

Research on Visual Communication Design from the Perspective of Brand Image

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Abstract: With the continuous development of the economy and society, the Chinese public's awareness of the brand image has gradually changed, and enterprises have begun to pay attention to the visual communication design of the brand image. However, there are still many shortcomings in the perception of brand image by various companies, and there is still no deep understanding of visual communication design. Based on this, this paper describes the related concepts of brand image visual communication design. On the basis of this, from the aspects of design tools and media, the paper analyzes the development status of Chinese brand visual image design and studies the visual communication design based on the brand image.

1. Research background

1.1 Literature review

In recent years, China's social economy has continued to develop, and people's demands for material living standards have also increased (Yao, 2018). At the same time, in the heart of spiritual life, people need to change every moment. For visual communication design, companies should not only consider the design needs of consumers' emotions, but also consider the material needs of consumers. In general, the percentage of products in the market is often a problem that every company must pay attention to when designing products. The current demand for each product is a factor that must be considered in the design concept of each enterprise. One (Zhang and Zhao, 2016).

With the development of society, people's awareness of the brand is not so strange. However, the brand not only represents the image of the company, but also effectively distinguishes each company's products. Therefore, the importance of the brand image is particularly important. There is a close relationship between the company and the brand image, and visual communication design is one of the factors of branding (Xu, 2018). At the moment, in the vision of visual communication, the attention of many Chinese companies is not in the design of brand image. The result is that the design of the brand image is not good (Shen, 2015). Visual communication can be regarded as a kind of emotional communication between designers and people. Designers can effectively express information through the use of audition elements, careful design and the main purpose of emotional expression. It is possible to obtain information effectively through the interpretation of thoughts, so that the brand can be effectively effective in people's psychology (Zhu, 2018).

With the development of the society, the brand has become an indispensable image of the company's products in the market development, and brand design as a necessary design factor of the brand image, we must better shape the brand image (Liu, 2017). As companies continue to compete in today's society, and for companies to have a better understanding of their products, they must do a good job of brand design. The visual communication design is an important part of the whole enterprise brand design, and the specific integration of function and the specific functional management of the design have its decision (Zhao, 2018). In today's social enterprises, visual communication design and corporate brand design are within the scope of so-called art design, and they can also promote economic and social development (Yuan and Li, 2014). The brand image and visual communication design play a crucial role in the future development of each enterprise, and it is also the decisive factor for each enterprise and product to gain an advantage in the commodity

market.

1.2 Purpose of research

In order to make the brand image design of the company have a better design concept and stimulate people's trust in the brand image, the design of visual communication has gradually become an integral part of the brand image design. However, there are still some blind spots in the current corporate perception of brand image. There are also many problems in the creation of brand image. There is not much understanding of the relationship between visual communication design and brand image. At the same time, there is relatively little research on the relationship between brand image and visual communication design, which is difficult to support the actual development needs of enterprises. Based on this, this paper makes a simple narrative of visual design based on the perspective of brand image design. The relationship between visual communication design and brand image design is taken as the starting point, after analysis and research on the brand image. From the perspective of visual communication design, the relevant reasons and related problems are proposed, which proposes an effective path to enhance visual communication design from the perspective of brand image design.

2. Description of related concepts

2.1 Symbolic statement

For the mark of this nature, the American Marketing Association (AMA) once said a word about the brand “to distinguish different aspects of the product such as symbols, names, marks, etc. to distinguish between different competitors.” In addition, in the marketing industry by the public The accepted definition is a definition of the brand by American marketer Philip Kotler. He thinks that “brands are distinguished from other competitors by design, title, name, etc.” They are all recognized from the brand function, and the brand can be directly used as a separate symbol.

2.2 Comprehensive theory

In 1995, David Ogilvy, as a world-famous advertising master, felt that the brand was an intricate symbol. It was an intangible combination of attributes, names, packaging, etc., and the brand was defined by the use of consumers. This definition is the integration of brand information and effective analysis of brands in marketing. In this way, the brand can be compared and analyzed in the horizontal and vertical directions in historical time and space, and the invisible elements of some brands can be pointed out. As an important part of the brand, if the concept of the brand is complete, it is necessary to maximize these elements. This type of argument is based on the brand's production location.

2.3 Relationship theory

As a famous Chinese advertiser, Zhao Jun once felt that the value of the brand should be reflected in the consumers, and the brand's philosophy is to be consumer-centric. After all, there is no brand without consumers. This type of argument focuses on the relationship between consumers and brands. Consumers can not only realize the value of the brand, but also determine the fate of the brand.

2.4 Resource theory

This kind of argument is to use the film brand as a resource produced by a company in the external environment. It can not only integrate the external resources of the enterprise, but also symbolize the externalization of the internal attributes of the enterprise. Therefore, the brand is regarded as an important resource for the company. The author analyzes the research topic of this article and compares the identity with the comprehensive theory. At the same time, the visual communication gives the following views to the brand: From the visual image orientation, the service and quality are transmitted through the visual communication design. The integrated symbol system, by creating a brand, gives enterprises a great advantage in the market competition.

3. Development status of chinese brand visual image design

3.1 The computer has become more and more popular and has become a new design tool

As an important factor in the field of art design, the configuration of hardware has been rapidly developed. For example, in 1984, Apple's first generation of Mackintosh computers (Macintosh) for graphic design appeared in the market. Among them, the software for developing graphic design and making layouts and other graphic designs has been made fast. Therefore, many designers in the United States chose Apple computers, thus giving up manual assistance. Later, the personal computer (PC) was also developed by IBM, and the software configuration and hardware configuration were continuously upgraded. Finally, the computer software and running speed were greatly improved in a few short years. . Word processing, font library software, and photo processing software have also been developed by some IT companies that focus on software development, which has greatly improved the art design. For example, a CorelDraw Graphics Suite graphics software for typography, logo design, illustration and painting, etc., was developed by Corel of Canada. Because of the strong design features of this software, many design professionals use it for product packaging, presentations, manuals and other design.

3.2 The internet continues to develop and become a new medium for brand promotion and communication

The operational structure of modern society and the way information is processed from the computer has been greatly changed, and it has also promoted technological development. The Internet (Internet) has also emerged as a high-tech technology. In 1989, as the tradable online platform software World Wide Web, it was invented by swiss software engineer tim berners. In 1991, the University of Minnesota in the United States invented a friendly interface to the Internet.

The application of the Internet was widely circulated in the late 1990s. With the continuous development of the Internet, a virtual world with the same richness as the real world was born. People's communication methods and various activities can be carried out on the Internet. This has had a great impact on the social life of people in the 21st century.

3.3 The information technology is constantly developing, and the appeal of brand visual image design is gradually changing.

The expansion and wide application of computer network is one of the characteristics of the information society. It not only has an impact on the way designers work, but also has a great impact on the lifestyle of people in modern society. In the first place, the rapid development of computers has gradually liberated people from manual drawing. Designers can express their imagination through computer software, which can greatly enhance and enrich the contemporary design language. In the second aspect, people's relationship should be alienated from the virtual interaction platform that appears on the network. Instead, there should be fewer ways of communicating face-to-face with people, and thus the emergence of a personalized way of living is far greater than the non-grouped way of life, gradually changing people's demands for design.

4. Visual communication design based on brand image perspective

4.1 Visually oriented consumer behavior has gradually turned into a “attention economy”

In 1997, the concept of attention economy was mentioned by Michael Goe's Haibo in the title “Attention Buyer”. He feels that lasting wealth is attention. And such wealth can allow you to give priority to what you want in the new economy. The property that man speaks is the accumulation and continuation of wealth. Therefore, attention itself is what people call wealth in the new economy. And this sentence is a good expression of the relationship between consumer behavior and visualization. The “image-based reality” is formed by people's visual tendency embodied in culture and society, and the “image-based economy” in this “reality” is born because people pay attention to It is placed in the form of visual-based publicity such as advertising, image production, and brand logo. At the same time, in the “economic” form of expression, “consumption in the

vision-oriented view” was born because the image deeply influenced people's consumption. The consumption behavior in this mode is viewed from an objective perspective, and is a consumer object formed by different images. From a subjective point of view, the image of the brand or the brand itself affects people's consumption behavior to a certain extent. In today's society, consumers in every region are deeply influenced by the image and based on the image, while the traditional shopping behavior is no longer limited to people. In today's society, with the rapid development of vision, the area of shopping consumption is far less than the area of visual consumption, and for a company, it is necessary to firmly grasp visual consumption.

4.2 Brand image under the influence of visual consumption

In order to make the enterprise have real value, it is necessary to exert the special use of visual consumption itself, so that the image possessed by the brand can be established, which is one of the most efficient methods in the current society. The visual consumption not only satisfies the material needs of consumers, but also satisfies the psychological needs of consumers. It can be seen that in essence, visual consumption belongs to experiential consumption. Therefore, based on the demand for competition between the commodity market and the commercial society and the characteristics of visual consumption, it can be seen that there are two basic points for the enterprise to succeed: first, the consumer psychology needs to be satisfied, and second, it will be Consumers' attention is attracted, and the above two points are closely related to corporate brand image.

In the early days, many companies have used the establishment of brand image, so that consumers are attracted by the brand's logo, and this model is the same whether it is abroad or at home. Most of the Middle Ages in China are still dominated by soots and plaques, while Western commercial marks have adopted a graphical form. With the continuous development of the society, there are various brand logos in every corner of the world, and they have become “conventional weapons” in the fierce competition in the commodity market.

Because each person's social status is different, it leads to different psychological needs and consumption eyes. The same is because everyone's aesthetics are largely different. And each consumer is different, resulting in different consumer tastes. The brand needs to be differentiated according to the status of the consumer, and the service should be differentiated. The brand should convey a sense of quality and service, so that the same consumers can be brought together.

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