

# Research on the aesthetic impact of new media technology communication means on visual communication design

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**Abstract:** *The development of new media technology has expanded the way of people's life and increased the form of communication. Due to the change of early application media, the name of the specialty was changed from the original graphic design to visual communication design, which made the name of the specialty more appropriate to the actual situation. The application of a large number of new electronic products to the consumer market has changed the means of information dissemination. Because the aesthetic standards and aesthetic methods are not static, the development of multimedia technology can highly integrate the visual communication design with the current audience's information acquisition methods, making the application scope of visual communication design become broader.*

**Keywords:** *new media technology, visual communication design*

## 1. Introduction

In the process of the development of new media, cultural, aesthetic and traditional industries have been gradually changed imperceptibly. The development of the data and information era has broken the barriers between various industries, and at the same time has broken the traditional development and profit model, making the visual communication design develop in the direction of dynamic and interactive[1-2].

## 2. The influence of the working field and working mode of visual communication design

New media art is a very broad concept, which mainly refers to the use of comprehensive media, video, computer, video and other performance carriers, based on optical, electronic and other scientific and technological languages, and reflects the new characteristics of contemporary aesthetic appeal with multiple media, interactivity, nonlinearity and virtuality. Today, with the rapid development of technology, the communication methods used by people are also changing with each passing day. It has become a trend to use the display terminal to replace the usual face-to-face communication through online office, exhibition, teaching and gathering. The virtual reality on the display side is significantly different from the traditional physical media. The physical media is touchable, direct, and can give people a very direct and intuitive feeling, while the virtual presentation is very convenient and fast, greatly improving people's life efficiency. As a result, the information we can receive every day is also multiplied, and the vision and aesthetics are greatly affected. In the part of artistic beauty, Hegel deduces the stipulation of ideal from the idea of "ideal", that is, art (beauty). In the process of transforming ideal into concrete artistic image, it has also undergone constant negation and negation of negation and has gained more and more specific stipulation. Hegel's description of this transformation process starts from the general world situation (the general spiritual background of the times), leads to the specific situation and action plot of the character's activities, and finally focuses on the character's character. This general, special and individual transformation is the negation of the third level of negation, and the idea movement has now been embodied into a vivid artistic image.

The development of new media requires visual communication design to be able to experience multi-sensory interaction and attract people's attention. Only with attention can there be aesthetics. The development of media has given people different dimensions of expression, and each feeling has different feelings, creating a richer sensory experience for people. Appropriate addition of some hearing, smell and other information in the visual communication design can enhance the integration of multiple senses, so that people can obtain more comprehensive information, and obtain more pleasant experience and

feeling from it. Take a poster as an example. To create a beautiful and advanced page, it is necessary to have a place that can attract the attention of the audience within a certain period of time, so as to stimulate their motivation to continue browsing. Adding music, dynamic effects, striking headlines, exquisite illustrations and perfect font design are all highlights that attract the attention of the audience.

The attribute of new media requires visual communication design to display dynamic and rhythmic sense of works. Various new technologies have been applied to life communication, which requires us to combine the feelings of vision, hearing, touch and others in our works, and combine new technical methods by means of dynamic graphics, dynamic text, and dynamic color. At the same time, rhythm is also the sense of order, which is the key to establish the rules of the work or page. A high-level work often has a very orderly arrangement of content. First of all, we need to classify the information according to its importance, find out the difference of the information, and sort the information in groups. Secondly, there should not be too many levels of information. Too many levels will also lead to chaos of order, and it needs to be regulated accordingly. The first principle of a work is to have a focus and relax. Only by understanding the sense of order and balance can the work become perfect[3-5].

The development of new media requires that the color of visual communication design should be high. The use and control of color need to apply strict color rules, and the appropriate use of color should meet the content and aesthetic needs of the work. The first is the choice of color system. Each color will bring different psychological feelings to people. The choice of color system can highlight or weaken a certain feeling of the theme. The second is the selection of color lightness interval. Different information lightness is required in different levels of information. The change of lightness is not only to change the transparency, but also to change the brightness of the color itself. The third is the choice of color quantity. The more kinds of object colors, the higher the grade is. Look carefully at those designs that have a very advanced sense, and their color matching is generally more accurate.

The development of new media requires visual communication design to consider the consistency of system design. Take layout design as an example. If the rules of a page are clearly defined, the rules of this page need to be consistent with other rules of the page, so it is necessary to check whether the visual logic rules of each page are consistent, mainly including the consistency of information classification and visual language. The consistency of information classification includes key titles, text, auxiliary graphics, image information, icon information, etc., and whether these information rules are consistent. Visual language consistency includes color, font size, spacing, style, etc. These information also need to consider uniform rules.

### **3. The transformation of visual aesthetics**

The definition of culture is a general term that conforms to everyone's daily life behavior and standards after the development of social collective to a certain stage. It is a discussion of people's living habits. From the perspective of our overall human development, the art design of beautifying and rationalizing people and things is very rich. Visual design is also an art of rationalizing people and things. It was born to solve the contradiction between people and things. Due to the rise and rapid development of new media, this mainstream media has also made great changes in people's aesthetics and needs, thus leading the market audience's aesthetics to change from a fast and leaping direction. In order to promote the development of the design itself in the visual communication design, and also to meet the needs of the market, it is necessary to make full use of this new form of innovative technology to change and break through itself, such as using animation technology in the visual works, reflecting the visual works in the form of virtual space, and deepening the influence through different design charm. Traditional visual communication design focuses on the unity of form and language, but in the era of the vigorous development of new media and We-media, individual independence is very strong. The same problem can be magnified wirelessly through the form of We-media, and everyone can become an independent We-media form to express their different views and desires. As the form of art and design becomes more and more convenient, it becomes more difficult to promote the unity of form and language. Therefore, in the current context, we need to fully understand the audience's rapid aesthetic characteristics, and show the best design from the actual needs. Analyze the characteristics, functions and status of artists' creative activities in the process of transforming universal ideas into artistic beauty. It is obvious that this volume is a general theoretical exposition of the process of perceptual and special transformation of ideas into artistic images of beauty step by step through a series of self-denial and self-motion mediators, which is also a summary of the general process or general laws of perceptual manifestation of ideas. Of course, the manifestation process outlined here does not refer to the realistic and historical process of the formation of artistic beauty, but refers to its logical process from abstract to image, from general to

individual, and from general to special. The three historical types of ideas are still of a wide range, because each historical type of art also contains many specific artistic styles, and each specific artistic work can only exist in various artistic styles, just as people can only exist in specific individuals. Therefore, the manifestation of ideas must go further in the perceptual direction[6-9].

As the new media has brought subversive changes to the traditional media, it is slowly changing people's life style and aesthetic outlook in all directions. The aesthetic has become more secular and daily due to the one-sided pursuit of sensory pleasure by the new media. The current life is being occupied by the digital all-media brought by high-tech electronic products, which is slowly changing the way we perceive the world, which has both good and bad sides. The good side is that we are more convenient and quick to obtain knowledge and information, while the other side is that because the properties of new media are digital and analog processing, objects and culture will inevitably appear fragmented and unreal. Because of the rapid and superficial cultural understanding, people's understanding and communication of things will be too late to think, and in the long run, people will lose self-consciousness and their spiritual life will drift with the tide, Pursue new experience and enjoyment in an endless stream of attractive information images. Communication and communication are the basic life needs of people, but due to the involvement of new media, it is facilitating our needs. First of all, the change of consciousness. When most of our emotions and ideas are transformed into various kinds of information and are rapidly spread, this can be measured by the market price. Therefore, it has become inevitable that the aesthetic concept changes from academic and rational form to secular consumption form, while the aesthetic mind of the public tends to be more rapid sensory stimulation, and experience the increasingly superficial level of perceptual and material. Therefore, aesthetic expression is secular and daily, and the generalization of aesthetic dispels its sublimity, which is the biggest reason for change.

We invented the Internet and new media in order to promote social development and promote the faster operation of the world. At present, the dissemination of information has reached a very efficient state, which can be described as omnipotent. In this situation, it has also triggered changes in the pattern of media and the ecology of public opinion. Although many traditional values and outlook on life have been deconstructed at present, the aesthetic consensus based on the birth of long-term culture still stubbornly wants to integrate the reconstruction between current perceptual culture and traditional consensus. We can see that the development of new media is trying to expand and reconstruct the traditional aesthetic culture, which is of course the best way for aesthetic culture to adapt to the current rapid consumption situation by means of new media.

#### **4. Innovative path of visual design**

Under the change of the environment, due to the change of the tools and the load of the display design, consensus will gradually form over a long period of time in the design and production, that is, common cognition. For example, when we have straight roads, few people are willing to take detours. Therefore, under the condition of common cognition, that is, under the cohesion of common culture, visual communication has interactive nature through new media, such as We-media, and designers will unconsciously display their own individuality and sense of responsibility recognized by society, and will be more easily supervised by the public when displaying the information of self-cognition. This makes it convenient for the public to consider how to make the audience more receptive to information when designing, and can build a more convenient and direct way of communication. Through perfect visual design, good interaction performance, and comfortable communication experience, we can achieve more and more accessible communication.

The dynamic development of visual design has gone through a long process from plane to dynamic. The development of new media has made graphic design dynamic. Under the condition of media change, visual design inadvertently innovates in a dynamic direction, making information consultation more efficient in the transmission between people, and the audience can access information in multiple directions and levels. Because of the new media, this new way of docking and communication enables people to have better ways and broader means to strengthen the visual attraction of visual works and integrate other sensory feelings to achieve the purpose of strengthening the works. Because moving objects can attract more attention than stationary objects, adding dynamic effects in visual design is to make full use of this principle. In the works, part of the fonts, colors and graphics of the picture are dynamically processed to enhance the interest of visual information transmission and avoid the fatigue caused by long-term acceptance of information[10-13].

Human-computer interaction develops interactively. Interaction is not only reflected in the interaction

between multi-sensors, but also in the interaction between people and machines. When the audience accepts visual information, it is easy to appear numb and boring due to the simplicity of form or sense, which will eventually lead to the audience's poor acceptance of information. If we follow the contact and communication activities between people, we must communicate between people through collective life. The behavior of communication is innate. The main purpose of communication is that we use it as a one-to-many communication means. When we reach the addressee through the communicator - sending information - relying on the media - we will find that any of the four links can change, thus affecting the acceptance of information. The communicator and the addressee are less susceptible to change, but the form of information and the media can form good creative points. For example, adding touch to visual information will improve people's interactive experience with information and make contact more profound. Adding hearing to visual information will improve people's interactive experience with information and make information more three-dimensional. Therefore, in the era of the outbreak of new media, visual communication design should more achieve multi-sensory human-computer interaction and other experience.

## 5. Conclusion

In the context of the new media era, the communication between art and design has become faster and faster. We media has developed rapidly. Art forms lacking characteristics and aesthetics are often difficult to resonate with people. In the new media era, if you want to do a good job in visual communication design, you must rely on new media communication means and media. In recent years, the aesthetics of visual communication design has been continuously improved with the development of new media technology. In the current state of instant interaction and how far integration, aesthetics will also present a diversified development trend and strong integration. Only in this way can we enrich the expression form and design connotation of visual communication design, meet the current aesthetic needs of people, promote multi-sensory interactive experience, and promote the sustainable development of visual communication design.

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