

Research on the Trend of Marketing Communication Information Design in the New Media Era

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Keywords: new media; marketing communications; information design; trends

Abstract: With the emergence of new media, visual design has achieved a leap-forward development, and the visual design effect, means of communication, and form of expression have achieved a qualitative leap, entering a new era of visual design. Visual design also presents the characteristics of beauty, efficiency and diversification. The visual effects and forms that were difficult to achieve in the past can be realized through the support of new media technology means. At the same time, with the help of new media communication means, the communication efficiency is greatly improved. In response to this situation, visual designers should focus on innovating design methods and design concepts, and actively seek and obtain available visual design materials and resources. Only in this way can they ensure visual design in the context of the new media era. The level is in line with the internal needs of the times and the development of the industry. This paper analyzes the characteristics of visual design in the new media era, and discusses the development trend of visual design. By analyzing the impact of new media on visual design, innovative ways of visual design are proposed.

1. Introduction

Visual communication evolved from the original graphic design [1]. Up to now, visual communication has already surpassed the scope of graphic design, deeply integrated with many disciplines and professions, and has advanced with the times to improve the field it involves[2]. But in essence, visual communication is to use vision as the medium and main language to convey beauty or ideas. With the increasing coverage and application level of information technology in various fields in our country, the important position of information technology in social development has been established[3].

In this era of information explosion, people receive information from traditional media and new media channels at the same time, and gradually have the right to choose information[4]. It is against this background that information design is gradually emerging, which refers to the design of transforming information from intangible to tangible, and the purpose is to display information more effectively. Information design has the characteristics of insisting on the effectiveness of information transmission, enhancing the visualization of information transmission, and expanding information capacity[5].

The rapid development of social economy has driven the development of new media technology, and many new media technologies have emerged in the process. New media technology is based on emerging technologies such as network and information. In the process of continuous optimization and development of related technologies, the application level of new media technology is improved, providing broad development space and new development ideas for visual design. In the context of the rapid development of the new media era, the channels through which the audience can obtain information are becoming more and more diversified. The traditional information transmission methods in the past have been unable to meet their needs. How to further accelerate the speed of information dissemination and achieve effective information transmission is particularly The essential. Based on this, in the new media era, it is particularly critical to actively recognize the development characteristics and trends of visual design[6]. This article analyzes and discusses the development trend of visual design in the new media era from multiple aspects.

2. Characteristics of visual design in the new media era

2.1. Interactivity in the Age of New Media

In the future, with the continuous progress of science and technology, visual communication will show more contemporary characteristics. Mobility, intelligence, networking, globalization, and precision will all be realized under the support of information technology. Cross the boundaries of time and space and enjoy information services. In the past, reading news and checking information required buying a certain type of newspaper or magazine, but the emergence of new media has freed us from the constraints of time and space, and we can use the ocean of arbitrary information. Using the convenient Internet, people can obtain and send information anytime, anywhere. Influenced by the continuous update and evolution of Internet technology, visual design activities show a significant transformation trend: from the previous "materialized" design to "Virtualization" design, electronic computer technology, Internet technology and various information technology means provide designers with new design tools. Traditional TV media, newspapers and other media cannot meet the individual needs of users. In the process of rapid development of media technology, media methods can improve the interactivity of media information according to the needs of the public, and provide humanized services for the audience, so that they can obtain a good sense of experience. Up to now, visual design conveys information to the audience in the form of visual multimedia. On the basis of art design and science and technology, the connotation of visual communication is enriched, ergonomics, psychology, mechanics, aesthetics, ethics. Studies and other disciplines are closely related to it. Fig. 1 is a block diagram of a face recognition system.

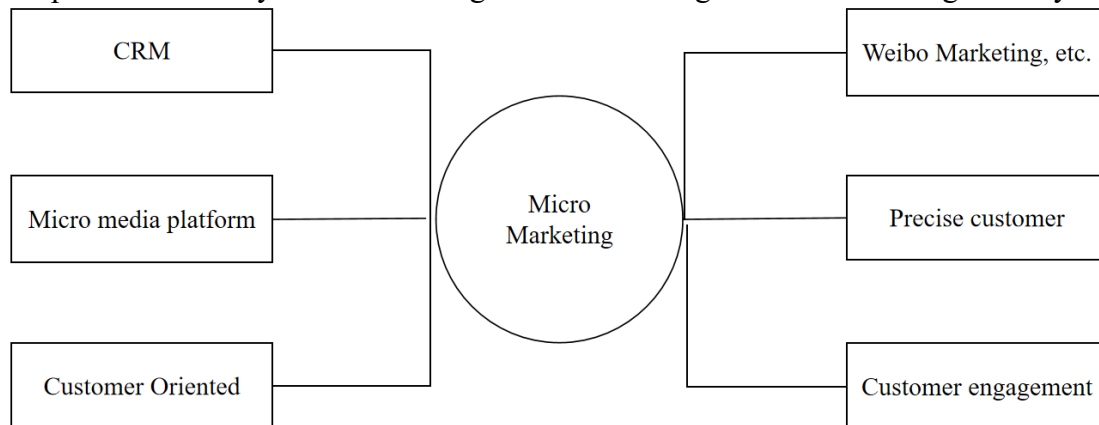


Figure 1 Connotation diagram of micro-marketing

2.2. Diversity in the new media age

Compared with traditional media, new media can be transmitted through sound, image, video, text, etc., which is a great enrichment for media and is very diverse. New media is the product of information technology acting on the media industry. It is different from traditional radio, television, newspapers and magazines. It relies on digital communication tools and software to achieve communication through electronic media equipment such as computers and mobile phones. Using information technology and digital means, new media has changed the way of media production and dissemination, and promoted the development of the media industry. For the field of visual communication, this impact and impact are also earth-shaking. At present, the most popular online emoticons in the world are both pictures and words. The word "painting" comes from Japanese, meaning "graphics and characters". The design of the painting Youzi was originally designed to add emotion as an aid to the dialogue of Youzi, so that the meaning of Youzi would not be misunderstood. There are more than 60 kinds of commonly used paintings and characters[10]. Painting and character is a simple outline and vivid interpretation of people's expressions and actions, which is quite entertaining and disseminated. The word "Euyouzi" was included in the online edition of the Oxford Dictionary in August 2013. An expression can become the word of the year, which shows its popularity. As modern design pays more and more attention to the principle

of humanization, visual design will inevitably use more multi-sensory information, which can better facilitate social groups. For example, in the design of bus stop signs, it is not only necessary to design text, but also Braille according to the actual situation. You can also consider using voice information to convey it. I believe that through such a humanized design, the essence of visual design can be better highlighted need. Based on the visual design in the new media era, some new expression methods should be innovated in the future, so as to promote the efficient transmission of information and meet the diversified needs of people. The corporate marketing strategy is shown in Figure 2.

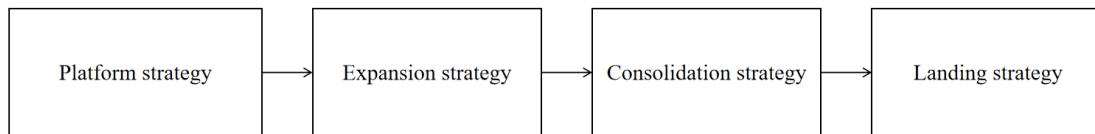


Figure 2 Enterprise Marketing Strategy Map

3. Dynamic development of visual design

3.1. Development Trend of Visual Communication Design

In the traditional field of visual design, designers usually need to rely on static visual images, graphics, text and other elements to achieve external transmission of visual information. In the context of the new media era, visual design activities have realized the transition from static communication to The transformation and upgrading of dynamic communication. It can be said that dynamic visual design activities can make information more intuitive, more three-dimensional and more vivid to the audience. At the same time, the dynamic visual design activities will greatly enhance the speed of information dissemination and diffusion, so that the audience can obtain the information resources and content they need in a shorter time. New media technology has established a connection and interaction with the audience. , increasing the interactive experience and interactive experience of the media. The creators of these new media art pursue interaction, feeling, and experience, and continue to explore and innovate, which has made new breakthroughs in the display medium and behavior mode of new media. This enables new media technology to lead the concept of artistic creation and provide technical support for artistic creation, making it possible to realize ideas that were originally impossible in many artistic creations. Under the influence of new media, the creative process of visual communication has been transformed into five stages: connection, integration, interaction, transformation and emergence. Through connection and integration, the audience is allowed to participate in the interaction, and then the visual experience is transformed into a change of consciousness, thereby New thinking, relationships, images and experiences emerge for the purpose of visual communication. Data visualization products such as data maps and data news have sprung up like mushrooms after a spring rain, and have been widely recognized by the audience.

3.2. The impact of new media on visual design

The difference from other graphic design is only in the aspect of space presentation. In the process of rapid development of new media technology, the visual design language has been enriched, which has changed the previous single graphic design method. With the support of new media technology, it has gradually transitioned to three-dimensional and four-dimensional space. The sense of space has become a key element of visual design. . During this period, holographic imaging technology was recognized by industry personnel, and the application scope of this technology continued to expand, becoming the main artistic means of communication and marketing in the modern business society, prompting the extension and expansion of the visual communication industry, with more disciplines Blending together, the communication method has changed from unilateral communication to interactive experience, and even many scientific technologies have been tried and applied, such as virtual reality technology, to improve the interactivity and experience of visual communication. With the development of science and

technology such as VR and AR, visual communication will realize interactive communication through the construction of virtual world, and the ways of interaction will become more and more abundant. become an indispensable element in the new media era. Visual design involves a lot of content. In order to improve the effect of visual design, designers use a large number of new media technologies to express the design, so that the related works have a stronger visual impact, so that the public can read the visual information comfortably and intuitively. Data visualization in marketing communication information design emphasizes intuition, relevance, artistry and interactivity. Improve the audience's awareness and favorability of the information, thereby enhancing the effectiveness of marketing activities.

4. Conclusion

In this article, the author starts from the characteristics of the new media era, and analyzes the innovative development direction of visual design in the new media era. The rapid development of new media not only enriches the lives of the public, but also brings new forms of art design to visual design. The phenomenon of cross-creation and cross-learning generally exists in the design field. From the cutting-edge works of the industry and the curriculum settings of top universities, it can be seen that the cross-border design between disciplines is the development trend of visual design. Keep pace with the development of technology. Grasp the five new trends of today's information design, namely imageization, data visualization, product customization, experience situationalization, and content storytelling, to help marketing communication practices in the new media era. In the future, it is necessary to further strengthen the research on visual design, focusing on the development of creative thinking in visual design, so as to promote the better development of visual design.

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