Research on the Application Strategy of Digital Media Art in Visual Communication Design

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Abstract: Digital media art is a kind of digital technology, computer science and image processing and other disciplines of knowledge and technology together, through the digital media to create and performance. Digital media art, with its digital, intelligent and humanized characteristics, gives designers a broader space for creation. In order to better improve the quality of visual communication design professional training, cultivate a batch of innovative talents, this paper will analyze the environment and characteristics of digital media art development, the digital media art under the influence of visual communication design, and explore the application strategy, hope to promote the field toward more intelligent, make the relevant staff can skillfully use digital media art, so as to lay a good foundation for future employment.

Keywords: Digital media art; Visual communication; Design innovation

The rapid development of digital technology and the wide application of social media have brought new opportunities and challenges to the traditional visual communication design. Digital media art is a new way of artistic expression, which provides a new for visual communication design with a new possibility. Therefore, whether from the perspective of promoting visual communication design, or from the perspective of relevant professional talent training, the method of visual communication design should be innovated, so as to promote the long-term development of this field.

1. Development environment and characteristics of digital media art

1.1 Lay an important foundation

In recent years, due to the continuous improvement of computer computing speed and image quality level, art creators can use computers and related auxiliary means to create more complex, more realistic and more diversified digital art works. The programmability and interactivity of the computer make the digital media art works have the characteristics of interacting with the audience.

1.2 Provide a broad platform

With the rise of the Internet, the art creation of digital media can spread to the world on the Internet, breaking through the limitation of time and space, and realizing the instant communication and interaction between the art creator and the audience. The network provides a platform for the creators to show and publicize their creative achievements, and also provides more creative experience and participation opportunities for the broad audience.

1.3 Expand the form of expression and the content field

With the emergence of many new technologies such as virtual technology and artificial intelligence, the creation and performance of digital media in a more extensive space and media . Through the use of virtual technology, artists can obtain immersive art experience, and make intelligent interaction with the audience through intelligent technology, breaking through the traditional art form. With the innovation and application of science and technology, digital media art will certainly show its unique charm and influence in this industry.

2. Visual communication design shift under the influence of digital media art

2.1 From static presentation to interactive expression

Digital media art has brought great changes to the visual communication design, and the most obvious change is the change from the static expression mode to the interactive expression mode. Traditional visual communication design mostly adopts static forms such as plane graphics, text and color to achieve the purpose of spreading information and expressing the meaning. When people watch these traditional images, they are often in a negative state, and the lack of interaction and participation with these images. However, with the advent of digital media art, it has changed this situation, because it has the characteristics of interaction, which allows the audience to interact with the work, and change the form and content of the work [1]. For example, viewers can click, slide, or touch the screen to create various visual effects with the creation of digital media art, forming sound changes or dynamic movements. Through interaction, let the viewer change from negative acceptance to positive exploration and influence of the work.

2.2 From two-dimensional space to multidimensional space

The rapid development of digital media art has developed the visual communication design from two-dimensional to three-dimensional, promoting the integration of multiple elements such as vision, sound and animation. The traditional visual communication design is mostly shown in the form of illustrations, posters, and prints. However, by using multimedia technology, the elements of various media are organically combined, thus breaking through the limitation of the two-dimensional plane, and producing a more colorful visual experience. For example, using projection, display screen and virtual reality technology, digital media art works can be expressed in three-dimensional space, giving people a more real visual sense of [2]. In addition, the work can also create an auditory level and situation by the addition of sound, and then enrich the auditory feelings of the audience. Through various forms of interactive devices, such as touch screen and gesture recognition, the audience can operate the work, and have immediate communication and feedback with it.

2.3 From a single transmission to a mutual selection

The rapid development of digital media art has prompted the transformation of visual communication design from a single communication mode to an interactive communication. In the traditional visual communication design, people often take a certain media as the channel of information transmission, while the audience is in a passive acceptance. However, with the emergence of digital media art, people can choose their favorite works according to their own preferences and needs. Through the network, social media and other means, the creation of digital media art works has been widely presented and disseminated, so that people have more choice space. In the creation process, viewers can freely choose their favorite content, and interact with their favorite content by clicking and watching. In the process of acceptance, the audience changes from passive acceptance to active participation.

2.4 From the traditional creation to the integration of digital technology

The continuous development of digital media makes the combination of traditional creativity and digital technology, which has brought a profound impact on the visual communication design. In modern society, people's use of painting, sculpture and photography means is carried out in a traditional way. And digital media art is through computer software and tools, so that the work presents digitalization and automation, so that the work presents a new form. The combination with digital technology makes the creative process of communicating design more effective and more flexible. The creators of art works can cut and adjust the pictures with the help of image processing software, and then create lifelike animation effects with the help of animation production software, and also create works with interactive function with the help of program language. The combination of digital media technology and visual communication expands the scope of communication design, while traditional works of art are often limited by material media, such as paper size and pigment texture factors. Digital media art, on the other hand, uses digital technology to present it in the virtual world and interact with the audience through digital technology. In the process of creation, due to the use of virtual real scene technology, the viewer can feel the creation process in the process of creation, resulting in a sense of immersive.

3. Visual communication design strategy under the influence of digital media art

3.1 Discipline construction develops towards the direction of intelligence

Digital media art provides more creative space for visual communication design. Firstly, digital media art brings a lot of digital communication channels and creation platform to visual communication design; designers can use computer software and auxiliary tools to transform the design process into digital through image processing and typesetting design. Using digital tools, creators can edit, adjust and optimize design elements to improve design accuracy and quality. The tools and methods of intelligent design can provide users with personalized and intelligent artistic design methods according to the user's requirements and materials. For example, using technologies such as big data and machine learning can enable personalized product design for different types of products. The application of intelligent technology in design can not only effectively improve the efficiency of design work, but also provide more creative space for designers to. Secondly, the continuous development of digital media art has promoted the development of

multi-media and multi-platform visual communication design. Digital media art combines visual, sound and animation factors to be presented in different media and on different stages. In the design, we can combine the use of various media to make the content of the design more rich and diversified.

3.2 Value orientation highlights the humanistic feelings and social responsibility

In the process of combining digital media art and visual communication design, it is very crucial to add humanized emotional expression. While digital media art emphasizes the application and innovation of science and technology, designers should also pay attention to human emotions, values and cultural heritage, and combine these elements with design, so as to make design more meaningful. First of all, the visual elements that resonate with human emotions are used in the design to enhance the feelings of people. Through the combination of visual elements such as color, shape and lines, it can convey a certain special feeling and arouse the resonance of the audience. Secondly, the various problems and cultural differences in real life is also a way to enhance the expression of human emotion. Digital media art can be used to reflect and promote social development as a new means of communication. Through the theme of social justice, environmental protection or human rights, the work can arouse the audience to pay attention to and think about the work, and trigger social responsibility. On this basis, through thinking about the cultures and values of different nationalities, we can break through our own limitations and create more inclusive and diversified design works, so as to promote mutual understanding between cultures.

3.3 Talent training is positioned as compound creative talents

The development of digital media art urgently needs interdisciplinary professional knowledge and technology, which is a kind of comprehensive innovative talent. Therefore, it is very necessary to set up multiple majors in colleges and universities, and to combine multiple majors such as design, art and science and technology together. Through a number of professional courses, students can understand the academic and practice of each major, and train their overall quality and cross-border thinking. For example, through the combination of digital technology and visual communication, developed into cross-media and cross-platform design skills. Secondly, schools should create internships, project collaboration and other activities for college students, so that they can really devote themselves to digital media art activities. By working with partners, creators and scientists in the field, students can gain a wealth of knowledge and skills in practice, and improve their problem-solving and teamwork skills. Through this internship process, students can deepen their understanding of the relationship between digital media art and visual communication, and thus improve their creative skills.

3.4 The teaching process increases students' interactive experience

With the continuous progress of digital media art, people's understanding of visual communication is also deepening. First of all, in order to improve the interactive experience of visual communication design, designers can use the principles and skills of interactive design to establish an interactive interface, design controllable elements and dynamic effects, so that the audience can actively invest in the design. In this way, the viewers will have a strong desire for knowledge, so that they can really participate in the artistic creation. For example, during the design process of the exhibition, designers can use interactive methods such as touch screens and sensors to modify the display form or content of the work. Secondly, in the visual communication design, the digital technologies related to virtual reality and augmented reality can also be referred to to provide users with a more immersive interactive way. Vieences can use virtual reality devices or mobile phones to walk into a virtual art space and interact with the real world. The application of this technology enables the audience to understand and explore a work from a new perspective, and to deepen its influence on visual transmission.

4. Conclusion

Epilogue To sum up, digital media art has completely changed the face of visual communication design, which makes the means of expression more diversified and personalized, and broadens the scope and expression mode of communication design. In this case, in the efficient training of visual communication design professionals, it should be regarded as a major course, so that students can not only grasp the essence, but also flexibly apply it, so as to provide high-quality compound art design talents for the society.

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