Design of Web Interface based on Visual Information Communication

Wei Shi
College of Humanities of Xi’an Shiyou University, Xi’an, Shaanxi 710065, China

Abstract
The application of digital technology has made a leap in the cause of information; the Internet has played a very important role in the dissemination of information. Visual communication design art in the network application, so that compared with the traditional graphic design has been very different, we call it "based on the network environment to convey the visual design art." For the traditional visual communication design, based on the network environment, designs of visual communication in the content and form have distinctive features. Through the analysis of the information in the web design and the aesthetic needs, it analyzes the various visual components, such as text, pictures, and background, and this paper discusses how the visual information of the webpage is more effective and more reasonable, it is the same as the performance and communication.

Keywords: Digital technology, Internet, Visual communication, Network environment.

1. INTRODUCTION
The first personal computer appears at February 14, 1946, so far digital products occupy all aspects of our lives, the Internet represents a new way of information dissemination, it makes the dissemination of information broke through the traditional political, economic, geographical and cultural barrier, so that the range of communication information including speed and efficiency have produced a qualitative leap (Bagosi, 2014). In recent years, with the rapid development of computer technology and people's living standards continue to improve, the Internet is more and more extensive into the people's daily life, work. At the same time, the information industry is also facing a profound change. The Internet represents a new way of information exchange, which makes the dissemination of information break through the traditional political, economic, geographical and cultural barriers, so that the scope of information, speed and efficiency have produced a qualitative leap. Internet as a new mass media spread the wide range of features for the visual communication design to provide a good condition (Bobed, 2013). Visual communication designes to the mass media as the carrier, the two sides have close ties. At the same time, based on the Internet to communicate the visual communication design will be subject to Internet technology constraints, new tools, new media inventions and appearances, for the design, it has a self-evident significance. The visual communication design, as a visual symbol to convey the design of information, is the application of sexual communication and the combination of art. Its development and evolution are inseparable from the media. Early forms such as painting, sculpture, architecture and craft design can be incorporated. With the development of science and technology, there are more new forms, the emergence and popularization of the Internet. A profound impact is here, so that it presents a new trend. But no matter how the form of the media changes, in its essence, it is always in graphics and image as a means, for a certain intention to convey a specific meaning of the visual image. We can easily see the Internet new media in the visual communication design and traditional visual communication design between the inheritance relationship (Campinas, 2012). No matter how the development of society, how to change the times, visual arts has always been with its unique visual language to pursue the realization of their aesthetic values, social and public minds of communication and integration are trying to transcend the boundaries of the state and nation.

2. RELATED THEORY AND KNOWLEDGE
2.1 The visual law in web design
Due to the different styles of web pages, people will have different visual and psychological feelings while browsing the web. Most of this feeling comes from the visual communication of web pages. In order to make the website the greatest visual communication function, the network is truly readable Strong media, designers in
the web design must take into account the visual flow of people's psychological and physiological characteristics, thus determining the various visual elements of the relationship between the elements and order (Console, 2014). Therefore, the design should study the relationship between the various visual modeling elements, such as distance, location, area and other issues.

The formation of visual laws is determined by the visual characteristics of mankind. Visitors' reading behavior has a basic constant habit of browsing different websites and performing different reading tasks. The first is horizontal scans, often swept through the top half of the web content, so the upper and upper parts are called For the "best view", that is the most preferred place (Damljanovic, 2013). Then, move down and browse the area below. Finally, from the left part of the page for vertical scanning.

In the web design, flexible and reasonable use of visual processes and the best field of vision have organized a natural and smooth visual guidance, a direct impact on the accuracy and effectiveness of web communication. Therefore, in the web design, it is necessary to rely on the transmission of information, but also it needs to meet people's vision and thinking habits, the design of web pages pay attention to a variety of information elements and the rational distribution of various information elements for the location, gap, size, so as to maintain a certain Rhythm and beauty.

2.2 Aesthetic design in web design

People's pursuit of beauty is deepening, the same is true of web design. Web pages are not just a variety of things to go on, to see on the line, but also to consider how to enable the audience to better and more efficient to receive information on the page. This requires the aesthetic aspects of the start, to create a clear, holistic good page, people browse to produce a sense of pleasure, easier to accept information. In the current web design, the more is the pursuit of flat visual communication effect, the effective combination of various elements, this combination to follow a certain principle, as we often say changes in unity, coherent and repeated, contrast and reconciliation, Homogeneous and balanced, as well as the text on the page, graphics, color coordination design.

Figure 1 gives the aesthetic design in web design.
The content and form of the page must be unified and orderly.

Formal performance must obey the content requirements, when we put a lot of information into the website when it is necessary to consider the overall sense, but also we should pay attention to the details of the arrangement (Spencer, 2015). This requires designers to think clearly how the content and form to achieve the best combination, how to make the page looks both overall and rich.

(2) Highlight the theme elements

Each page should have a clear theme, and in accordance with the visual laws and the theme forms of active transmission to the viewer, so that the subject in the appropriate environment by people to immediately understand and accept.

As a thematic element, we must pay attention to the position of the arrangement, making it a visual focus when people browse and have a deep impression. If you do not have this theme, the viewer's sight will be at a loss, or cause the line of sight to deviate from the original intention of the design (Andreas, 2014). For web design elements in the combination, we should pay attention to the size of its structure, the actual situation, many factors such as contrast, helps to strengthen the visual intensity, to strengthen the overall appeal of the page.

3. ELEMENTS OF THE PAGE

3.1 Style positioning

For the design of a site, the first step to do the job is to determine the overall style of the site, different sites need to have a different style, its style and theme content to be unified. At present, many types of web pages are more common: news organizations, government agencies, science and education, entertainment, art, e-commerce, personalized web pages. These different nature of the page should reflect the different styles, for example, entertainment style of the page should reflect the lively and vivid, government agencies should reflect a more solemn and solemn feeling. In the unified style page, add pictures, text, animation and other elements, we should enrich the content of the page, in the process of adding these elements should also pay attention to the unity of color, which requires designers with good art accomplishment.

3.2 Layout design

Web page layout design with the magazine and other print media layout design has a lot in common, it is in the web art design occupies an important position. But the page layout and book magazine layout and there are many differences. Prints have a fixed size, the page is not, its size is controlled by the reader. This allows the web designer to not precisely control the size and position of each element on the page. Moreover, the organizational structure of the page as printed as a linear combination, which gives the layout of the page to bring a certain degree of difficulty. When we determine the overall style of the page, we have to according to the existing pictures, text and other material for page division, text as the most primitive, the most powerful means of information transmission, web design is also essential.

3.3 The use of color

In web design, good color matching is half the success of web design. In a color with a professional level of the site, even if only a few graphics, will bring the viewer a deep impression and comfortable visual experience. In general, the color, in a page should not be more than three, which choose a main tone. It should be appropriate to use the color implied cultural and psychological information. The use of color to follow the "overall coordination, local contrast" principle, that is, the overall color of the home page should be harmonious and unified, only the local use of some strong color contrast.
4. CASE ANALYSIS AND DISCUSSION

4.1 Case analysis

SIPO is China's largest intellectual property sector. It is a typical corporate website; one of the most important functions of the Internet is the government departments to publish information. Web site information on the one hand is the text, data, graphics, and other specific practical information. On the other hand, it is including the theme of the site positioning, overall image packaging, and other general information. In order to convey information to the audience, the construction of its website is also quite hard, as its publishing information, the same site in the same industry website is also a leader. Here, I briefly analyze the following aspects of the visual arts effect of the site.
The website has a good overall image for the public. The overall visual image and style of the website has mainly reflected in the following aspects. The logo has placed in the upper left corner of the most prominent position. Web site logo, title, main menu, and background color blocks are used standard color and applied to all levels of web pages, so that the entire site to show the overall unity of the results, which is showing a beautiful and beautiful style. In the key title, menu, picture using a unified standard font, we use standard colors and similar background colors.

The website of the web design is better use of the audience's visual psychology and habits, and it has achieved a better theme appeal effect. Designers in order to highlight the corporate image, in particular, its pictures placed in a very prominent left part, so that the audience quickly attracted by the picture. Then the designer use the right side of the dark blue color to attract the audience, and the natural line of sight has related to the contents of the relevant business up, so that we can promote the product and convey the ultimate purpose of service information. In this page, the designer passes through a series of visions induced elements. The Designers in this page reflected in the delicate idea of the audience's visual habits and their familiar use in the page cannot help to call (David E. Kieras, 2014). The website is mainly line and face on the image. In addition, most of the images of the website are stored in jpg format, by improving the transmission speed of the web pages.

4.2 Improvement of output result

The theme of different web pages can be expressed in different colors. The following are some commonly used color.

(1) Blue is the commercial publicity with color and it can make the page be very professional level. By reflecting a professional and formal atmosphere, Blue is often used as a solemn occasion, reflecting a dignified solemn.

(2) Green is a natural color, giving a fresh and natural feeling; you can greatly ease the pressure on the visual. Green can be used for environmental related topics such as tourist scenic sites.

(3) Red is a relatively warm color, and it will make the page become vibrant. Red is also the color of movement, there is a strong visual appeal and appeal.

(4) Yellow is also a kind of publicity color. Yellow gives a casual atmosphere, and it can reflect a friendly and multi-dimensional effect. At the same time, yellow is a very bright color, it can be used with a variety of colors to use.

In addition, we can also use some of the appropriate black, white, gray color with the use, and it can produce unexpected results. A page as far as possible not more than 4 kinds of colors, too much color cannot find the theme color, it will appear no primary and secondary, dazzling. Moreover, it should be noted that the color of the text and the background color of the distinction, too strong or too weak color would affect the viewer's reading.

In addition to the above elements of several elements, as well as the layout of the page, the composition of the framework also belongs to the elements of the page. Web page as a new form of visual expression, although its development is not how long, but it is compatible with the characteristics of traditional graphic design, but also has its advantage, as a future information exchange is a very effective way. As a comprehensive design, which requires designers to have a comprehensive professional quality, know how to deal with the relationship between content and form, how to design the audience to never forget the excellent page, people have the beauty of resonance.

5. CONCLUSIONS

In the 21st century, the rapid development of networks and multimedia technology has become a representative of new productive forces and has begun to influence and change human thinking and way of life. Web page visual communication design is in the computer and network technology in the context of the rapid development of a new form of visual art. It covers a wide range of topics, including visual design aesthetics, modeling principles, ergonomics, philosophy, psychology, physiology, and other fields. It also includes the computer graphic design, three-dimensional graphic design and so on. The developments of media technology make many
of the traditional skills become easy, and more people have the opportunity to join the web to the visual art design.

New design, the emergence of new ideas, we need to continue to learn, exchange, re-examine the new technology caused by the new changes in the form of art, the new media visual design related issues to make their own judgments and understanding. The future of technology will bring what kind of media form, visual communication design will expand what new areas. With the continuous development of technology, the visual performance of the web will also get rid of technical conditions, some rules and forms of constraints, as people are free to ride the new world.

REFERENCES