

# Analysis on the Causes of The Dynamic Trend of Posters in The New Media Perspective

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**Abstract:** With the rapid development of digital technology and the internet, new media has gradually become an important channel for information dissemination, significantly impacting people's daily lives. New media technologies are fully integrating into the field of visual communication design, with internet-based communication as its main support. Against this backdrop, traditional technical expertise in poster design is clearly insufficient to meet the complex design requirements of today. The transition from traditional to innovative, static to dynamic, and two-dimensional to multi-dimensional design is imperative. Such transformations pose new challenges and opportunities for traditional poster design. This paper explores the impact of new media on poster design and the characteristics of static and dynamic posters through case studies and literature reviews. The research reveals that the fundamental reason for the shift from static to dynamic posters lies in the immersive experience and diverse information that dynamic posters offer through visual and auditory channels. Additionally, the paper provides corresponding suggestions and reflections for reference.

**Keywords:** New Media; Poster Design; Traditional Poster; Dynamic Poster.

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## 1. Impact of New Media on Poster Design

The term “new” in new media is defined in comparison to traditional media. It is based on the rapidly developing digital media technologies of the present, including the internet, PC, mobile terminals, touch screen media, and various display screens. It utilizes emerging technologies such as virtual reality, augmented reality, and mixed reality for presentation.

Posters are one of the common forms of promotional materials used by the media to disseminate information about films, dramas, advertisements, public welfare, and more. In recent years, with the widespread application of new media technologies, dynamic posters are increasingly being displayed in public spaces. Their visual information not only encompasses images, text, and color elements but also integrates sound, dynamic graphics, and other diverse design elements, thus offering more advantages in the modern process of information dissemination.[1] The rapid development of new media has brought about significant changes in the way information is communicated, and it has also had a profound impact on traditional poster design. Firstly, the interactivity of new media has accelerated and facilitated information dissemination while also increasing audience participation. Secondly, the diversity of new media has enriched the methods of information dissemination, necessitating continuous innovation in poster design. Lastly, the globalization of new media has eliminated geographical constraints on information dissemination, requiring poster design to focus more on cross-cultural communication. Dynamic posters serve as one of the better solutions in this regard. Dynamic posters, with their interactivity, comprehensiveness, interestingness, strong sense of presence, and substantial information capacity, are more in line with the reading habits of people in the information age and represent the new direction and trend of contemporary poster design.[2]

## 2. Concept and Characteristics of Traditional Posters

### 2.1. Concept of Traditional Posters

Mr. Wang Shouzhi once defined graphic design as follows: “Graphic designers combine basic elements on a flat surface, including graphics, fonts, text, illustrations, colors, and logos, in a manner that aligns with the purpose of communication, creating mass-produced printed materials that accurately convey visual messages and satisfy the visual and psychological needs of the audience.”[3]

In traditional poster design, paper was the primary medium, with information conveyed through images, text, and colors. Visual techniques were used to emphasize different parts of the information, making it easier to read and leaving a lasting impression on the public. However, as new media technologies continue to emerge, poster design is no longer limited to paper and other traditional media. Traditional poster design can no longer meet the demands of information dissemination. Consequently, an increasing number of designers are beginning to incorporate new media elements into poster design, aiming to create more vivid and interesting works. For example, the use of dynamic images, sound effects, and interactive elements in poster design enables the audience to gain a deeper understanding of the message conveyed by the work.

### 2.2. Characteristics of traditional posters

(1) Visual elements: Traditional posters usually contain images and colors, which are used to attract the attention of passers-by and arouse their interest. These visual elements can be hand-drawn or printed, can be photographs, illustrations, or graphics, and often feature bold, bright colors.

(2) Text design: Traditional posters usually contain a large amount of text, which is used to convey information about promotional activities, movies, concerts, etc. These words often appear in bold fonts and colors to make the message easy to read and attract people's attention. Poster designers

may use visual techniques such as font size, thickness, line spacing, etc., to emphasize different parts of the message.

(3) Concise and clear: Traditional posters are usually simple, obvious and direct in order to attract the attention of passers-by and arouse their interest. Designers may use symbols, graphics, and colors to convey the theme and message of the campaign, while words are often used to complement and explain these visual elements.

(4) Information communication: Traditional posters are usually used for promotional activities, movies, concerts, etc., so designers usually strive to make the message of the poster more clear and effective. This means using concise words and images and avoiding too much information and detail that may confuse or lose the audience's interest.

(5) Size: In addition to the size of traditional posters suitable for the needs of the poster environment, the size is usually larger so that it can be noticed at a distance. They are usually posted in public places, such as streets, shopping malls, campuses, etc., to attract people's attention and enhance visual impact.

### **3. Concept and Characteristics of Dynamic Posters**

#### **3.1. Concept of dynamic poster**

With the development of network and multimedia technology, dynamic posters in modern development and traditional graphic design have inherited relations in new media. [4] In the context of the rapid development of new media technology, poster design has received new promotion and opportunities. New media technology has given poster design a new height, requiring the integration of graphic posters with dynamic design and information technology, combining time and space dimensions on the basis of traditional static, to present diversified and dynamic graphic images, and to show a new visual experience.

Dynamic poster is a kind of poster design based on dynamic images. Through animation, sound effects and interactive elements, information transmission becomes more vivid and interesting. For example, the poster design of a music festival adopts the form of dynamic posters, which presents the lively atmosphere of the music festival scene through the cooperation of dynamic images. Such a design form can not only attract the audience's attention, but also improve the audience's participation.

Dynamic posters directly express the theme through the designer's creative ideas and design techniques, and can more intuitively express the style and theme, so it is quickly used in modern film and television works and commercial posters. People can easily see dynamic visual content in different occasions, and the traditional flat media that they have been exposed to before has slowly become a digital medium that can display dynamic images. This form of visual communication between images and videos not only meets the requirements of posters to convey information, but also expresses the theme more vividly because it adds rich dynamic elements, plot design and sound effect design. The most typical example is the dynamic poster design of Jiang Wen's "Let the Bullets Fly". The protagonist is the main image, which combines the movie theme and bullet dynamic effects to make the poster more attractive. This is the first time that sound and animation have been integrated into the design of a movie poster, making the still movie poster more vivid and intuitive, and the communication experience richer. It not

only earned 600 million yuan at the domestic box office, but also won praise from audiences. [5]

#### **3.2. Features of dynamic posters**

(1) Dynamic elements: From the perspective of new media, designers begin to use dynamic elements, such as dynamic images, animation, sound effects, etc., to enrich the expression of poster design and make it more vivid and interesting. For example, adding dynamic elements to movie posters can better present the plot and scenes of the movie and enhance the audience's engagement and sense of experience.

(2) Form of media: Now entering the era of new media, a large number of posters have been transferred from traditional printing media to screen terminal carriers, and designers have gained more freedom in creative space. Poster design has begun to change from the traditional flat and static form to the dynamic and interactive direction, [6] with more application scenarios. The information dissemination method of dynamic posters is different, using the limited and fragmental time of modern people, through mobile phones, tablet computers, the Internet, shopping mall billboards, subway buses and taxi displays and other media, with the development of science and technology, the media environment changes, the communication mode and media of dynamic posters are also constantly changing, keeping pace with The Times. [7] At the same time, it can also be updated and adjusted in real time according to different scenarios and needs.

(3) Interactivity: From the perspective of new media, poster design begins to focus on audience interaction and participation. By adding interactive elements such as QR codes and buttons, the designer allows the audience to interact with the poster through mobile phones or other devices to obtain more information and content. This interactive poster design can enhance the audience's sense of participation and experience, and improve the effect and influence of information dissemination.

### **4. Case Analysis of Poster Design from The Perspective of New Media**

In recent years, many designers have been trying to incorporate new media elements into poster design to create more vivid and interesting works. For example, in the design of the concert poster of the American rock band KISS, the designer adopted AR technology, so that the audience can scan the pattern on the poster through the mobile phone, so as to get more music and video content. In the poster design of the Chinese film Wolf Warrior 2, the designer adopted VR technology, so that the audience can watch the movie's trailer and features by wearing VR devices.

#### **4.1. Case analysis of Seoul dynamic posters and Alipay dynamic posters**

(1) The dynamic poster in Seoul, South Korea, is one of the successful cases. It is highly interactive and allows the audience to control the animation by gestures, thus attracting their attention and conveying information. This dynamic poster is used to promote cultural tourism in Seoul, showcasing the history and cultural heritage of Seoul and making it more lively and interesting through dynamic forms.

The design concept of the dynamic poster is to attract the attention of the audience through an interactive way, so that the audience can have a deeper understanding of Seoul's cultural tourism. The designers created a beautiful animation

based on the history and cultural heritage of Seoul and displayed the animation through the flashing and changing of LED lights. Viewers can control the animation through gestures to better understand Seoul's cultural tourism. This interactive approach can increase the audience's participation and interest, making them more willing to understand and pay attention to Seoul's cultural tourism.

In terms of visual design, the dynamic poster uses bright colors and dynamic lines to highlight the vitality and vitality of Seoul. The animation shows the history and cultural heritage of Seoul, including traditional Korean houses, palaces, temples and folk culture, etc., making it more lively and interesting. In addition, the dynamic poster also uses background images of Seoul city to make it more local.

The dynamic poster of Seoul, South Korea, is a very successful case, which through the clever use of interactive ways and visual design, attracts the audience's attention and successfully conveys the cultural tourism information of Seoul. The successful design of this dynamic poster can provide a good reference for the design of other dynamic posters.



**Figure 1.** 3D waves billowing on an LED screen in Seoul, South Korea

Quotations from

<https://www.shangyexinzhi.com/article/1895391.html>

(2) In recent years, Alipay's dynamic posters have frequently appeared in festival activities, attracting a lot of attention with their unique visual impact. These posters highlight Alipay's featured activities or payment functions through beautiful animations and bright colors, showing a variety of payment methods and practical usage scenarios. In addition, the use of animation makes these posters more lively and interesting, attracting a large number of users to actively participate.

The design concept of the dynamic poster is to attract the attention of the audience through visual impact and fun way, the designer according to different payment methods and the use of the current festival scene, produced beautiful animation, and through bright colors and dynamic lines to show the animation. This visual design can increase the audience's attention and interest, making them more willing to pay attention and participate.

In terms of interactivity, the dynamic poster also provides the functions of QR code and Alipay scan, so that users can easily scan the QR code and make payments. This interactive way can increase users' experience and sense of participation, making them more willing to use Alipay's payment function.

Alipay dynamic poster is a very successful form of Internet dynamic poster. It attracts the audience's attention through visual impact and interesting ways. It attaches great

importance to the interactive function of the poster, so that users of all ages can more easily understand and use the activities and functions of Alipay. The successful design of this dynamic poster can provide a good reference for the design of other Internet dynamic posters.

## 4.2. Reasons for dynamic poster design

Through the above representative case analysis, combined with the characteristics of many cases in recent years, the following reasons can be obtained:

(1) Enhanced interactivity: Dynamic posters usually have interactive functions, such as gesture control, scanning two-dimensional code, etc., which can increase the audience's sense of participation and interaction, so as to better convey information, and even across regional differences. Static posters usually have no interactive function and can only attract people's attention through visual design, which is obviously less interesting and attractive than dynamic posters.

(2) Enriched visual effects: Dynamic posters by combining images, text, sound and animation and other elements, can achieve more diverse and rich visual effects, a strong sense of picture, easier to have a three-dimensional sense, so as to better attract the audience's attention, multi-sensory stimulation and immersive experience. In contrast, static posters usually only have static images and text, the visual effect is relatively simple, if the overall effect is more general, then it is difficult to attract the attention of users. For example, the fonts and images in static posters are generally self-presented through design and arrangement, so that the information is expressed. Because the fonts in dynamic posters have the conditions of movement, they can be free from the shackles of traditional linear reading in design and arrangement. [8]

(3) Convey more information: Dynamic posters are widely used, whether on the mobile terminal or outdoor electronic screen, as long as there is a new media carrier, you can see it. The communication method without dead corners simplifies the process of the audience to obtain visual information, makes the information transmission more convenient and efficient, and provides a new form of expression for the dissemination of information. [9] Dynamic posters can contain more information, such as gradually showing the characteristics, use methods and narrative means of products or information through animation, so as to better convey information. Static posters usually only show a limited amount of information and require careful visual design to highlight the point, which is slightly inferior to dynamic posters.

(4) Diversified modes of communication: the traditional static posters have a relatively simple form of communication, and the media are mainly flat media such as paper or canvas, which are posted on fixed occasions and positions, so the communication effect has also received greater restrictions; In contrast, dynamic posters can be transmitted through multi-terminal, digital media, social media platforms and other channels, with a wider range of communication effects and application scenarios, and more efficient communication at a lower cost.

## 4.3. Consideration of potential problems faced by dynamic poster design

Through the combination of case analysis, there are also the following unstable factors in the dynamic trend of posters, which need the designer's clever moderate grasp to achieve

the perfect effect of dynamic posters:

(1) How to grab the audience's attention

Dynamic posters have dynamic effects and diverse forms of expression, but the audience's attention is easily distracted by these dynamic elements. Therefore, designers need to consider how to use dynamic effects and diverse forms of expression to attract the audience's attention and communicate the message to them effectively.

(2) How to balance dynamic effect and information transmission

Dynamic posters have a strong visual impact, but excessive dynamic effects may interfere with information transmission. Therefore, designers need to consider how to balance dynamic effects and information delivery, accurately and appropriately grasp this degree to ensure that the audience can effectively understand and remember the information.

(3) How to deal with the interactivity of dynamic posters

Dynamic posters usually have interactive features, such as gesture control, scanning QR codes, etc. Designers need to consider how to handle interactivity to ensure that interactive features effectively increase audience participation and interactivity, regardless of geographical differences, and effectively convey information to ensure that we can achieve the intended effect when we design.

(4) How to innovate the design and expression of dynamic posters

The design and presentation of dynamic posters need to be continuously innovated and expanded to meet the needs of consumers and changes in the market. Designers need to consider how to make full use of new technologies at the same time, and how to use new technologies and tools to constantly innovate the design and expression of dynamic posters, in order to keep the design attractive and competitive.

## 5. Summary

Under the new media vision, the status quo and development of dynamic posters show a prosperous scene. In essence, posters are a kind of cultural form, and dynamic posters not only transmit information, but also disseminate a spirit to the public -- the demand for and reflection on new things. [10] With the rapid development of digital technology and new media technology, dynamic posters have attracted more and more attention and recognition. Dynamic posters through the combination of digital media, animation, video and other elements, so that the static poster based on the image and text become lively, more attracting people's attention. Dynamic posters have the characteristics of dynamic effect, interaction, real-time, wide information, multi-scene, etc. The essential reason for the dynamic trend of posters is that dynamic posters can better attract people's

attention, convey poster information, enhance the fun of posters, improve the influence of posters, and immersive experience.

In the future, with the continuous development and popularization of new media technology, dynamic posters will be more widely used and developed. At the same time, with the changes in consumer demand and aesthetic trends, the design style and expression of dynamic posters will continue to update and evolve. Designers need to constantly learn and master new technologies and tools, constantly innovate and expand the design methods and forms of expression of dynamic posters, poster design under the new media vision needs to constantly innovate and progress, in order to create more vivid and interesting works to meet the needs of consumers and market changes. As designers, we should not only objectively look at the impact of these new technologies on design, but also see the development opportunities brought by these Internet technologies and new media technologies.

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