

Research on the Artistic Expression of Color Communication in Advertisement Design

Chunhu Shi

*Guangdong University of Science & Technology,
Dongguan 523083, China*

Abstract: Color itself has the transmission attribute of visual language, so excellent advertising design needs appropriate color selection, especially in the process of advertising design, we should constantly improve the relevant characteristics, fully reflect the value of advertising, and effectively transform material enjoyment into spiritual enjoyment. Through the perfect combination of advertising and color, art communication can be more rational from sensibility.

Keywords: Advertising Design, Color Communication, Artistic Expression.

1. Introduction

Advertising design is an important representative of modern visual communication art design, and color is an essential element of advertising design. In the cultural heritage, it presents a unique charm with a rapidly changing attitude. With the progress and development of the times, advertising design needs to explore and think in a new stage in the teaching reform. Through continuous excavation and search for the close relationship between advertising and color, through the close cooperation of the two, we can achieve the cultivation of color judgment ability, which can improve the solid artistic expression ability and creativity. The close relationship between advertising and color can be shown through the practical application of advertising color.

2. The Value of Color in Advertisement Design

2.1 The role of color capture

According to the relevant investigation, color has the function of catching, and can stimulate people's visual nerve in the first time, so as to better attract people's attention. That is to say, colorful advertisements have the striking effect, can play a unique artistic charm, and make people more impressive. The concrete meaning conveyed in the advertisement design often needs to be complete and vivid Methods to convey to the audience, so as to reflect the important value of color in advertising design.

2.2 The emphasis of color

In advertising design, color can better express such works, that is to say, it plays an excellent auxiliary and emphasis role. In the process of advertising design, many elements are needed to cooperate, and both text and graphics are important components. However, if only relying on the language of text and graphics, it will be difficult to achieve specific results. Through the vivid expression of color, it can reflect the actual value of advertising design. The use of color in advertising design needs to pay attention to the role of artistic expression, appropriately from different angles, grasp the psychological activities of the audience, and realize the communication between works and authors in the process of advertising design.

2.3 Inspiration of color

In advertising design, words and images belong to the necessary means of expression, of course, the most indispensable is color. The use of color can often strengthen the effect of symbol and association, ensure that different colors can effectively reflect the sensory effects of students' vision and taste, so as to change different emotions and psychology in time, stimulate the inner imagination, strengthen the audience's perception of color, and pay attention to the value and role of color enhancement. A good advertisement is to elaborate people through the use of color. The psychological activities and the basis of judgment, so as to combine the relevant unique language, arouse the resonance between the viewer and the designer.

3. The Procedure and Principle of Color in Advertisement Design

Color in advertising design reflects the dissemination characteristics of advertising information, so the relevant procedures need to conform to the specific laws. The application of color in advertising design mainly goes through the stages of investigation, performance, image and test, implementation, etc. through relevant investigation, set the corresponding concept of color performance, so as to realize the combination of image and

color. In a reasonable positioning, better summarize the concept of advertising image, and through classification, ensure that the association and symbol of color conform to the image of advertising, Thus the advertising image is finally determined. In the test stage, it is to investigate and test the physiological and psychological aspects of color, so as to determine the concept that conforms to the relevant standards. The stage of implementation is to use the color design after the test on the relevant screen of the advertisement, pay attention to the matching of color and image, and stress the beauty of color.

Color in advertising design needs to start from the whole, pay attention to the contrast and harmony of color, and reflect the emotion of color, realize the overall unity of color relations among various elements, and construct the theme color. In the advertisement design, we should also pay attention to the relationship between black, white and gray, so that the color of the picture is more primary and secondary, so as to highlight the theme of the advertisement and fully reflect the idea of the advertisement. Advertising design should pay attention to the principle of attention, that is, to choose attractive colors to fully attract other people's attention. In addition, we should also stress the principle of recognition, that is, the color of the advertisement should be fully consistent with the theme of the advertisement to ensure better recognition and understanding. The principle of emotionality can reflect the originality of advertisement. When designing, it can arouse people's Association, create a different atmosphere for advertisement, and give full play to the effect of expressing feelings.

4. Artistic Expression of Color Communication in Advertisement Design

Color plays an irreplaceable role in advertising design, so we need to pay attention to the role of color. Color is not only a language in the world, but also a representative of visual language. Because of the expressive power of color, the world is full of colorful colors. As an important foundation of advertising design, color has become an important communication bridge. Especially in advertising design, we should master the principle of color in all aspects and regard it as the main communication language through a high degree of sublimation and refinement With the help of visual function to convey their own ideas and feelings, better experience the value of color emotion. Color effectively conveys people's feelings, and makes people fully perceive the colorful world. On the basis of accumulating visual experience, people can better master advertising design skills.

Advertising design should pay attention to the artistic expression of color communication, select color through appropriate ways, and make full use of it in the process of advertising design. Through the embodiment of advertising design concept, the artistic expression of color communication is more obvious, so as to play the value of advertising more effectively, so as to show the role of color in advertising design.

5. Conclusion

Color needs to be understood and explored in an appropriate way in order to make its inner meaning clear, and to have a corresponding understanding and awareness, so as to ensure better application in advertising design. Color can express emotion, and effectively transmit information, better reflect the connotation of advertising. In the advertising design, we should pay attention to the actual use of color, and fully show the response value, at the same time, show the original intention of the advertising design, so that the charm of color can achieve favorable artistic expression in the advertising design.

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