

Visualized Creative Graphics Expression in the Dynamic Research of the Intelligence Media Era

Siqi Xue

Liaoning Communication University, Liaoning, 110000, China

924007753@qq.com

Abstract. In the era of intellectual media, visualized creative graphics expression became one of the important ways of information dissemination. This thesis aims to study the dynamic trend of visualized creative graphics in the era of intellectual media, explore its applications, problems, and future prospects. The problems of technological innovation, multimedia integration, and user interaction in this field revealed the widespread application of creative dynamic graphics in the fields of digital media art, art design, social media and advertising. At the same time, in -depth analysis of the challenges of technology and content, and pointed out the possible development trends in the future, including the continuous progress of technology, the personalization of content, and the increase in user participation. This study has important theoretical and practical value for understanding the dynamics and importance of visual creative graphics in the era of wisdom media, as well as corresponding strategies and solutions.

Keywords: Intelligent Media Era; Digital Medium; Dynamic Design; Virtual Reality Interfacen.

1. Introduction

At present, there are relatively few research on dynamic graphics creative expression. This study will explore the theories and technologies of dynamic graphics creative expression in the era of intellectual media. Through in -depth research and practice, it provides innovative ideas and methods for the expression of information expression in the era of intellectual media. Therefore, through the exploration and application of dynamic graphic language, the goals of this study expand the possibility of creative expression, enhance the effect of information transmission, and provide more attractive and influential visual visuals for information exchanges and communication in the era of the intellectual media era. The plan can help promote the development and progress of the era of the intellectual media.

2. Overview of the Intelligent Media Times and Dynamic Graphics Language

2.1. Development Characteristics of the Era of Intelligence Mediak

The development characteristics of the intelligent media era showed the profound evolution of the information society and the significant trend of the digital revolution. Its characteristics include the extensive penetration of digital technology, the explosive growth of multimedia content, and the significant improvement of information interaction. The key driving force behind the intelligence media era includes the development of technologies such as big data analysis, artificial intelligence, virtual reality, social media and cloud computing. Based on high degree of connection and real -time, the era of intelligence media has shaped a new form of information dissemination, cultural expression, business model and social interaction. In the era of intellectual media, creative dynamic graphics expression, as a multifunctional communication tool, intertwined with other media forms to jointly promote the progress of the information society.

2.2. Overview of Dynamic Graphics Design Language

Dynamic graphic design language is a complex and multi-level visual communication method. By arranging the appearance, exercise and disappearance of elements on the timeline, and the coordination and combination of color, shape, space, and sound, the information is vivid and powerful. It emphasizes dynamic, emotion and interaction, and provides an immersive experience through changes and evolution of visual elements. The dynamic graphic design language is diverse, and its application field is continuously expanded. The integration of intelligent technology, virtual reality and the Internet also brings a broader space for innovation. In the new era of information dissemination, the dynamic graphic design language is redefining the context of visual transmission, becoming a vital part of the information society.

2.3. The Artistic Features of Dynamic Graphic Language in the Era of Intellectual Media

The dynamic graphic language under the intelligence media era emphasizes programming and innovation. In the era of intellectual media, the rapid development of technology brought more possibilities to graphic design. Dynamic graphics language can achieve more complex, personalized and avant-garde effects with the help of programming technology, so as to express their creativity and ideas in innovative ways. In addition, it has a high degree of interaction. The audience is no longer just the object of passively accepting information, but the subject actively participating and exploring. This interaction makes art more vivid and immersive. Overall, these artistic characteristics jointly shaped the unique charm of dynamic graphic language in the era of the intellectual media, provided rich creative tools for artists and creators, and enriched the level and depth of artistic expression.

3. Innovative Thinking and Application Expansion of Creative Dynamic Graphics Design Language

3.1. The Innovative Performance of Dynamic Graphics in the Era of Intellectual Media

In the era of intellectual media, dynamic graphics continue to lead the innovation and breakthrough of visual communication with their rich and diverse expression forms and interaction with the audience. First of all, it attaches great importance to interactive experience. With the popularization of the Internet and mobile devices, users' demand for interactive experience has increased. Dynamic graphics transform audiences from passive receivers to active participants by using interactive technology. Users can interact with dynamic graphics through gestures, clicks, or other forms, change their display methods or affect the content, thereby increasing the connection and resonance between the audience and the work. In addition, the dynamic graphic enhancement of the integration and application of multimedia elements, dynamic graphics are no longer limited to using single visual elements. Instead, it provides a more three-dimensional and immersive visual experience by combining and interacting with different media elements, so as to further enhance works Expression and artistic. And, the combination of dynamic graphics and technology. With the rapid development of technology, dynamic graphics have made great progress in high-level technologies in the fields of computer graphics processing, virtual reality, and augmented reality. This allows designers to create unique and avant-garde dynamic effects more freely, making the work more innovative and futuristic.

In general, the innovation of dynamic graphics in the era of the intelligence media has brought new possibilities in the fields of information dissemination, education, entertainment, and advertising, and also promotes the continuous progress of creativity and technology.

3.2. Exploration and Breakthrough of Creative Dynamic Graphics

Creative dynamic graphics have launched exciting exploration and breakthroughs in today's digital media era. Its exploration involves the innovation and integration of multimedia elements, including visual, sound, interaction, and data visualization, which has opened up new possibilities for information communication. This exploration also emphasizes artistic and emotional expression, so

that dynamic graphics are no longer limited to passing information, but can trigger profound emotional resonance. In addition, technological innovation has also promoted the breakthrough of creative dynamic graphics, including the application of virtual reality, augmented reality and artificial intelligence, and further expanded the creative space. In short, the continuous exploration and breakthrough of creative dynamic graphics is reshaping information transmission and artistic expression, which provides a solid foundation for the innovation of the digital media era.

3.3. Application of Creative Dynamic Graphic Language under the Era of Intellectual Media

Visualized creative graphics expression in many fields shows its multi-faceted value and influence. First of all, in the field of digital media, artists actively explore the potential of creative dynamic graphics to create fascinating interaction and multimedia works. For example, by combining virtual reality (VR) technology and real-time data visualization, creating an immersive artistic work, the audience interacts with and feels data aesthetics in the virtual environment. This form of art has promoted the boundaries of digital media art and placed the audience in an immersive creative expression.

In the field of art design, professionals have begun to integrate visualized creative graphics into brand logos, packaging design and exhibition planning. This method gives design works stronger visual impact and story. For example, in the design of brand identity, dynamic graphic elements can convey the brand's dynamic and innovative spirit. In art exhibitions, visualized creative graphics can increase the interactive experience of the audience and make exhibits more attractive.

In the field of advertising design, by using dynamic graphic elements, advertising creators can better convey the characteristics of products or services while attracting the attention of the audience. For example, auto manufacturers can use dynamic graphics to display the performance characteristics of the car, and electronic product companies can display their products' innovative functions through dynamic demonstration. This creative expression makes advertisements more vivid and eye-catching, and helps improve the efficiency of advertising.

In short, visualized creative graphics expression in digital media art, art design, and advertising has a variety of cases. It provides creators, designers, with rich creative tools, promoted creative communication and interaction, and shaped the current media today's media and the dynamic appearance in the field of art.

4. The Prospects and Challenges of Creative Dynamic Graphics Design

4.1. The Problems and Solutions Faced by Creative Dynamic Graphics Design

The complexity and diversity of creative dynamic graphics brings a series of challenges to designers and creators, but also inspire innovation opportunities. The first is technical challenges. The production of creative dynamic graphics needs to master a variety of technical tools and software, which may challenge the creator's technical requirements. One of the methods to solve this problem is to continuously learn and update technical knowledge, including proficient in data visualization tools, 3D modeling, animation production software, etc. In addition, with the help of artificial intelligence and automated design tools, designers can create complex dynamic graphics more efficiently. Secondly, in terms of content creation and design, the success of creative dynamic graphics depends not only on technology, but also on creativity and design. The method of solving this problem includes in-depth understanding of the target audience to ensure that design is consistent with their needs and preferences. In addition, cooperation with experts in the field of psychology and perception research can better understand people's perception and response to different dynamic elements.

4.2. Future Outlook for Creative Dynamic Graphics Design

The future outlook for creative dynamic graphics design is full of prospects. With the continuous development of technology and the continuous evolution of social needs, this field will usher in more opportunities and changes. In the future, we can expect more powerful technical tools and platforms to bring more innovation possibilities to creative dynamic graphics design. The development of augmented reality (AR) and virtual reality (VR) technology will provide designers with more opportunities to interact with the real world and integrate creative dynamic graphics into daily life. At the same time, the application of artificial intelligence will help designers to automate certain tasks and release them more time for creative design work.

The content of creative dynamic graphics will become more personalized and customized. The designer will be able to create a customized dynamic graphic experience for different audiences according to the user's interests and needs. In addition, cross-media integration will become more common and users will play a greater role in creative dynamic graphic design. Users generate content (UGC) will become the main trend. Users can participate in the creative process and create content together. The evolution of social media will provide users with more opportunities to interact and share, and further increase the influence of dynamic graphics.

In summary, the future of creative dynamic graphics design will be full of innovation and change, technology, content, user participation and ethical issues will jointly shape the development of this field. Designers and creators need to continue to learn and adapt to seize the future opportunities, create more influential and significant creative dynamic graphic works, and inject new vitality into information dissemination and visual expression.

5. Conclusion

Creative dynamic graphic language played a key role in the era of the intelligence media, and its application field was diversified and promising. It is not just a medium for information transmission, but also a profound visual language, which has the expression that traditional static images cannot compare. It has enriched the presence of content in the fields of digital media, advertising, social media, news communication and other fields, and provides the audience with a richer and fascinating experience. However, creative dynamic graphics design also faces challenges in terms of technology, content and ethics, and requires creators and designers to continuously innovate and think about these problems. In the future, with the continuous development of technology and the changes in user needs, creative dynamic graphic language will continue to evolve and expand, bringing more innovation and possibilities to the information dissemination and artistic expression in the era of intellectual media. It will continue to become an important element in the digital age, shape our way of interacting with information, stories and cultural interactions, and opening a new chapter for the future visual and perceptual experience.

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