphasizing the innovation of work design through new media digital technology, but neglecting the emphasis on the interactive experience of the audience, which clearly deviates from the actual development needs.

Essentially, an excellent and comprehensive visual communication design work should not only have a strong sense of interactive experience, but also enhance the public's sense of identity while presenting it, and achieve emotional communication. From a deeper perspective, interactive visual communication design should not only reflect the basic content, but also respect the psychological needs of the audience. Only in this way can we achieve value enhancement at the interactive level[6].

In addition, in terms of advertising design, the interactive experience design model can not only break through the limitations of traditional static advertising design, but also enable the audience to improve their thinking and participation in the display of advertising works, and thereby increase the promotional effect of advertising works. Based on the current practice of interactive experience advertising design, some high traffic Platforms with high traffic have become the mainstream advertising platform in the context of contemporary new media, and have created numerous successful product design cases.

5. Summary

In the era of new media technology, the visual language and expression forms of visual communication design have undergone significant changes compared to the past. The transmission of visual communication information has also transformed from traditional media to emerging digital media, which has had a certain impact on the public's life and aesthetic style. In practice, visual communication designers should timely utilize the technological advantages and new creative space of new media to achieve innovative breakthroughs on the basis of continuing traditional visual communication design art, in order to better promote the development of visual communication design art.

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