Research on Graphic Design in the Era of New Media

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ABSTRACT. *With the diversified development of society, people's thoughts are gradually changing and they begin to accept a large number of different types of information. As a visual language, graphics transmit information in a unique way. Under the current new media era background, modern graphic design through the combination of new media technology has more profound semantics, and has its own emotional characteristics, expression methods and rules, has become an art form that not only conforms to the public aesthetic but also reflects the attitude of pleasure.*

KEYWORDS: *"new media" era graphic design visual language,* Information transmission

1. The Development Background of Graphic Design in the New Media Environment

New media has become one of the fastest growing media in China. The development of media not only confirms the changes of the times, but also carries the changes of people's thoughts. New media can not only interpret the audiences' demand for Internet in detail, but also improve the audience's interest in media to a large extent. Research shows that more than 60 percent of the information in the human brain is obtained through vision. As an important medium of visual expression of new media, graphics play a crucial role in information transmission. As a means of communication of information in modern society, graphics provide us with convenient information symbols and more thinking and information channels for us to understand the world in different fields.

With the continuous development of information technology and computer network, the form of graphics makes the production, expression and reception of visual information more convenient. It connects the designer of visual image with the receiver and has a great impact on the transmission of visual information.

Graphic design is a language of visual image, which is different from the expression of words. Under the background of the new media era, the graphic design integrates the characteristics of digital technology, aims at information dissemination, and is a visual image symbol with application and aesthetic value. It can be seen that graphic design is an image information code composed of visual elements. Through purposeful arrangement and combination, graphic symbols can convey specific connotation and significance, so that the audience can get useful information. From the perspective of the development trend of new media technology, the Internet, mobile phones, tablet computers and other mobile media provide a broad space and display platform for graphic design.

2. The Performance Characteristics of Graphic Design on New Media Platform

(1) Accurate information transmission and sharing

In recent years, China's new media art industry has shown diversified characteristics. Various new media platforms such as network media, mobile "we media", mobile audio-visual media and outdoor digital media have emerged, forming a new dimension of new media industry. New media is an information sharing platform for the audience, while graphics exist as a medium for information exchange. Graphics, like text, different languages and other media, have strong functionality, carrying a certain amount of information in it, and exist for the purpose of disseminating a certain concept, thought or idea.

Accurate information transmission and sharing is the core of graphic design, and also the fundamental significance and value of its existence. First of all, the visual representation of graphics is around the purpose of accurately transmitting the corresponding information. The transmission of information requires the accuracy of graphics. Graphic design is a visual art form that is directly perceived through the senses. If it lacks accuracy, it will form a barrier for people to obtain information and people need to use other ways to transmit information. Up to now, the function of graphic expression is irreplaceable. Therefore, graphic design can only make people grasp the main information they want to convey in a short period of time when it plays an accurate and distinct

role.

The diversification of information acquisition and of dissemination channels and the development of new media make the graphic visual language more perfect, with affinity, in line with people's aesthetic and psychological needs, and gradually replace the information fatigue brought by the previous single data, so as to achieve truly effective information transmission.

(2) Personalized design centered on audience

In recent years, audience-centered personalized design, emotional design and interactive experience have become the main thinking modes of new media graphic design. The audience's demand for content is no longer limited to functional satisfaction, but more attention is paid to psychological satisfaction. The social software design concepts such as of Weibo (microblog) and WeChat will be more cultural, emotional and circle oriented. Therefore, new media graphic design attaches more importance to the positive self-satisfaction in the process of audience experience, and its main characteristics are emotional, personalized and participatory.

With the rapid pace of modern social life and the tension of spirit, people are more willing to accept simple and clear visual graphics, which are presented in the vision with vivid images and which visibility makes the communication process more concise and rapid. We media, UI interface and other communication modes of modern new media enable the design graphics to be displayed quickly and effectively. In the form of graphic language expression, creativity and emotion, as two special ways of design thinking, not only have strong advantages in the transmission of graphic visual psychology, but also have broader significance in the communication of information and ideas. The graphic designs with originality and creativity are the most eye-catching ones to achieve the purpose of in-depth communication. Graphic interpretation in the finite space requires concise and clear graphic language, so that the graphic design and transmission mode constitute the performance characteristics of new media graphic design.

(3) Pay attention to the aesthetic cognition of the public

The progress of science and technology promotes the communication means of visual culture. In order to improve people's quality of life and meet people's growing cultural requirements, graphics should have the dual nature of art and information transmission in the communication on the new media platforms. The medium of graphics is gradually becoming a universal choice for people to perceive and understand the world. The audiences are more and more dependent on graphics, and the responsibility of graphics is also increasing.

Aesthetics is the ability of judging the beautiful things that human beings have accumulated in the long-term labor and creation and people have a subjective aesthetic orientation towards graphics. With the rich development of human ideology, graphic design has gradually evolved into a linguistic symbol of concepts and an image form of consciousness. People have formed their own aesthetic standards in life, so there is a certain choice fro people in the acceptance of graphics in the design. This internal mode makes graphic design need to have a certain visual aesthetic feeling, so that the audience can arouse a psychological resonance, summarize various information and form a psychological pleasure.

The expression of any kind of graphic language cannot be separated from the power of the group. The recognition, improvement and re-creation of the group's aesthetic appreciation are the basis of the artistic expression form. Therefore, the visual language expression of the figure is constantly expanded and innovated on the basis of the reflection of the audience group. With the development of society, people's acceptance and expression of beauty has reached a new height. In the new media era, graphic design is constantly updating people's aesthetic orientation, which not only guides but also explores the depth and breadth of people's aesthetic ability.

3. The Promotion of New Media to Graphic Design

With the maturity of new media technology and the acceleration of network media's mainstream process, new media not only brings changes to the way of information dissemination, but also puts forward new requirements for graphic design visual language. On the one hand, the progress of the new media technology makes graphics visual language play more and more important role in information communication; on the other hand, the widespread application of new media enriches and expands the graphic design of visual language.

As an important achievement of information technology in the new media era, intermediary technology has exerted a certain influence on the development of visual design art and has injected new vitality into traditional art. Compared with traditional graphic design, new media graphic design pays more attention to emphasizing interactivity on the basis of absorbing many forms of expression before, and the visual effect created by it has a

stronger sense of modernity and gives people a new experience. Design is the unity of science and art, therefore, new media graphic design needs to continue to integrate new technologies. The emergence and development of new media has provided a strong support for the development of visual design art, and the progress of new media technology has also injected vitality into the continuous renewal of visual language of graphic design.

4. Conclusion

In the process of modernization, text culture is gradually transformed into graphic culture, and it is extremely important to inject humanistic thoughts into graphic design continuously. The improvement of cultural understanding, thinking imagination, [personal experience, the improvement of self-cultivation all make the form of expression and transmission mode of graphic design constantly change.

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