



Research on the Application of Text in Print Advertisement Design

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Abstract. With the emergence of commodity production and trading, advertising has also developed. Graphic advertising design is the art form of advertising to convey the needs, wishes and product information of advertisers, so as to enhance people's awareness. Since words were invented and used as a means of spreading information, people have been looking for ways to make the communication function of words more extensive. Text is not only a tool to record and transmit information, but also a unique and complete art form, which can bring people a visual sense of beauty. In modern times, with the continuous improvement of cultural and artistic level, the use of words is becoming more and more common. Therefore, this paper focuses on the use of text in print advertising design, by discussing the specific situation of text in print advertising design, highlighting the importance of text in graphic advertising design.

Keywords: text · graphic advertising design · application research

1 Introduction

Since the 1980s to 1990s, with the widespread use of computers in design, print advertising design has marked change. On the one hand, the rapid development of computer hardware makes the selection of typesetting and fonts of design software more convenient and fast. Nowadays, all kinds of design software can be easily used in the design and manufacture of text, so that the creation of text also has a lot of space to develop, which will better combine advertising products or services, so that the effect of print advertising to achieve the best.

With the progress of science and technology, modern computer technology has been easily applied to the creation of visual design, which saves a lot of energy to a certain extent, so that people can concentrate on completing their own design. However, because visual art is highly practical, no matter what tools are used, they cannot replace the cultivation of modeling aesthetics. The expression of text can also gradually from the pure form, gradually adapt to the improvement of aesthetic ability, through a variety of graphic design means, make it more expressive and better expressed, so as to highlight the design characteristics of print advertising. Therefore, this paper focuses on the application of text in the design of print advertising, in order to help people better use text to design print advertising¹ Overview of Print Advertising Design.

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1.1 The Elements of Print Advertising Design

There are four elements of print advertising design:

The first category is the symbol element.

The second category is the image element [1]. The third category is the color element [2]. The fourth category is the text element. Correspondence text includes address and telephone number, etc. [3].

2 Application of Text in Print Advertisement Design

2.1 Performance Principle of Text in Print Advertisement Design

2.1.1 Readability

The essential feature of advertising text is readability, and its design should comply with the established language norms, without arbitrary increase or decrease. Characters have their own characteristics, no matter how innovative and changing, the form and structure of characters should be as accurate as possible, and follow the principle of conciseness, so as to facilitate reading, recognition and memory [4].

In the design, generally use standard simplified characters, so the design of the font should be simple, easy to recognize, easy to remember, but also pay attention to the layout of the text, so as to let users be attracted by the advertisement, but also to let people see more clearly. Especially in large posters, the theme should be highlighted to convey the author's intention to the audience in a moment.

2.1.2 Consistency of Form and Content

The beauty of font is closely related to its content.

In the design of product name font, we should pay attention to its characteristics, grasp the psychology of customers, and express its connotation in a unique way.

2.2 Application of Graphic Characters in Print Advertisement Design

2.2.1 Types of Graphic Text Design

(1) Targeted addition design.

In the design of print advertising, the text itself is appropriately supplemented, usually only in the addition of a single element and its visual communication to give some attention, the connotation and meaning of the text will also be focused, usually will not add too complicated elements [6] (Fig. 1).

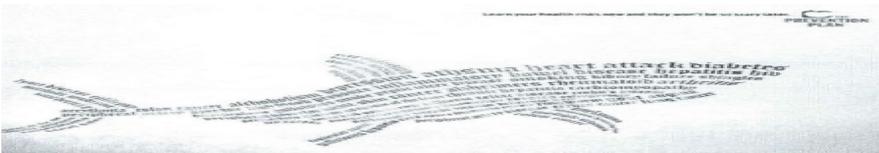


Fig. 1. The cover of prevention programs AD



Fig. 2. The cover of “one” AD

(2) Beautify add design.

Pay attention to the stroke structure of the text, but also pay attention to the stroke shape of the text, structure, the relationship between the text and the environment, color, space and other changes, improve the characteristics of all aspects of the text and overall performance of print advertising [7], as shown in Fig. 2:

2.2.2 Semantic Representation of Graphic Text Design

The visual expression of language should be expressed in a visual and concrete way, with rich images. In print advertising creation, we should pay attention to the expression of the image, to achieve meaningful expression, to have the connection of symbols. The creativity of graphic text design is to personalize the expression of a specific word, apply its content and characteristics in the visual representation, and combine its internal meaning with external expression, so as to show its unique charm [8].

2.3 Analysis of the Arrangement of Text Design

2.3.1 Principles of Text Arrangement

(1) Easy to identify.

The layout and design of the text should be aimed at conveying the advertising message, and should comply with the law of visual activities, make it easy to read, and quickly transmit the information of the goods or services advertised as the basic criterion. Therefore, in the arrangement of the text, it is necessary to clarify the primary and secondary, so that the title or more prominent content first makes contact with the audience's eyes, and then lead the reader's eyes to follow the preset structure form, reading from beginning to end, so as to realize the transmission of information [9].

(2) Uniform style.

In the arrangement of text, attention should be paid to the consistency of text standards to ensure the accuracy and speed of information. It is best to use a flat font in horizontal rows, and a long font in vertical rows, so that you can better distinguish the direction [6].

(3) Be innovation-oriented.

In the text arrangement design, it is necessary to have a unique style, to have the appropriate form of expression, in order to make the content of advertising and consumer's life is closely related.

2.3.2 Design Form of Text Arrangement

The layout design of text information needs to design and plan all levels of information artistically and effectively. It involves plain text, mixed graphics and text, and is the mainstream form of application design at present. As a medium combining technology and art, text arrangement plays a pivotal role in the overall design of print advertising. Different strokes and different shapes of Chinese characters, how to make their varying forms coordinated, beautiful and balanced is a problem that needs long-term research.

Formally speaking, the text can be regarded as the most basic form of points, lines, and surfaces appearing in the whole layout, which can be symmetrical or balanced elements. Print advertising design is a magnetic field outside the space full of infinite vitality. Putting various forms of creation and words into it will cause different psychological feelings and corresponding reactions. This feeling is present in a wide range of human emotional and cognitive experiences. People can feel space and change from print advertising, so as to obtain visual comfort, and the law of formal beauty emphasizes the essence of contrast, which is the process of people gradually getting used to the influence of space and understanding the plane.

3 Application Case of Text in Print Advertisement Design

3.1 Application of Text in Suhang Impression Print Advertisement

The overall impression of the AD. Print advertising, there are many elements and content, but in this respect, the text has played an important role. Suzhou and Hangzhou have always been full of poetry and painting in history, and the local conditions and customs of Jiangnan have left infinite imagination under the pen of successive poets.

The performance of the text. This work is characterized by a whole composed of text and image elements, with a humanistic image, and language is an important part of it.

The performance of graphic text. A stage next to the text echoes the drama characters on the left, making the content coherent. The central part takes “and” as the main font, and “and” occupies a large part and is integrated with the rest. The “and” on the stroke, and the circle on the stroke, complement each other.

3.2 Application of Text in Li-Ning Sports Print Advertisement

(1) The overall impression of the advertisement. This is a Chinese painting style print advertisement, based on the traditional Chinese color, adding several colors, so that the whole picture is full of vitality and vitality (Fig. 3).



Fig. 3. The cover of Li Ning advertising AD

- (2) The performance of words. In the advertisement, the most striking place is the big line of “the world is mine” in the center, which has good readability, and can well identify the theme of the advertisement, so that customers can better remember its core content.
- (3) The performance of graphic text. The text image in this work is not very significant, but its decorative effect is more prominent. The theme text “The world is mine” has a certain decorative effect, so that the style of the work is reflected in the text.

4 Conclusion

In this paper, it is believed that the text in the print advertisement must be clear. Text in the print advertisement have a certain artistic expression, and can properly use graphic language to show the theme of the advertisement. We should pay attention to the organization of the language, so that the text could have a distinct personality, and can well reflect the theme of the advertisement.

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