The Development Trend of Visual Communication Design

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ABSTRACT. With the continuous rapid development of science and technology, people's material life is constantly enriched, and their spiritual life has also been greatly satisfied. In the new media era, the design concepts and expressions are affected by it and continue to appear. Innovative creation that meets the needs of social spirit. Visual communication design has a broad space for development in this environment. This article will start from the concept and status of visual communication in the current era, find problems from the status quo, and make a more scientific prediction of the development forecast of visual communication design, with a view to visual communication design in the new media development model can be more accurate for people Transmit complete and diverse information to make the design meet the social requirements.

KEYWORDS: Visual communication, Design, Trend

1. Introduction

As an artistic design, visual communication design can convey certain information. From the literal meaning, it is graphic design or graphic design. With the continuous development of digital technology and the continuous expansion of modern design, the development of visual communication design has deepened. Influenced by multimedia technology, it has penetrated into its various fields.

When the visual communication design has not differentiated from the art design, the diversity of the design content can no longer meet the requirements of some information transmission, which to a certain extent makes the visual communication design come into being. When the simple "M" design that attracted people's attention was appeared, McDonald's attracted customers and brought a lively atmosphere into the living environment. This is undoubtedly a successful example of visual expression. From the audience of visual communication design, the audience in our country has been influenced by global culture.

The origin and development of visual communication design The term visual communication design is popular in the World Design Conference held in Tokyo, Japan in 1960. Its contents include: the design of newspapers, magazines, posters and other printed promotional materials, as well as movies, Television, electronic

billboards and other communication media, the expressive design that conveys relevant content to the eyes for modeling is collectively referred to as visual communication design movie posters. In short, visual communication design is "design for people to show, design for notification" ". Today, human society has finally moved to a new world, and digital survival is no longer a strange term. In the last decade of the 20th century, people always talked about and looked forward to the future social form, whether it is a postindustrial society or an information society, all communication and exchanges have been accelerated by the speed of their media.

2. Overview of Visual Communication Design Theory

Visual communication design is designed to convey certain information to the audience and have an expected impact on them by analyzing and summarizing the specified required information and using characters, letters, Numbers, graphics and colors. In another simple way, visual communication design is the design that is conveyed to the audience through visual media, that is, the design that expresses to the audience and has certain influence. Visual communication design needs to pay attention to several key procedures, namely, who, which, to one and Influence. Visual communication design covers a wide range and has a great connection with daily life, such as TV station LOGO, product LOGO, film and text design.

The development and prosperity of visual communication design cannot be separated from the establishment and improvement of China's economic system. The early development of visual design, some of the more far-sighted scholars in our country to go abroad to more perfect professional learning, with the popularity of visual communication design consciousness, more and more units and individuals, to the attention of the visual communication design offer certain through recognition and an increase in demand, more and more is a good amount of visual communication design product is active in all major domestic media, in promoting the company profile at the same time, also makes the products obtain ideal promotion, thus brings to the enterprise in a certain sense the real economic and social benefits.

At present, China's visual communication design is playing an increasingly important role, especially in today's China's visual communication design is developing rapidly, almost covering all aspects related to human beings. In recent years, the improvement of science and technology makes this unique ecological environment develop rapidly. In order to be an indispensable part of social life, it covers almost all aspects of people's activities and is closely related to everyone's basic necessities of life.

At the same time, as the digital and information technology has penetrated into every corner of the society in recent years, the advanced computer and information technology make characters, letters, Numbers, graphics and color these factors in the application of science and technology, have a more and more far-reaching impact on people.

3. Development Status of Visual Communication Design Based on Multimedia

The development of visual communication design is mainly reflected in four aspects.

One of the main manifestations of the development of visual communication design is that computer-aided design has become the basic tool of design. The upgrading of computers also represents the progress of science and technology in a certain sense, which is mainly reflected in the transfer of information used in visual communication design from physical objects to digital information media. Dealing with the development of graphic software development is yet to mature gradually, at the same time, computer technology has made the design standard is higher and higher, make innovative design, the more real express a certain objective physical at the same time, also certain expected impact on people's spirit, and can also form from the two-dimensional space plane extended to 3 d space, such as improve the audience's visual enjoyment.

The rapid development of the Internet has accelerated the globalization of economy and culture. The dissemination of information is not limited to the region, time and space, and the carrier of information has broken the original limitations. In cyberspace, people of all countries spread certain information in the virtual space and realize the global sharing of information. In a certain sense, the information in cyberspace is a technological leap, which brings to human beings the interactivity of information, thus realizing the network collection of information in a certain sense.

The development of digital image technology has realized a variety of processing of characters, letters, Numbers, graphics and colors, the integration of picture and text expression, the integration of vision and hearing, etc., which has promoted the process of visual communication design in a more comprehensive way. The technology and device of digital image can create a very real scene. In this scene, due to the authenticity, the human feeling is more relaxed, the interaction between people is more casual, and the sense of participation will be enhanced in this process. For example, in one of the latest product videos released by HP, music and videos can be played by touching the air, and the screen can automatically scale, etc.

At the same time, a growing number of designers in design from the Angle of information is more and more widely, and more and more emphasis on the inheritance of some of the more classic art essence, in the process of information processing, take its essence and discard its dross, and apply it to your own visual communication art, so as to realize the information transfer is not only, also realize the cultural transfer, also make a rapid growth of China's design industry.

4. Development Trend of Visual Communication Design

4.1 Dynamic Design Trend

Traditional visual communication design in the majority with static, in today's

society, the application of the new media makes more and more dynamic design, theme is more and more widely, the application of dynamic design, enables the audience to produce immersive feeling, enhance people's attention and curiosity, while rich people field of vision, also make to convey visual information, "live". Dynamic visual communication design has a can in the limited space more than the static design to present the characteristics of the information content, at the same time, more vivid multi-azimuth show want to pass information, it will attract audiences, meet the more demand of audience, so the dynamic trend of visual communication design is inevitable, and has a very broad space for development.

4.2 Trend of Multi-Dimensional Space

For a long time, two-dimensional visual communication design has filled our life. Two-dimensional visual communication carriers are also very common in our life, such as books, billboards and so on. However, with the continuous improvement of people's spiritual needs, two-dimensional visual communication is not enough to meet the requirements. This requires the application of multimedia technology in visual communication design so as to realize the transformation from two-dimensional to multidimensional.

4.3 Trend of Multi-Sensory Effect

For people in modern society, the satisfaction of single sensory needs is no longer the center of design. In visual communication design, multi-sensory needs need to be met, thus forming multi-sensory effects and making the designed products more humanized. The purpose of multi-sensory effect design is to arouse the audience's curiosity and thirst for knowledge in the first time, prompt them to pay more attention to the information conveyed by visual design, assist visual design, make the information better transmitted, make the audience have a strong resonance, so as to achieve the best publicity effect.

4.4 Diversified Design Connotation

Economic globalization has led to the strengthening of cultural exchanges around the world, resulting in cultural exchanges and integration among countries. Can reflect the diversity of culture in all aspects, at the same time, the product of the pluralistic cultural exchange must be able to bring the experience of other people, so in the process of visual communication, can join the diversity of the product of cultural exchange, to strengthen the value of content, involved to promote product sales, etc.

5. Conclusion

The development of economic globalization and cultural diversity, makes our

country people's material needs are met at the same time, the requirement of the spiritual needs have become more and more high, the two-dimensional information carrier in today's society can no longer be content to take negative information, computer has become a design tools at the same time, the openness of the network to realize the information interaction, with the support of multimedia technology, designers can use computer to obtain information and information processing, under the support of computer software, To realize the dynamic trend of visual communication design, the trend of multi-dimensional space, the trend of multi-sensory effect and the diversification of design connotation, so as to promote the gold content of design products.

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