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RESEARCH ON THE DEVELOPMENT OF GRAPHIC DESIGN FROM THE PERSPECTIVE OF NEW MEDIA

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This article discusses the significance of the importance of diversifying graphic design techniques in the context of the emergence of new virtual reality technologies in the field of mass media. The authors examine the influence of interactive technologies in various areas of mass media design, which form new requirements for the presentation of modern graphic design, in particular, the use of traditions and innovations, active integration of new trends and challenges of the time into graphic design. It is noted that transformations in the presentation of information in modern society have brought new opportunities and ideas for the development of graphic design in the future.

Key words: field of mass media, graphic design, techniques, development, integration.

INTRODUCTION

Under the influence of ever-changing science and technology, mainstream media are constantly innovating and ultimately having a certain impact on the field of art design. However, in such an era, paper-based media such as graphic design media are inevitably affected. Therefore, in a time of proliferation of new virtual applications for information transfer, if graphic designers want to create unique works and master new forms of expression, they must rediscover the potential inherent in graphic design.

PURPOSE

The emergence of new media brings convenience to people's life and study, but also brings opportunities for graphic design. This paper mainly analyzes the influence of new media on graphic design and the application of new media in graphic design, thus proposing innovative ways of graphic design under the background of new media.

RESULTS AND DISCUSSION

Nowadays, with the wide application of new media, the process, formula and design means of traditional graphic design are also undergoing new changes. The common design carrier of traditional graphic design is paper, through which designers express the concept and prototype, and form the finished design drawing through repeated modification on the paper. Today, with the rapid development of

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new media, graphic design has been transformed from the "material carrier" to the "digital carrier". Graphic designers collect design materials through the Internet and apply new media technology to arrange and combine electronic materials reasonably, so as to achieve a complete graphic design works can be presented by paper, computer and mobile phone carriers, which changes the single carrier form of graphic design and realizes the diversified and technological carrier of graphic design. With the development of science and technology and the wide application of new media technology, the carrier of traditional graphic design, design means, the application of visual elements will be more varied, the traditional paper printing technology will also be affected by different degrees, the rules and development direction of graphic design will be redefined, the graphic design industry will go hand in hand with the development of new media technology [1].

Traditional graphic design only satisfies visual sensory feelings, and the way of receiving design is relatively simple, while the wide application of new media, on the one hand, expands the sensory organs of receiving design information, and uses graphic design works to fully mobilize people's visual, auditory, sensory and other organs, so as to express the content of graphic design more complete and comprehensive. On the other hand, new media integrates the visual elements that constitute graphic design. The visual elements of graphic design from the perspective of new media are more abundant and diversified. How to realize the value of graphic design under the new media vision? This requires designers to use new media tools to design design works that meet the requirements of The Times and meet the audience's individual needs [2]. Through new media means, they can fully mobilize the audience's multifaceted senses and convey the cultural concepts and humanistic feelings of the works to the audience through diversified design works. Graphic design will be in the development of new media, continuous reform and innovation to achieve dynamic development.

The development trend of contemporary graphic design under the background of new media:

1. The work gradually changes from static to dynamic;
2. Develop towards the direction of "convenient transmission".

Due to the diversified features of current new media, graphic design works can be published not only through traditional media such as newspaper and TV, but also through new media platforms such as the Internet and mobile phones. However, due to the problems of many procedures, long production cycle, information lag and low efficiency of traditional communication channels, people are more willing to choose new media platforms with rapid and convenient release, strong timeliness and strong interactivity. Therefore, under the background of the new media era, plane design will tend to further improve the convenience of transmission.

3. Graphic design presents an interdisciplinary trend

Under the influence of new media platforms, the forms of graphic design are becoming more and more diversified [3]. In fact, when graphic designers want to complete a work, they need to consider not only the visual factors, as well as the graphic, text and color elements, but also the characteristics of the media platform and the characteristics of the media technology. From this we can see that graphic

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design is beginning to show the trend of interdisciplinary. Graphic designers only understand the relevant knowledge of various disciplines, in order to design better works.

For example, the famous Peruvian designer specializes in graphic designs for posters about music, life and more experimentation. When I saw the designer's works, I was attracted by his colors at first sight, and I could match the super contrasting colors without any sense of mismatching. He is good at using retro color matching and adding granular texture to enhance texture, so that the picture rhythm is light, simple and durable. In order to show the variety of designs, BLOMOO combines abstract compositions to make experimental pieces, giving each design a new visual effect (Fig.1).

Fig.1. Blumoo, Peruvian national treasure designer [4].
Specializing in bright color and retro color matching poster graphic design, from color matching to texture, this contrast super strong graphic combination not only has no sense of violation.

CONCLUSIONS

New media technology changes our communication way and communication objects, and also every aspect of our life, and visual language, especially visual language of graphic design, is a part of these aspects and relies on technology development. This paper mainly discusses influence and meaning of new media on visual language of graphic design, as well as consideration of future development.

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