# On the Application of New Media in Visual Communication Design and Production

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*Abstract:* Under the background of the current era, the development momentum of new media is extremely rapid, and the application scope is becoming more and more extensive, and its advantages and functions are gradually showing themselves. In the field of visual communication, new media technology should be actively introduced, effective innovation work should be carried out on the design and production of visual communication, and the value and positive role of new media should be fully exerted, so as to promote the development trend of visual communication showing a new and more vigorous development.

*Keywords:* New Media; Visual Communication; Devise; Make

## Introduction

Today, China has entered the information age, and new media, as an important derivative of the era, has a wide range of applications and highlights excellent functions. In the field of visual communication, new media has a strong role in promoting, which can create an excellent information dissemination environment and improve the efficiency of visual communication. In the process of visual communication development, relevant personnel need to develop and apply the role of new media, and at the same time take new media as a foothold to carry out effective planning, and then improve and personalize the design and production of visual communication, and finally achieve the fundamental goal of promoting the rapid development of the field of visual communication.

## 1. Overview of new media and visual communication design

### 1.1 New media

New media is an emerging technology carrier that has promoted the reform of the media industry. With the support of information technology, with the help of the Internet information platform, it retrieves and integrates key information resources, and then further broadens the information dissemination channels and strengthens the communication effect. Compared with traditional media, the functionality and characteristics of new media are very obvious, especially in the process of new media, the visual characteristics are more obvious, which is of great help to the implementation of innovative development in the media field [1].

### 1.2 Visual communication design and production

In essence, visual communication is also a typical art medium, which has strong functionality in disseminating information content and presentation, which can promote the audience to obtain a good experience in the process of obtaining information. In the design and production of visual communication in many Hong Kong, the relevant personnel can enhance the application of graphic symbols such as patterns or advertisements to optimize the visual experience of the audience. In the field of visual communication at this stage, new media has played a strong role in promoting it, and relevant units should conduct in-depth research on new media when carrying out visual communication planning, and organically combine it with visual communication, so as to give full play to the value and positive role of new media.

# 2. The application of new media in visual communication design and production

## 2.1 Application in graphics with strong visual tension

For graphics with strong visual tension, relevant personnel should further strengthen the intensity of use of new media when carrying out design work, implement innovative design for graphics, and then achieve the purpose of focusing on the line of sight. At the same time, in the combination of graphics and text and other design elements, it can ensure that the designed graphics not only have strong intuitiveness, but also show the basic information to the audience in the first time, promote the visual experience of the audience to concentrate together, and give curiosity and exploration of the information actively.

## 2.2 Application in simplifying visual communication

In the field of visual communication, the simplification of the corresponding information elements plays an important role, and at the same time, relevant staff should also be aware of the supporting role of new media itself in the integration of simplified processing. In this process, staff should follow the corresponding principles, avoid deletion operations in the process of processing information as much as possible, and at the same time do a good job of simplifying the processing with the help of new media. Under normal circumstances, the staff can use the dissemination of transformation information to carry out corresponding transformation work, or highlight important information content, so as to prompt the audience to quickly capture key content in the process of acceptance and perception, so as to optimize the overall efficiency.

## 2.3 Application in narrative perspectives

In the scope of visual communication, how to design narrative ideas and how to present narrative ideas is very critical and has a strong influence. Based on this, in the field of visual communication, relevant staff need to effectively develop the functions of new media. First of all, the staff should think about the dimension of the real environment, reasonably develop and disseminate three-dimensional information, and ensure that the basic conditions of the three-dimensional environment are not violated, so as to meet the requirements of the audience in obtaining information. Based on this, in the process of information dissemination, the relevant staff need to use new media to process and edit the relevant information, and on the basis of this work, skillfully integrate appropriate image and sound elements, so as to ensure that the information they build is more sound and perfect, and the visual sense and visual characteristics that can be presented to the audience are more obvious, so as to achieve excellent interactive results while effectively obtaining basic information.

## 2.4 Application in photographic images

Among the many elements of information dissemination, photographic graphics occupy an extremely important position. Compared with the previous form of information, photographic images can give the audience better senses, and can further strengthen the authenticity and intuitiveness of the information, promote the audience's intuitive perception and observation process, quickly capture information, and refine and explore effective information. Not only that, camera images can also promote the audience to have a better experience of perception through vision and have a deeper understanding of the basic information. When working on design production, staff can use emotions as a foothold to clarify relevant topics. When the theme is clarified, with the help of advanced information equipment or software, the photographic image information materials are taken and integrated, and then processed again with the help of new media technology and related software, the overall systematization of the work is further strengthened, and at the same time the visual communication and visual presentation are improved, and finally the audience can obtain excellent perception and learning experience.

## 2.5 Application in shape random energy plate type

In essence, metamorphostic energy is not the content of traditional visual communication and design, but a new concept, but it is in line with the aesthetic anomaly of the current stage and the current era. In order to effectively implement the concept of stochastic energy, relevant staff can start with new media, that is, further strengthen the scientific application of new media. Under this premise, the main information dissemination modes and information processing methods are improved and innovated, and the limitations of traditional information media forms in information storage are dealt with from the source. With the support of advanced information technology and new media, relevant personnel carry out innovative and optimized design of information content, which can further

improve the effectiveness of visual communication and improve the overall quality of information communication.

## 2.6 Application in human-computer interaction

With the support of new media, when relevant staff implement the optimization of human-computer interaction, they can start from multiple aspects such as production and design to implement innovative measures. First of all, relevant personnel should start from the form of information dissemination, do a good job in corresponding innovative behaviors, and implement optimization measures in terms of human-computer interaction platforms. Secondly, it is necessary to further strengthen the rational construction of multiple carriers such as the Internet, use information intelligent terminals, connect the information receiving end and the information dissemination end, and further maintain an excellent interactive relationship with the audience, so as to improve the efficiency of information dissemination and improve the visual experience. Finally, after analyzing the key points of the application of new media in the field of line-of-sight communication, the relevant staff should think and look forward to the future development trend, and at the same time should carry out in-depth thinking on the future production work and design work, and further clarify the future development direction and target positioning[2].

## 3. Conclusion

To sum up, the application of new media in the field of visual communication, giving full play to its value and function, and effective innovation in the production of visual communication and visual communication design work are of practical significance for the development of the field of bald visual communication and achieving effective innovation. In the specific development process, the staff needs to conduct an in-depth analysis of the positive significance of new media in the field of visual communication, and apply new media science in the field of visual communication in graphics, narrative views, metamorphic energy patterns, and photographic graphics, etc., with new media as the six points, to build excellent visual communication production models and design models. At the same time, with the help of multimedia, it can also effectively promote the work efficiency of visual communication design and production, and promote the production of high-quality works in the field of visual communication.

## References

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