

# Innovation and Development of Visual Communication Design in the New Media Era

Haoyuan Guo<sup>1, a</sup>

<sup>1</sup>North China University of Technology, Art and Architecture School, China

<sup>a</sup>crazholy@outlook.com

---

**Abstract:** With the advent of the information age, new media technology has made rapid development, which has significantly improved the living standard of the public and upgraded the aesthetic level. Visual communication design has entered a new stage under the impetus of new media, and the two have also integrated and achieved each other in their respective development. New media relies on new scientific and technological achievements combined with digital technology to bring new development opportunities for visual communication design, which presents artistic design effects that cannot be achieved by traditional design, bringing high-quality visual and sensory enjoyment to audiences, and effectively driving the healthy development of the entire media art industry.

**Keywords:** Visual communication design, New media, Information media.

---

## 1. Introduction

In 1922, Q. A. Dewkins first proposed the concept of "visual communication design", which was earlier called "graphic design" and was a means of communication that used visuals as a medium to translate information into visual form. In other words, everything that can be recognized by the eye can be included in the scope of visual communication design. The concept of "new media" was introduced by P. Goldmark in the United States. In a narrow sense, new media refers to media forms created on the basis of wireless communication and network technology that have never existed before, while in a broader sense, new media also includes media that have existed before but are only used to disseminate information now. After the third technological revolution, the traditional textual information transmission has become obsolete and entered the "reading era" with visual communication as the main way, people's reading and browsing habits have changed, and under the impetus of this new trend, visual communication design has entered a new era.

## 2. Characteristics of the New Media Era

### 2.1. Interactivity of the New Media Era

The new media era is based on the Internet as a carrier, through the way of providing information and expressing artistic effects to the audience, so that the public can get better services. It can be said that with the assistance and support of new media technology, it shows many characteristics such as high interactivity, high accuracy, high timeliness and diversity. Through the use of new media technology, the public can choose the way to obtain information according to their own habits and preferences, thus ensuring a positive interaction and efficient communication between subjects and between subjects and the media.

### 2.2. Accuracy in the New Media Era

Compared with traditional media, which deliver information to audiences in one direction, new media can

deliver information more precisely, and audiences can get resources and information more precisely according to their own needs and preferences.

### 2.3. Timeliness of New Media Era

Traditional media has a long cycle, such as paper media, which needs to go through the process of picking, editing, layout, printing and offering, so its timeliness is relatively weak. In contrast, the immediacy of new media information delivery is strong, and anyone can be a self-publisher and publish and deliver information through social media platforms.

### 2.4. Diversity in the New Media Era

Compared with traditional media, new media can communicate through sound, image, video and text, which is a great enrichment for media resources.

## 3. The Necessity of Integrating New Media Technology and Visual Communication

The necessity of integrating new media technology and visual communication design is mainly reflected in two aspects. First, they present a state of competition between each other, which is conducive to the diversification of artistic expression. Thanks to the help of new media technology, visual communication design has been enriched in the process of development, and it can be said that the combination of the two complements each other and creates the diversity of artistic expression. However, in view of the fact that the visual design scheme is not unique, and different expressions will inevitably appear due to different consumer groups, therefore, traditional visual design and visual communication design under the role of new media technology are not absolute either/or, but a state of competition and complement each other, which is very conducive to the deep development of visual communication design. Secondly, information transmission is more flexible, catering to people's increasing aesthetic needs. New media has the incomparable advantages of traditional media, which has prompted the development of

visual communication design from two-dimensional to three-dimensional, from single to multiple, from static to dynamic changes, creating new visual communication works, which not only promote the effective transmission of information, but also more easily catch the audience's eyes.

## **4. The Development Trend of Visual Communication Design in the Information Age**

Digital art design is the trend of visual communication design development today. The design concept of digital art has great visual communication advantages, which enriches the means of expression of visual communication design. At this stage, both the visual communication design industry and visual communication design education are in a period of ignorance and confusion. To get out of the confusion, the industry must seek its new development point to adapt to the development of the current society and meet the growing information needs of people. The development trend of visual communication design in the information age has the following main points:

### **4.1. The Development of Multi-dimensional Space**

With the development and improvement of new media, people apply new media more widely, and new media can also make the traditional flat visual communication design into three-dimensional form, so as to increase the audience's impression of the design content, and play a good interactive effect. However, if the concept of time is added on top of the three-dimensional, the visual communication design will be greatly sublimated and the audience will get more and better information from different angles.

### **4.2. Static Design Changes to Dynamic Design**

The dynamic design of visual communication has been realized in the development of new media technology, and dynamic design has become an inevitable trend in the development of visual communication design. Dynamic design allows the design content to be delivered to the audience more directly and accurately, thus improving the efficiency of visual communication design to meet the efficient development of today's society.

### **4.3. Multi-sensory Information Transmission**

The large and wide range of information in the information age makes the visual communication design is not enough to convey to the audience quickly and accurately through visual means alone.

## **5. New Ideas of Visual Communication Design**

### **5.1. Technology Promotes Information Communication**

New media depends on the support of science and technology, visual communication design should not only pay attention to the innovation of its own professional skills and concepts, but also be good at using high technology to create new visual products. It has been proved that technology can be a means to improve the efficiency and competitiveness of design, from the automatic generation of double 11 e-commerce banner images to Alibaba's 20-year use of digital

computing composition to generate a variety of images, these all reflect the impact of technological development on visual communication design, but also to promote designers from the mechanical repetition of pattern making, for deeper thinking.

### **5.2. Strengthening of human-centered thinking**

At the beginning of the 20th century, Bauhaus put forward the idea that design itself is for people, and the ultimate purpose of design is to serve people, and the initial generation of visual communication design also revolves around the needs of people. The interaction, personalized design and immersive technology offered by the new media environment provide strong support for the further strengthening of human-centered thinking in visual communication design. After entering the information age, personalized design is gradually gaining attention because of its ability to express emotions and needs in a more realistic way. For example, the Apple Watch can be customized according to users' different preferences and needs, and the watch screen can display daily information such as the weather, and also adjust the health monitoring function with strong technological color. The opportunities that new media can provide bring designers more space to create, and the concept of design from the audience is becoming the mainstream idea to support design, and innovative design with user experience as the starting point will continue to develop in the future.

## **6. Summary**

The creation and development of new media technology has a profound impact on the field of visual communication design, with both good development opportunities and higher realistic challenges. Admittedly, there is still a gap between China's visual communication design and the international level in many aspects, but this does not mean that the combination of new media technology and visual communication design is not feasible. On the contrary, to face up to the various new technologies and new thinking in the new media era and apply them to visual communication design in a scientific and reasonable way will have a greater significance of realization. This requires designers to break through the original expression form, take the initiative to meet the baptism of the information age, realize the integration and development of new media with the various advantages brought by new media technology, continuously absorb new things, and complete the multi-effect communication of virtual information technology. Only in this way can we realize the mutual integration and symbiosis between the two, integrate in the development, and develop in the integration, and then reach an ideal state, contributing to the interactive and multi-dimensional information communication of visual communication design, and helping the development of visual communication design in the network information era.

## **References**

- [1] Wang Menghao. Huang B. Exploring visual communication design in the new media context [J]. Science and technology communication, 2015, 7(12): 99-101.
- [2] Liu Xizhe. Analysis of advertising design expressions in the new media era[J]. Quick Reading Journal, 2017(6): 248.

- [3] Xiong Kejun. The importance of information design awareness cultivation in visual communication design education[J]. Popular literature and art, 2013(05):203-204.
- [4] Chen Yijin. Analysis of the characteristics of visual communication design and its development in the field of digital media[J]. Tomorrow's Style,2021(01):113-114.
- [5] Yang Xuan. Innovation of visual communication design thinking under the new media perspective[J]. Chinese literary artist,2020(12):47-48.
- [6] He Jie. The development trend of visual communication design [J]. Decoration,2002(03):4-5.
- [7] Li Yanzu. Introduction to art design. Hubei Art Publishing House, 2009.
- [8] Hao Bofei. Research on the visual communication design of network media [D]. Hunan University, 2002.