

Research on Visual Communication Design Based on Brand Image

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Abstract: Nowadays, the concept of brand is well known to the mass consumer group. In this highly competitive commercial market, the influence of a good brand and the value behind it are incalculable. Of course, the brand is from another perspective, it is also the facade of the company. Therefore, companies are striving to create their own brands, and the brand is closely related to visual communication design. However, the current domestic enterprises are still unsatisfactory in shaping the brand image, so that the brand image can not attract the visual effect of consumers, so the value behind the brand image will be seriously shrunk. This article starts from the perspective of brand image, from the perspective of consumers, explores how brand image and visual communication design can be effectively combined to play a greater commercial value. Of course, this problem has also caused designers to ponder.

1. Introduction

The concept of “brand” was born in the 1980s along with the emergence of the market economy system. The state has also given people the right to purchase independently after the market economy system has replaced the publicly owned economic system, and is no longer “by ticket.” The market economy system is increasingly perfect, and the market competition is becoming more and more stable. This also enables enterprises to build branding of their products in order to increase market competitiveness. The brand building also increases the popularity of the products themselves and is an important soft power. Of course, the quality of the corporate brand is directly linked to the sales and earnings of the company, and it also affects the market competitiveness and long-term development of the company. Nowadays, enterprises are gradually investing in the cost of advertising, which also effectively allows consumers to recognize the positioning of products. If consumers find out that they are in line with their own, they will choose to purchase products and make them profitable.

2. Brand building and significance

2.1 The concept of the brand

Brand, from a small point of view, it is the representative symbol of the company, this symbol can clearly distinguish the company and products from other opponents in the market^[1]. The brand image is created to let the company and its affiliated products have a characteristic display in the hearts of consumers. It should be known that if a brand is highly recognized in the market, then it will have a large-scale sales; the brand image is another representative of the brand's characteristics, if the company establishes its own brand image. It will make it easier for consumers to judge whether this product is worth buying. For a product, a brand has two meanings: the brand on the surface is the name or trademark of the product. In the deeper sense, the brand is the consumer's initial impression of the product. Therefore, it is important for the product itself to create an excellent brand image. The existence of the brand is to attract the attention of the consumer groups. The brand's own unique design and product packaging will attract the attention of consumers, and then have the psychological hint of consumption. Therefore, the construction of the brand is of certain importance to the development of enterprise products^[2].

2.2 The significance of brand building

As we all know, there is resonance between the mass consumer group and the excellent brand image. Whether a product will be favored by consumers, the larger reason is that the product brand is influenced by consumers. You should know that a good brand image is able to actively attract consumers to buy, so that consumers have a hot desire for the product, rather than selling, so companies should let consumers consume the brand. The purpose of brand creation is to better serve consumers, let consumers experience the external beauty and practicality of products while using them. Of course, the relationship between brands and consumers needs to be cultivated slowly. Initially, the emergence of a certain brand may give consumers a preliminary understanding or impression of the product, but when the frequency of occurrence increases, it will cause consumers' interest. Over time, the desire to buy the product will be generated; if it is consumed The first time the purchase experience is good, it will slowly generate trust. The increase of brands also allows consumers to compare at the same time of purchase. Therefore, for enterprises, it is necessary to build an excellent brand image on the basis of ensuring product quality, which is conducive to the rapid development of the company's own products^[3].

3. Visual Communication Design Overview

3.1 The basic connotation of visual design

Most people now understand the visual communication design is just a limitation of graphic design. Although the public's cognition is correct, the visual communication design does include graphic design, but today's visual communication design has been developed in various fields with the rapid development of science and technology and the involvement of digital multimedia data technology. Visual communication design. Visual communication design is to analyze and integrate resources for existing information resources by using visual symbols for established design goals. In short, it is to visually convey the design concept. With the increasing maturity of visual communication design techniques, common practices in non-verbal communication have been made in society. In real life, visual communication design can also be found everywhere. Visual communication design is extremely extensive, such as fashion design, film and television advertising, corporate identity and so on. It can be said that visual communication is a design that is rich in viewing^[4].

3.2 Characteristics and performance of visual design

Tracing back to the source, the origin of visual communication design is the graphic design prevailing in the West in the last century. At the beginning of development, visual communication design is a design method that is simply expressed through pictures and words, and then gradually becomes a way for people to communicate with each other. After the industrial revolution from the 1860s to the 1940s, visual communication design showed a qualitative leap, and the field of hunting gradually expanded. The rise of the contemporary new media technology industry once again provides a strong support for the development of visual communication design, making it active in corporate identity, badges, advertising, sample publications and packaging. It can be said that visual communication design facilitates the exchange of information between human beings and effectively conveys social culture and thoughts and feelings. There are four characteristics of visual communication: firstly, it has modernity. Nowadays, the rapid development of science and technology, the results of visual communication design can be found everywhere, and the effects of visual communication design are mostly displayed in the form of art. When people feel bored with static information, visual communication design relies on the power of new media industry technology to satisfy people's visual effects. The expansion of visual communication design has become a new field. Second is commercial. Today's visual communication design is more than a corporate brand. Visual communication design turns the concept of the brand into a visual image, allowing consumers to understand the product more intuitively. This approach brings the distance between the two closer. Furthermore, it is multi-dimensional. As a professional subject, visual

communication design combines many professional disciplines such as advertising and psychology, which makes the ancient plane theory free, and the expression of visual communication design is also advancing with the times. And Yu. The last is communication. Visual communication design is to communicate products with consumers, let consumers rely on visual effects to perceive the production concept of enterprise products, and enterprises also use modern technology equipment and talents to create a better product and brand image. Every consumer's life is different, and the things they perceive are different.

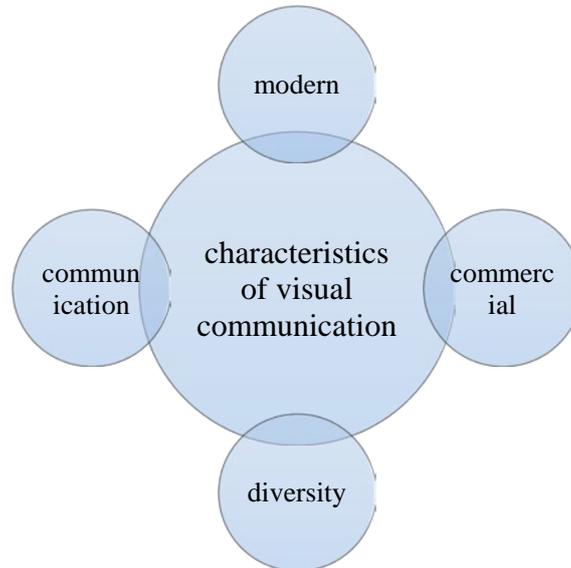


Figure 1 Four characteristics of visual communication

4. Research on visual communication design based on brand image

4.1 Brand Identification

In today's market, when consumers buy products, the brand image of the product has become an important basis for judging. Therefore, if enterprises want to maintain their comprehensive strength in the market, they must optimize their brand image and have different visual effects from other brands, so as to effectively deepen the impression of products in consumers' hearts. Generally speaking, the brand's design concept and concept is the consumer's initial impression of a product, visual contact and then a preliminary impression. Brand and brand image are interactive, and the characteristics of the display reflect the meaning of the brand in one aspect. The shaping of the brand image is extremely important. Visualize the role of design and visualize it to drive increased consumption. When designing a brand, it is not only limited to expressing external features, but more importantly, it highlights its inherent advantages.

4.2 Brand promotion and expansion

Brand promotion and expansion of an important part of brand building. For establishing a brand, the first thing a company does is to position the product. It is necessary to know which group the brand is promoting. The diversity and emotional participation also add color to the brand building. In addition, companies must develop a visual communication design, combined with the brand positioning, brand characteristics to build a unique brand image. Then, the company can carry out brand promotion and expansion around the brand image, such as creating slogans, formulating the main body, etc., and then propagating through multimedia, and finally achieving the purpose of expansion.

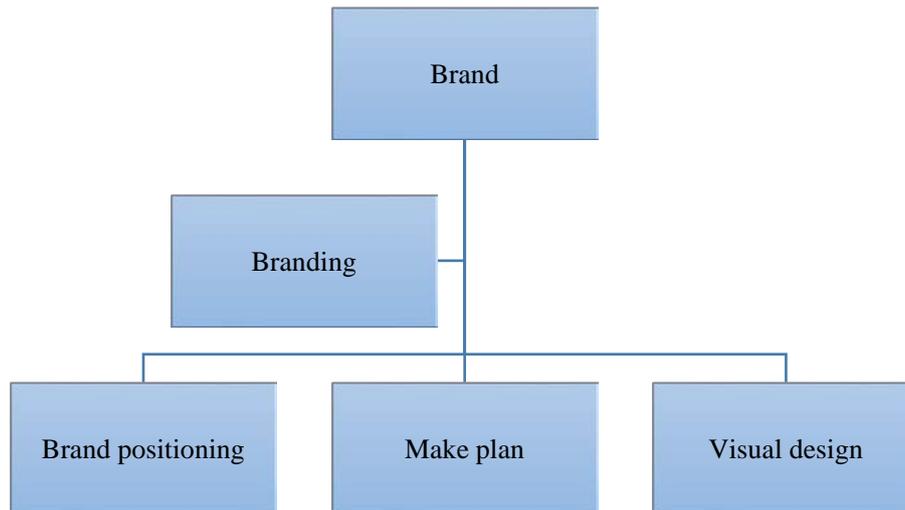


Figure 2 Brand image shaping flow chart

4.3 Enhance market consumption competitiveness

When consumers buy products, most of them choose brands that are widely known. This is the brand effect. Of course, choosing a quality brand will also give consumers quality assurance and security. Visual communication design is a good platform for brand promotion. When consumers choose products, they are more susceptible to many factors such as advertising. Therefore, a high-quality brand image can boost the growth of consumption, so visual communication design should create a good one. The packaging image. For example, visual communication design creates a city brand image, which allows people living in the city to feel the comfortable and safe consumption environment.

5. Conclusion

It is not that the company can create a high-quality brand image without paying attention to the quality of the product itself, but the brand image represents the overall quality effect of the product, which is based on the product quality assurance. The image is not only expressed in the gorgeous and beautiful appearance of the product packaging, but also a facade logo for the development of the enterprise. Brand is a concentration of corporate image and development concept, and it is also one of the internal factors for the long-term development of the company. Today's visual communication design covers a wide range of fields, and its emergence has a certain role in promoting brand building.

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