

Research on Cultural Attributes in Advertising Art Design

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Abstract: With the development of the times, advertising has gradually deepened in people's daily life, and the subtle influence on people's life has a certain degree. With the improvement of people's living standards, modern advertising design also needs to move toward higher standards. In the development, relevant advertising designers also need to strengthen their cultural literacy to ensure that in the daily design work, strengthen the application of cultural attributes in advertising art design to promote the improvement of modern advertising design.

1. Introduction

Advertising can express the cultural and social background of an era and the characteristics of the times through a specific cultural form. Therefore, advertising has a relatively distinct cultural nature. In addition, the use of advertising can have a significant impact on people's daily lives, allowing people to partially consume according to the guidelines of advertising, and thus to some extent change their lifestyle. With the continuous development of the times, the use of advertising has gradually penetrated into people's daily lives, and it has largely reflected people's living conditions and the economic level of society. As the society continues to advance, the promotion of advertising design also requires timely innovation, and the integration of cultural attributes into the art design of advertising will greatly promote the improvement of advertising art design level [1].

Advertising design mainly refers to the integration of specific business ideas according to the characteristics of advertising design, and fully integrates the characteristics of prosperity, culture and art, reflecting the living standards and consumption concepts of contemporary people. With the development of the times, the artistic design has been added to the advertising design, which has become a relatively unique visual culture of the mass culture. Through the visual transmission of art, the company's products are advertised.

The essence of advertising art design is that the relevant designers design pictures or video materials that enable people to clearly and intuitively understand and understand the products produced by the company according to their own business philosophy, brand culture and strategic planning. Because there are many differences in cultural backgrounds in different fields, the art form of advertising design is also different.

2. The cultural difference between China and foreign advertising design

Innovating in the design of advertisements is a test of the design level of the relevant personnel. It requires the relevant designers to design after careful consideration based on the characteristics of the times and the cultural background. At present, there are many differences in the creativity of advertising design in China. After careful analysis, it is mainly because there is a big difference between the two cultures. For example, the traditional culture of our country is deeply influenced by Taoism and Confucianism, focusing on the heart. The pursuit and expression of emotions, while foreign cultures tend to think through logical thinking, which belongs to rational thinking. At the same time, people's thinking logic also has many differences. China pays attention to intellectual and spiritual thinking and ideas. The foreign thinking logic focuses on material and rational aspects; the following is a detailed analysis of these differences:

The artistic design of advertising needs to add certain cultural attributes. Because of the long history of our country and the rich and diverse culture, we need to fully integrate these traditional

cultures in order to design high-quality advertisements. In the creation of advertising design. For example, the well-known liquor, Red Star Erguotou, is an advertisement that uses the traditional culture unique to Beijing to make creative productions. It introduces the aspects of eating, drinking, playing, and learning in Beijing. China's traditional culture, while strengthening the promotion of the Red Star brand, has greatly improved the economic benefits of the company.

Due to the development of the times, the strengthening of China's opening up has prompted China's traditional culture to be impacted by Western culture, which has changed a large number of young people in China to change their original thinking; this requires relevant advertising designers to conduct and advertise. Innovate in the production of timely innovation and innovation, according to the modern people's mindset to develop the corresponding advertising ideas. For example, with the reform and opening up, a large number of festivals in the Western world have also been introduced to China, and are sought after by a large number of young people in China, such as Valentine's Day. Because of this day, a large number of people will choose flowers and chocolates to give their partners. Therefore, a large number of chocolate-making companies will design a large number of related advertisements to promote their products. For example, in recent years, Dove chocolate, when mentioning Dove, I think everyone will think of "smooth feeling" Through these propaganda, the economic benefits of the company have been greatly improved [2].

3. The reasons for the different cultures in advertising design

Different industries have unique cultures that are unique to the industry. In the creative production of advertising design, it is necessary to combine the brand concept of the product manufacturing enterprise according to the cultural characteristics of the industry, and at the same time according to people's psychological state and diversity. The cultural background, in order to express the cultural connotation of the product, fully demonstrate the characteristics of the industry. For example, in the related food industry, it is necessary to pay attention to the taste of the product; in the electronic industry, it is necessary to pay attention to the quality of the product and the honor image of the enterprise; in the home appliance industry, it is necessary to expand the well-known scope of its own corporate brand.

The design of advertising works as a crystallization of culture, represents the more quintessential part of the culture, can fully reflect the connotation of the culture, and culture is the soul of advertising creation, the two will be fully organically combined Design a better quality advertising design.

In addition, culture can also have a certain impact on people's thinking, which has an impact on people's thinking logic. Due to the different development trajectories, religious beliefs and geographical environment of the world, the differences and differences between traditional culture, people's thinking logic, value concept, daily behavior and cultural habits are formed.

In the course of China's historical development, due to ethnic differences, traditional cultures of different styles have been formed. For example, operas, Qin dynasty, Henan opera, and Pingju have emerged in the opera; due to different regions, for example, the gentleness of the Jiangnan region, the rough and unrestrained nature of the Gobi Desert and the differences between humanities and geography are likely to have a fundamental impact on the evolution of local people's emotions and culture. Therefore, in the design of relevant advertising creatives, it is necessary to fully integrate these factors, so that people can have a certain understanding of these traditional cultures, promote the development of traditional culture and improve the comprehensive benefits of enterprises [3].

4. The significance of cultural elements applied to advertising design

Because the cultural attributes in the advertising design involve local beliefs, customs, local language and culture, etc., it can fully express the emotions that designers and related companies want to express, promote the products produced by the company, and promote people's daily life. Transforming with the concept of consumption, while also promoting the rapid improvement of the material level of society; therefore, the cultural element is at a relatively core position in advertising

design, which can greatly promote the further development of the industry, in another Aspects can also promote the development of modern culture.

Advertising is a carrier for the transmission of corporate product brands. It occupies a large proportion in the daily life of modern people. It can design creatively through various things in daily life and open the enterprise in an easy-to-understand way. The connotation of the product is displayed to people and accepted by people, and at the same time guide people to consume these products. At the same time, because different regions will produce different cultural content with local characteristics, and even some products in the same region, due to different lifestyles, aesthetic concepts and values, they will design different advertising ideas. When designing, you need to carefully combine the local cultural background and carry out the corresponding advertising design.

In addition, due to the continuous advancement of the times, the design of advertising has become a high-tech industry with both technology and knowledge as well as national culture, and national culture has gradually occupied an extremely important position in the design of advertising; therefore, advertising At the time of design, it is also necessary to fully integrate the national culture. Advertising design is a way to use visuals to display cultural information to people. It can promote people's spending power and social living level through advertising, and is accepted by people.

Advertising is an extension of cultural connotation, and culture is the basis and premise of creative design of advertisements. The two sides rely on each other and promote each other. Therefore, advertising and culture need to be fully integrated and integrated to promote the industry. Effective development and improvement. China's traditional art culture embodies the history of 5,000 years. With the development of the times, rich and diverse foreign cultures have gradually introduced into the field of advertising design in China, which has had a certain impact on China's original advertising design. Therefore, it is necessary to strengthen the application of traditional Chinese culture in the process of advertising design in the future of advertising design, in order to promote our traditional culture.

In addition, because the traditional art culture of our country is more implicit in the process of expression, most of the emotions that we want to express are integrated into the design process of the work; this way can satisfy the people's traditional tradition to a large extent. The aesthetics of art and culture.

In order to create a good advertising design, it is necessary to fully grasp the traditional culture, and extract the essence of culture from it, timely realize the specific needs of people according to the development of the times and the market, and at the same time spread the positive energy of the society. make a contribution. For example, in the advertisements of Nongfu Spring in various mineral water advertisements, the most well-known ones are “we don't produce water, we are just nature's porters” and “Nongfu Spring is a bit sweet”, etc. The company's love of the environment and the willingness to cherish the body have strengthened people's awareness of the protection of the environment and water resources, and to a large extent passed positive energy to the society [4].

5. Conclusion

In summary, with the improvement of people's living standards, people's pursuit of spiritual level in daily life is also constantly improving, which requires relevant designers to strengthen the integration of cultural elements in the creative design of advertising. In order to satisfy people's spiritual pursuit in daily life. In addition, due to the development of the times, the advertising design industry also needs to be improved. Because cultural attributes occupy a relatively central position in the modern advertising design process, it can enhance people's understanding of traditional Chinese culture. Therefore, relevant design is needed. The staff skillfully masters the traditional culture of our country and integrates into the design process of advertising. At the same time, according to the market situation, the actual investigation, combined with the brand culture of the enterprise and the connotation of the production products, to design the modern advertising ideas and jointly promote The improvement of the level of advertising art design in China.

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