

Modern Graphic Advertising Design Creativity under the Background of the Internet

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Abstract: The Internet is a widely used and fast communication medium that appears under the condition of high-speed development of modern information. It not only facilitates people's lives, but also brings a lot of design sense to modern graphic design. In the era of modern pursuit of diversity, people's basic needs require that the design of print ads should show more basic forms of diversification. At this time, the Internet has shown great advantages and charm. This article will introduce the basic connotation of print advertising design and the relationship between the Internet and modern print advertising design, and explore the important role of the Internet in print advertising design.

1. Introduction

With the development of science and technology in China and the change of people's aesthetic concepts, higher requirements have been put forward for the development of graphic design. We take advertising as an example. In the past, people only paid attention to the information that the advertisement could convey. The purpose of the advertisement is to convey the information clearly. However, in the context of the Internet, various graphic design technologies are improving. And people have put forward higher requirements for the design of advertisements. It is hoped that the design of graphic advertisements can not only show relevant advertising information, but also have a sense of beauty, so that consumers will feel pleasure. Under this trend, higher requirements have been put forward for the application of Internet technology in print advertising design. It is necessary to integrate Internet technology and modern print advertising design to promote the development of print advertising design creativity.

2. The Meaning of Print Advertising Design

Print advertisement is actually a kind of commercial advertisement that conveys goods or service information to consumers in a kind of language in the form of pictures. Print advertising design is actually a kind of visualized professional design for the purpose of conveying information to consumers. Graphic advertising design can visualize the abstract products of enterprise or company so as to better attract the attention of consumers and achieve the true marketing purpose of the enterprise. Graphic advertising design is a very important work in the field of design. Its development requires highly professional talents and more complete professional tools. This also shows the power of modern technology and talents to a large extent.

3. The Relationship between Internet Technology and Print Advertising Design

Since the twentieth century, the Internet technology has developed rapidly in China. Especially in recent years, a lot of industries are using Internet technology to enhance their core competitiveness. Of course, the graphic advertising design industry is no exception. Before the advent of Internet technology, print advertising design has appeared in China for a long time. It can be said that the emergence of Internet technology has greatly promoted the development of graphic advertising design, making the design of graphic advertising more concise and higher quality. The design of print ads has also expanded the scope of the Internet to and promoted the development of Internet technology.

4. Characteristics of Print Ads in the Context of the Internet

4.1 Novelty

In the context of the Internet development, the design of print ads is still greatly influenced by the Internet. With the advent of the Internet, the design of print ads no longer simply stays in the plane field as before but becomes more three-dimensional. Even under the impetus of Internet technology, the graphic design has become three-dimensional even four-dimensional. Some graphic advertising design makes people feel full sense of science and technology, which can attract people's interest. The emergence of the Internet is very novel for modern people. Especially the full use of the two, the design of print advertisements under the background of the Internet shows full novelty and will give people a new look.

4.2 Technology

In the past, the print advertising design may be just a manuscript creation by people. But under the background of the Internet, the use of information technology makes the design of print advertising more technological and modern. The sense of science and technology demonstrates the technicality and magic of graphic advertising design, while the sense of modernity demonstrates more of the modern life that graphic advertising design can convey to people. Now China has entered a moderately prosperous society, people's life concepts are constantly changing. I believe that things with a sense of technology and modernity can be said to be more attractive.

4.3 Appreciation

For modern people, information technology is really a very magical thing. First of all, it simplifies the graphic design. What's more, the use of such a highly technological technology enables many graphic designers not only to convey the content of the graphic advertising design products, but also make them pay more attention to the graphic advertising design. The beauty of the product starts with improving the quality of graphic design products. People nowadays pay more attention to beauty, maybe sometimes because of beauty people choose this product. It is also the development of modern information technology that has brought more aesthetics to print advertising design. In addition, it brought more things that can be intuitively felt to print advertising design, and its appreciation is constantly increasing.

5. The Role of Internet Technology in the Design of Print Ads

5.1 Internet Technology Makes the Design of Print Ads More Concise

First of all, from the perspective of the characteristics of print advertising design, since the people that print advertising design faces are mainly the general public. And the tastes of the general public are different so that the requirements for related products are also different. This requires a print advertisement design can be well neutralized in the design process, and design advertisements that conform to the tastes of the public in most cases. According to related research, most people in society are actually more inclined to design that is concise and can express emotions well. At this time, the sense of science and simplicity brought by Internet technology play a great role. Although the graphic advertising design technology brought by Internet technology is difficult, the modernity and sense of technology it brings can simplify complex things and make the design of graphic advertising become concise. Later, for the more skilled graphic advertising designers, the use of Internet technology can not only increase the speed of design, but also improve the quality of the design. It saves time in all aspects of graphic advertising design and makes it more concise .

5.2 The Layout Provided by the Internet Can Largely Solve the Problem of Limited Space

Graphic advertising design means that the designer draws various aspects of a product on a piece of paper. In fact, it is difficult to do this in a small space. But the use of Internet technology is different. Internet technology can allow designers to superimpose and combination of many things that designers want to convey, so that the content they want to express can be well combined in a small space. It can solve the problem of inadequate display of ideas in print advertising design due to the narrow space. In addition, graphic advertising design also has a partitioned concept. Using the concept of intelligent partitioning, designers can modularize and simplify complex content and ideas. It can solve the problem of small space in graphic advertising design .

5.3 Computers Can Promote the Perfection of Advertising Design

Advertising design pursues aesthetics. With people's hands and a piece of paper, it is true that this can express the content of the advertisement, but it is difficult to make the advertising design perfect . However, computers can achieve such a pursuit of advertising design to a large extent. Since people's choices are largely perceptual, many of their decisions and inspirations will be affected by the external environment and their own emotions. Sometimes the grasp of some content may not be particularly comprehensive. However, the computer is a product of technology, which can greatly improve the accuracy of advertising design and make the content of advertising design more complete.

5.4 The Internet Has Injected New Vitality into Print Advertising Design

The Internet is not only a static thing, but also a dynamic thing that can show a sense of movement. With the apply of the Internet, the design of print advertisements can be displayed not only in paper form, but also in network and electronic form. It can make the originally static content dynamic and use dynamic things to expand people's imagination, so that consumers can imagine various combinations of products and services under the dynamic combination. Adding more vitality to the design of print ads can also enrich the imagination of designers and improve the quality of print ads design.

6. Conclusion

In the context of the Internet, the use of Internet technology in graphic design is an inevitable trend in the development of modern design and it's an unstoppable trend. The use of Internet

technology makes graphic design more colorful and more eye-catching. This is in line with people's aesthetic characteristics under the modern background, especially in the field of marketing, which can also capture customer psychology and attract customers. Therefore, in the future development of print advertising design, what we need to do is to further explore the design mode of print advertising under the background of the Internet, so that the development of the Internet can better serve the design of print advertising. Then the two can form a joint force to promote social progress.

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