
The Future Prospect of Dynamic Poster Design in the Context of New Media

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ABSTRACT

In order to explore the development and research status of dynamic posters in the context of local media, and analyze the research trend of dynamic posters in the future, it can better help scholars to study dynamic posters. This paper summarizes the dynamic new form expression of posters in the context of new media, and explores the past research directions and current research hotspots, as well as the research differences at home and abroad; This paper makes a comparative study of posters from the perspective of dynamic and static, and concludes that it is inevitable to change from static to dynamic. From the perspective of practical application of dynamic posters, this paper analyzes the design practice process, application classification, innovative methods, and technical research; This paper explores the current evaluation methods of dynamic posters. The research shows that a more systematic theoretical system based on the new media background has not been formed in this research direction, and the actual validity of dynamic posters needs to be studied and excavated. It is hoped that the research trends and shortcomings obtained from this research review can provide some practical ideas for later scholars in the research process of dynamic posters.

Keywords: New media, Dynamic posters, Evaluation methods, Research review

INTRODUCTION

In the past development, posters were mostly presented in a static form in the field of vision. With the application of new technology and the continuous integration of various disciplines (Zhang Manhua, 2016), posters gradually derived new styles on the original basis. The change of the information age, the change of readers' behavior habits and the expression of propagandists; intention all promote the transformation and diversified development of poster forms (Chen Qiuyi, Yuan Ping, Wang Changwen, 2017).

Dynamic poster is an advertisement of theme content in the form of products and activities by using multimedia technology, image, dynamic performance, sound and other effects (Wang Jun, 2013). The dynamic poster picture has sufficient expressiveness, which can attract the attention of the viewer and fully mobilize the senses, so as to transmit more information (Yu Jianjun, 2020). Although the current industry has some in-depth research on

dynamic poster design, it lacks a set of standard design principles and practical methods. Based on the current research results at home and abroad, this study makes a comprehensive exploration of the current research topics and trends, in order to provide a reference standard for the future development of dynamic posters.

RESEARCH STATUS AT HOME AND ABROAD

Research Contents at Home and Abroad

Domestic Related Research

Studying the communication of visual information in dynamic posters from the perspective of narration is one of the perspectives of domestic research. Ren Bengbeng (Ren Bengbeng and Wang Anxia, 2020) and others believe that “the narrative of the visual information of dynamic posters is deconstructed into four dimensions: integrity, continuity, novelty and interaction”. Other scholars have studied this from the perspective of semiotics. Wang Xinru (Wang Xinru and Wang Sa, 2020) and others believe that the application of pun graphics makes it more difficult to receive poster information and can lead to more active cognitive processing. As an extension of graphic design, dynamic poster is also the focus of scholars’ research. Cheng Yingjia (Cheng Yingjia, 2017) explored the multi-dimensional state expression from the perspective of the extension of paper form, the expansion of material form, the diversity of display forms, the utilization of space environment, the interactive experience of posters and the dynamics of posters. In addition, some scholars combine dynamic posters with traditional culture. Gao senmeng (Gao senmeng and Zhou Rui, 2020) and others studied the direction of user experience by combining Chinese film and television posters with calligraphy cultural experience, and verified and evaluated such posters with eye tracker. At present, most of the domestic research on dynamic posters focuses on the research of film and television posters, and there is no too much research on the theory, dynamic and static differences, and evaluation methods of dynamic posters. The analysis table of domestic research is shown in Table 1.

Foreign Related Research

Foreign research on dynamic design mostly tends to dynamic image - Mg (motion graphics design), which is defined as the dynamic setting of the original static plane graphics. From the search results of Mg comparing “dynamic graphics” and “dynamic poster design”, the number of foreign research literature is twice that of domestic research content. The book motion graphic design and fine art animation: Principles and practice published by foreign famous scholar Jon Krasner combines theory and practice, it provides help for the aesthetic concept of dynamic graphic design and art animation (Ni Jia, 2018).

Research Differences at Home and Abroad

There are great differences in research at home and abroad, and the concept has appeared for a long time abroad, but there is no professional research group on the graphic language of dynamic posters. Compared with that, the

Table 1. Distribution of relevant domestic studies.

Research angle	References	Main research contents
Narrative	(Ren Bengbeng, Wang Anxia. 2020)	Narrative deconstruction of visual information in dynamic posters
	(Zhang Meng, Wang Kaiwen. 2020)	Dynamic poster image narrative design strategy
Semiotics	(Wu Guorong, Pu Xuanyun. 2019)	Reference and application of visual symbols in graphic design
	(Wang Xinru, Wang Sa. 2020)	Eye movement characteristics of pun graphics in public posters
Traditional element use	(Wang Yueying. 2019)	Innovative research on visual communication in dynamic poster design
	(Gao senmeng, Zhou Rui. 2020)	Explore the influence of calligraphy font on the perception and experience of poster audience
Dynamic Element research	(Zou Qin, Xu Li. 2018)	Exploration on the design possibility of poster design under the background of the new era
	(Wei Xuedi. 2018)	The influence of new media on the expression of film posters
	(Lu Shigui. 2019)	The influence of new media on Design Communication Design
Graphic Artist Designer	(Dong Xia. 2018)	Research on practical application of three-dimensional graphic design
	(Cheng Yingjia. 2017)	Research on multidimensional form of poster
Deconstruction of poster elements	(Chen Ling. 2016)	Dynamic sense of poster design layout
	(Yu Xi. 2013)	Exploration on the dynamic attributes of poster design

domestic practical application is more mature, and the dynamic effect has been applied more mature in the design fields of stage effect, film and television special effects, space exhibition and so on. In China, it mainly stays on qualitative research, mainly static, dynamic, or three-dimensional, or narrative qualitative analysis; Foreign studies pay more attention to quantification, and the research theme is more detailed than that in China.

COMPARATIVE STUDY OF STATIC AND DYNAMIC

Basic Concepts and Characteristic Analysis of Static and Dynamic

In its development process, posters are mostly presented in a static and stable form. Static images have certain limitations, and designers cannot create linear or non-linear coherent images and sound information. With the wide

Table 2. Comparative analysis and research on static and dynamic posters by scholars Chen Qiuyi.

Form	Development basis	Communication effect	Time dimension
Static state	Traditional media form	Single picture	time
Dynamic	Multimedia and mobile Internet technology are gradually strengthened	Changing multiple pictures	time slot

application of new technologies and materials and the continuous integration of various disciplines, the form of poster display continues to change from static to dynamic.

The emergence of dynamic images expresses the continuous improvement of human demand standards for visual perception in the process of recognizing the world, not only because dynamic images have more comprehensive information recording and transmission advantages, but also more importantly, dynamic images are more in line with the scene nature of human life, closer to the real life state, and more stimulating, stimulating and attractive to visual senses (Liu Hongshu and Yang Xintong, 2020). At present, the display forms of dynamic images are becoming more and more diversified, which can be divided into: film dynamic posters, 3D dynamic posters and Graphic Dynamic posters.

Comparative Analysis of Static and Dynamic

Dynamic poster is a new form developed because of static. The famous scholar Chen Qiuyi believes that the main differences between static image and dynamic image are development basis, communication effect and time dimension (Chen Qiuyi, Yuan Ping, Wang Changwen, 2017).

Dynamic posters can provide more novel forms of expression for readers' visual perception, establish closer emotional ties with readers, and cause stronger perceptual perception.

PRACTICAL APPLICATION OF DYNAMIC POSTERS BASED ON INTERNET

Design Practice Process

Compared with static poster design, the design process of dynamic poster is more complex. The designer is more like a director when designing, and needs to make dynamic prediction and design of pictures.

At the beginning of the design, the designer shall fully analyze the data. In the design scheme stage, brainstorm and draw relevant sketches. Finally, dynamically adjust the designed static diagram from the three dimensions of font, graphics and overall dynamic effect, and finally output the design works.

Innovative Methods

The display property of traditional posters is static, while the display property of dynamic posters is linear flow. Compared with static posters, dynamic posters are more complex and diverse in innovative methods.

From the perspective of plane and facade integration, virtual space is expressed by dynamic means; By adjusting the angle of the elements in the composition to simulate the visual illusion of the lens, the color changes with the shaking process, which has a linkage effect with the shaking itself; By turning the perspective angle and drawing lessons from the flexibility of the paper itself, create a three-dimensional effect, etc.

From the perspective of image reconstruction and transformation, the displacement and turnover of image text, the change of area, length or overall shape caused by external force, and the alternation of text and graphics will cause the change of image. The angle of qualitative change involves the change of graphic elements themselves or their essential attributes. The angle of quantitative change refers to the quantitative change of constituent elements and details.

Technical Research

Whether the design idea can be expressed clearly is closely related to the designer's dynamic idea. New media technology is the key bearing point of dynamic poster design, and the related software and hardware ecology is also relatively rich, which is mainly divided into four directions: first, two-dimensional software technology, mainly including PS, AI, etc; Second, 3D software, mainly including C4d, AE, etc; Third, programming visual presentation software, such as processing; Fourth, some automatic generation platforms, such as yiqixiu, Xiumi, etc.

The technical support means include not only the above software support, but also the hardware support. In terms of hardware, it mainly lies in the promotion of LED display technology and the popularization of mobile phones and tablet mobile ports.

EVALUATION METHOD OF DYNAMIC POSTER

Literature research shows that the current mainstream methods of validity evaluation of dynamic posters are divided into six methods: user interview, questionnaire survey, analytic hierarchy process, principal component analysis, physiological measuring instruments and fuzzy comprehensive evaluation.

Evaluation Method Extraction

User interview is a qualitative research method. Through user interview, we can better get the real needs of target users. Questionnaire survey is a quantitative research method, which measures and analyzes things through a certain amount to test some theoretical assumptions of researchers about the things.

Analytic hierarchy process and principal component analysis are used to screen out a small number of representative indicators. Analytic hierarchy

Table 3. Application of evaluation methods.

Evaluation object	Use of evaluation methods					
	U	Q	A	M	P	V
Attention of calligraphy elements in poster design (Gao senmeng, Zhou Rui. 2020)	P				P	
Characteristics of pun graphics in public posters (Wang Xinru, Wang Sa. 2020)		P			P	
Poster design of Weiting depilation cream (Yu Jinsong, Wang Shangshu. 2020)		P	P			
Where to travel app, Ctrip Travel app (Wei Yali. 2020)		P	P			P
Two visual styles of typesetting (Qin Haoming. 2019)					P	
Traditional festival theme poster design (Liu Xiao. 2019)		P		P		

process refers to taking a complex multi-objective decision-making problem as a system, dismantling it continuously, dealing with it qualitatively and quantitatively, and obtaining a certain ranking. The basic idea of principal component analysis is to try to combine many relevant indexes into a new set of unrelated comprehensive indexes. It is a mathematical method to reduce dimension.

Physiological measuring instruments mainly refer to EEG instruments, eye movement instruments and other instruments that assist in measuring physiological conditions. Through the way of data, the physiological conditions of users when using or watching are recorded. The fuzzy comprehensive evaluation method applies the principle of fuzzy relationship synthesis to quantify some factors with unclear boundaries and comprehensively evaluate the subordinate level of the evaluated object from multiple dimensions.

Classify the evaluation methods of dynamic posters, select six relevant literatures, and sort out the evaluation methods of these six Literatures Based on the six evaluation methods, as shown in Table 3.

(In order to facilitate the distinction, different letters are used to represent various evaluation methods: user interview-u; questionnaire survey-q; analytic hierarchy Process-A; principal component analysis-m; physiological measuring instrument-p and fuzzy comprehensive evaluation-v.)

RESEARCH ON EVALUATION METHODS AND CATEGORIES

The existing evaluation methods are divided into qualitative research and quantitative research. Qualitative research is a concept opposite to quantitative research. Qualitative research solves the problem of why and quantitative research solves the problem of what. Table 4 shows the classification and analysis of the research nature of the above research methods.

Qualitative research in dynamic posters is mainly the use of user interview method. Quantitative research mainly focuses on questionnaire survey, physiological measuring instruments and fuzzy comprehensive evaluation method,

Table 4. Classification and analysis of research properties.

	Qualitative research	Quantitative study	Quantitative + qualitative
User interview method-u	P		
Questionnaire method-q		P	
Analytic hierarchy Process-A			P
Principal component analysis-m			P
Physiological measuring instrument-p		P	
Fuzzy comprehensive evaluation method-v		P	

while analytic hierarchy process and principal component analysis are mainly used for quantitative comprehensive research.

CONCLUSIONS AND PROSPECTS

This paper mainly summarizes and analyzes the research status of dynamic posters at home and abroad, the comparison of poster forms, the practical application of dynamic posters and their existing evaluation methods. In the past, there were few studies on the validity of dynamic posters, and the utility value of dynamic posters is still worth discussing; Moreover, due to various reasons, a more systematic and referential theoretical system has not been formed in this research direction. With the improvement of socio-economic level and technological development level, many new design carriers and expression methods will continue to emerge. As an imperfect emerging design carrier, the development prospect and coverage of dynamic poster will also continue to expand and improve. It is hoped that the research trends and shortcomings obtained from this research review can provide some reference and contribute some practical ideas for later scholars in the research process of dynamic posters.

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