

Research on Exploding Video Creation Strategy based on Visual Communication

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Abstract. With the rapid development of digital media technology, the form of information dissemination is constantly updated, reflecting the development and progress of the times. Facing the new situation and task, the analysis of the new strategy of visual communication design of communication content is an extremely important link. As a new way of communication, short video has changed the way people get information and socialize. The rise of short video makes the audience gradually develop fragmented audio-visual habits, which in turn affects and changes the production and communication mode of traditional media. Using the theory of communication to analyze, it is not difficult to see the characteristics of communication methods. The era of big data enables communicators to grasp the needs of audiences more accurately and optimize communication methods. More and more mainstream news media have entered the field of short video creation. Creating explosions and detonating traffic is the only way to expand the media's influence, seize the right to speak online and guide public opinion. From the perspective of visual communication, this paper analyzes the audience's media choice and the change of visual center, and gives some suggestions on the creation strategy of explosive short videos.

Keywords: Short Video; Visual Communication; Create.

1. Introduction

In the Internet age with the rapid expansion of data and information, people's daily cultural life has become richer and more diverse. Compared with the old society, the carrier of information in people and culture has also undergone tremendous changes [1]. The most prominent feature of mobile media is that it breaks through the limitation of time and space, and people can get the information they want anytime and anywhere [2]. The rise of new media in the era of visual culture, with its new characteristics such as individuality and interactivity, has merged with traditional media, which has greatly changed the form and effect of previous media communication [3]. In the software Tiktok, users can freely choose the music content they need, and at the same time cooperate with their body language and expressions to create wonderful music situations [4]. In order to enlarge the industrial value to the maximum extent, and to have a greater chance to gain room for growth within the industry, capital enterprises participate in the Internet development platform from multiple levels and dimensions [5]. With the iterative updating of information transmission means and content media, mobile short videos are quickly accepted by the public by virtue of their unique social attributes, simplicity, fun, fragmentation and strong interactivity [6]. Every user shoot bits and pieces of his life into a short video, which is edited and then spread. After watching it, the audience praises his favorite video, thus forming a complete mass communication process [7].

In the fourth wave of scientific and technological revolution with virtual reality, artificial intelligence, clean energy and biotechnology as breakthroughs, short videos are active among the public with the rapid development of new media [8]. Through such a relaxed, equal and full of vitality platform, the traditional communication theory holds that the audience who can only receive the role in one direction has changed from passive position to active position, and the awareness of subject participation has been greatly stimulated [9]. Different types of self-media platforms continue to explore and try, giving the general public a certain discourse expression. Although the underlying algorithm logic of each short video platform is different, there are always traces of high-quality explosive content. Summarize the rules and master the explosive thinking, you can grab traffic faster

and create an influential media brand. Short videos are often creative and interesting in content expression, which provides more ways for people living in the society of fast-food reading and mobile access to information, and endows spiritual life with more connotations [10]. Under the background of the continuous warming of short videos and the rapid development of self-media, we must actively explore the marketing value of videos, so as to effectively select scientific marketing methods to deal with the fierce market competition.

2. Propagation Characteristics of Short Video

At present, visual communication design is not only limited to the traditional two-dimensional plane, but also with the progress of science, technology and culture, it updates the expression and carrier types. In the design of visual communication, although communicators take public welfare, commercial interests, cultural orientation, etc. as the purpose of communication, and the content of communication is formed visual works, its communication mode is similar to mass communication to some extent. On the Tiktok software, there are often official topics to let users actively participate in the creation, which effectively enhances the enthusiasm of users. From the content analysis of short videos, the audience's preferences tend to be diverse and the types are prominent. Through the self-media discourse platform, we can output hot topics in different fields such as sports, parenting, art, cooking, health preservation, etc. At the same time, the short video platform, through the data analysis of manufacturing topics and background user portraits, has formed a combination of stage upsurge and differentiation, which makes the platform traffic surge at an alarming rate and has certain guidance. All these meet the needs of different audiences for different cultures, as well as the expectation of diversified entertainment to relieve stress. The basic mode of new media communication is shown in Figure 1.

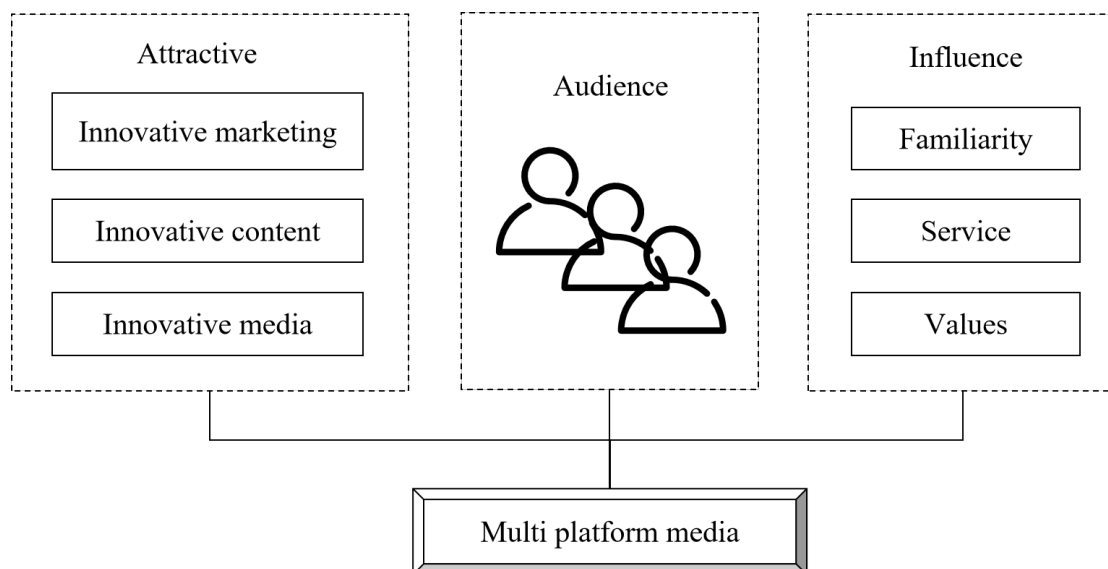


Figure 1. Basic mode of new media communication

Make use of big data analysis technology to push accurate and personalized content for specific target audience according to their needs and preferences. The algorithm can ensure accurate push to different users. From the publisher's point of view, the original creator can express himself easily and freely, and he can get a sense of existence and satisfaction from the platform interaction. In addition, the short video platform treats the publishers differently based on their popularity, such as giving different exposure and breadth to users with different attention bases, thus satisfying the audience's self-realization expectation. The popularity of Tiktok short videos is constantly improving, and the number of users is increasing, so the number of videos is also increasing. When users watch short videos using the App, it will be difficult to choose. Looking for interesting content in a large number

of short videos will waste time on the one hand, and lose users on the other. Therefore, with the help of the algorithm, Tiktok short videos record users' preferences and habits of watching videos, and push similar content to users, so that users can simply and conveniently choose among their favorite videos.

3. Changes in the Receiver's Visual Center

It is precisely because of the short video platform that users' various needs are met that the media will spread like a raging wave. Compared with the previous paper media, today's new media era has changed the reading and watching habits of the public, and the visual center of the audience has changed significantly, and the reading habits of the public as a whole are developing from static to dynamic. Judging from the viewing effect of a single user, many short videos' dazzling linking special effects and brainwashing audio gyrations meet the needs of the "fast food culture" of fashion youth in the current picture reading era. The audience's sense of loneliness and alienation is relieved, and the social communication needs are met. The short video platform makes full use of the advantages of fragmented entertainment time, and brings forth new ideas for transition effects and special effects shots of video editing, so as to meet the users' fresh needs, and the "viral" spread of short videos continues. The mode of new media audience's acceptance of communication is shown in Figure 2.

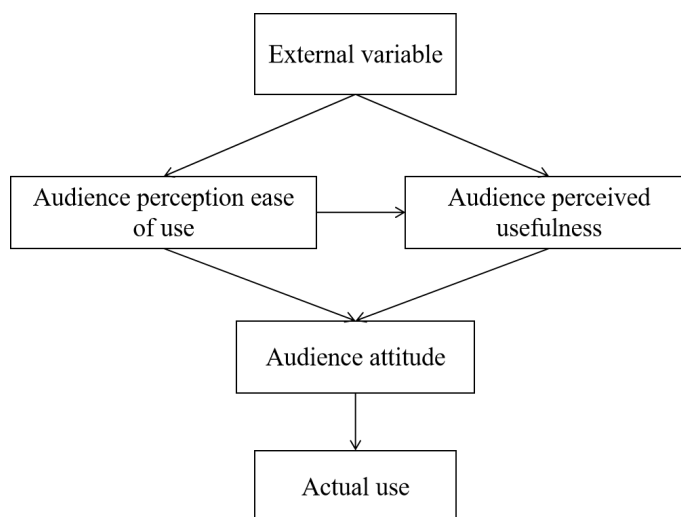


Figure 2. The new media audience accepts the communication mode

In the dizzying spread of short videos, articles and short messages from various media platforms, the static pictures and text materials in the past usually appear dull and powerless, which can't win the patient attention of the audience for a long time and affect the integrity of reading. Now, the video material is more vivid, and often with strange and exciting colors, which can attract the attention of the audience. Compared with the past, the receiver's visual center jumps from weak to strong, and the jumping picture can attract the viewer's attention more. Under the background of the continuous development of mobile Internet technology, the definition of short video has been continuously reshaped, and its functions have been continuously optimized and upgraded, while the service attributes it provides for the majority of users are consistent. Under the new marketing environment, short video application provides conditions for its brand development with its unique communication characteristics, and makes the brand value prominent. In the past, the content of communication did not mobilize the audience's senses well, usually focusing on visual reading. Nowadays, the communication mode of audio-visual combination has become common, and even the sensory system such as touch is mobilized to help spread information. As for the strategy of content editing, the past news or visual communication design works pay attention to the harmony and pleasing to the eyes,

but today's self-media original works pursue the powerful impact of visual editing, bringing a shocking and resonant emotion to the recipients.

4. Video Creation Strategy of Popular Products under the Concept of Visual Communication Design

4.1 Pay Attention to the Enhancement of Audio-Visual Impact

Audiences' aesthetic psychological needs to appreciate beauty through mass media. The mass media not only has the basic function of transmitting information, but also has the function of satisfying aesthetic needs. In order to cater to the change of the audience's reading and watching habits, we should use updated strategies to achieve more effective dissemination of texts and video materials, that is, in the presentation of short videos, we can better reflect the organization of visual communication design for various elements and materials. Video software must strengthen its own supervision, resolutely resist bad content, put an end to vulgar content and plagiarized works, enrich the reporting system of users, kill bad content in the cradle in time, and avoid the spread of negative news to the greatest extent. At the same time, Tiktok should also strengthen the audit. In the process of video uploading, it should carefully audit and put an end to bad videos in time. Editing montage can bring psychological feeling and rich association to the receiver, make full use of the montage, time special effects, visual special effects, transition effects and other settings of the lens, combine dynamic modern background music, pay attention to the double speed adjustment of the fixed lens, and achieve the combination of static and dynamic. Only by ensuring the quality of short video content and improving the audience's visual experience, can we get a better marketing effect and show the advantages of short video marketing.

4.2 Pay Attention to Interactivity

In the new media era, communication channels are related to the timeliness of short video communication and the diversity of content. With the support of developed Internet technology, the new media platforms derived from it have broken the limitation of time and space, and become the fermentation places of many social focuses. Most self-media short video platforms have serious homogenization of content, even causing certain cultural loss and retrogression. Therefore, in the process of editing and production, it is more important to highlight cultural themes and avoid monotony and homogenization of content. In the current short video software, not only interactive content such as likes, messages, reposts, etc. are set, but also users can broadcast live on the video platform to realize effective communication with fans. Therefore, Tiktok should improve its own live broadcast mechanism so that users can interact better. In the era of mobile Internet, content creation is decentralized. We should pay attention to the creative potential of consumers, stimulate the creative initiative of ordinary users, and gradually bring consumer participation into the whole process of brand marketing. Tiktok also needs to strengthen cooperation with other social platforms. Users can forward the content of Tiktok to social media such as Weibo and friends circle, thus expanding their influence. The network itself has great advantages, that is, it can spread in a fission way, expand its own spread effect in the network, and enhance users' sense of use and interaction ability.

5. Conclusion

The disseminator of short videos is an organization, which can't influence the content creators, that is, users' creation of videos. However, the disseminator can influence the creators' conception and choice of content in different degrees through various methods. Under the new media background, the media and information that people can choose are more diverse, and the upsurge of short video communication in the media platform is becoming increasingly popular, and the renewal of visual communication design strategy in the resulting short video is an extremely important link. It brings new vitality to government media and traditional culture with a brand-new and efficient mode of

communication, and becomes a new factor to promote rural revitalization, industrial empowerment and economic structure transformation and upgrading. The popularity of Tiktok software has been loved by a wide range of young people, but it also faces some problems. Therefore, it is necessary to constantly enrich the original content, maintain the communication environment, strengthen supervision, and strengthen user interaction, so as to promote the healthy and sustainable development of Tiktok short video platform. Tiktok's operation team controls and influences users' shooting by providing them with topics, all of which are inseparable from the hot topics at that time. In this way, the short video disseminator controls the content of the communication, and at the same time, it sets the topic, which enriches the content creation of the short video.

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