



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

Huangyuying Zheng

Sichuan University of Media and Communications, Chengdu, Sichuan, China.

How to cite this paper: Huangyuying Zheng. (2023). Research on the Application of Digital Media Art in Visual Communication Design Teaching. *The Educational Review, USA, 7(7)*, 990-993. DOI: 10.26855/er.2023.07.026

Received: June 30, 2023

Accepted: July 29, 2023

Published: August 28, 2023

Corresponding author: Huangyuying Zheng, Sichuan University of Media and Communications, Chengdu, Sichuan, China.

Abstract

Leading digital media design is the most modern design direction in the information society we live in. This professional discipline refers to artistic design activities conducted using computer technology combined with related digital devices. It is an interdisciplinary discipline between computer technology and art. However, many people do not know that visual communication design is supposed to be the most closely related discipline to digital media art, and there is a cross and complex relationship between the two disciplines. This often leads to confusion in the curriculum and talent development of visual communication design in many art schools. In recent years, in the expanding image media, visual images have become an independent means of information transmission, more fully expressing design works. Interactive interface design and emerging new media design such as mobile phone web pages are based on visual communication design, which should be further developed through new media design. Therefore, the practical teaching of visual communication design should be combined with digital media design on the basis of the original theoretical teaching.

Keywords

Visual communication, Practical teaching, Digital media, Art design

Now, some of the art design colleges in our country have incorporated digital media art into the teaching curriculum of visual communication design. However, after careful research, I found that most of these departments are only adding one or two computer courses to the original curriculum. In my opinion, the hasty arrangement of these multimedia design courses reflects many problems, including the lack of understanding of the professional teaching system; And lack of clear professional talent training objectives.

1. Analysis on teaching practice of digital media and visual communication design

With the continuous development of science and technology, mankind has experienced five major processes of information technology development. Every change of information technology has produced a great impetus to the development of human society. The first revolution was the use of language. The transmission of information began when people learned to use language to communicate ideas (You Junjie, 2023). The second revolution was the Iron Age, when the appearance and widespread use of writing made a breakthrough in the dissemination of information, which also made the dissemination of information going beyond the time and geographical restrictions. The third revolution was carried out with the invention and use of printing technology. Printing made it possible for books and newspapers

to be printed and distributed in large quantities, which promoted books to become carriers of information and information to be preserved in good condition while being spread in large quantities. The fourth revolution was in the 19th century when radio, television and other new technologies were widely used and human electromagnetic waves spread information. A large number of radio and television advertisements became popular and accepted by people. The fifth revolution was marked by the advent of the electronic computer in 1946. This was the age of computers and the Internet, and the age of digital information.

The relationship between the communication of information and media is inseparable. The change of information media not only helps the further development of visual communication design, but also holds the new direction of visual communication design. "Visual communication design will undoubtedly help people establish a forward-looking and holistic comprehensive understanding. By understanding the latest global design trends and development trends, the understanding and understanding will be closer to the development of The Times and look to the future." Therefore, digital media reform promotes the evolution of visual communication design, and it grasps the new direction of visual communication design.

2. Advantages of digital technology in visual communication design teaching

Visual communication design requires designers to have rich visual perception and aesthetic trend, and the teaching of visual communication should cultivate and train students visual aesthetic, only in this way, they can create more beautiful and dynamic design works in the future design road. In addition to the intentional training of teachers in class, students can also make use of the rich resources on the Internet after class to learn a wide range of knowledge, improve their aesthetic level and artistic accomplishment, so as to reserve knowledge and accumulate experience for future visual communication design talents.

The most popular chat tool in the network under the development of digital media makes people's communication no longer restricted by space distance, and also provides great convenience for students and teachers to communicate after class. In the teaching of visual communication design, students can usually ask teachers for solutions to problems they cannot solve after class through chatting tools (Lu Peipei, 2023). Network chat tools can facilitate the communication between teachers and students, teachers and students can discuss and exchange some individual issues after class. The Internet not only provides a platform for students to solve problems at any time, but also increases the opportunities for teachers and students to contact and strengthen their feelings, which is more conducive to teachers to teach students in accordance with their aptitude.

3. Analysis of the application of multimedia technology in visual communication design courses

At present, the course teaching of visual communication design major in most colleges and universities in our country is based on three modules, and the system is made of "the base course, specialized course and design practice production. However, in our current teaching system, "professional courses" are still mainly taught by "Logo Design", "CIS Design", "Packaging Design", "Advertising Design" and "Book Binding", which are far from meeting the market demand in today's rapid development of digital information technology. However, the course of digital media art involved in visual communication takes up only a small proportion of class hours, which makes the current situation of talent training of this major worrying. I mainly divide it into three problems (Dong Xue, 2022).

(1) Modern society is an era of rapid development of digital technology, which has caused a serious impact on the traditional graphic design professionals engaged in the industry, we also feel the new industry and new market created by digital technology. However, the visual communication design profession must have its own new form, so that it can expand itself in new market areas, so as to create opportunities for itself. Of course, this also indicates the future graphic design market huge potential demand. For example, digital media publications now have a large consumer base, which makes the industry grow in scale, and we can feel that this field will become a new and important design direction for the visual communication design profession. In contrast, the course arrangement of visual communication major in domestic design colleges is still based on the traditional two-dimensional book binding teaching and auxiliary typesetting software, and the design concept and design theory of digital media publications. And the related design software teaching has not yet been included in the teaching system of this major. Obviously, such teaching plan conditions are difficult to cultivate compound talents in line with the needs of market development.

(2) Nowadays, with the continuous development and integration of computer network technology and digital communication technology, a new professional design discipline—"digital media Art" has appeared. This specialized subject refers to; Art design activities using computer technology combined with related digital equipment, it is a border-

line subject between computer technology and art. However, what many people do not know is that visual communication design should be the major most closely related to digital media art, and there is an intersectional and complex relationship between these two disciplines. This often makes many art schools face confusion in the course setting and talent training of visual communication design. How to explore the traditional advantages of this major to complete knowledge accumulation? And how to combine it with the teaching of digital media art? This is the focus of the teaching setting and talent training of this major, as well as an important topic for the teaching development of visual communication design major (Ruan Jiehang, 2022).

(3) Imperfect Curriculum system at present, the layout of professional courses in many art colleges is very backward, which is to arrange the courses of traditional subjects with credit hours in a rigid way, which will lead to the difficulty in reflecting the teaching focus and subject characteristics. In my opinion, each art school should build its teaching content and course system according to its own advantages in educational resources, rather than rushing forward. Such course arrangement is difficult to make visual communication courses and other auxiliary courses penetrate and integrate each other. To solve this series of problems, we need to establish a set of systematic and scientific curriculum system. In addition to constructing the resource integration of professional courses, we also need to let teachers have a new understanding of the teaching of this subject.

4. Visual impact and application of digital technology in design

As we all know, in the process of contact with external things, the information about the external environment brought by the senses will stimulate people. "One of the great advantages of vision is not only that it is a medium of great clarity, but also that this medium provides an endless wealth of information about objects and events in the external world." All design work is meaningless if your design work does not capture the attention of the audience and does not communicate effectively. No matter what kind of design works, the most important thing for its success is whether it can attract the audience's attention, that is, whether it's visual impulse can effectively attract the eye. The so-called visual impact is the use of visual art, so that your visual senses are deeply affected, can leave a deep impression on you. Digital multimedia makes the dissemination of information more and more extensive and faster. It brings not only the speed of information to people's life in the field of information related, but also the impact of visual beauty. It makes us deeply feel the rapid development of science and technology in the information age, and people are willing to follow the rapid development of the information age.

4.1 Digital technology enhances the sense of spatial hierarchy of the picture

In visual communication design, we usually use the space and hierarchy in the picture to express the subject of the picture. The elements that form a sense of spatial hierarchy are called auxiliary elements or interfering elements, that is, to highlight the subject of the picture while distracting the eyes of the audience, so that the audience will pay more attention to the information the designer wants to express. This method of expression is often a more direct and effective way, but in the design process of the processing of auxiliary elements and the performance of the spatial level must use digital technology, only the application of digital technology light and shadow relationship, in order to make the picture has a three-dimensional visual effect, enhance the sense of space (He Lulu, 2022).

4.2 Digital technology allows color freedom

The color of traditional visual communication design works is limited by many external factors (such as the quality of the environment, the quality of materials, the color technology, etc.), but the visual communication design under the digital technology is no longer limited by these limitations. Digital technology makes the computer the only design tool, without the shackles of complicated manual techniques and materials in traditional design. Visual communication design works with the support of digital media technology, the use of color design works is more convenient, whether early color selection and color change or late color can make designers more arbitrary. Using digital technology, colors are more accurate and have a wider range of colors, providing designers with more space to design. The application of digital technology makes the visual impact of visual communication design works more prominent, and the performance ability of color has been greatly improved. The use of fast and accurate color function makes the color of the design work more free, no longer restricted by the environment, materials and manual technology.

4.3 Digital technology expands design creative expression

Due to the continuous progress of technology, visual communication design has more and more creative and imagin-

ative space. Digital technology has changed the process and method of visual communication design. In the digital age, the medium of design has become abstract and virtual, breaking away from physical objects like paint, pen and paper and replacing them with screen displays.

With the help of digital technology, visual communication designers can not only understand the virtual effect of finished products through computers, but also make product models through digital software, and see the final effect of design works. Design is a combination of art and technology. The result of traditional design works depends to a large extent on the drawing skills of designers. Designers have to spend a lot of time learning drawing and manual skills in order to show a beautiful picture, and the design process needs to invest a lot of time and energy in the preparation of tools and design devices. With the development of digital design technology, the design drawing which had to be completed with special tools and superb skills in the past can now be completed at an impossible speed through the virtual tools provided by design drawing software, which saves a lot of time for designers. In addition, digital technology can easily achieve many special effects that are difficult to achieve with traditional design methods, such as special effects in design software and simulated images of various natural textures. Digital technology not only provides designers with greater design space and freedom, but also enables designers to freely play their imagination and creative desire.

New media promote "visual communication design from the original flat, static creation to multidimensional, dynamic creation." However, digital media design has different requirements for different application directions. In the face of different carriers, elements such as size, color and graphics of design works must be specially processed to meet the actual requirements, which require that the practical teaching of visual communication design should be combined with the standard requirements of digital media design. For example, the design of mobile web pages is similar to that of Internet web pages, but there are big differences in color and size. Because of the small size of the mobile web page, the color should not be too much, should be simple and generous, and in the word processing can not use too much effect, should be based on high recognition. And considering the problem of communication costs, the design elements of mobile web pages should not be too much, otherwise it will not only affect the speed of web page opening but also waste a lot of traffic, causing unnecessary economic losses.

William Ryan said in the Complete Course of American Visual Communication, "The amount of information in a design work is directly proportional to the novelty of the picture. The more novel the target of the message, the easier it is to attract attention." Under the development trend of modern design diversification and digitalization, the development of modern visual communication design has presented new design requirements and new design concepts. Design should be both beautiful and practical, and it is not only used for decoration. Visual communication design, also under the promotion of digital multimedia technology has taken a qualitative leap.

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