Discussion on the Application of Visual Symbols in Advertising Design

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Abstract

With the continuous development of social economy, the rapid increase in the number of enterprises leads to the increasingly fierce competition among enterprises. How to stand out in many homogeneous enterprises, become the focus and difficulty of survival and development of enterprise. As an important means of marketing, the change of technology and form of advertisement plays an important role in the promotion of goods. Based on the analysis of application of visual symbols in advertising design, this paper hopes to make the advertising information communication more refined and accurate, more easily accepted and recognized by the audience, to make the advertisement design can not only achieve the function of the commodity propaganda, but also bring the beauty enjoyment to the audience.

Keywords: visual symbol; advertising design; application

1. INTRODUCTION

Compared with the language symbols, visual symbols, mainly through perception, rather than with the text, language and other carriers, allow the audience to understand its meaning. The characteristics of visual symbols are the large amount of information and the intuitive performance. The early application of advertising in business behavior, mainly in quantity to win, due to the lack of homogeneous enterprises involved in the competition, this way is easy to let the audience form a deep memory in the long-term repetition. But with the development of social economy, the rapid increase in the cardinal number of enterprises, makes the number of advertisement also increase dramatically; advertising under this condition is easy for the audience to form a visual fatigue, until tired, resistant. This puts forward higher requirements for advertising design, how to stand out in many advertisements, how to make the audience have a deep memory in the short term, advertising design should make changes in essence, to meet the increasing aesthetic requirements of the audience. First of all, the purpose of advertising is to communicate the content that it wants to convey completely within a certain period of time. If using language, text and other ways to express, advertising time is bound to increase; however, advertising time is too long, its effect will not increase, or even cause a retroaction. This requires a breakthrough point between the amount of information and advertising time, the emergence of visual symbols, solves the problem of amount of information. Secondly, with the visual symbols used in advertising design, the intuitive feeling is more vivid. Compared with non-language symbols, visual symbols carry the text with visual graphics, which improves the shortcomings of following the same pattern of

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traditional advertising communication. Therefore, visual symbols are widely used in TV, film, photography, plastic arts and other fields.

2. Overview of Visual Symbols

In order to understand the concept of visual symbols, we must first understand the definition of symbols. First, the symbol is the external form or material carrier of information, mainly manifests as images, forms and phenomena. Secondly, the symbol is the intrinsic nature or spiritual content of information, expresses in terms of emotion, language, value and so on. Swiss linguist Saussure thinks that symbol is the organic combination of concept and sound image. He regarded the symbol as an organic whole, replaced "concept" and "sound image" with "signified" and "signifier" separately. "Signifier" is symbolic image, which is an important tool for carrying symbols; "signified" is the understanding concept of mentality. Any media symbols for the transmission of information is the perceptual expression of people's thoughts and emotional semantics, is also an identification code for the identification and designation of things and relations. As long as it is able to express special meaning and identification purpose, the carrier can be called a symbol, such as phonetic symbols of words, punctuation marks in the article, music symbols, and so on. Symbols are integrated into all aspects of people's lives, every piece of information in life is expressed in symbolic form, in the process of information dissemination, the symbols are used and made continuously; symbols are closely related to life.

Visual language is a special symbol system; the meaning, the transformation and the development of the symbol in the communication include the information demand of the emotion transmission. In the process of communication, the visual symbol takes the symbol as carrier, dialogues with the audience. In the process of receiving and analyzing visual symbols, if the audience can accurately receive the designer's communication intention, application of visual symbols in advertising design, can make the audience understand the intention of the advertisement more conveniently and accurately, so as to make advertisement achieve the desired results. In advertising design, visual symbol is a process that begins with the designer and ends with the recipient, in this process, symbol plays the role of load information and transfer information, it can be said, The process of visual symbol transmission is a simplified method, which to use the symbol to make the characteristics of the things to be expressed embodiment, facilitates the receiver to know things accurately. Visual symbols use media to disseminate information, which are means of expression of symbol, take forms and principles of symbols as basis and means, in the advertisement design, carry on the effective dissemination of the creator's intention. Visual symbols can be regarded the elements and basic means of design as symbols, through the processing of these elements to achieve the purpose of visual communication.

3. The Role of Visual Symbols in Advertising Design

The role of visual symbols in advertising design is mainly reflected in two aspects: psychological offensive and attracting consumers. The application of visual symbols in
advertising design will have a greater impact on the efficiency and quality of visual communication. In the advertisement design, the most basic premise is that the advertisement must be able to express the designer's intention accurately, and interpret the connotation of the product accurately, then through the use of images, presenting the advertisement to the audience with visual symbols.

First, the psychological offensive. Visual symbols can form a more powerful psychological offensive. After the improvement of material life, the requirements of aesthetic began to improve gradually. At present, people pursue beauty, beyond any previous era. The development of science and technology also brings infinite possibilities for advertising design, Highly specialized design group, conducts in-depth research to audience's aesthetic needs, to meet the increasing aesthetic taste of modern times. As a kind of commercial behavior, the goal and direction of advertising is very obvious, adding visual symbols in advertising design, using accurate visual transmission efficiency generated by images to stimulate consumer produce purchase desire. For aesthetic, things with rich colors and beautiful appearance always get the favorite of majority audience. Visual symbols can effectively supplement the inadequacies of the text description through the visual sensibility of visual symbol to attract consumer's attention, then achieve the purpose of publicity. It is worth noting that, the function of the characters in the visual symbols is weak, therefore, it is necessary to strengthen the integrity of visual symbols, make its meaning understood and accepted by the majority of the audience.

Second, attracting consumers. Through unconventional treatment to graphic creativity, having the aid of means of exaggeration, association, etc., after the meaningful processing by conventional visual symbols, at the same time of the audience can understand the meaning of visual symbols, leaving the audiences some space for thinking, then achieving good visual communication effect. The forms of media communication are diversified, which makes the audience accept the advertisement in various ways, at this moment, the purpose of advertising design, on the basis of expressing the meaning of the product, is to think more about how to attract consumers. Advertising creative program is good or bad, not only to grasp the overall style of advertising, art processing and content processing of surface, and comprehensive consideration of the audience reaction after advertising, in other words, the degree of audience's preference and acceptance is the standard to judge the quality of advertising design. In the acceptance of visual symbol information, the audience should be able to produce more association, and also have immersive feeling. In this way, after the visual symbol completes the communication effect, it can enhance the interests of consumers to goods, and ultimately lead to the desire to buy.

4. The Communication Principle of Visual Symbols in Advertising Design

To sum up, there are several aspects of the communication principle of visual symbols in advertisements, such as simple and terse, visual decoration, paying attention to psychological demands and so on. Advertising has a strong purpose and directivity, the visual symbols of specific groups are not the same, but it is not the more visual symbols the better, expressing complete advertising intent simply and tersely, the role of visual symbols can be maximized.
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Firstly, simple and terse. The application of visual symbols is the terseness to lengthy advertisement, visual symbols contain much more information than visual language. It is not the more visual symbols, the meaning conveyed more complete. Advertising has a strong purpose. Using a simple and clear way to convey clearly the content to be expressed, is the most easily accepted by audiences. When there are many visual symbols, it often gild the lily. In the advertisement design, the visual symbol should be simplified, to ensure that the basic visual communication intention of advertisement is not affected; in this way, the audience will get the most effective information in the shortest time. This has a great relationship with the state of social development at the present stage, the pace of life is becoming faster and faster, the audience wants to get the information they need in the shortest time, however, the application of appropriate visual symbols is a good solution to this problem. In advertising design, the original intention of introducing visual symbols is to attract consumers, using simple and terse advertising form to express the most complete commodity information. In addition, it is necessary to consider the audience's aesthetic experience, using the way that the audience is easy to accept, to imperceptibly arouse the audience's attention to the commodity, and then produce the desire to buy.

Secondly, visual decoration. Visual decoration is the second important function of visual symbols. After expressing the product information in a simple and terse way, through the visual beautification of advertising, achieves the purpose of attracting the attention of consumers. Advertising design not only depends on the short-term effect, but also should pay attention to the long-term effect of advertising. It needs to achieve beautiful, engaging, lasting visual effect, so that the audience in the acceptance of advertising information; can have the beauty enjoyment. With the gradual improvement of material living standards, the enjoyment of the spirit has begun to be more attention. Advertising is the same; it must continue to meet the growing aesthetic needs of the audience. Good advertising creativity can also enhance the audience's aesthetic ability. The diversity of advertising content is the problem should be paid attention in advertising design, while paying attention to the content of the product, it also need to conduct appropriate visual decoration, makes advertising a special form of artistic expression, easy to accept by audiences. The application of visual symbols in advertising design should highlight the aesthetic expression of advertising design. If put the visual decoration in the first place, the audience will enjoy the aesthetic experience brought by advertising firstly, and then understand the meaning of advertisement, This will break the antagonistic psychology of audiences to advertising, making them easy to accept commodity information transmitted by advertisement. From the classic case of advertising creativity, successful creativity is the perfect combination of visual symbols and visual decoration, which makes audiences accept commodity information in feeling the beauty of advertising, at the same time, excellent advertising creativity has obvious continuity; that is, advertising creativity of the same product is a system, or a series, with different visual symbols, the various aspects of the product will be displayed in a hierarchical manner, and ultimately form a unique advertising culture.
Last, paying attention to psychological demands. The manifestation mode of advertisement is diverse, but its source is psychological warfare with consumers. Through different elements and different styles of visual symbols, causing consumer's attention, stimulating consumer's desire to buy. Therefore, it is necessary to pay attention to the psychological demands of visual symbols. Manifestation form of visual symbols is simple and terse, decorative effect is fascinating, these are the external functions of visual symbols, however, the intrinsic function of visual symbols is to meet the psychological needs of the audience. Investors and creatives of advertisement, should have a very deep understanding to the psychological appeal and consumption expectation of potential consumers of commodities, then in the advertisement design, using visual symbols to correspond to the consumer's consumption expectation, when the two of them achieve the optimal state, the application of visual symbols in advertising design is successful.

5. Conclusion

To sum up, in the advertising design, visual symbols meet the basic needs of communicating advertising content completely, at the same time, produce greater visual impact to audiences, meet the aesthetic needs of the audience, after producing resonance deepen the understanding to commodities, and then stimulate the desire to buy. In advertising design, it is necessary to pay attention to the aesthetic value of visual symbols, through effective visual decoration, make the change of advertisement from the traditional functionality to the culture, promote the promotion of the quality of advertising design.

References