

Analysis of Visual Presentation in New Media Advertising Communication

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Abstract: With the continuous development of society, strengthening the research of visual presentation can effectively promote the development of new media advertising communication, improve the effect and quality of communication, and bring higher quality visual experience to the audience. Therefore, at this stage, it is necessary to strengthen the integration of technology and art culture, strengthen the research on the visual presentation design environment, and explore the direction of more visual presentation design in the new era in combination with the actual situation to meet the requirements of the development of the times. This paper first analyzes the application value of visual presentation in new media advertising communication, and then focuses on the visual presentation in new media advertising communication for readers' reference.

Keywords: New Media; Advertising Communication; Visual Presentation

Introduction

New media is a dynamic concept that changes with the times, it is based on traditional media, through the application of advanced technology, strengthen the innovation of visual presentation, and form diversified media forms. New media advertising is mainly through the new media form and audience communication, at this stage to strengthen the innovation and optimization of communication methods, can make the visual presentation more diversified, new media advertising will be modern technology and art culture combined, can constantly enrich the effect of visual presentation, so that it continues to develop in the direction of modernization, at the same time, in the advertising design for the integration of humanistic care, can play the cultural value of advertising.

1. The application value of visual presentation in new media advertising communication

1.1 Improve the aesthetic experience of the audience

Due to the continuous development of technology, people's aesthetic requirements are getting higher and higher, at the same time, the artistry of life is getting stronger and stronger, new media advertising communication in order to attract the attention of more audiences, not only to ensure the exquisite advertising picture, at the same time, but also to strengthen the innovation of media carriers, to ensure the diversification of its forms. Through the application of advanced technology, new media advertising continuously constructs virtual scenes, guides audiences to experience scenes, stimulates the five senses of audiences, and improves the aesthetic experience of audiences. In addition, it also continuously strengthens the innovation of visual presentation to bring more profound emotional experience to the audience from multiple dimensions, so that it can not only meet the needs of the current audience well, but also effectively improve the effect of advertising communication ^[1].

1.2 Increase the economic benefits of advertising dissemination

Through the application of advanced technology and advanced equipment, the innovation of visual presentation methods in new media advertising communication can be strengthened to ensure the diversification of its presentation. With the continuous development of new media, the innovation awareness and ability of advertising designers are constantly improving, and at the same time, through the expansion of interactive channels, it can bring more wonderful visual experience to the audience and guide them to

carry out immersive experience, which can well ensure the high-quality dissemination of advertising information. In the advertising design, not only to ensure its aesthetics, but also to ensure the accuracy of advertising content, designers should strengthen the analysis of audience behavior, to ensure that the design of advertising can meet their needs, at the same time, but also to strengthen the investigation of market conditions, to meet the needs of the market, so that to maximize the economic benefits of advertising communication.

1.3 Forming unique humanistic values

The development of new media advertising, along with the change of social culture, different cultures will give birth to different aesthetics, which directly affects the aesthetic needs of the audience for advertising and promotes the innovation and development of new media advertising. In the process of social development, the reasonable use of advertising can strengthen the strengthening of social order, guide the spread of positive energy, and give play to the value of advertising in cultural construction, forming unique humanistic values. New media advertising in the process of development, undertake value guidance and other important tasks, it can not only carry out information dissemination, but also the embodiment of modern culture, in this context, in the advertising design, it is necessary to carry out the integration of humanistic care, give play to the cultural value of advertising, improve the ideological cognition of the audience, and create a modern humanistic society.

2. The way of visual presentation in new media advertising communication

2.1 From static to dynamic rendering

With the continuous development of information technology, the amount of information that people are exposed to every day has greatly increased, coupled with people's work pressure, it is difficult to spend a lot of time on the careful reading of information, therefore, static advertising lacks the attractiveness of the audience, only to develop in the direction of dynamic, in order to meet the needs of the audience at this stage. Dynamic visual presentation, mainly in the form of dynamic video, dynamic poster for information dissemination, and the application of new media technology, can improve the dimension of design, the formation of dynamic mode of poster, it is mainly through the combination of elements and changes, the application of color, etc., to bring a richer visual experience to the audience, for example, the dynamic poster of the tenth film festival, it is centered on "ten", representing that this is the tenth film festival, at the same time, when it turns quickly, color changes can occur. Forming the shape of the Temple of Heaven, the design of this dynamic poster fully reflects the concept of time and space, bringing a richer visual experience to the audience.

In addition, it can also use modern advanced technology for the production of dynamic video, combine images and audio through the application of induction and other technologies, and at the same time, use new media technology to present the picture, which can meet the actual needs of the audience. Through the analysis of actual data, it is found that most netizens in China are browsing dynamic video, and with the continuous development of technology, when browsing videos, it can ensure the smoothness of viewing, so that more netizens will browse videos, and it will also become the main way of advertising dissemination.

2.2 The presentation of the scene from the plane

With the innovative development of new media technology, the application of that medium in advertising design can bring immersive visual experience to the audience, and at the same time, in the process of advertising browsing, the audience can interact through a variety of channels, which can also improve their sense of experience to a certain extent, and meet their actual needs through the construction of scenes in physical space. In the design of scene advertising, it is mainly to combine text, color and other elements, and at the same time, strengthen the use of time and space, and guide the audience to strengthen the connection between space, environment and advertising screen. In the construction of physical space, mainly through the use of advanced devices, outdoor activities and pictures are combined, to the audience to bring an immersive feeling, for example, British design of electronic billboards, it is mainly when there is a plane flying over, the children inside will follow, at the same time, the billboard will also be the display of aircraft information, which can play a role in watching the plane fly together. In addition, in the construction of psychological scenes, it is mainly through the change of the advertising screen to achieve the change of the scene, and bring a sense of presence to the audience psychologically, for example, some advertisements guide the audience to drag the screen, so as to achieve the transformation of the picture and bring strong psychological feelings to the audience [2].

2.3 The presentation of the integration of visual and multi-sensory experience

In the context of the new era, strengthen the analysis of visual presentation methods in new media advertising communication, and find that there is still the integration of vision and multi-sensory experience, which mainly refers to the designer's breakthrough in traditional visual presentation methods through the application of advanced technology when designing advertising, starting from the aspects of vision, hearing and smell, strengthening the application of media interaction technology, and stimulating the audience's senses from multiple angles and levels, so as to bring them a higher quality emotional experience. Through our research on human physiology, we found that when people's five senses are exposed to stimuli at the same time, they will receive stimuli more strongly than a single sense. In addition, in this process, the amount of information transmitted is also very large, which will directly affect their behavior. The integration of vision and multi-sensory experience is a new design method, which can deliver a variety of stimuli in the shortest possible time, so as to meet the inner needs of the audience, therefore, when innovating advertising communication methods in the new era, it can guide the audience to strengthen their understanding of advertising content through multi-sensory integration and promote the innovative development of visual presentation of new media advertising communication.

Conclusion

In summary, in the new era, new media advertising should adopt novel methods to strengthen the innovation of content to meet the needs of more audiences, and at the same time, it is also necessary to strengthen the innovation of visual presentation methods, and constantly develop in the direction of dynamic, scene-based and multi-sensory integration to form unique humanistic values. With the continuous development of China's society, new media advertising communication will also usher in new development opportunities, and the integration of science and technology with art and culture can promote its modernization and development.

References

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