Original Research Article

Computer Graphic Image Design and Visual Communication Design

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Abstract: With the rapid development of technology in the context of the current information age, computer graphics processing and design have been widely used in the field of design, such as the application of computer graphics and image design technology in advertising design, photography and art creation, and so on. The application of these technologies has improved the efficiency and quality of graphic and image design, and people's aesthetic ability has also improved, and the information conveyed in design works is more abundant. However, visual communication design in computer graphics and image design needs to combine image themes with people's aesthetics, and use computer graphics and image design technology to design works. Only in this way can the charm of graphics and images be displayed, and more information be transmitted to improve visual communication efficiency. The following article will explore computer graphic image design and visual communication.

Keywords：Computer graphic and image design; Visual communication; Method study

Visual communication design should not only highlight the design theme, but also contain rich information, and make the content and method of design conform to people's aesthetics, in order to achieve visual communication design. Compared with traditional visual communication, the application of computer graphics and image design technology can highlight the design theme, attract people's attention, and achieve the transmission and acquisition of information through graphics and images. However, in the current stage of computer graphics and image design, the efficiency of visual communication design is low, and the role and advantages of computer graphics and image design cannot be fully utilized. However, in the future, computer graphics and image design will be based on computers, so the development of computer graphics and image design and visual communication design is of great significance.

1. The Similarities between Computer Graphic Image Design and Visual Communication Design

1.1. Same Design Software

Computer graphic image design and visual communication design are similar in software usage, such as using image processing software such as CorelDRAW X8 or Photoshop during the design process. These software have rich functions in graphic design, and can highlight the design theme during the graphic design process, improving the quality and effect of graphic image design. In addition, the use of these software in visual communication design also highlights the design theme, making the theme more vivid. Such design works can have richer information, improve the visual experience of the work viewer, and feel the charm and emotional penetration of the work when appreciating it, thereby achieving visual communication design and improving

design quality. Therefore, computer graphic image design and visual communication design have the same characteristics and advantages in the use of software. Therefore, computer graphic image design and visual communication design should learn from each other, fully utilize the advantages of these software, and improve the quality and effectiveness of design.

1.2. Same Design Concept

In terms of design ideas, computer graphic image design and visual communication design also have similarities. For example, when designing graphic image works, software is used to outline the corresponding contours, or rich content is added to the work during design. In actual painting, whether using computers or traditional creative methods, the creative goals can be achieved, achieving the orderly development of computer graphic image design and visual communication design. So there are many similarities between computer graphics and image design and visual communication design. In the design process, it is necessary to combine specific design ideas, use computer software for design, and integrate computer graphics and image design to promote the high-quality development of visual communication design.

2. The Methods of Computer Graphics and Image Design and Visual Communication Design

2.1. Visual Communication Effect in Product Packaging Design

For production and processing enterprises, product packaging design is an indispensable part of the work process. It can be said that the effectiveness and quality of product packaging directly affect the sales of products. Therefore, in computer graphic image design and visual communication, the form of product packaging design should be innovated, highlighting the main body of the product in product packaging design and having certain attractiveness. Only in this way can we attract more consumers, improve product sales, and promote the development of the enterprise. For example, in the process of product packaging design, computer graphics and image processing technology can be used to add rich information and content to the pattern design, highlight the theme of the product, and do a good job in color matching, so that consumers can understand the information of the product through protection, thus achieving visual communication design. Especially in today's fiercely competitive era, product packaging design plays a positive role in winning the favor of consumers. When designing packaging with computer graphics and images, attention should be paid to visual communication. By designing patterns to attract consumers' attention, the product's popularity and sales can be improved, and its competitiveness can be enhanced through accumulated market competition. Innovative ideas and methods of visual communication design should be developed to highlight product characteristics and themes.

2.2. Information Acquisition and Visual Communication during Advertising Design

When designing advertisements, it is important to highlight the content of the advertisement and allow viewers to obtain more information through the advertisement, which is an important way to improve the effectiveness of the advertisement. Therefore, in computer graphic image design and visual communication design, the design content should be enriched, especially in advertising design. Computer graphic image design can be used for visual creation, allowing advertising design to contain rich information and attract more people to watch advertisements. For example, when designing a restaurant's single page, it is possible to add a variety of dishes, highlight unique dishes, price advantages, and recent events. By doing so, advertising design can enrich

the information on the single page, enhance the visual experience, and obtain more valuable information, achieving visual communication design and leveraging the advantages and positive effects of computer graphics and images. In addition, in terms of color matching, one can choose more vibrant and vivid colors, so that people can have a more luxurious feeling when watching a single page, and attract more customers to the restaurant. Another aspect is that when designing real estate sales advertisements, the advantages of the property can be highlighted, such as location, transportation, and interaction. By transmitting more information through the single page, more buyers can pay attention to the property, increase the attention of the property, and achieve computer graphic image design and visual communication design.

2.3. Emotional Infiltration and Visual Communication in Painting and Design

Emotional infiltration in painting design achieves visual communication design, allowing authors to infuse their emotions into the painting and convey information through their works. This is precisely the embodiment of visual communication design. For example, when creating landscape paintings, authors can infuse their emotions or express their inner thoughts, etc. By using computer graphics and image design technology to design their works, they can appreciate the works and infuse emotions, use the works to convey information, enhance the attractiveness of the works, and achieve visual communication design. Another aspect is clothing design, which involves visual communication design in architectural painting, utilizing computer graphics and image technology for visual communication, highlighting the theme of clothing, showcasing the characteristics of clothing color matching, and attracting people's attention. Alternatively, in architectural painting, the style, culture, and customs of the building should be highlighted, so that people can understand the time and era of the building, as well as the infiltration of traditional culture when viewing the building. This can provide people with a better visual experience, achieve visual communication design, improve design efficiency, and closely integrate computer graphics and image design with visual communication design, attracting more people to pay attention to image works.

2.4. Implementing Visual Communication in Computer Graphics and Image Design Teaching

Computer graphic and image design is currently a key focus of teaching in vocational colleges, and improving teaching quality can ensure the future employment and development of students. So in computer graphics and image design, it is necessary to pay attention to visual communication, so that students can not only master the skills of computer graphics and image creation, but also permeate more information and materials in the creative process, achieve visual communication design, and ensure the future employment of students. For example, when explaining computer graphic and image design in teaching, techniques for information transmission and ways of information accumulation can be discussed to enable students to master visual communication design methods. This way, emotions can be infused into graphic and image design, while highlighting the theme content of the work, allowing people to obtain more information while watching the work, improving the quality of student creation, and ensuring their future employment. In addition, teachers can also share representative visual communication design works, such as advertising leaflets, packaging design, etc., so that students can learn from these excellent visual communication works, open up their creative ideas, and contain rich confidence in graphic and image design, highlighting design themes, and cultivating more comprehensive design talents for the development of enterprises.

3. Conclusion

In summary, there are many similarities between computer graphics and image design and visual communication design. Using computer graphics and image design and visual communication design for creation can highlight the creative subject, attract more people to pay attention to the work, and enhance the attention of the work. Therefore, in the process of computer graphics and image design and visual communication, attention should be paid to the application of computers, and visual communication should be achieved by highlighting the design theme and content. This way, people can obtain more information while appreciating and watching works, communicate through computer graphics and image works, and promote the development of computer graphics and image design.

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