"Utilization of Visual Communication designs in the power of Digital Media"

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Abstract

Fast modifications are taking place in visual journalism with online, multimedia and multi- platform publishing. Magazines as well as newspapers which are working as websites and available on mobile phones with the potentials for video content and interactivity. By having the development of digital media technology, visual communication design develops rapidly. The speed of people's fast-paced existence makes the present demand for a variety of types of information constantly enlarge, and the innovative information appearance can no longer satisfy the requirements of people Information needs, multiplicity and convenience are the new necessities of people for information release. Visual communication design also progress as people's needs change. Under the power of digital media, visual communication design has been given new features, ensuing in a new change. This paper mainly evaluates the visual communication design in the digital media era.

Keywords: Visual Communication design, Influence, Digital Media

Introduction

The idea of visual communication design is to use principles to realize the effective communication of information. The change of the way of information transmission in the fresh era, digital expertise and media platforms give a brand new presentation space and design technique, and the group of visual communication design growth to approximately all media areas, the design language is reconstructed, the original concept of opinion wants constant division and unoriginal. In the digital media background, the whole face of humanity has undergone huge changes. Producing a product or service that accomplishes a consumer requirement is necessary for a small business to reach a success, but a durable concept only is not sufficient to ensure profitability. Small businesses have to convince and influence the consumers to try a new product and find ways to supply those products to consumers to be successful. Computers are used as a powerful tool for supporting small companies in many aspects of marketing new products and services. Digital marketing one of the type of marketing used widely nowadays. In this type of marketing companies do marketing of their products or services by using digital technologies. This involved mostly the Internet, mobiles, display advertising or any other digital medium. (Tilak, A Review of Using Business Intelligence (BI) in Digital Marketing, 2020)

As the edge of visual communication design in information transmission, it is essential to construct mechanisms that meet the requirements of the period and familiarize to new style of communication. It is an undeniable truth that the expansion of media technology has had a wonderful impact on the education and design methods of established visual communication design. All should think about how to merge technology with fine art better and use highly developed technology to distribute information services more precisely and efficiently, so that everyone will achieve the effective transmission of information. Visual communication is communication of ideas through visual display of information. Such type of communication is mainly related with two-dimensional images, which includes art, signs, photographs, font, drawing, colour as well as electronic resources. (Tilak, 2020)

Digital media visual communication design features

Visual communication is the appearance of the expression, specifically because of the print media is the major part of the graphic design, which cannot include the prosperity of the design, from suggestion to addition cannot meet the requirements of information visualization, media changes in the shape of promoting the visual converse the progress of design languages to improve the visual effects and clarity of communication design. In the information era, the visualization of information has lead to the design of visual communication connecting nearly allmedia fields.

From a practical point of view, visual communication design to digital media addition is the development tendency of the information era, whether it is the conventional graphic design, active visual design, multimedia design, interface design, they are based on information delivery and different purposes, the basic visual elements are the same. Visual communication in digital media is mostly during the interface as a transporter for information presentation, the external signs of the screen, the computer, the conventional printing design is based on the digital media without considering the interaction, multimedia and Auditory elements, digital interface is the digital representation of graphic design, the information into visual, presented in front of the audience is still graphics, text, color and other visual design elements of the combination of changes and unity, rhythm and rhythm, contrast and balance, repeat , energy, deconstruction and other policies and forms of law also be relevant to the visual media in digital media, from the visual analysis, are graphic, text, color design and layout design. Even though with the same visual design fundamentals, digital visual communication design has its extraordinary form of expression, the grouping of fixed visual design and modern science and technology.

By means of the beginning of digital media, the quick increase of modern art design to the stage of virtualization has lead to innovative design forms such as CG animation, online games and interactive video technologies, which are diverse and traditional entities of material continuation. On the other hand, it supposed to be noted that material and non-material are comparative forms, and non-material information is based on computer terminals. The changes in the mass media have comprehensive in the field of visual communication design for information delivery from print media to digital media, resulting in the appearance of new design areas such as web design, multimedia design and interactive advertising. Moreover make the traditional design has a comfortable form of expression and transmission, the appearance of the digital, virtual design features. With the change of media form, the impression of dematerialization of design has gone profound into all aspects of design. The design form is from material to non-material, which basically reflects the development of a social surroundings and value perception. The design changes from the basic function to Business incentives, to non-material, accessible design level, means that the investigation of the design has been to a more extensive level, that is, more anxious with the human emotional experience.

Before talking about visual communication design, it should understand the theory of accessible principles proposed by Hans Roberts Yaous and accept the theory of aesthetics to bring the reader's position in literary research to a new height. He believes that "a literary work is not merely mere Text, any literary text has indeterminacy, not an independent existence, reader reading experience to enrich the work, the reader's reading experience is not passively accepted, you must recognize the active participation of readers to create, in other words The reader is not only the reader, but also the author of the creation of the work in order to achieve the practical significance of the work." Accepting aesthetics brings audiences to a high level, believing that the audience's contribution in the process of interpreting information plays a very significant rolein accepting the complete work.

Literature Review

Uta Russmann , and Jakob Svensson (2017) [1] in their research they explains that The thematic issue of Media and Communication focuses attention on the shift towards visual imageson social media as well as the transformation of visual communication which has occurred within the online ecology of social media platforms. The sharing of images is becoming an integral part of the social media

experience today, and given that social media platforms are the prime locus for sociability—at least among young people in the West—this shift towards visuals arguably transforms how we relate to each other and the world around us, as well as how we perceive and construct our sense of self.

UBANI SAMUEL (2016) [2] explains in his paper that popular culture has progressively changed and has become part of the world. Popular culture has a long history from its imagery and colorful scenes of art, culture which depicts the early form of advertising and public relations, through extensive use of graphics, color and abstract imagery. Popular culture has influenced art, music's and other society creating different such cultures like African, popular culture, folk culture, high culture etc. As art, film, and advertising invented pop art which was popularized by fashion shows of the early 70s, invented the consumer culture as a result of advertising. Visual's popular culture has artistic design used in appealing consumers and brands conveyed using symbols signs, color perception through verbal or nonverbal communications. Symbolic communication also used in communicating as a cultural agent in communication spanned from various traditional and digital media.

Hongwei Nie (2017) [3] stated in his paper that "In the environment of digital information dissemination, visual communication design how to make full use of the excellent characteristics of digital media, based on the traditional design concept, the design language and form of innovation, so that the effective visual information And human transmission, and truly show the digital media in the visual transmission of the formal characteristics." The Author explored the characteristics of language design, communication characteristics and aesthetic characteristics in the digital media, and use the dynamic form of visual communication in digital media as the starting point, and analyze the basic design elements - the text in the dynamic visual communication.

Author concluded that in the face of information revolution, digital media with computer and network technology as the core is becoming the mainstream form of information communication, and visual communication design as a visual information transmission medium, in the new media environment, its design field and the form of extension was extended. This paper attempts to visualize the design language from the design form, and put forward the future development trend of visual communication design.

Selma Karaahmet Balci (2016) [4] in his paper Author concluded that visual communication design and typography has gained importance as a means of expression developed a new vision of the world to the industrial world. Accordingly, visual communication design education is also very important. Visual communication designers still maintain their existence by having a larger domain in social, politic, cultural and economic terms. Depending on all of these statements, conclusions, it could be advocated that visual communication designers should be educated in the field of both sociology and economy within the educational process. Thus, whichever elements designers include in their designs, they could have an idea about their roles that they have in the country's economy and the consumption habits more effectively by creating an influential language for the people.

Dynamic Design of Visual Communication in Digital Media

Time is the main feature of dynamic visual design. From graphic design to dynamic design, the form of font design is distorted from static body to digital virtual picture based on time and space idea. Time is the series that explains the event, and space is the form in which topic is present. In a time-based design, each act or view is collected of a constant, time-controlled sequence, forming a timeline, that is, the sequence of events structure, the dynamic text in the screen is twenty-four frames per second Speed show, through the time series of changes in the static image to produce dynamic, and because of the movement of the text changes, resulting in reading on the temporary, through the visual stay in people's minds to form an information impression. [5] So the designer is in the formation of thinking about how to in a short period of time through the movement of the font to carry out effective information transmission, to the people left a deep impression. Although the screen is flat, two-dimensional, but in fact is an all- inclusive virtual space, it covers the content is not restricted by the dimension, may be three- dimensional, four-dimensional or even multi-dimensional. In a visual environment, when we look at the viewpoint of the association of the object changes, will find the

sense of distance from the space, the sense of direction is generated by the physical depth, such as a simple fade out of action, will bring us the depth of the visual space, giving people a visual look. In the dynamic design, the development of digital technology and information technology for the text of the spatial properties of the possible, time and space in the movement is an indivisible two concepts, in the space of the transformation of the movement to experience the visual experience, Time flow, so as to better accept the information.

In the design of dynamic visual communication, one of the main purposes of the text is the transport of emotions. Since the text or the text itself has a distinguishing reading sense, we cannot ignore the experimental factors of people's understanding of the text in the design, for example, "cry".[5] The emotion of dynamic text cannot replace the semantics of the text. It can only be said that the expression of meaning is adjusted to form the visual language with expression. Each font because of the different meaning and body shape will have different emotional belongings. Because of their font size, width, height, radius will form their own visual impression, some heavy, some active, some casual, some serious. It is exactly because of the different characters have their own survival of the value of the character. Such as Chinese characters, the calligraphic body more stylish, classical, if used in fashion dynamic scene is not suitable. Hence, in dynamic design, the grab of the written expression is very essential to the transmission of information. In graphic design, the text can only express the meaning or graphical performance, and dynamic design, when the text formed movement and rhythm, with the tone; it has a rich expression and visual tone. The same sentence, expressed in different speed of speech or accent, will produce different effects, and dynamic text can also use this effect for the expression of ideas, through the action and tone to better express the semantics of the text Very bright, sensitive and fun. Due to the influence of experience, people can express the emotions through the dynamic expression of people's daily life. For example, beating can be used to express excitement; slight jitter can express coldness or stress, and so on. Through the combination of dynamic expression and text semantics, bright images of people passing the message, and impressed.

Digital Age Visual Communication Design Outlook

The growth and rise of digital media is the predictable effect of the development of modern digital technology, social economy and humanistic environment. It is the rapid development of digital information technology, with current digital images, video, network technology and the development of rising media. It incorporates a range of communication technologies, so that information distribution can be achieved in a more diverse way. Social and cultural forms improvement, but also to promote the rapid development of digital media, digital technology with the ever-changing digital media with the reality and the opportunity of growth, economic strength to make it rapid development. Digital technology and digital multimedia design and other new high-tech incorporated means, so that the traditional visual communication design to break the previous plane, static misinformation effect, with personalized and strong visual inspiration effect, fast and diverse to pass all kinds of information. Digitalization has become a persistent trend in modern design.

With the visual communication design in the digital media in the extensive, design focus began to convey from the experience, more and more concerned about the emotional experience in the design process. The interactive nature of digital media provides the possibility of experiential design, and the design is no longer just visual designers can do, it requires user research, visual design, interactive design and software engineers to work together.

In 2009, Nokia launched a new E71 proposal to encourage its design; Users can use the interactive program on the network to make their own feelings at this time photos, through the phone text input can create beautiful pictures, so that the audience in the process experiences the design of human care.[3] The noisy colors and text carry people into the listening and communication of the imagination, through the image of the invisible flow of data, whether it is visual or emotional are shocking. These are the new media technology development for the design of the possible, so the visual communication design future route should be multi- disciplinary cross, from other areas continue to achieve the possibility of innovation, make full use of digital media interactive features.

Digital information era, computer expertise, information discipline and the advancement of the network have changed people's means of life and attitude. For the design, the focus of concentration is not only the basic purpose to meet, but regularly turned to the recreation of emotional level. From the beginning of the 20th century, the design area has begun to pay attention to the design of human and human, to meet people's psychological needs for the design criteria, and this standard has been throughout the visual communication design development process.

Conclusion

According to the original features bring by digital media more competent and gentle awareness of information delivery. By having the information revolution, digital media with computer and network technology as the core area is becoming the standard form of information communication, and visual communication design as a visual information transmission medium, in the innovative media environment, its design field and the form of extension was extended. This paper attempts to study the utilization of visual communication design language from the design form in the digital media era, and put forward the future development trend of visual communication design.

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