

Research on the Design of Rural Outdoor Advertising

Yan Zhou

School of Humanities, Zhuhai College of Jilin University, Zhuhai, 519041, China

beanbun@sina.com

Abstract. With the advancement and development of computer technology, the design of outdoor advertising is also developing rapidly. There are outdoor advertisements in both urban and rural areas. Therefore, the development of outdoor advertising design in rural areas is explored. This paper will explore the positioning of rural outdoor advertising design from three aspects: the status quo, problems and significance of rural outdoor advertising design development.

Keywords: design of outdoor advertising, rural outdoor advertising design, design development.

1. Rural Outdoor Advertising

The so-called outdoor advertising, literally understood, refers to advertising set up outdoors, which includes outdoor multimedia advertising and outdoor wall advertising. At present, there are various forms of outdoor advertising in China. From the perspective of advertising form, it can be divided into flat advertising and three-dimensional advertising; from the perspective of advertising technology, it can be divided into street advertising, multimedia advertising and so on. In short, different classification standards lead to a wide variety of outdoor advertising. Nowadays, the development of outdoor advertising design has begun to combine digital technology. While adopting new methods and new forms, it also pays great attention to helping enterprises establish their brand image. The development of outdoor advertising in rural areas and the continuous improvement of rural outdoor advertising design positioning not only help the rural areas to move towards urbanization, but also create a broader development space for the development of outdoor advertising design.

2. The Status Quo of Rural Outdoor Advertising Design Positioning

Under the background of the “going to the countryside” policy pursued by the Chinese government, many businesses have invested in rural areas, and outdoor advertising will not miss the opportunity of development. However, with the continuous development and progress of China's economy, the city's economy, politics, information technology and culture have become stronger and stronger, which has widened the gap with rural development. At present, there are still many rural economic and cultural aspects. In the backward state, many cultural industries have not yet been fully established and developed, and the development of outdoor advertising in rural areas is still in the rising stage. According to relevant surveys, the competition for outdoor advertising in first-tier cities and second-tier cities in China is becoming increasingly fierce [1], and the design of outdoor advertising is also endless. The outdoor advertising design in rural areas is exactly the opposite of urban areas. Most of them are designed with static flat outdoor advertising. This makes many outdoor advertisements not play a role in propaganda in the countryside, and the positioning of its design needs to be improved. Therefore, the market and environment for the development of outdoor advertising design in rural areas have to be further developed, and the development of rural economy, politics, information technology and culture can better create superior conditions for upgrading rural outdoor design.

3. Rural Outdoor Advertising Design

3.1 Mobile Advertising Time is Short

In China, the distribution of most rural populations is decentralized, while the level of development of rural economy and information technology is lagging behind that of urban areas. In the rural outdoor advertising, mobile vehicles are used for advertising. This kind of mobile advertising has a short publicity time for rural residents, and many villagers cannot see the advertising content in time. On the one hand, mobile advertising has a short stay in rural areas, and even rarely advertises in one place. Farmers can't see advertisements in time, which affects the advertising announcement to a certain extent. On the other hand, due to the backwardness of the rural economy and information technology, many advertisements cannot be digitized. They can only rely on advertisements to promote vehicles and leaflets, which is also unfavorable to the promotion of advertisements.

3.2 Advertising Design is not Concentrated

In rural areas, the lack of advertising design is mainly reflected in the following aspects: First, the scale of advertising companies is not standardized and scattered. As we all know, the rural economic sources mainly rely on rural land, mainly based on crops. The development of advertising companies has not received enough attention. The equipment and places of many advertising companies are extremely simple, and the setting of advertising companies is accompanied by farmers. It depends on where you live, so it has a certain degree of dispersion. Second, there is a lack of professional design talents in rural advertising design, and there is a lack of unified management in advertising content. Therefore, the content of advertising and publicity appears in various states. Such inconsistent advertising will lead farmers to understand the theme even if they see the advertisement, then the advertising design will lose its function and significance.

3.3 Lack of Advertising Resources

There is a big gap between the development of rural advertising industry and the development of urban advertising industry. Due to the relatively developed economy of the towns and the advanced information technology, the development of all walks of life has brought rich resources for advertising design. On the contrary, in rural areas, rural economic development is relatively simple, and there is no such diversification in urban areas. The resources for rural advertising design are relatively scarce. This is mainly reflected in two aspects. On the one hand, the advertising design itself is seriously lacking in resources. In rural areas, the technology of advertising design is very backward, and the materials used in advertising design are not as rich as those in towns. On the other hand, the content and theme sources of rural outdoor advertising design are relatively scarce. The advertising design theme of the town is designed according to the development of the enterprise or social progress, and its theme includes life, etiquette, career and so on. The theme of rural advertising design is mainly based on agriculture, agricultural and sideline products. In this respect, it is far behind the development of advertising in cities.

4. Rural Outdoor Advertising Design Significance

4.1 Drive the Development of Rural Economy, Science and Technology and Other Related Industries

Vigorously developing rural outdoor advertising design can also promote the development of rural economy, science and technology and other related industries. First of all, if outdoor advertising design is to be developed, it will require the continuous introduction of advanced information technology in rural areas, and more professional talents will be provided to provide human resources for rural outdoor advertising design. This will ensure the effectiveness and quality of outdoor advertising design and realize the promotion of outdoor advertising. Secondly, outdoor advertising can help the countryside to establish a good publicity image, which allows people to understand the

characteristics of rural areas from different places, thus driving the development of rural related industrial chains. Therefore, the development of rural outdoor advertising design is an important factor and condition for the development of rural areas.

4.2 Product Information that Helps to Interoperate with Rural and Urban Areas

To develop outdoor advertising design in rural areas, we must first clarify the reasons and effects of developing outdoor advertising in rural areas. In the rural areas, advanced outdoor advertising can also be used to publicize the characteristics of rural areas, agriculture, and peasants to promote the development of the rural economy. On the one hand, accelerating the development of rural outdoor advertising design can help the development of agriculture to broaden a channel and strengthen the publicity of agriculture, thereby promoting the sales of agricultural and sideline products and the improvement of the rural economy. On the other hand, farmers can also timely understand the product information of the town through the propaganda means of outdoor advertising, and let the urban population fully understand the rural construction situation and the production of agricultural and sideline products, and truly realize the inter-product information of rural and urban areas.

4.3 Important for Accelerating the Pace of Rural Development

Since China entered the 12th Five-Year Plan, it has drawn much attention to the issue of rural urbanization. The development of outdoor advertising design in rural areas is also an important part of the rural urbanization process. In terms of science and technology, increasing the development of rural outdoor advertising design can bring advanced science and technology to the development of agriculture and help farmers to understand the relevant policies and regulations of the state and the government on agricultural development in a timely manner. In terms of thinking, it can help farmers to understand the information of the outside world in a timely manner, liberate the peasants' thinking, update the methods of agricultural development in a timely manner, and promote the further development of rural urbanization. In terms of life, it also helps farmers improve the quality of life and improve the living standards of farmers from the aspects of eating, wearing and living. In terms of culture, it can promote the opening up of the countryside, attract investment, increase investment in rural construction, provide a broader space for the development of agriculture and rural areas, enhance the cultural literacy of farmers, and enrich the cultural life of farmers.

5. Rural Outdoor Advertising Design Positioning

5.1 Content Targeting [3]

In rural areas, the positioning of outdoor advertising design must first be considered in terms of advertising content, and each advertisement must be designed in line with rural characteristics. Therefore, the positioning of rural outdoor advertising design mainly includes the following two aspects: First, before the design of rural outdoor advertising, it is necessary to consider the main propaganda objects of advertising. For example, agricultural and sideline products are the main propaganda objects, and farmers can be designed at the time of design. The origin and characteristics of by-products are reflected in the advertisements, and the advertisements used should also be based on the description of agricultural and sideline products. Second, rural outdoor advertising design should pay attention to the agricultural terminology. The language used should be simple and clear, so that people can clearly understand the meaning and theme of the advertising content. Because the peasant's cultural level is different from that of urban residents, there is a certain degree. The gap, therefore, using simple vocabulary to express the content of the promotion clearly allows farmers to clearly understand the truth in advertising. In addition, rural outdoor advertising design can also include public service advertisements and other content in the content to help improve the cultural level of farmers and enrich the cultural life of farmers.

5.2 Formal Positioning

The development of rural outdoor advertising design forms mainly includes the following three types: First, by introducing a large number of advanced information technology means, rural outdoor advertising can be transformed into digital form, and the gap between rural outdoor advertising design and urban outdoor advertising design can be shortened. Rural outdoor advertising is colorful. Second, according to different advertising content, advertising designers or professional designers are flexible and use different forms of advertising, which not only enrich people's horizons, but also enable rural outdoor advertising design to win more audiences. The third is to integrate the emotion and the rationality into the advertising form when designing the outdoor advertisement, so as to achieve the effect of affection. Therefore, the positioning of rural outdoor advertising design is well positioned, which has a great impact on the development of rural outdoor advertising. It also helps the development of agriculture and rural areas to create a brand image and open up a wider road for the advancement of rural undertakings. Accelerating urbanization in rural areas is of great significance.

5.3 Thought Orientation

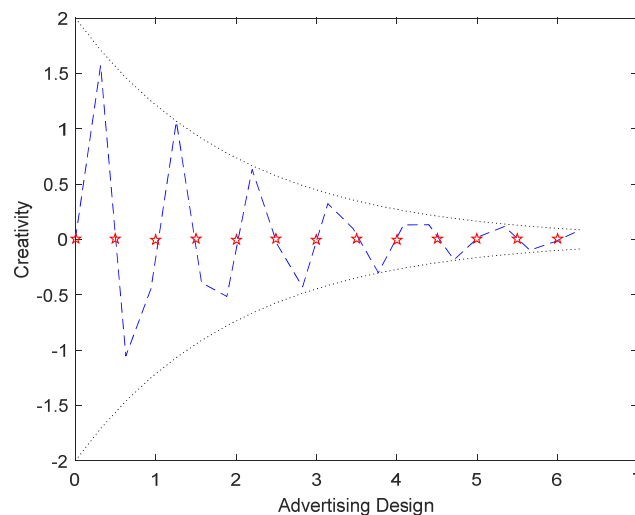


Figure 1. Rural advertising innovation ability

To do a good job in the positioning of rural outdoor advertising design, we must take innovation as a foothold [4], we can work from the following three aspects: The first aspect, to strengthen the innovation of the expression of rural outdoor advertising design. For example, in the design of rural outdoor advertising, we must consider the environmental issues of advertising and publicity, and combine the relevant professional knowledge of optics to properly match the colors of outdoor advertising, so as not to affect the life of farmers, but also bring rich vision to farmers. In the second aspect, we can consider adopting a three-dimensional outdoor advertising model to enrich and transform the face of rural development, show the charm of the new countryside, and enhance the value space of rural progress and development. In the third aspect, with a variety of technical means, outdoor advertising can be flexible and change, to meet the peasant's novelty, and to promote rural and agricultural from multiple perspectives. Through innovative development of rural outdoor advertising design, professionals who are engaged in this work can help their professionals to change their design ideas and provide reliable protection for the development of rural outdoor advertising design.

5.4 Quality Positioning

The quality of advertising design is deeply affected by the development of rural economy and rural market. Therefore, to do a good job in the quality positioning of rural outdoor advertising design should consider three factors, first, policy factors, according to the requirements of advertising media

in recent years in China, the rural outdoor advertising design must be strictly managed, which requires us to design Attention should be paid to the standards of national policies in terms of content and language. Second, economic factors and economic factors are important factors influencing the quality of outdoor advertising design. At present, China's rural economic level is still in a relatively backward status quo. Therefore, in the development of rural outdoor advertising design industry, economic underdevelopment has seriously affected the quality of rural outdoor advertising design. The third is human factors. Rural outdoor advertising design requires a large number of professionals and technical talents as well as towns. In this way, it can improve the quality positioning of rural outdoor advertising and provide rich design resources for the development of rural outdoor advertising. Therefore, it is very important to improve the design orientation of rural outdoor advertising.

5.5 Consumption Orientation

The orientation of rural outdoor advertising design mainly includes the following two aspects: First, it depends on the corresponding consumer groups. This requires us to conduct a large number of market surveys before the rural outdoor advertising design, fully understand and grasp relevant consumption. The crowd's preferences and consumption trends, in order to design an outdoor advertising which meets the public's aesthetic standards. Second, according to the common characteristics of the peasants' cultural level and thoughts, the outdoor advertising design should be positioned so that farmers can choose their own consumer products according to the advertising information. The positioning of rural outdoor advertising design can help rural advertising to move toward a new development path.

6. Conclusion

Developing rural outdoor advertising and improving the positioning of rural outdoor advertising design will not only help to popularize rural brands, cultures, customs, etc., but also bring more abundant income to the countryside and help the countryside to establish a good publicity image. Provide a new development path for the rural economy, promote the design of rural outdoor advertising more scientific and standardized, and help the rural areas to transform the image of poverty.

References

- [1]. Zhu Yunyue/Liu Guowei. Discussion on the Orientation of Outdoor Advertising Design[J]. *Modern Business*,2008(03):17-19.
- [2]. Wei Xin. Media Integration and Business Innovation of Rural Outdoor Advertising[J]. *Southeast Communication*,2010(07):22.
- [3]. Wang Jinhua. On the Orientation of Outdoor Advertising Design[J]. *Northwest Art*, 2005 (06):101-105.
- [4]. Zhou Chunhua. Discussion on the Orientation of Outdoor Advertising Design[J]. *Science and Technology Information*,2007(04):31-32.