

# Innovation and Development of Visual Communication Design in Modern Print Advertising

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**Keywords:** Print advertising, visual communication design, Innovative method, Development direction.

**Abstract:** Under the impetus of modern science and technology, visual communication design in print advertising has gradually developed a new model. Visual communication design in print advertising as a carrier of information and art has significant visual impact and emotional appeal. Visual communication design plays an important role in modern print advertising. Based on the current situation of visual communication design in modern print advertising, this paper analyzes the problems existing in visual communication design in modern print advertising, and proposes innovative development suggestions such as improving creative thinking ability, increasing print advertising symbols, and adding excellent culture. In order to enable designers to design modern print ads with novelty, creativity and rich content.

## 1. Research Background

### 1.1 Literature review

Liu and Yang and others believe that with the development of science and technology, the national visual communication design is gradually recognized, and the application of pen and ink art in visual communication reflects the national innovation (Liu et al, 2014). Cai and Zeng mainly analyzed the performance characteristics and main elements of advertising visual communication, and proposed to pay full attention to the scientific application of methods in the process of visual communication design (Cai and Zeng, 2013). Xiong and Zhang started from the cultural and artistic characteristics of the Qin Dynasty, briefly introduced the development of the Qin culture, and proposed that the Qin culture showed great inclusiveness and openness, which can provide reference for modern advertising design (Xiong and Zhang, 2018). Guo and Yang believe that the characteristics and image of visual communication design are rich. Economic globalization has brought greater opportunities for the development of visual communication design in various countries. It is proposed to innovate the application of multi-sensory expression in modern visual communication design (Guo and Yang, 2018). Zhang and Wang believe that the aesthetics of the use of Lishu's works in the process of writing can be applied to modern graphic design to form a new aesthetic influence (Zhang and Wang, 2017).

### 1.2 Purposes of research

With the development of the times, the visual communication design in modern print advertising has gradually occupied a dominant position in the field of print advertising design. At present, visual communication design conveys information to consumers through graphical visual language, and displays its visual effects through various media. Visual communication design can create an association between advertisers and consumers, and deepen consumers' memory of products. In the era of advertising where people tend to prefer both pictures and words, the innovation of visual communication design is an inevitable choice for advertising designers. Based on the current situation of visual communication design in modern print advertising, this paper analyzes the problems existing in visual communication design in print advertising, and on this basis, proposes innovative countermeasures and suggestions for visual communication design of print advertising. In order to help designers keep up with the trend of visual communication design, innovate visual

communication design concepts, and better master the innovative ways of visual communication design. It enables designers to design modern print ads that truly have a visual enjoyment and influence the world of people's hearts.

## **2. The Status Quo of Visual Communication Design in Modern Print Advertising**

Modern graphic advertising visual communication design methods generally involve the selection, combination, deformation, exaggeration, simplification, and innovation of graphic images. Visual communication design is equivalent to the channel of the designer's emotional expression. (Kang, 2018) Through visual communication design, people can communicate in culture and information. The design and application of graphic images directly affect the final expression and expression of modern print advertising. Due to the existence of visual communication design, print ads are more informative and more distinctive (Xie, 2016). At present, print advertising design has gradually broken the rigid advertising model in the past, and made breakthroughs in visual communication, keeping up with the development of fashion trends. Visual performance has gradually become the main body of design, and text has become an auxiliary element of information support. Visual communication design has caused the transformation of modern print ads from commercialization to visualization, directly affecting the visual arts field of the public (Wang, 2013). With the increasing public demand for advertising art, the importance of visual communication design in the field of advertising design has become increasingly prominent. This proves that the visual communication design plays a central role in modern print advertising design. In the era of advertising, people are full of advertisements in their fields of vision, and advertising penetrates into every aspect of life. For example, on the street, there are billboards on the roadside, posters for product display in the storefront, and advertising on the bus body. Through the visual communication design of modern print ads, viewers can experience a strong visual pleasure, and receive entertainment and artistic enjoyment while accepting the transmission of advertising information. At the same time, the visual communication design works can satisfy the viewer's psychological aesthetic needs while being entertaining. Modern graphic advertising design combines symbolic, romantic and classical expression techniques, and influences the viewer's thought and heart through the innovation, creation, reorganization and reproduction of design elements. In a fast-paced life, excellent visual communication design can alleviate people's life pressure and meet the ever-increasing artistic aesthetic needs. People are not satisfied with the form of print advertising with only text expression, and begin to pay attention to the beauty of the picture form, the attraction and creativity of the content, and the richness of the content. The visual communication design expresses the thinking activities of designers and advertisers through colors, lines and graphics, and conveys the advertising concept. The creative nature of visual communication design is the key to the development of modern graphic advertising design.

## **3. Problems in Visual Communication Design in Modern Print Ads**

China's visual communication design has achieved certain results at this stage. However, due to the limitations of modern print advertising itself and the developmental resistance of the society involved in the environment, there are problems in visual communication design. For example, print ads are limited to two-dimensional space. Compared with other advertising design methods, they lack dynamic elements and flexibility. They are designed only by simple planar elements and lack obvious competitiveness. With the change of information technology, a variety of new media are constantly emerging, and the competitiveness of print advertising design is declining. While other media are carrying out technological reforms and innovations, the development of print advertising design methods is still lagging behind. At this stage, the design elements of graphic design mainly include graphics and text, and lack of connection with advanced technology. In addition, print advertising design faces many other challenges, which affects the development of print advertising design to a certain extent. The development of print advertising design has been increasing, and the types of advertising are gradually increasing. Modern print advertising design has gradually

integrated into life, and consumer demand and requirements for advertising design are also increasing. As a form of visual communication, graphic images have visibility and semantics, and can express different spiritual connotations through different color combinations and graphic combinations. However, the modern advertising visual communication design elements are relatively simple, the color combination lacks innovation, and the graphic matching generally follows the traditional design template. For example, the main colors in holiday print ads are generally red, meaning vitality and celebration, and rarely express the holiday atmosphere with other colors. Graphic advertising visual communication design, as a more prominent part of visual art, promotes the development of the entire visual arts field and promotes the innovation and development of graphic advertising design. At this stage, the advertising market is fiercely competitive. Advertisers and consumers pay special attention to the concept conveyed by advertising design. They have gradually separated from the past and only focused on product image portraying, and began to demand the concept of advertising visual communication design. Designers use visual communication design to show their thinking and imagination to consumers, and to deliver their own design concepts while achieving product display. Through the designer's work, consumers understand the thoughts and feelings conveyed by the designer. However, in today's print advertising design environment, designers and consumers have a fault through visual communication design communication. Designer design concepts cannot be conveyed to consumers, and consumers cannot understand the concept of visual communication design. Therefore, whether the information expressed by the visual communication design can be accurately and effectively accepted and recognized by the viewer is also a successful development direction of the graphic advertising design.

#### **4. Innovation and Development Suggestions for Visual Communication Design in Modern Print Ads**

##### **4.1 Improve the creative thinking ability of advertising and create creative visual communication works**

In the field of print advertising design, if there is a lack of creativity in print advertising, it is difficult to be called a successful work. Creativity is the soul of all print advertising design works. Advertising creativity is a key factor affecting graphic design and a decisive factor affecting the final dissemination of print ads. Excellent graphic advertising design works not only need to achieve the effect of publicity, but also meet the growing aesthetic needs of people. Only on the basis of innovation, works designed through visual communication are more prominent. At the same time, excellent advertising ideas need to be matched with the marketing concept, which can play a role in complementing each other. Taking Jiaduobao herbal tea as an example, under the contradiction of losing the management right of Wang Laoji trademark, Jiaduobao used the slogan "Family familiar with the familiar taste of the formula, and feared to get on the fire and add more treasures". Visually convey design and reverse the situation.

##### **4.2 Increase the number of flat advertising symbols to achieve modern graphic advertising symbolization**

The fundamental purpose of graphic advertising visual communication design is to promote products and ideas. It uses flat media to achieve its own goals. As a form of advertising symbol, graphic advertising design uses the image and text to create in the design work, and expresses the advertising requirements of the advertiser. By watching advertisement design, viewers enhance their awareness of the propaganda and understand the ideas and information conveyed by designers and advertisers in advertising design works. Designers need to select, integrate, and create advertising elements in the visual communication design process of print advertising. They can also incorporate exaggerated, Abstract, and conscious artistic expression techniques in print advertising, and finally complete the optimal advertising design. Make the right combination of advertising symbols and make full use of visual communication design to create creative graphic advertising design works.

### 4.3 Joining excellent culture to achieve the artisticization of modern print advertising

Excellent print advertising design works not only with commercial propaganda, but also with cultural communication functions. The visual communication design of modern print advertising is carried out around the theme of advertising. In the design process, adding ancient Chinese cultural elements such as ancient Chinese and verses will produce unique design connotations. Take Nike's print design work "Paper Battlefield" as an example. It expresses the spiritual connotation of hard work and competition through the Abstract.images of the three Chinese characters "hegemony", "fierce" and "learning", and is widely praised. Designers can create visual communication design through cultural elements, use creative and spiritual connotations to impress advertising design viewers, and spontaneously purchase products for consumption. In addition to ancient cultural elements, traditional ethnic elements are also a unique choice. In the process of visual communication design, we can add ethnic cultural elements to realize the nationalization of advertising design and show national characteristics. Different nationalities have different aesthetics and different national cultural elements. On the basis of understanding national art and national culture, the creation of advertising design can increase the nationality of print advertising design and enhance the publicity effect. Graphic advertisement design should fully accept and understand different national cultures, and apply excellent cultural elements to design works, such as national costume patterns and national characters, to attract more attention. The inclusion of ethnic cultural elements in modern print design works will enable the people outside China to better understand the charm of oriental art.

## 5. Conclusion

With the advancement of science and technology, the design methods and methods of print advertising in China have gradually become comprehensive and specific. The position of visual communication design in print advertising design is increasing. If you want to keep up with the development of world graphic advertising design, visual communication design should also continue to innovate and develop. At present, the excellent graphic advertising visual communication design has the characteristics of novelty, creativity and rich content. All in all, in the visual communication design, continuous improvement of creativity, art, visualization, etc., is conducive to a greater degree of attracting consumers and moving their designers. Realizing the true design meaning of the designer, further sublimation in the real life and ideological level, the future is bright.

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