Research on layout design from the perspective of new media

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Abstract: with the continuous development of Internet technology in China, the transmission speed, channels and contents of various media information have been greatly improved, which also puts forward higher requirements for the layout design. We should actively introduce new layout design concepts and methods, so as to better improve the layout design level and provide more rich and interesting information content for the public. From the perspective of new media, the format design has been further expanded, and the form has also changed more richly, which provides a new research idea for the format design activities in the future. In view of this, this paper will analyze the layout design from the perspective of new media, and put forward some strategies to provide ideas for the teaching and design work in the future.

Key words: new media; Layout design; Research; UI interface design

1. Overview and analysis of new media

At the beginning of last century, with the outbreak of the fifth information revolution, computers have been more widely used, and its achievements are reflected in the vigorous development of digital media. Compared with traditional media forms, this is a far-reaching "new media revolution". The design field contains a wide range of contents, involving people's life, study, work and many other aspects. New media can be regarded as a new form of multimedia, which takes the application and innovation of computer technology as the way forward. New media art is a new form of media, including mobile media, digital media and television media, which is the full combination of art and technology.

In a broad sense, new media can be seen as a form of communication that provides information and reading services to users through wireless network, network broadband, satellite and other technologies, and computers, mobile phones and various digital devices as terminals. Compared with traditional media, new media not only innovates in the transmission path, but also has a very different form from traditional media, such as electronic magazines, digital images, etc., which are difficult to realize by traditional media.

2. Analysis of the characteristics and communication advantages of new media

By analyzing the development path of media, we can find that new media is also changing with the progress of the media industry. It takes the old media form as a reference. For example, compared with newspapers, radio can be regarded as a new media; Compared with radio, television can be regarded as a new media; Compared with TV, network is the new media at present. From here we can see that the forms of new media in different time periods are not the same, and its ways of existence are also very diverse. In general, new media can be seen as the result of continuous media innovation. Its change is like "things are generally developed, and new things are bound to replace old things" mentioned in materialist dialecticsWith the continuous development of network technology, information technology and big data technology, the forms of new media will also be further innovated. It will not stay in a specific media form. It will continue to develop with the changes of society, and new media will gradually become the old media of the times. At present, with the continuous development of digital network technology, the overall trend is interactive, interesting, digital, real-time, personalized and so on.

At present, the form of visual communication has gradually become the most common and popular way of information transmission in the current social state. It also has its own characteristics, mainly manifested in the characteristics of sustainability and interactivity. At the same time, the multidimensional nature has also become an important symbol that distinguishes it from the traditional one-way media, New media plays a very important role in the process of information transmission in the current era.

New media has the following advantages in communication:

First, interactivity and freedom. In the past, media communication usually depended on information to determine the corresponding form of communication, while new media had the advantages of greater interactivity and timeliness. For example, when developing web page production, we can add hyperlinks to enable users to jump between different web pages, which greatly improves the degree of information interaction, builds a more free platform for the dissemination of media information, and better connects users and information.

Second, multidimensional and diversity. In the new media communication, we can introduce a lot of media elements to optimize the visual effect of information, which can further improve the era and multidimensional characteristics of new media, increase the speed of information acquisition of users, and enhance their efficiency of reading information. Moreover, with the help of information technology, the forms of multimedia information will become more diverse.

Third, space and dynamic. In the communication of new media, text, pictures and video are the three most common elements. The higher the user's requirements for media information, the media elements used by designers must also be read, so as to meet the needs of users. Multimedia has a very large space in the dissemination. It can let users know more information by scrolling through the screen. Generally speaking, when designing a commercial website, there should be no more than three pages. We should put the information on one screen as much as possible, so that users can find the information more easily. In addition, new media can significantly shorten the distance between users and information in the dissemination, so that people from foreign countries can also realize face-to-face communication,

which is also a new way of communication after the mobile phone business.

3. The difference between layout design from the perspective of new media and traditional media

3.1 Layout element differences

1.Introduction of dynamic symbols in layout design from the perspective of new media

Traditional media is generally paper media, which is usually a two-dimensional plane form of expression. The layout design under the new media combines sound and image, which can greatly enrich the forms of new media. In addition, the traditional media layout design is a static, stable and unchangeable page. At the same time, in the application of element symbols, the traditional media layout design is mostly static elements such as text, symbols and pictures, which is also the most basic element. In addition to introducing traditional elements such as text, pictures, symbols and so on, the layout design under the new media also adds many dynamic elements that can interact, which makes the layout design works under the new media more interesting and vivid. For example, in some Flash animations and GIF pictures, animations and videos are inherently very attractive. By adding certain sound effects to them, the audience can feel immersive, so as to expand and extend the user's space. Web design can be regarded as the key content of layout design under the new media. The introduction of dynamic symbols can greatly enhance the interest and uniqueness of the interface, effectively enrich the content of panel information, and bring more audio-visual enjoyment to users.

2. application of auditory elements in panel design from the perspective of new media

From the perspective of new media, in addition to introducing dynamic visual elements, we should also pay attention to the introduction of auditory elements in the layout design, which can create a more relaxed and free atmosphere for users. The traditional media panel design is difficult to achieve this effect, which is not conducive to attracting users' attention. At present, auditory elements are used more and more in many layout designs. We can use special sound effects, background music, etc. to render visual elements, so as to enhance the appeal of layout design. In traditional panel design, the design has clear requirements for font, font, size, density, light and shade, but its sense of rhythm is still difficult to reflect. In the layout design in the new media environment, the sense of rhythm can be reflected by auditory elements, which will make the information more exciting.

3.2 Difference of layout visual continuity

In the era of paper media, people often browse the head of the publication before reading, which also means that a lot of important information is at the beginning of the article. In the new media era, this reading habit still exists. Therefore, when we carry out the layout design from the perspective of new media, we should pay attention to the planning of page header and home page. Generally speaking, the home page of the website includes recommendations, indexes and many other contents. The attraction to users mainly depends on the summary and title. When browsing information, users can jump to the corresponding position by clicking on the content they are interested in, so that people can browse the corresponding content quickly. In the layout design from the perspective of new media, home page design is extremely important. High quality design can make readers stop and get a higher level of reading experience.

3.3 Layout flexibility difference

In the traditional layout design, the staff can control the layout design process as a whole, and users can only accept the fixed plate, which has a strong fixed feature. There will be a certain time difference between the design and publication of printed matter, which will also affect the user's reading information. It is difficult for the audience to understand the information content of the layout design at the first time, let alone participate in the layout design. In the layout design from the perspective of new media, users can participate in the design of information boards with the help of network means, such as Baidu Post Bar, Sina Weibo, etc., which can significantly improve the user's sense of participation and the flexibility of the layout.

4. Interface design from the perspective of new media

User interface design (also known as UI Design) is mainly based on the overall design of human-computer interaction, interface aesthetics and operation logic. By optimizing the layout of the elements in the interface, the level of information exchange between people and the interface can be improved. Since the beginning of the 20th century, computers have gradually emerged, and the information communication between human and computer has gradually changed from mechanical interface to visual graphical interface. The interface in the current era is usually analyzed from the perspective of human-computer interaction, and the research on the information exchange between human and machine. In a sense, the value of interface design is to make the interface more in line with human aesthetic needs, so as to improve the level of communication between the interface and people. At the same time, it can also locate the position of the user, so as to enhance the communication frequency between the user and the interface and improve the speed of information transmission.

4.1 Function realization of layout design in interface

As the main element of visual information, the interface design fully integrates and arranges all elements. It needs to consider the layout principles such as line spacing, word spacing, word weight, and optimize by using the unified theme and form. In interface design, practical function and aesthetic function complement each other, and they are difficult to be replaced. They are also the perfect unity of function and form in interface design.

1.Practical functions

As an intuitive way of expression, layout design can enable users to interact with machines at a higher level, and users will pay more attention to information because of excellent design. In the layout design, we should pay attention to the control of the sense of rhythm and

emphasize important information, so as to provide users with more clear guidance. The sense of rhythm will not only be reflected in the size of the plate, but also in the text layout. The matching of font, size, thickness and color will have an impact on users, allowing the audience to absorb more information. In addition, by designing a high-level panel, users can more intuitively understand the structure of the website, more clearly understand the information content, and better find their own position, so as to deepen the relationship between people and the page.

2.Aesthetic function

Excellent layout design can make users feel very comfortable when browsing. Designers can also combine their emotions and thoughts with layout design, so as to better trigger the psychological changes of users and stimulate their reading initiative, which also shows that layout design has a very strong aesthetic function. To this end, we should continue to enhance the sense of integrity of the user interface, make the interface more coordinated through layout design, carry out more rational application of visual elements, enhance the relationship between them, and make it a whole, so as to better attract the attention of users and reflect the ability of designers. In addition, we should enhance the expressiveness of the interface. Excellent layout design can leave a very deep impression on users, and also make users feel advanced when they see it.

4.2 Analysis of web interface plate vision process

1. linear visual process

In the visual process of UI design, linear process is the most common, which is mainly divided into three types: straight line, curve and slash. The straight line is very intuitive, which enables users to find key information faster. Diagonal lines can make the design more personalized, but lack stability. Curves can make the layout present a sense of rhythm and make the whole interface more tension.

2. guided visual process

Excellent interface design can make the user's vision move with the layout when using it. Instead of dividing all elements into a whole, it allows all elements to be recombined, so as to highlight the key content and improve the user's experience.

3. repeated visual process

When developing layout design, we can combine similar and identical elements according to certain rules, so that users can form visual repeated movement when viewing, which can effectively attract users' attention and enhance the rhythm of layout design. This method is very useful in web design. For example, it is often reflected in the image arrangement, navigation design and text information of web pages.

summary

To sum up, if we want to improve the quality of layout design from the perspective of new media, we can analyze the differences between layout design from the perspective of new media and traditional media; The function realization of layout design in the interface; Web interface plate visual process analysis; This paper analyzes the problems of web interface panel design, so as to promote the layout design level to a new height from the perspective of new media.

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