On the application of new digital media technology in brand design education

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Abstract: with the vigorous development of digital media technology, the context also arises at the historic moment, forming a new media environment, which will have a great impact on the teaching of brand design to a certain extent. In this context, the connotation and manifestation of brand design teaching must be innovated. However, according to the analysis of the current reality, there are still many problems in many aspects, which are still in the situation of coexistence of challenges and opportunities. This chapter analyzes the main characteristics of brand design teaching in the context of digital mediaThe practical application design in the dynamic performance of graphics and images, the dynamic design of characters and other aspects is presented, and it is expected to provide references for relevant personnel, so as to promote the integration of brand design teaching and digital media technology.

Key words: New technology of digital media; Brand design education; Communication characteristics; Aesthetic characteristics

[introduction] with the continuous growth of China's national economy, the demand for professional technology from all walks of life will increase day by day. Under the background of the digital information age, China's higher education is also constantly innovating the talent training mode, innovating the education and training mode, and focusing on exploring the way to change and enhance its own characteristics and advantages . Only the continuous reform and innovation mode can highlight the overall effect of higher education and cultivate practical talents who meet the requirements of economic and social construction. In this context, brand design knowledge can also reflect the characteristics of digital media development in the process of combining with other disciplines. In the actual product design activities, it can break the restrictions of space and distance and bring consumers a higher aesthetic feeling . Based on the technology of using digital media technology to provide huge visual impact for human life, human beings should pay more attention to reasonable guidance and dynamically use the content of brand design education. Only by solving the contradiction between the progress of the times and the development of national brand design education, can schools achieve more ambitious development goals .

1. characteristics of brand design education in the context of digital media

With the continuous progress of artificial intelligence, AR, VR, holographic projection and other technologies, great changes have taken place in new media. At present, designers must understand and grasp the current situation, development and future of new media, so as to more fully innovate the mode of communication, truly make good use of the media, and better promote brand design, Bring new design aesthetic information and better visual interaction experience to the audience .

Now the usual new media is digital network media. Its important characteristics are that it has sea to volume and sharing, multimedia technology and hypertext, interactivity and timeliness, individualization and sociality, and realizes the media of everyone to everyone. The essence of the new media is that everyone can become an autobiographer. Everyone can be both an information generator and an information promoter. Everyone can speak, praise, evaluate and forward information. This shows that under the condition of new media, the creative output effect will be limited, and it will not be recognized by the mainstream audience. If it can not promote the diffusion and dissemination of mass media, the brand effect will easily fail .

Therefore, we must use new media to re integrate famous brand design education, and follow the pace of the Internet era to provide more feasibility, visibility, interaction and appreciation for famous brand design education, and give viewers more memory points.

1.1 language features

In the process of combining the development of language brand design and digital media technology, the media characteristics of both sides will have some differences, which will lead to the change of the nature of language. Due to the innovation of scientific and technological development, brand design education integrates the virtualization of visual language, as well as more dimensional imagination space and personalized experience. The changes to these features are mainly reflected in the following aspects: □ although the content of design has shown the characteristics of dematerialization, due to the huge impact of digital media on context technology, It provides a brand-new tool for brand design education and fundamentally changes the design mode and method. With the impact of computer technology networking, brand design teaching needs to use digital means to gradually develop product design content, and brand design education will therefore change. As the computer terminal is an important media, with the extension of brand design in the computer field, it will gradually form a variety of communication methods and media forms in its own or corresponding non-material in the public view . □ There is a certain degree of interactivity in the service content of the design. In the information service, many highly interactive elements are often added in the product design, and the information communication effect of the combination of art and technology is emphasized, so as to bring the best products to everyone. □The thinking mode of design has multidimensional characteristics. The first is the nonlinearity of the design structure, and the third is the three-dimensional thinking mode, which gradually forms a staggered space, and finally produces the three-dimensional thinking mode.

1.2 communication characteristics

In the process of brand design teaching development, it mainly refers to the communication process of delivering and designing information products. The new digital media information technology has a direct impact on human daily life and working environment. In the period of the integration of brand design teaching and digital media technology, information has gradually changed from a dynamic mode of communication to a static mode of information transmission, resulting in certain communication characteristics of brand design teaching. The specific instructions are as follows: □ from passive contact to communication, through communication and interaction with the audience, Let the audience feel the aesthetics of product design, and gradually form the emotional resonance of taste. Due to the influence of traditional media, most product designers use film and television or paper media, so product designers and audiences are under the influence of passive contact . However, with the continuous development of digital media, the audience has been able to choose the corresponding publicity design according to their own ideas. andMake rational use of information technology, and use the contrast of images or bold colors to give the audience visual impact . However, due to the diversity of current media communication methods, the traditional brand design education process may be affected by television, outdoor and paper media, resulting in the problem of single publicity channels. Digital media can be integrated with various media to gradually create diversified publicity channels.

2. analysis of the application of new digital media technology in brand design education

The teaching of digital brand design in Chinese colleges and universities is composed of three modules, and its system is composed of several types of content, such as public professional courses, basic courses and design assignments. Due to the vigorous development of digital media technology, the teaching of brand design major takes relatively little time, and the training of researchers is not comprehensive. The specific issues are described as follows:

2.1 lack of clear talent training objectives

In the modern context, digital technology has also achieved rapid growth, which has brought great challenges to the traditional field of brand design. At the same time, the brand design field also needs to constantly innovate the mode, so as to gain a firm foothold in the complex and changeable market economy environment, so as to create more development opportunities . Because the current digital media and publishing consumer groups have been relatively stable, and the demand in this field has been expanding, we can also experience the new development mode of brand design . The research on the current situation of brand design teaching arrangement and practice in brand design colleges at home and abroad still remains in the past two-dimensional teaching. In the actual process of education, it is not yet possible to establish a perfect curriculum structure, nor to cultivate more compound talents for the society .

2.2 insufficient understanding of market demand

Under the historical background of the vigorous development of computers, digital media art also arises at the historic moment. The most important is the art brand design behavior using computer information technology, which is on the edge of art science and computer. However, most people's understanding of art design is not comprehensive enough. The two fields are complex and interdisciplinary, which makes art colleges have many problems in the research and training of brand design . Therefore, it is of practical significance to explore the cultural characteristics of brand design, which should be combined with digital media technology to follow the trend of social development.

3. dynamic application of brand design education in the context of digital media

3.1 realize dynamic graphics and image expression

In order to express the dynamic nature of graphics and images, we must rely on four-dimensional space, including the following important elements: reference, position, orientation and speed. In the process of product construction, through the combination with layout design technology, make full use of network information technology, network information technology and product design skills, gradually show personalized product design characteristics, and try to meet the aesthetic requirements of consumers . Therefore, when displaying a new product, it is necessary to give a detailed description of all the appearance and internal characteristics of the new product through the dynamic performance of graphics and images. At the same time, through the vivid expression of all the appearance characteristics of the product, and through the coordination with the order of different products, the whole image of the product is vividly displayed. In the whole process of product performance, all the features of the new product are displayed in the order from general to unique.

3.2 realize the transfer of information media

The integration of digital media technology and brand design education can make the original one-way information transmission method become a more interactive expression method. The traditional brand design education takes film and television, printing, etc. as the main communication media, and the result will be affected by the information transmission mode, which makes the overall brand designThe performance effect is monotonous . The use of multimedia design method focuses on the integration of text, audio, graphics and other data, so as to process and transmit all aspects of information, so as to further enhance the expressiveness of visual design creation. For example, in the Fuwa product design of the 2008 Beijing Olympic Games, digital media technology was used to outline the shape after the contour setting, and the sound, image and graphics were integrated, resulting in a shocking Fuwa image. In the field of brand design, adding new technical means such as digital media can not only improve the effect of publicity, but also expand the display scope of visual production design to a certain extent. Through the use of new display techniques, unlimited publicity is carried out, so as to improve the effectiveness of product design.

At the same time, education is also an important basis for the development of design art. To achieve excellent design results, talents' wisdom and creativity are also required. Therefore, while training undergraduate students majoring in brand design education, the school should also pay attention to students' usual teaching and practical operation, and master cutting-edge design ideas as much as possible, so as to promote the innovation of design art education in innovative methods, aesthetic practice and other fields. At the same time, through the establishment of a relatively sound design art teaching mechanism and the rational use of the advantages of digital media and other design means, information-based education research has improved the teaching quality in a certain sense. In a word, digital designers must have a more sensitive creative intuition, and talk about the progress of technological development and transform it into a real design consciousness . Based on the context of the development of the Internet, the concept of brand design is becoming more and more modern. With the basic connotation of China's humanistic design art, it highlights China's national and humanistic advantages and gradually gains everyone's favor and recognition.

Conclusion: To sum up, in the context of the popularization of big digital and Internet information technology, the school should pay attention to the teaching methods of brand design major, pay attention to training students' logical thinking in the process of education, and teachers should also innovate the classroom content according to students' practical needs and interests, adjust the teaching process, at the same time, our school should also pay attention to highlighting the core of the main disciplines, We should strive to build a diversified teaching system to highlight the characteristics of higher education and cultivate more practical and comprehensive applied talents for the society. In the context of digital media, although there are still many problems in brand design education, its development advantages are gradually emerging, and gradually reaching the goal of educational creation and dissemination. The purpose of its educational creation has also changed greatly. Therefore, in the actual product design process, we must take human care as the core, put more emphasis on the feeling of interaction, and promote the combination of technology and technology. From the perspective of improving the teaching idea of brand design, we should create creative products that meet the characteristics of the current development trend of digital media, and reflect the current digital media brand design results, so as to improve the effect of the current brand design teaching and improve the brand design ability.

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