

The affects of the new media design on the visual communication design

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Abstract

Arts and Technology has been involved in an interaction with each other since the existence of Human being. Technological innovations have not only included the society but also the art. 'The New Media' concept which has been the focus of this issue has also affected the visual communication design. The visual communication design has a creative process in which the technology and design are combined and communication is established. Additionally, the decrease in the interest in desktop publishing has led to the development of the concept of 'the new media.' The new media design concept has been an important field especially in the developing countries. Because, in our century where competency almost disclaims right of living to the other, the companies and trademarks are making use of the power of visual communication design in order to bring up their productions one step forward than the others, to boost their pre-occupyingness, and to turn will of purchasing into permanency. In this study, the reasons for the innovation-visual communication design into the digital field, along with the new media concept have been addressed.

Keywords: New Media, visual communication design, Design, Digital, Mass Communication, consumer.

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1. Introduction

Improvement in technology firstly affected the communication tools. Beginning with telephone and television, the communication process has turned into desktops, notebooks, tablets and smart phones in today's world. One of the greatest developments, internet has become a crucial need then. Today, internet is among many people's personal technological belongings. It is an important need in the daily lives of many people.

Decreasing interest towards the desktop publishing, which is one of the visual communication tools, provides the creation of the new media. Concepts like new media, social media, internet and social networks involved in media literature. Commercial potential of new media including cultural and social side provides advertisements with expanding through the digital world. Faster and direct message ways have been started to prefer more frequently. Also, Dan Schiller names the new media, which sees the new media technologies financially, as the digitalization of capitalism. Preparation and presentation of new media tools in digital world has immensely influenced the visual design part of new media. The purpose of this study is to examine the influences of new media on visual communication design.

2. The Concept of New Media

The first thing that comes to the minds about media is "communication media" which associatively expresses the foundations and associations where people work such as newspaper and television. In the widest sense, media covers the cultural and material products of these foundations and associations such as newspaper writings, fashion and TV programs. Technology comes to the minds in the first place when new media is mentioned. Technology itself is a concept widely including social sense by covering not only the technical elements but also their relations with social environment. The new media is always improving and changing with new technologies and social situations, therefore it is refreshing itself in every step. "Technologic developments and innovations are changing social life as well. Especially widespread usage of internet after computer resulted in many changes in our lives such as decreasing the value of geographical boundaries, reaching information easily and fast. The greatest change that internet brought our lives was to move the computers from offices to our homes"(Peltekoğlu, 2010).New media expresses the large-scaled changes happened in media production, delivery and use (Lister vd., 2003).The concept of new media became popular with technological developments.

2.1 New Media (new environments, new tools, new channels)

It is generally in digital world and provides interaction for its users or target market. As examples for new media, internet, web sites, video games, CD-ROM and DVDs can be mentioned. The new media does not contain television programs, magazines and books or writing on paper. If they are not combined with the technology activating the digital interaction (Wikipedia, online encyclopedia), digital documents, images and video web links in the internet and combining creative contribution of an editor group, interactive feedback from users and help from benefactors can be given as examples. Facebook is a social media example in which many users join as participators at the same time. Even so the environments to be able to count as new media are under discussion, generally it express "new media concept" which everybody thinks at first. Although the new media technology does not fill the new media concept, it brings an innovative dimension different from the previous ones.

3. Developmental Process of the New Media

In today's world, the fast improvements of communication technologies added many new concepts such as new communication technologies, new media, internet, social media and social networks to the media concept. These newly occurred concepts led to changes in cultural, sociologic and economic world. New media technologies became possible by combining the historical improvements of computer and media technologies that advanced from two different ways. Lev Manovich returns to 1830s to search for the developments led to the occurrence of new media. This process started with the Charles Babbage's invention of "analyticmachine" and Louis Daguerre's invention "daguerreotype", and continues with the development of digital computers in the middle of 20th century. On the one hand, with "analytic machine" a development happened in computer technologies; on the other hand "daguerreotype" led to store images, active images, sounds and texts in different forms. Bringing these two historical developments together and as a result of turning the existing media into numeral details, the new media occurred. Computer had a production capacity with assembly line. For example; internet consists of many web pages and web pages consist of elements such as texts, images, videos and tabs and this results in automatic operations in new media. At the beginning of 19th century, technologies leading automatic media such as camera and recorder were invented. With the invention of these machines, media materials were accumulated and the need to regulate this accumulation led to development for computer-based new technologies. As a result new media objects' variability features depend on numeral codes and they are modular, while the new media increased the opportunities, today's opportunities carried cultural products on computer screens and it is seen that they became digitalized and everybody can access them easily.

4. Social Assessment of New Media

New media started the digitalization process of the cultural products and it is one of the reasons for communication tools to change. Different from traditional printed visual broadcast, it turned into versatile communication. With internet usage in our daily lives, accessing to information became easier and boundaries of time and place concepts became weaker. All of these improvements started to change the communication ways among people. Occurred in the last quarter of 20th century, the new communication technologies and new media concepts started to leave their place to social media after the beginning of 21st century. "The phenomenon called social media is a new communication course that occurred in the last decade. Social media advertising is more productive and interactive media model than traditional media advertising. It makes all the participators feel a part of a big structure and love and embrace it" (<http://www.inovaktif.com> access date: 18.05. 2015). Social media is going through an effective point in mass communication, popularizing and adopting ideas. Social media is a media system providing to reach information from one sided sharing to double sided and simultaneous sharing with the presentation of Web for the users.

5. Technology and Graphic Design in New Media

To see is the first step and the most natural way of the perceiving nature and communication process. A child learns seeing and recognizing before talking. However in another sense, to see is before words. We find our places by seeing in the surrounding world (Berger, 1986:7). Apart from the primitive images of the first writing, modern writing itself is the visual presentation of talking. In new media technology, visual communication gains importance with its communication dimension. With the need of fast and easy perception submission of user communication in the development of computers, development in graphic design form, that is, in the new media, the users emphasized graphic interface. Visual communication is the swap of visual information. However the concept of graphic is the visual edit on a two-dimensional surface. Within this framework, the image order created in the new media screen is included in graphical design too. Graphic design in new media

covers the editing and viewing of visual data by computer, technology used for this purpose, images of the results and numeral editing methods used as an area of computer engineering. Last but not least, it is intensely connected with the technological developments.

Developments in media and viewing technologies increased the importance of visual communication and they help visual communication to be widespread. Area of visual and cultural studies bases on the assertion of culture in people depending more and more on visual perception and communication (Dewdney & Ride, 2006).

6. Visual Communication Design and Technology

Visual Communication Design is a creative and communicative process which brings design and technology together. In today's advertising, publicity and communication areas, as a result of the New Medias' creating their own structures and having a continuous and fast interaction with technology, traditional communication styles of design became insufficient. A new area has been occurred for all the media and communication technologies to find solutions for design problems between target market and products. This large-scaled area is the Visual Communication Design.

“Visual Designer uses communication tools such as pre-production/production/post-production, advertisement videos, videos, creative texts, images, motions and sounds on new media, television, computer, smart communication tools and places, interface/interaction designs, printed products and all the other communication courses. He/she focuses on creative problem solving focusing on Visual Communication Design and design principles, strategic thinking, cyber cultural information and background, gaining strong and effective communication skills, concept developing/conceptual thinking, brand design management, creating foundation identity design, brand positioning, selection and use of advertisement courses during branding, use of digital medium integration” (<http://gsf-git.gazi.edu.tr/posts/view/title/gorsel-iletisim-tasarimi-nedir>).

7. Influences of Visual Communication Designs of New Media on Consumers

Visual communication design of new media includes both positive and negative features in itself. Boundless as well as complex nature of internet contributes new visions to the advertisers but it creates some problems either. On the one hand, greatest advantage of new media on traditional media is that it can make publications 24 hours a day, it can have maximum interaction, virtual experience which is the crucial concept of present and future, it can reach target market directly and know the target market personally, also it improves one-to-one applications and has features of advertising activities like fast, accurate, simultaneous measurement with broadcast as important functions. On the other hand, it has some problems such as the interrupt of broadcast content into advertisement, error in the perception of advertisement or message, not to be able to keep the consumers due to the easiness of clicking and that the consumers have almost all the control therefore difficulties in being remembered.

8. Semiological Analysis of Visual Communication Design and New Media

It is not wrong to name internet as the greatest invention of the last century which changed the realities of communication world. Internet locates in the middle of the reality which is named as new media and communication technologies; therefore it can always provide all the advantages of effective communication in every environment. “One of the important features that differs new media

from traditional media is interaction”(Geray 2002: 17–18).Area of graphic design has become an important factor in creating visual communication and culture. Because of cultural and ideological implications of the words and images used, graphic design engages with this newly created area - internet. Semiological analyzed products have been examined in internet as advertising types.

Advertisement 1:



Fig.6.1. Lipton Ice Tea Advertisement Banner

Category of the advertisement: Food

Exhibitors: Product, fruit slices and water

Screened:Naturality

Analysis:Lipton ice-tea advertisement with the help of questionnaires, what they want to say with fruit slices is naturality and freshness, water and ice remind closing to nature, freshness and coolness. The motto “be natural” supports the denotation. The connotation of the advertisement is “the consumers of this product feel like in nature”. There is an association for nature. However, creating this image does not acquit the product from chemical components, colored tin and package. There is no evidence about naturality or environmentally friendliness of the product. It affects the consumer over visual feature of ‘naturality’. Depending on the results from the questionnaires in terms of the features of the charts, the advertisement is attractive because its visuality is high; color selection is good with vivid color use in charts in terms of association for being natural and brand credibility in visual communication.

Advertisement 2:



Fig.6.2. Eti Form Light Product Advertisement Banner

Category of the Advertisement: Food

Exhibitors: Product, greenery associated with being natural, lightest desserts accompanying garden talks, oral text

Screened: Naturality and lightness

Analysis: Eti form light advertisement with the help of questionnaires, in this advertisement which publicizes fibrous products, what is tried to convey is freshness and keeping fit by consuming fibrous products of Eti. In the advertisement, there is an exaggerated connotation which claims that these products take the consumers to natural environment. They wanted to make some associations about feeling in natural environment. However, there is no information about if protective chemicals used in the product or not in the production stage, sensibility of the product's package towards environment etc. It has attraction to attract consumers. Definition of image is successful in terms of emphasizing the product. Depending on the results from the questionnaires in terms of the features of the charts, attractiveness of the advertisement is high.

Advertisement 3:



Fig.6.3. Tamek Fruit Juice “Tamek Kids” Advertisement. Pop-up advertising.

Category of the Advertisement: Food

Exhibitors: Cartoon character Bugs Bunny and the product

Screened: Being energetic and natural

Analysis: Kids advertisement with the help of questionnaires, it can be seen that vivid colors were used in visual messages to be catchy. The advertisement created a denotation related to the message of giving energy. It is not expected that a fruit cannot be as fresh as it is in its branch in terms of naturality. Although it does not contain any information about the process until becoming fruit juice and if the product contains any protective chemical materials or not or waste condition of its package, it is attractive. When we evaluate it visual communicatively, it communicates with consumers.

Advertisement 4:



Fig.6.4.: Adidas Sneakers Advertisement. Advertisement Banner

Category of the Advertisement: Clothing

Exhibitors: Sneakers and city view

Screened: Being energetic and strength

Analysis: Adidas Sneakers advertisement with the help of questionnaires, it has quite exaggerated denotations for being energetic. While creating an exciting and gloomy atmosphere with the view of city and feature of watching the city from above, by wandering on high places they make associations for strength. However, there is not any information about durability of the product. The message is product-oriented. The product is created universe-oriented after being used. It does not cause excitement for interactive purchase. Semiotically the advertisement is not effective in terms of its target market. Little interest stems from the brand. If the advertisement was formed as pop-up instead of banner, it would be attractive.

Advertisement 5:



Fig.6.5. Adidas Sneakers Advertisement. Pop-up Advertisement

Category of the Advertisement: Communication

Exhibitors: Shoes Woman Image

Screened: Shopping

Analysis: Avea advertisement with the help of questionnaires, the advertisement tries to show the charming and well-groomed lady's desire to buy with shoes in her hand. A desire to buy is being created with shoe image and with red color there is a reference to the brand Avea. By using the lady as pop-up to put the brand forward makes the advertisement more effective in terms of visual communication. There is a harmony among motto, visual and story. When the visual is completely seen, both the advertised product and visual elements are clearly conveyed to consumers. Clearly functioning of the advertisement message reveals the togetherness and integrity of visual and linguistic message. Depending on the results from the questionnaires, the advertisement is high in being attractive in terms of visual communication.

Conclusion

The purpose of this study is to examine the influences of new media design on visual communication design. Decreasing interest for desktop publication elements which is one of the visual communication tools created the new media. Commercial potential of the new media helped advertisements expand to digital format by covering cultural and social dimension of it. Apart from the advantages of new media like more actively reaching to the consumers, it has some disadvantages such as being exposed to the advertisement without one's own accord and making internet use difficult. The users encounter with some advertisements attracting them in every web pages they visit. Called as the last step that information technology has come, the new media is used more effectively than traditional media.

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Internet pages

An example appendix

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