

Research on Visual Image Generation Based on Network Media and Its Influence on Communication

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Abstract: Making Visual Information and Spreading Information Are the Main Purposes of Visual Communication Design. the Emergence of Network Media Has Changed the Way Information is Spread and People's Habit of Obtaining Information. with the Development and Application of Media Technology and Digital Image Technology, the Information Carrier Has Changed from Paying Equal Attention to Images and Characters to Relying Mainly on Images. Images Penetrate into People's Lives. People's Viewing and Understanding of Images Has Become a New Way of Thinking and Observing Things. through Visual Image, Image Breaks the Rational Mode of Language and Culture, Changes People's Habit of Rational Thinking, and Instead Presents Perceptual Image. Based on the Form of Network Media, This Paper Discusses the Influence of Image Generation on Information Transmission from the Aspects of the Importance and Characteristics of Image, the Advantages of Image in Information Transmission, the Influencing Factors of Image Information Transmission, and the Effective Information Transmission of Image in Visual Design.

1. Introduction

With the Development and Progress of Human Society, People Have Entered a Brand-New Era and the Way of Receiving Information Has Undergone Tremendous Changes. in the Digital Age, Mass Production and Reproduction of Image Content Announce the Arrival of a New Visual Civilization. We Are Making a Transition from a Culture Centered on Language and Characters to a Culture Centered on Images [1]. Images Are Full of People's Vision. Understanding and Viewing Images Has Become a New Way of Thinking for People to Understand Subjectivity and Culture. This Way of Thinking of Visual Culture is Totally Different from the Original Traditional Language Thinking Habits [2]. Because Images Can Be Seen Everywhere in People's Daily Life, People's Aesthetic in Daily Life Has Become an Aesthetic of Images, and Human Society Has Entered the "Image Era" [3]. as Visual and Ever-Changing Image Transmission Has a More and More Profound Impact on Human Life, Visual Culture Research Has Begun to Prevail Around the World. the Development and Application of Media Technology and Digital Image Technology Have Transformed the Information Carrier from Both Images and Words to Relying Mainly on Images, and People's Lifestyles Have Also Undergone Tremendous Changes [4]. Network Media Has Been Closely Linked to the Development of Science and Technology Since Its Inception, and the Extent to Which Technology Can Develop is Unpredictable, So Network Media Should Be an Open Concept, and Its Content Will Constantly Change and Update [5].

Modern Society is Increasingly Surrounded by Images and Symbols, Becoming the Main Way People Obtain Information. Mass Media, Especially Television, Whose Main Content is Video, Has Accelerated the Release of This Effect. on the Internet, Audiences Have Become Accustomed to Translating a Sentence into Pictographic Pictures for Understanding. Images Are Not the Same as Text Signs. the Signifier of the Text is Fixed, Which Brings Different Meanings to the Signifier. the Image Specifies the Signifier of the Sign, Which Can Bring Countless Meanings to the Sign, and Bring People a New Perception Experience [6]. the Image Breaks the Rational Mode of Language and Culture through the Visual Image, Changes the Habits of People's Rational Thinking, and Replaces It with a Perceptual Image Presentation [7]. for the Network Media, the Internet is the Main Route of Information Dissemination, While Tablets and Mobile Phones Are the Terminal

Display Platforms for Information [8]. Images Have Become an Inevitable Means to Construct and Understand the Current Social and Cultural State, and Become the Dominant Mode of Thinking of Groups in Culture. the Intuitive Visual Design Information Carrier Images Meet People's Requirements for Fast and Accurate Information Acquisition [9]. the Image Development of Information Dissemination Will Be the General Trend in Contemporary Society. Combining with the Form of Network Media, This Paper Discusses the Influence of Image Generation on Information Dissemination from the Aspects of the Importance and Characteristics of Images, the Advantages of Images in Information Dissemination, the Influencing Factors of Image Information Dissemination, and the Effective Information Dissemination of Images in Visual Design.

2. The Importance and Characteristics of Images

Images Provide the Basis for Human Information Exchange, and Also Provide Conditions for People to Analyze in Detail the Role of Human Beings in the World. in the Long-Term Social Life, People Gradually Have Higher Requirements for Their Living Environment. Besides Practicability, Decoration is Also Highly Valued. the Image Culture Has Penetrated into All Aspects of Human Social Life, Doing Everything. Visual Design Provides Visual Information with Images and Symbols. People in the Era of Reading Pictures Have Changed Their Viewing Mode from Text Reading to Image Reading. Designers Should Improve Their Own Design Level to Further Improve the Visual Communication Effect of the Works, So That the Information Content of the Design Can More Intensively Attract People's Eyes [10]. While Meeting the Needs of Material Life, People Should Also Endow Life with Distinctive National Colors and Emotions in Order to Meet People's Spiritual Needs. Visual Communication the Design Content Conveyed by Graphic Design Needs a Short and Direct Form of Expression, Which Can Leave the Deepest Impression in the Hearts of the Audience in the Shortest Possible Time. Visual Communication Shows Various Forms of Things through the Design Process, So That Graphic Design Can Play a Decorative Role. Therefore, Only When the Designer Has Mastered the Intake Information and Processing Information Can he Better Arrange the Pattern of Graphic Design.

As the Main Information Carrier of Visual Design, Image Has the Characteristics of Clear Direction and Intuitive Form, Which is Conducive to Creating the Overall Atmosphere of Visual Communication. the Construction of Information Dissemination Control is Composed of Design and Implementation. the Design Here is the Design of the Classifier Using the Input Limited Samples, and the Realization is to Classify or Make Decisions on the Input Sample Data. a Classic Pattern Recognition System Based on Statistical Methods Can Include Four Parts: Information Acquisition, Preprocessing, Feature Extraction and Selection, and Classification Decision, as Shown in Figure 1.

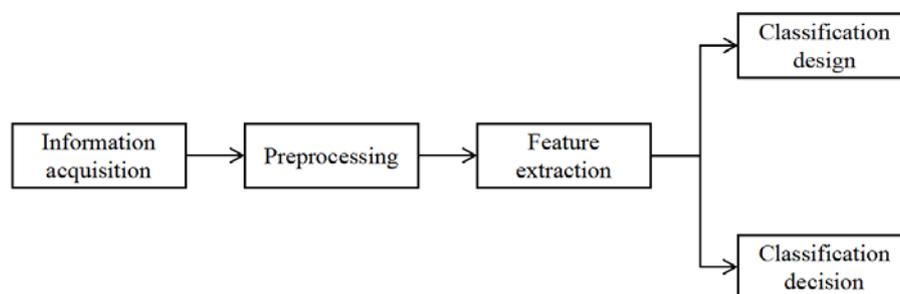


Fig.1 The Basic Structure of the Model Recognition System

With its visual and visual characteristics of images, images enhance the certainty of information, thereby precluding the audience from thinking about uncertain information. Modern graphic art design thinking is a human-oriented behavior that is unique to modern human beings, and displays a kind of visual fashion art beauty. The image has strong visual impact, infection and unique psychological stimulation. Different people's understanding of text is different. The same text can be understood by different readers in many different or completely opposite directions. However,

through images, visual information becomes deterministic and unique [11]. This advantage of images can be well used in major publicity activities, either pure images that can bring visual impact can be adopted, or short text can be attached to appropriate places in the images. Images convey information to audiences in the most intuitive and vivid way. Among the information carriers designed visually, images are the information carriers that are most easily recognized and remembered. People with different levels of cognition have different understandings and even memories of the content. However, by presenting visual information in the form of images, audiences of different levels can acquire the same cognition, so that the audiences are no longer limited by their own writing level and cultural knowledge, thus improving the acceptance degree and scope of information.

3. Influencing Factors of Image Information Dissemination

3.1 Information Itself

There are many ways to embody visual culture, but in summary it is nothing more than pictures and images. When there is a large amount of image information, it is very important for disseminators to use effective images to display huge information. Traditional media's way of information transmission is one-way, while emphasizing interaction is an important means of information transmission by new media. In visual communication design, the addition of interactive experience will often bring better information transmission effect. Image symbol is a narrow sense of visual symbol. Its concretization comes from the special sense of eyes. Visual objects are not only the media of information and mass culture, but also have a sense of directness, which is beyond the reach of print media. From the perspective of concept and meaning, when vision, as a culture, affects people's social life, the object of viewing and the subject of viewing become the core of cultural manifestation [12]. The more information, the more choices people need to make, so the difficulty of choosing is increasing. Communicators need to find a reasonable scheme to optimize information [13]. At the same time of realizing a large amount of information, it is necessary to ensure the simplicity and beauty of the communication means, i.e. images, so that the audience can better understand and accept the information. Through images, the audience can easily and clearly obtain relevant information such as people, places, events and so on, which is convenient for the audience to better understand and remember the images.

In the new media era, an important feature of information dissemination is its fast speed and wide range. For a specific problem, the original variable contains two parts of information. One part is a linear function of a common factor that cannot be directly observed, and the other part is a special factor that has nothing to do with the common factor. The maximum number of iterations is temporarily stopped, and the length of individuals in the population is equal to the number of functional requirements analyzed. The score comparison of retrieval results is shown in Figure 2.

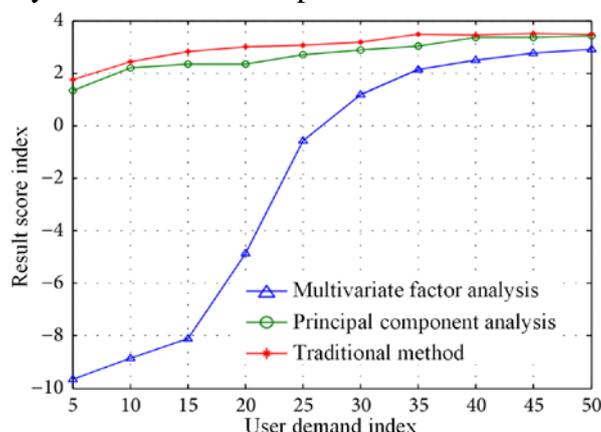


Fig.2 Score Comparison of Component Retrieval Results

The degree to which the publisher of an image is trusted by the audience also greatly affects the

audience's understanding and even acceptance of the information. The change trend of the accuracy rate under different feature dimensions is shown in Figure 3.

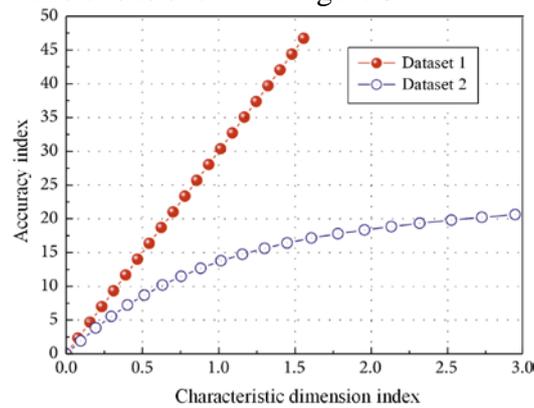


Fig.3 Trends in the Construction of Image Information Propagation Patterns under Different Feature Dimensions

3.2 Source of Information

In modern visual image design, it is the artistic charm of all-round space display. It can continuously open up the visual thinking of modern designers and find another way in design thinking. Visual communication graphic design has a very wide range of design objects, so designers cannot rely solely on their own inspiration in determining the design content. On the basis of popular aesthetic judgment, the content and form of the receiving object should be designed. The whole history of human communication cannot be separated from symbols. Compared with literal symbols, image symbols are more vivid and lifelike. For example, news pictures released by authoritative organizations will convince the audience of the authenticity of the pictures themselves and the events they reflect. The disseminator uses images to disseminate information, the ultimate purpose of which is to enable the audience to obtain relevant information, understand and accept the information transmitted by the images. Excellent design should have both practical function and appreciation function, showing certain artistic features and values, which can increase the economic benefits of products. There is no denying that the existence of vision itself, or the physiological structure of human eyes, is complicated. When we use our eyes to mold culture and adopt habits, it is not only a matter of acquisition but also a physiological function.

4. Conclusion

In today's increasingly developed network, we have been unable to get rid of the influence of image hegemony on us in the dissemination of visual culture. The continuous improvement of image's position in the process of communication should be paid attention to its influence on people's thinking and daily life. The characteristics of visual communication design determine that its development will inevitably be affected by changes in the media environment. The emergence of network media has brought the development of visual communication design to a new stage. Whether it is the selective reflection of news images, the creative reproduction of film and television images, or the virtual construction of advertising images, image media are changing the way people perceive the world and understand the psychological environment of the world. The patterning of people's behaviors and thoughts is closely related to the visual culture, which to some extent formulates the behavior choices people make in society. The design of visual images must closely follow the pace of the times, absorb new things in new areas in a timely manner, and act on image creation, so that the visual language and new technologies are perfectly combined to better serve the information dissemination. As a new media, network media has good development prospects and huge development space, so the impact of network media on visual communication design will last for a long time. This is the need of the development of the times and the development of visual communication design itself.

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