

Analysis of Emotional Design in New Media: Postprint

Authors: Song Binbin

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Abstract

Currently, new media art represents the most sought-after design concept in the art field. In the present era of artistic creation characterized by the fusion of commercial and artistic elements, people's demand for emotional content is growing increasingly strong. New media design contains abundant emotional factors, and therefore, during the design process, it primarily utilizes new media design concepts to perfectly manifest design emotions, thereby greatly satisfying people's emotional needs. This paper focuses on analyzing the integration of emotion in new media design, providing a reference for emotional expression in new media design.

Full Text

Abstract

In contemporary art, new media art has emerged as the most sought-after design concept. In this era where commercial and artistic creation converge, people's emotional needs are increasingly prominent. New media design encompasses rich emotional factors, and through its design philosophy, it can perfectly showcase emotional expression, thereby greatly satisfying people's affective demands. This paper analyzes the integration of emotional elements in new media design, providing a reference for emotional expression in this field.

Keywords: new media design; emotional expression; virtual situation

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Author: Song Binbin

1. Types of New Media

New media comprises two categories: interactive media and display media. Interactive media relies on user participation for dissemination, such as networks and mobile devices. Without user engagement and attention, interactive media loses its 生存空间 and transmission capability. Display media primarily focuses on presenting information—text, images, audio, and video—for passive viewing and listening, requiring no user participation.

1.1 Digital Media Forms

With the development and popularization of computer network technology, network applications have opened up new 发展空间. Digital forms in new media present novel modes of expression through computer networks, promoting diversity in new media data resources. The widespread adoption of smartphones has accelerated mobile network development, moving beyond mere phone calls to enable faster access to news and information, thereby increasing the speed of information dissemination. Beyond traditional media such as television, newspapers, and radio, the Internet has become the “fourth media,” while mobile networks have emerged as the “fifth media,” further diversifying new media forms.

1.3 Application of Interactive Devices in New Media

Interactive devices provide a platform for emotional exchange, with interactivity as their primary characteristic. They represent a new technological means that can only realize their value through active user participation.

1.4 Display Characteristics of New Media

As educational development accelerates, teaching methods have undergone significant reform. Educators increasingly utilize new media for instructional presentation, enhancing student comprehension of knowledge. Some teaching materials have even integrated 光盘套装 for instructional purposes.

2. Emotional Expression in New Media

Continuous social and technological development profoundly impacts people's lives, creating higher demands for emotional fulfillment. Integrating emotional information into new media design can fully mobilize users' inner feelings and increase engagement between audiences and designers, representing the future direction of new media development. This paper elaborates on this through four key aspects.

2.1 Integration of Emotion in New Media Interactive Installations

With ongoing technological advancement, interactive installations have been widely deployed using new sensor technologies, enabling genuine interactive be-

haviors. Employing interactive devices in new media enhances user attention, increases participation enthusiasm, and strengthens interpersonal communication. During the design process, designers must fully consider users' emotional needs, integrating their inner feelings into new media through human-centered design. This promotes harmonious development between humans and media, provides richer emotional experiences, and boosts engagement with new media interactive modes.

2.2 Functional Transmission Reflecting Emotion

New media interactive installations manifest primarily in interactive games and display capabilities, creating immersive environments that showcase diverse design concepts according to creators' visions. As innovative media technology products, interactive installations achieve efficient unification of functional design and formal design through interactive design that perfectly expresses designers' ideas. For example, in March 2015, Coca-Cola installed an electronic billboard in a Stockholm subway station equipped with advanced interactive facial recognition technology. This installation encouraged passengers to pause and interact; when they made facial expressions, the Coke bottle, cap, and straw on the billboard would compose corresponding expressions. This design enhanced Coca-Cola's promotional impact and increased engagement 乐趣. The company effectively implemented its "one brand" marketing strategy, unifying packaging across all products and employing the slogan: "We dare say that happiness is a choice. Or at least our emotion bottle cap does." This design created novel experiences, heightened interest, and strengthened emotional resonance through the designer's creative ingenuity, achieving superior design outcomes.

2.3 New Media Design from a Humanistic Care Perspective

As society progresses, increasing life pressures and accelerating work rhythms heighten people's need for care and concern. Interactive installations can perfectly convey emotional interpretation through design, and their interactive behaviors can enhance users' sense of care. While advanced scientific and technological development provides more comfortable living conditions, it also accelerates life pace, leaving people in prolonged states of emotional imbalance—tension, loneliness, and indifference—that gradually distance individuals from one another. Interactive installation design can help fulfill emotional needs in daily life, improve psychological resilience, and promote healthy mental development.

2.4 Emotional Experience in Virtual Situations

Interactive installations can create virtual situations detached from reality through video, sound, physical modeling, and lighting, enabling users to experience diverse emotions. These virtual situations allow people to naturally immerse themselves in different environments and spontaneously express their feelings. For instance, driving simulation installations present users with wide

roads, continuously moving vehicles, fleeting trees, occasional traffic violations, and suddenly appearing pedestrians on large displays, providing authentic visual and auditory experiences.

3. Emotional Transmission of Digital Games in New Media

Digital games represent a new game type developed through advanced digital technology, establishing online gaming platforms on digital devices that entice users during gameplay. Without designers' emotional integration, games become soulless, failing to engage players or gain popularity. Among various game genres, role-playing and action-adventure games are particularly favored, offering novel emotional experiences that transcend real life. Through rich storylines, diverse character settings, and exquisite character modeling, these games enable players' emotions to evolve progressively with the narrative.

3.1 Interestingness

Digital games are designed according to people's preferences and interests, offering different stimulation points. Some games are relaxing and puzzle-oriented, while others are thrilling and frightening. This variety satisfies diverse psychological needs. Interestingness encompasses not only fun but also multifaceted emotional expressions—including fear, anger, and joy—that provide players with novel psychological experiences and different emotional sensations during gameplay, greatly fulfilling their psychological demands.

3.2 Virtuality

Virtuality refers to emotional experiences that transcend real life. Digital games completely detach users from reality through virtual situations, allowing them to experience different emotional lives, satisfy curiosity and exploration needs, and achieve human-computer integration. For example, in certain digital games, people can change professions, enjoy different lifestyles, and escape into 二次元 worlds. Players can see prehistoric beasts, use dream special skills, fly through heavens and earth, recruit soldiers, and conquer territories. They can become Fuxi, Zhuge Liang, or any possibility, gaining novel emotional experiences through surreal sensations that enhance interest and stimulate inner passion.

3.3 Value

Maslow's hierarchy of needs clearly states that self-actualization represents the highest level of psychological need. Maslow believed that all people possess the need and ability for self-actualization. Therefore, during the design process, designers can naturally integrate their emotions into works, using them as vehicles to express their thoughts and ideas, thereby realizing emotional transmission value. Digital games involve participation and play, through which people can

better demonstrate their wisdom, enhance self-achievement, and obtain spiritual satisfaction through self-actualization.

4. Conclusion

In new media design, emotional integration must permeate every stage. Human-centered design can maximize the expression of design artistic conception. The core of design lies in focusing on people's inner activities and presenting desired content through design techniques—this represents the highest realm of design. The approach of integrating emotion in new media design can be fully expressed and resonate deeply with audiences, making new media design more emotionally engaging and contributing to the development of new media 事业.

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(Author's Affiliation: Chengdu Vocational and Technical College)

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