

# Design of Visual Communication System Based on Computer Graphics Design

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**Abstract:** With the development and innovation of computer graphic design software and the improvement of people's aesthetic ability, visual communication system design in computer graphic design has become one of the main ways for people to transmit information today. Through visual communication system design, more rich information can be contained in graphic works, so that people can understand more content while appreciating works, improve their visual experience, and achieve visual communication system design in computer graphic design, promoting innovation in graphic design forms and artistic development. So how can we improve the quality of visual communication design in computer graphic design? This article will study the strategies for designing visual communication systems in computer graphic design.

**Keywords:** Computer graphic design; Visual communication system design; Method study

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## 1. Introduction

Visual communication system design, as an important component of computer graphic design, plays an increasingly prominent role in the current information technology era. For example, in the advertising design industry, UI design, packaging design, and other industries, computer graphic design is applied, and the design process pays more attention to visual communication effects. The purpose is to highlight the product subject, attract more people to pay attention to graphic design works, and obtain more information from works to improve the visual experience. Therefore, the design of visual communication systems in computer graphic design requires continuous innovation in forms and methods, exploration of effective design techniques and concepts, and the construction of visual communication system design schemes in computer graphic design.

## 2. The significance of visual communication system design in computer graphic design

### 2.1. Highlighting the design theme and containing rich information

In computer graphic design, visual communication system design can highlight the theme of the design and contain rich information in the design process. This way, people can gain more content and confidence when watching works, and achieve the effect of visual communication through information transmission. In addition, in the design of visual communication systems, the overall design theme will be emphasized, or the design goals will be highlighted during the design process. This way, people can obtain more information when watching graphic works, so that graphic design works can achieve the expected goals. Especially in today's computer graphic design, many advanced software have been widely used, such as Photoshop software, 3D Max software, etc. Using these software for graphic design can improve design efficiency, especially in visual communication system design. Software can enrich the content of works, highlight the theme content of graphic design, and then transmit information through graphic design works to achieve visual communication system design, innovate

information transmission methods, and improve the visual experience of the public, highlighting the significance of visual communication system design in computer graphic design.

## **2.2. Enhancing the influence of works and gaining more attention**

Improving the attention of works is the goal of visual communication system design in computer graphic design. Because the core of visual communication is to convey more information through graphic works, visual communication system design in computer graphic design will revolve around the main body of the design, such as color matching around the design theme, text matching highlighting the design theme, etc. Such works have richer content, and people can also understand more content by appreciating graphic design works, thereby enhancing the influence and attention of the works. Therefore, the design of visual communication systems in computer graphic design is also an important way to enhance works and influence, reflecting the significance of computer graphic design and visual communication system design.

## **3. Shortcomings in Visual Communication System Design in Computer Graphics Design**

There are still many unscientific factors in the design of visual communication systems in computer graphic design, such as unscientific color matching during the design process, inability to create a relevant atmosphere when the theme is prominent, inability for the public to obtain information from graphic design works, and inability to attract public attention through color matching. This leads to a decline in the quality of visual communication system design, seriously affecting the design of visual communication systems in computer graphic design. Another issue is that the design of visual communication systems does not take into account the aesthetic characteristics of the masses. Although there are instructions and content in the design works, these aesthetic characteristics do not meet the requirements of the masses, leading to a decrease in their interest in watching graphic design works and seriously affecting the quality of visual communication system design in computer graphic design. Therefore, in the design of visual communication systems based on computer graphic design, it is necessary to consider the aesthetic characteristics of the masses and scientifically match colors to highlight the design theme.

## **4. Design Strategies for Visual Communication Systems in Computer Graphics Design**

### **4.1. Develop a systematic design plan based on the design theme**

The design of a visual communication system based on computer graphics design needs to be optimized based on the theme of the design. For example, when color matching, appropriate colors should be selected based on the theme content, or when text selection and size adjustment are combined with the theme content. This way, the layout of the designed graphic works is more scientific and reasonable, allowing more people to pay attention to the designed works, thereby improving the attention and influence of the works. By appreciating the works, more information can be obtained, achieving the design of the visual communication system. For example, when designing restaurant advertising flyers, the theme of the restaurant can be combined with corresponding colors, and when placing dish images, the layout of the graphics can be followed. In such graphic design, it can not only enrich the information of the graphics, but also scientifically arrange the layout, allowing the public to understand the content of restaurant operations through the advertising flyers, thereby transmitting more information and

achieving visual communication design in computer graphic design.

#### **4.2. Implementing visual communication system design based on the aesthetic needs and characteristics of the masses**

When designing computer graphics, the visual communication system design also needs to combine the aesthetic needs and characteristics of the masses, so that the designed graphic works can increase attention and allow more people to obtain more information through appreciation of the works. For example, in the process of packaging design, the characteristics of the product can be combined, while considering people's aesthetic characteristics, and then packaging design can be carried out. This packaging design scheme provides guidance for the design of visual communication systems. When designing packaging, the content of the packaging can be understood through logos or text information, improving the level of packaging while allowing consumers to obtain product information, thus constructing a visual communication system design for computer graphics design.

#### **4.3. Use excellent works of the Internet to expand the design idea of visual communication system.**

There are many excellent design works of visual communication system on the Internet, so the design of visual communication system in computer graphics design should actively apply these works, such as drawing on the design ideas and design methods of these works, or referring to the color matching and use of elements of these works, so that the design of visual communication system can have more rich content, improve the design effect, and transmit information through graphic design. For example, when designing the LOGO, we can use the design works of the same industry on the Internet for reference, and analyze the information in these works. This process is the process of designing the visual communication system in computer graphics design, and also the process of implementing graphic design using the excellent works on the Internet for reference, so that the LOGO design can contain rich information, highlight the theme content of the product, and build a visual communication system design scheme based on computer graphics design.

#### **4.4. Organize work design competitions to enhance the design effect of visual communication systems**

Organizing a design competition to promote mutual learning and communication among designers can broaden their thinking and enable graphic design works to contain rich information. For example, when designing a book cover, it should not only cater to the characteristics of the student's age group, but also enrich the content to provide students with a better visual experience, so that students can gain more confidence through the cover graphics and stimulate their interest in reading books. Just like when designing fifth grade picture books in elementary school, encouraging participants to boldly unleash their imagination and innovate through competitions, collecting excellent computer graphic design works to see which designer can highlight the theme content in the works, attract students' attention, understand the content of the books while appreciating the works, and stimulate students' interest in reading books. For individuals with outstanding competition results, rewards can be given or their excellent design works can be exhibited, allowing other designers to learn design ideas, color matching, etc., to achieve visual communication design in computer graphic design. Through the works, information can be conveyed, stimulating readers' interest in reading, and allowing readers to unleash their

imagination and thinking ability while viewing book covers, fully leveraging the advantages of computer graphic design, and promoting the efficient development of visual communication system design.

## **5. Conclusion**

In summary, the design of visual communication systems based on computer graphics can achieve information transmission, while attracting the public to watch graphics and obtaining more information from graphics to improve the appreciation experience. Therefore, the design of visual communication system in computer graphics design should adopt diversified methods, such as drawing on excellent design schemes and works on the Internet, or enriching the information of works, scientifically matching the materials and colors of works, so as to improve the effect of visual communication, enhance the influence, role and advantages of computer graphics design, and promote the innovative development of visual communication system design.

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