Study on the Determination of Design Subject in Advertisement Design

Lijing Xu[1, a]

[1] Zhengzhou University of Industrial Technology, Zhengzhou, Henan, 451100

[a] email

Keywords: Advertising, Design, Theme

Abstract. Advertising is now in our lives the most common pattern, a lot of product launches, we need the help affect the efficiency of advertising, boosting the competitiveness of the market. Advertising design design theme is specific, visualization, advertising needs to expand thanks to advertising theme. From determining the definition of advertising design theme, features off, and begin analysis.

Introduction

Advertising is now one of the most common methods of product promotion, advertising design for determining the design theme, considering factors there are many. Theme is a manifestation of the central idea; an important foundation for expanded advertising design. Themed ad simple terms is the central idea of advertising, advertising is advertising theme to determine the core.

as indispensable to modern life necessities, Advertising takes into account the comprehensive use when needed advertising designer in advertising during the design of many elements displayed exploit cultural connotation. The main direction of the product to expand, driving the transformation of cultural connotation.

Determine the Advertising Theme

The main theme of the guide ad is actually the product vendors in order to achieve certain sales targets proposed, for this consumer guide has important significance. Advertising theme is actually the entire campaign trail, enables the organic elements of the entire ad series has become a guiding principle. Advertising content and purpose of the concentrated expression and generalization, is the basic point of advertising appeals, advertising theme in a dominant position and the commander of the entire operation of the advertising process. Advertising design, creative advertising, advertising planning, advertising, advertising expression have to focus on advertising theme.

When designing the ad, the first themed ad to determine, to highlight the clear product concept. Models of products to promote the consumption theme is to show ads to the content of the public, simply put, is to achieve a purpose advertising generated the key, it is possible to a certain extent.

Advertising theme can determine a certain extent, it is positioned in the mass, which will help to promote the product. For example, Pepsi ad in 2010, highlighted the particular time is a happy family celebration beverage products, first in the exterior design of the product based on the use of new packaging patterns prominent novel, and in the New Year, when we launched such products, to promote the image of these products in the minds of consumers, the other on the one hand to promote the consumption of these products grew.

The main theme of the ad includes three aspects: advertising goals, personalized information, consumer psychology. You can use a simple formula to express "target advertising advertising theme = + + personalized information consumer psychology." This formula is an important way of advertising themes identified.

Ad targets: corporate marketing objectives, determine advertising planning advertising goals. Advertising theme for the advertising target service object is the goal of the entire advertising advertising services. For example, a product sold advertising time, it will pre-set goal is how much, how many sales can bring, the number of potential consumers digging, what other long-term plans is that these are clear of ads goal, but also the performance of sales of the product.

Personalized Information: Ad displayed product information to industry and other content have shown distinction, demonstrating novel aspect. For example, washing clean grease has a fine effect, but if we are to go grunge as the main effect of this fine washing products, must not be able to get attention, so that consumers can not make a comparison in the same wash refined products this requires manufacturers in the design of washing fine ad, highlighting the characteristics of their products, which requires attention to personalized information, consumers can quickly identify the products they need.

Psychological consumption: this is the ultimate importance of the promotion of the target product. Now consumer psychology is divided into many kinds, advertising design according to consumer psychology, to meet consumer psychology, to attract potential customers. Led growth in consumption patterns. Consumer psychology is one of the major factors driving consumption, determining advertising design theme design must pay attention to grasp the consumer psychology, as long as such in order to further achieve the purpose of consumption.

Advertising three elements are inextricably linked to each other have a contact, you can not talk about separated. We must grasp the links between the three elements, used in advertising design theme.

Advertising design three elements is an important part of the support from the advertising, how to use three factors change, the change is an important issue now advertising factors.

Successful advertising is not only able to promote from sales of products, but also to a certain extent, boosting the growth rate of the purchase will increase the overall sales of products to a new height. Thus advertising design theme to design a distinctive point of view. Displayed ad concept must be clear, the focus should be prominent, so that consumers can quickly accept the product, understand the product, the product has a desire to buy.

Advertising design factors involved more, but was able to determine the design theme of the ad makes the whole expression has a distinctive character, simplistic. Advertising design to take into account various factors, the most important factor to consider is taking into account consumer acceptance. For example, children's channel mainly in food, clothing, toys and other advertising.

Advertising design must pay attention to, not vague concept, so that consumers do not understand the ads you want to express the relevant concepts, let the first consumer products puzzled, is not conducive to sales. Advertising design to determine the design theme must be simple, so that consumers of the product in the ad above, there is a preliminary understanding, product interest, should not appear design theme is not clear, resulting in consumer products misconception. This will lead to blind spots consumers consumption, consumption of other select products.

Now is the information age, a variety of advertising models dazzling, how to make products stand out from other ads ads ads is a challenge to designers. New design ad design theme required to have their own new ideas on targeting advertising products, can not be generalized.

Social development, science and technology level of progress, product upgrading, more and more types of products, the difference between the product and the product getting smaller and smaller, so how many products, demonstrating their products characteristics, the need for product advertising play different, need from a new perspective, the product characteristics of the product, carried out the corresponding presentation.

Celebrity is now advertising design design theme is an important part, for example, Adidas is invited international stars. The effect of using Adidas products we do not talk about, but the mention of the Adidas brand, we will think of who speak, it will have the effect of driving celebrity groupies and ran to buy.

In the peer products highlight the theme of the product, it is possible to some extent, stimulating changes in consumption patterns, promoting factors related products changed.

Advertising theme is the target reflects the entire ad, how to demonstrate the characteristics of cultural change in the product ad. The essential characteristics of advertising is to show three-dimensional characteristics of the product launch, demonstrating the specific content of products. For example in 2005, the Chevrolet brand unit group team responsible for product promotion and brand communication in the Chinese market. Beginning in 2009, the team began

combing the Chevrolet brand value, planning a tone in the next five years. Thus we see today with the Chevrolet brand advertising advertising or single models, runs through a young, confident, dynamic, enthusiastic character, which is behind the brand's vision to become the contemporary Chinese youth and struggle Young family of brands.

Advertising Design Theme Determined

Advertising receptor is the public, advertising design theme must be determined closer to the needs of the public, to ensure the authenticity of advertising, the need to refine the elements of the theme, and the theme of the ad to show consistency of performance, easy to understand.

This test is the ability of specific advertising designer experience life, to let the public have to determine advertising themes are easy to understand it, know very transparent. You can leave a deep impression in the flat.

China has an old saying is "Gold silver cup as the reputation of the people", so the starting point for the design of advertising design theme must have authenticity. The first can fit the needs of the public, increasing the reliability of this public goods; second to tap the potential customers, which will help establish the strength of the brand.

Advertising should focus on the focal point of the public, to attract the public eye, the design should not be too much content, thus causing the fuzzy concept of theme products, so that consumers have doubts on the reliability of the product decreases.

In a specific period of time, if the form of the product's performance constantly refurbished, you can not use a fixed theme ads show up coherent words, it is possible to make the product in the eyes of everyone to establish a strong influence, which will help generate brand benefit.

Themed ad performance to persist, though common, but do not fall into the stereotypes, it is now one of the important factors of advertising design.

Ad groups are facing the public, advertising is a common phenomenon in the lives of consumers in the ad would have been generated visual fatigue, if your ad relates to the theme of difficult high, it would allow the public to give up Learn, resulting in waste inventory. So when advertising themes identified, must be close to reality, so that the public understand instantly.

Conclusion

Inseparable from life advertising design theme, it is necessary to take into account the new, also taking into account public acceptance. How prominent advertising theme in advertising design, advertising is a challenge for designers. In the face of the main subject matter of an ad, it should calm analysis of the main advertising theme elements, and then expand the analysis, drawing on previous experience, we must also innovative elements that belong to the theme of the times. Theme of this design will not white space, only the frame mode, there is no concept of change is now concrete frame mode.

References

[1] Wang Zhan. On the visual design of the design in the form [J]. Jiamusi Education Institute, 2013 (6).

[2] Yan Baohua, Yegen Jun Website Design Principles of Interface Design [J]. Chinese New Technology and New Products, 2011 (4): 30-30.

[3] Liu Chunhua. Advertising Design creative thinking [J]. Shaoyang College: Social Sciences, 2005, 4 (4): 102-104.

[4] Zhang Juan. Discussion Modern Design US design [J] modern decor: Theory, 2015 (8)

[5] Weng Donghan, Guang Huangyaohui. formal beauty of Advertising Design [J] Hunan packaging, 2005 (2): 36-38 Advertisement Design design psychology [J]. COMMUNICATION, 2008 (2).

[6] Ge Jianhui. graphic design design psychology application of [J]. modern decor: Theory, 2014 (3).

[7] Peng Yanyun. On the Cultivation advertising design teaching creative thinking [J]. Hubei University of Economics: Philosophy and Social Sciences, 2010, 24 (4): 170-171.

[8] Wu Guorong, Dai Shanshan. On Symbol Characteristics of Advertisement Design [J]. Packaging Engineering, 2005, 26 (4): 157-159.

[9] Liu Wenhua. Advertising Design creative present and future [J]. art and fashion Xunkan, 2014, (5): 94-94.

[10] Ge Jianhui. graphic design application design psychology [J]. modern decor: Theory, 2014, (3).