Diversified Artistic Language Expression and Expression Methods of Visual Communication Design

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Abstract: With the vigorous development of China’s social economy, the visual communication design in the information age is breaking through the shackles of traditional media, and gradually combined with new media, the expression forms of artistic language also present a diversified situation. The expression and expression of visual communication design professional artistic language keep pace with the development of the times. In order to conform to the current aesthetic trend of the audience, diversification is the inevitable development trend. Under the above background, this paper discusses the artistic language expression and expression of visual communication design, and discusses its diversified development trend, in order to provide some help and reference for the workers in the field of visual communication design.

Keywords: Visual communication; Diversification; The language of art; To express; Performance

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The main carrier of visual communication design is language, pictures and so on, while artistic language refers to the artistic creation of the creative subject in specific creative activities with the media of unique material. This kind of work has the subjective aesthetic consciousness of the creative subject and the unique aesthetic characteristics of the individual. It is an artistic expression mode and means based on the aesthetic principles, which is called artistic language. Personalized combination and collocation of images, characters, symbols, colors and other elements is the main way of visual communication design, which not only conforms to aesthetic principles and requirements, but also can accurately show the infor-

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mation and connotation to be conveyed. Such conception, combination and collocation, communication form a unique artistic language.

1. Reasons for the Formation of Diversified Artistic Languages

The traditional visual communication design mainly takes two-dimensional plane as the main form of creation, and accurately conveys the creator’s work concept through the elements of words, graphics and symbols. It can not only meet the aesthetic needs of the audience, but also transmit the information to the public, which is an expression behavior with thoughts and feelings. With the development of social economy and the innovation of technical means, visual communication design no longer stays in a simple two-dimensional space, but gradually develops towards a diversified direction. The paper media, which used to be commonly used in the past, are now gradually transitioning to more three-dimensional, multi-dimensional and interactive forms of expression, and are integrated to form richer artistic language expressions and expressions. The reasons for the formation of diversified artistic languages can be discussed from many aspects. The author believes that these three aspects are the main reasons for the formation of the current mainstream.

(1) Development of Science and Technology and Demand of the Progress of the Times

The diversified development of artistic language requires not only ideological innovation, but also science and technology as necessary technical support. The design and aesthetic level of western developed countries have been greatly improved after the Industrial Revolution, because the social economy has made a leap forward in substance and advanced science and technology have provided favorable technical support for design. New media is the product of Internet economy, which provides a wealth of performance means and media for visual communication design. The ever-changing image and audio processing software and the growing aesthetic needs of the audience all promote the diversified development of art language. With the blessing of technology, combined with a variety of processing means, it naturally breaks through the single form of expression.

(2) The Great Promotion of Public Aesthetic and Emotional Appeals

With the Internet becoming more and more popular, the public can easily access to more abundant forms of artistic language expression. The aesthetic taste and appreciation level have been significantly improved, and the aesthetic literacy has also shown an overall upward trend. The traditional visual expression forms have been difficult to meet the emotional needs of the public. Moreover, with the continuous progress of society, people’s pursuit of new things completely conforms to
the historical development trend. Only innovation and diversification is the only way to attract public attention. The continuous promotion of new media has transformed the traditional two-dimensional graphic design into multi-dimensional, and the rich forms of expression are more in line with the aesthetic pursuit of the audience, but also cater to the mainstream trend of the market.

(3) Diversification of New Media Forms and Real-time Interactive Requirements

Although the traditional media can play the role of transmitting information, but lack of interaction with the audience, and can only unilaterally transmit information, unable to form a feedback loop. The new media can not only interact with the public in real time, but also greatly improve the transmission rate of information and bring higher quality sensory experience to users, so as to improve the psychological acceptance. At the same time, the audience will always have the desire to express their feelings after receiving the information, and the dynamic information expression form is easier to be remembered by the public, and it can also make the public interact with it in real time, which completes the meaning of "communication" in visual communication. Therefore, the diversified development of art language is an inevitable trend, and more abundant art language forms will emerge in endlessly with the continuous derivation of new media.

2. Development Trend of Expression Forms of Visual Communication Design

(1) Dynamic Visual Experience

Science and technology have given birth to all kinds of advanced processing software, which helps visual communication gradually jump out of the traditional plane confinement. The development and wide application of three-dimensional software, such as CAD and 3D MAX, make characters, symbols and graphics more three-dimensional. Light and shadow technology makes the previous visual works have greater dynamics and tension, and the unique expression method can attract the audience’s attention more. It also shows the unique charm of visual communication design while transmitting information. Recently, the popular micro scene creation technique is very popular. It can not only accurately transmit information, but also leave a deep impression on the public, that is, dynamic performance can be achieved through graphics, symbols and words. At present, more and more businesses will use dynamic expression in Festival Promotion and brand activities, which will make the text, symbols and graphics three-dimensional through three-dimensional software to make the content more interesting. In the past, the
two-dimensional design needs the public to take the initiative to read, while the dynamic art language expression is more inclined to output actively, and the public is in a passive position to accept, which is more conducive to the promotion and sales of brands. Transmitting information to the audience by means of dynamic video is not only novel, but also can quickly attract public attention and achieve twice the result with half the effort.

(2) Diversified Design Carrier

In the past, the main battlefield of visual communication design was paper media, such as newspapers, posters, covers, and the like. However, with the continuous development of science and technology, young people are more inclined to use electronic products, such as mobile phones, computers, tablets and other mobile terminals to obtain resources. The emergence of new media provides more favorable carriers for design, which greatly promotes the development of design to diversification. For example, if advertisements are embedded in the social and application software that people use most frequently, how to design content that can attract people’s attention in a few seconds is the main thinking content, and these new media software have also become the main performance platform of current visual communication design. Some businesses express commodity information skillfully in the form of cartoons and stories, which is really eye-catching and hard to ignore. In the fast-paced social objective environment, fragment reading and concise and creative information transmission mode is obviously the most popular, and the new media as the carrier of expression is obviously better than the traditional paper media.

(3) Interactive Multidimensional Representation

Different from the past, the current visual communication design pays more attention to user experience and user feedback. Therefore, enhancing the interactivity has become one of the important design concepts, which also promotes the diversification of art language. In some design fields, how to make users have emotional resonance has become the goal to be pursued. An obvious example is that in recent years, some universities have adopted a three-dimensional paper-cut model for admission notices. When students open the notice, the three-dimensional school gate of the university is presented in a three-dimensional way. This way of expressing emotions through the sense of space can quickly pull the users into the emotional atmosphere, let the students have the feeling of being in it, and can also resonate emotionally. In addition, the school’s sense of historical precipitation has been perfectly expressed. This interactive design form not only breaks through the limitation of two dimensions, but also enriches the expression and expression forms of multiple artistic languages in visual communication design, which is a very important advanced concept in design.
3. Conclusion

Combined with the above analysis, it is not difficult to see that the diversified artistic language expression and expression is based on the audience’s general aesthetic and emotional needs. In addition to diversification, its dynamic and multidimensional development trend is also complementary to the social public aesthetic needs. Under the joint promotion of the objective environment of innovative ideas, innovative technologies and updated media, its expression mode is still developing in depth. In the future, visual communication design will continue to innovate, break through the shackles of inherent thinking, move towards a more diversified and real direction, be closer to real daily life, and continuously enhance the aesthetic taste of the audience while conforming to the aesthetic trend of the audience.

Works Cited


