

Innovation of Traditional Culture Development Model in Advertising Design Based on Artificial Intelligence

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Abstract: Chinese traditional culture has a long history, with unique nationality and popular customs. It is a national culture gathered together with the evolution of Chinese civilization, reflecting the national characteristics and customs. Its rich historical and cultural accumulation has left us a wide range of cultural treasures, which is difficult for us to surpass now. This paper mainly studies the development mode innovation of traditional culture in advertising design based on artificial intelligence. Through the aesthetic analysis of traditional aesthetic culture elements in Chinese modern advertising, the art form, symbol language, aesthetic consciousness and value concept of Chinese traditional culture in advertising works are inherited and promoted, and a vivid, vivid, aesthetic and cultural environment is constructed. An interesting image of Chinese culture. This paper uses artificial intelligence, artificial neural network, extreme learning method and related experiments of traditional culture development in advertising design to study the innovation of development mode of traditional culture based on artificial intelligence in advertising design. Through the use of traditional Chinese aesthetic culture elements in advertising, we can highlight the national sense of advertising the sense of history is a way to introduce Chinese culture to the world. The results show that with the development of artificial intelligence, the investment of advertising language in the Internet has increased by more than 40%. There are many types of traditional culture in advertising language, which makes the elements of traditional aesthetic culture rich and colorful. The life concept, value orientation, aesthetic consciousness and other information transmitted in advertising language have a profound impact on the vast number of recipients and become a part of social culture.

1. Introduction

Culture is always inherited, created and updated in the long history. It is through the recreation of Chinese traditional culture that advertising creates the cultural atmosphere and social environment

we feel now. In addition to the well-known benevolence, righteousness, propriety and wisdom, it also includes legends and myths, zodiac signs, traditional literature, traditional festivals, Chinese characters, religious philosophy, folk customs, clothing and so on. In contemporary design, many designers extract traditional cultural symbols from traditional paintings, traditional festivals, national architecture, clothing and folk crafts to interpret and innovate. Chinese traditional culture has a wide and far-reaching impact on contemporary design. At the same time, more and more advertising designs integrate Chinese traditional cultural symbols as a medium into the design, which highlights the characteristics of traditional national culture while expressing contemporary design language.

At present, artificial intelligence has to be interpreted in combination with psychology, philosophy and many other disciplines, but in any case, it has to rely on sophisticated instruments to achieve the so-called "artificial". What we generally know is computer technology. Intelligence tends to imitate and try to surpass the function of human body. The simulation of human thinking and information process can be called the essence of artificial intelligence, which fully demonstrates human intelligence. For example, Dolly the clone sheep and Kasparov, the world champion, were defeated by computer "dark blue". Although artificial intelligence can simulate the activities of human brain, and even surpass the functions of human brain in some aspects, it cannot replace human consciousness like human intelligence.

Artificial intelligence is roughly regarded as the display of human intelligence on the computer. The broad explanation is "artificial intelligence". As a comprehensive subject, it is also a widely used technology, which covers many aspects. Although there are different descriptions in different research fields, its development cannot be ignored. Jeavons believes that when agents interact with the real world, they will encounter individuals, courses, test results, drug prescriptions, chairs, boxes, etc. they need to reason about the attributes and relationships of these individuals, and deal with the uncertainty. Uncertainty is studied in probability theory and graph model, and relationship, especially predicate calculus and its extension are studied in logic. Logic and probability are combined into the so-called RELATIONAL probability model. At the same time, the representation, reasoning and learning techniques of probability, logic and their combination are introduced in detail: Markov logic network, The relationship expansion of undirected graph model and weighted first-order predicate calculus formula, and the probability expansion of logic program can also be regarded as the Turing complete relationship expansion of Bayesian network, but there is a lack of specific data [1]. Raedt LD believes that as researchers and practitioners try to make their algorithms easier to understand, the field of interpretable artificial intelligence has recently sprung up again. Most of the focus of this research is to explain decisions or actions clearly human observers. It can be said that studying how humans explain each other can be a useful starting point for interpretation in artificial intelligence, which should not be controversial. It's fair to say, however, that in interpretable AL. Most of the work only uses researchers' intuitions about "good" explanations. In philosophy, psychology and cognitive science, there are a lot of valuable researches on how people define, produce, choose, evaluate and present interpretation. It is believed that there are some cognitive biases and social expectations in the process of interpretation. The field of interpretable artificial intelligence should be built on the basis of existing research, which leads to some important findings, how to inject these into the work of interpretable artificial intelligence, but lack of necessary experimental data [2]. Bundy a believes that the process proposed in the design and implementation of beef cattle linear morphological system based on artificial intelligence involves an iterative mechanism, in which type features are continuously defined and expressed by knowledge engineering method, scored by a group of trained human experts, and finally analyzed

by four famous machine learning algorithms. The results are used as the feedback of the next iteration to improve the accuracy and effectiveness of the proposed evaluation system. In this sense, the reopening of asturianad lacks the content of numerical analysis [3]. Goyache f believes that 5g cellular network is considered as a key driver and infrastructure provider in the information and communication technology industry, providing a variety of services and different requirements. The standardization process of 5g cellular network is speeding up, which also means that more candidate technologies will be adopted. Therefore, it is necessary to have an in-depth understanding of the candidate technologies as a whole and examine the design concepts behind them. In this paper, we try to emphasize one of the most basic characteristics of the revolutionary technology in 5g era, that is, the emergence of initial intelligence in almost every important aspect of cellular network, including radio resource management, mobility management service provision management. However, in the face of increasingly complex configuration problems and emerging new business requirements, 5g cellular network is still not enough if it lacks complete AI functions. Therefore, the basic concept of artificial intelligence is further introduced, and the relationship between artificial intelligence and 5g cellular network candidate technology is obtained, but part of the discussion is not accurate [4].

The innovation of this paper lies in the use of artificial intelligence, artificial neural network, extreme learning methods and experiments related to the development of traditional culture in advertising design to study the innovation of the development mode of traditional culture in advertising design based on artificial intelligence. Chinese traditional aesthetic culture is rich and colorful, which can express the content of advertising in China's unique art form, There are also unified symbols with symbolic significance formed in people's life, as well as various aesthetic concepts, aesthetic consciousness and so on. These symbolic languages, created by the advertisement creators, constitute an advertisement image with Chinese personality and can satisfy the aesthetic psychology of the Chinese people.

2. Artificial Intelligence Method

2.1 Artificial Intelligence

Since the birth of artificial intelligence, the theory and technology have been constantly improved, and the products of artificial intelligence are more and more used in the field of life, which can be widely and easily touched by people. Now that we have entered people's life, we are bound to be influenced by personal preferences in terms of appearance and concept. At this time, we need art as the best means of reconciliation to meet our needs for products [5]. When it comes to artificial intelligence, even if we don't know how deep the technology and content it contains, we will know something about it. This is no different from thanks to the great director Spielberg. The science fiction film "artificial intelligence" shot and produced by him brings the artificial life in artificial intelligence from a distant concept to our eyes [6]. There is also the film her with the same theme, which makes us marvel at the influence of virtual characters who are not real but seem to be real. With the emergence and rapid growth of artificial intelligence, people begin to notice the significance of its existence, which has a positive effect on the extension of artificial intelligence to other fields. Artificial intelligence is shown in Figure 1:



Figure 1: Artificial intelligence (<http://alturl.com/vnvkw>)

2.2 Artificial Intelligence Algorithm

(1) Genetic algorithm

In the encoding string, the leftmost variable quantum string can be 0 or 1 (denoted by a) [7]. According to this, there is a partition, and the coded string can be divided into two equal sub axes. Assuming that there are m variables, m similar partition methods are generated, and M pairs of sub axes are generated. These sub axes are represented as a set, as follows:

$$F = \{S / A = a\} \quad (1)$$

When evolving to a certain generation, if the previous individual whose physical function value is from large to small is in the same subspace string B , the formula is as follows:

$$F_j^I \in B_n^a \quad (2)$$

Where $I = 1, 2, 3, \dots, NP$, $a = 0$ or $a = 1$. Since the highest part of the substring representing the i -th variable in the space is the same as that of the standard genetic algorithm, the coding efficiency and the accuracy of variable expression are improved, and the accuracy of gene expression is guaranteed. If the meaning is unchanged, each track is moved from the beginning to the left, as shown in the formula:

$$A_i^{j+1} \leftarrow A_i^j \quad (3)$$

(2) Select action

The purpose of selection is to select excellent individuals for operation. The quality of individual group is related to the value of individual physical function. At the same time, roulette can be selected and applied, that is, the selection method based on the value proportion of fitness function:

$$h = \frac{P_i}{\sum_{j=1}^N P_j} \quad (4)$$

Fitness function is also called evaluation function, which is mainly used to realize the most suitable genetic algorithm, guide the evolutionary process of the algorithm, and complete natural selection. The fitness function is closely connected with the objective function. The fitness function is generally obtained by transforming the objective function according to certain transformation rules, the fitness function H [$H(a)$] is obtained by direct transformation of the target function $H(a)$

as shown in the formula:

$$H[h(a)] = h(a) \quad (5)$$

(3) Crossover operation

Crossover operation is to select a pair of individuals randomly in the population generated by selection operation, and change one or several gene segments of chromosome by crossover, so as to realize the transmission of excellent genes from father string to son string [8]. In order to obtain new excellent individuals, because the individuals in this paper are coded by binary coding, binary crossover method will be applied in crossover operation. The specific operation method is as follows:

$$x_{kj} = x_{ij}(1 - y) + x_{ij}y \quad (6)$$

$$x_{ij} = x_{ij}(1 - y) + x_{kj}y \quad (7)$$

However, the above association rules are meaningless, because Gongsun's support is 0.757, which is significantly greater than 0.656 that is to say Zhongwan and Gongsun are negatively correlated. To sum up, when an item set contains another item set, it will reduce the possibility that another item set exists in other item sets [9]. In order to eliminate this misleading rule, this paper sets up a test method to eliminate meaningless rules. For the association rules of X and y, the first test is as follows:

$$F(X, Y) - F(X) * F(Y) > k \quad (8)$$

Where k is the custom detection value, therefore, through the selection, crossover and mutation of genetic algorithm, different K values are formed. The ultimate goal is to get the N + 1 order frequent itemsets have significance and form association rules. The purpose is to eliminate the insignificant association rules and obtain the association with a certain degree of support. The objective function of genetic algorithm is as follows:

$$F(X, Y) - F(X) > B \quad (9)$$

Where f (x) is the maximum value of the subproject set and B is any changeable value [10-11].

2.3 Artificial Neural Network

Artificial neural network is a kind of mathematical model or calculation model that imitates the structure and function of biological neural network. In most cases, artificial neural network can change the structure of content according to the external information, which is an adaptive system [12-13]. Artificial neural network has strong fault tolerance and tolerance ability, which is suitable for large-scale or even super large-scale data processing. It has strong adaptability and generalization ability, and can better deal with problems that are difficult to find solution rules, as shown in Figure 2:

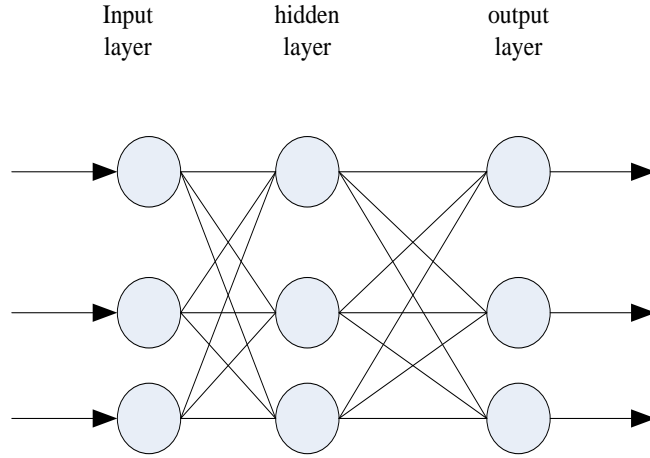


Figure 2: Structure of artificial neural network

The neural network is composed of a large number of artificial neuron connections, which are generally composed of input layer, hidden layer and output layer. The hidden layer can be extended to multiple layers. Each neuron between adjacent layers is connected by weight, and there is no connection between neurons in each layer [14].

2.4 Extreme Learning

Extreme learning machine is a single implicit neural network learning algorithm. Compared with the traditional neural network model, it has the advantages of fast learning speed, small training error and strong generalization ability [15]. Extreme learning machine (ELM) can effectively avoid the problem that the network structure of traditional neural network model is difficult to be determined and often learned. Elm's learning ability and test accuracy need to be improved. Let the training set sample be $[a, b]$ ($I = 1, 2, \dots, N$, n is the number of training samples), the number of hidden layer units of elm is n , and the excitation function is $f(x)$, then the output model of elm is as follows:

$$H = \sum_{j=1}^n \beta_j f(b_j a_i + c_j) \quad (10)$$

In the process of training, a β, C satisfies the following equation:

$$\sum_{j=1}^n \beta_j f(b_j a_i + c_j) = y_i \quad (11)$$

$$F\beta = Y \quad (12)$$

Luciferin renewal stage: each firefly updates its luciferin value according to its current suitable value $h(b)$, that is, the luciferin value at this time is the previous luciferin value minus the volatile luciferin value changing with time, plus a certain proportion of its fitness value at this time [16]. The specific renewal rule is expressed as follows:

$$g(x) = (1-i) * l(g-1) + k * h(b(x)) \quad (13)$$

I was the Volatilization Coefficient of fluorescein, and K is the determining stage of the physical extraction rate region. Each firefly moves to its neighbor by comparing the sets within its radius

[17-18]. The neighbor set is composed of neighbors that meet the following conditions, and the definition is as follows:

$$F() = \{j : h_i(t) < h_j(t) \& \& g(i, j) < z_g(i)\} \quad (14)$$

Update order of moving probability: the probability of the i-th firefly moving to the j-th firefly is determined by comparing the fluorescence brightness values of fireflies in its neighbor set [19-20]. The calculation method is as follows:

$$f = (h_j(r) - h_i(r)) / \sum_n h(r) - h_i(r) \quad (15)$$

3. Development of Traditional Culture in Advertising Design

3.1 Advertising Application

Chinese art has a long history from the initial mixed state of symbolic information to the present classified development. The development of various kinds of art in different dynasties presents its unique laws and creative ideas. Generally speaking, Chinese art emphasizes expressiveness, vividness and freehand brushwork, which has developed into aesthetic pursuit and evaluation standards with Chinese national characteristics, such as "form and spirit", "emptiness and reality", "Rhyme", "power of body", "artistic conception". They all contain the philosophical thoughts of Confucianism, Taoism and Buddhism, and promote the development of Chinese art creation from their unique concept system. Among them, "artistic conception" can be said to be the concentrated embodiment of Chinese traditional aesthetic thought, which occupies an important position in Chinese traditional aesthetic thought. In a sense, the core of Chinese artistic creation is the pursuit of artistic conception. In modern Chinese advertisements, the design and creation of advertisements in the form of poetry is called advertising poetry. It has the characteristics of general poetry, such as lyric, rich sense of rhythm, concise language, vivid image, etc. advertisements also have the characteristics of strong practicability, easy to understand, easy to remember, especially the advertising language.

3.2 Types of Advertising Applications

Chinese traditional aesthetic cultural elements are rich and colorful. Through the aesthetic analysis of traditional aesthetic cultural elements in Chinese modern advertising, we can see that: on the one hand, in the advertising works, the artistic form, symbolic language, aesthetic consciousness and values of Chinese traditional culture have been inherited and promoted, and a vivid, vivid and beautiful image has been constructed in the eyes of the majority of the audience An interesting image of Chinese culture. On the other hand, the fragmented and flat communication mode of advertising, the purpose of advertising sales and persuasion, as well as the general public faced by advertising, make the communication of traditional culture in advertising simple and lack of connotation, which virtually dispels the deeper content of traditional culture. The purpose of advertising is to sell goods, shape image or convey ideas, which has a strong purpose. The design of advertising language needs to be concise and easy to understand, as shown in Table 1:

Table 1: Types of application of traditional culture in advertisement

Sequence	type
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1	Literature
2	poetry
3	music
4	Chinese painting
5	calligraphy
6	Chinese opera
7	seal cutting

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Table 2: Advertising achievements

Serial number	achievement
1	Micro and macro
2	change and stability
3	accumulation
4	long-term
5	attitude,
6	cognition
7	specific content
8	direct and conditional

3.3 Advertising Industry

There are many definitions of advertising industry. Advertising marketing activities should be completed through a series of pipeline operations of advertising companies, such as pre operation, mid production and postrelease. The broad concept of advertising industry covers all aspects. It is a huge concept that includes all relevant parties and activities since the birth of advertising. Specifically, the concept of advertising industry in a broad sense is a concept that involves all the relevant parties in the advertising industry, such as advertisers, advertising media, advertising agencies and audiences, as well as the production and delivery of advertising. The broad concept of advertising industry is in line with the specific situation of modern advertising industry. The watchers are media platforms and advertising agencies, excluding consumers and advertisers. Now, it is obvious that the modern advertising industry should include the upstream and downstream of the advertising industry chain, including advertising companies, media platforms, final advertising products, target audiences, and data collection platforms and analysis companies in the era of big data, as shown in the figure below, as shown in Figure 3:

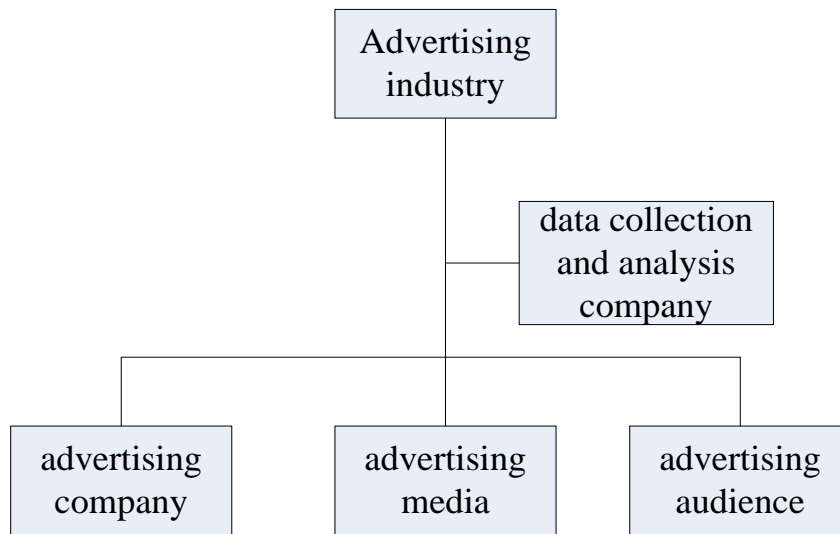


Figure 3: Advertising industry chain

3.4 Ai Traditional Culture in Advertising Design

The advertising industry has experienced the rapid development of modern times, modern high-speed development, big data era, advertising industry will usher in rapid development. The advertising industry discussed above is called "original advertising industry" for the time being. At the same time, it can also provide real-time, visual and accurate advertising effects for advertisers. In the environment of vicious advertising competition, which has been widely criticized, big data can relax the environment of vicious advertising competition. For advertising companies, big data has innovated the existing way of advertising communication, making advertising delivery and communication more efficient. This is both an opportunity and a challenge for advertising companies. If they can meet this challenge well, traditional advertising companies will smoothly transform and upgrade. If they are in a corner under the wave of big data, they will not want to make progress, then it is doomed not to meet the requirements of advertisers, advertisers will not invest money to you. For the media, it is urgent to update the existing advertising concept and media technology to better adapt to the big data advertising. For the audience of advertising communication, the benefits of big data advertising to the audience are obviously more than its disadvantages. Firstly, the accuracy of big data advertising cuts the actual needs of the audience and facilitates the life of the audience. Secondly, the innovation of big data advertising enables the audience to see the ads they need to see anytime and anywhere.

4. Development of Traditional Culture in Advertising Design

4.1 Advertising Language and Traditional Culture

The traditional culture of the Chinese nation is deeply rooted in people's thoughts and affects people's life and way of thinking. All fields of life reflect the characteristics of traditional culture. Traditional culture advertising language has distinct nationality. It is rooted in the soil of traditional culture and draws healthy and beneficial nutrition from it. It reflects a nation's historical tradition, political system, customs religious beliefs. The traditional cultural concepts reflected in the outdoor traditional culture advertising language mainly include "respect and care" culture, "diligence and

frugality" culture, "honesty and justice" culture and other cultures. In the collected outdoor public service advertising language, the number of "respect and care" cultural concept and "diligence and frugality" cultural concept in the traditional culture is in the majority, as shown in Table 3:

Table 3: Outdoor advertising language and quantity distribution of traditional culture

	Quantity	percentage
respect	400	40.00%
thrift	180	18.00%
honesty and justice	200	20.00%
other cultures	220	22.00%

Advertising language not only contains a long history of traditional Chinese culture, but also has a part related to the modern socialist culture with Chinese characteristics. The modern culture reflected in Nanjing outdoor public service advertising language mainly reflects the values of the current mainstream culture, focusing on the mainstream ideology. Although facing different levels of the public, Nanjing outdoor public service advertising language has opened up a more equal access to the mainstream cultural information. Through the analysis of its modern culture, it mainly covers three aspects: advocating people to establish a public code of conduct, advising people to choose a healthy way of life, and advocating people to establish a collective consciousness, as shown in Figure 4:

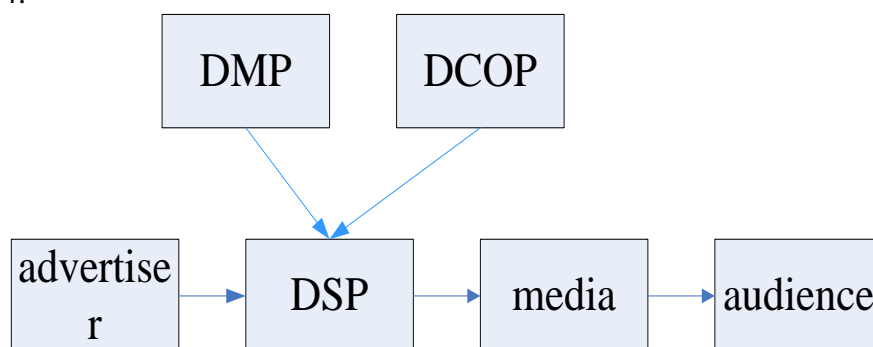


Figure 4: Private program purchase advertising industry chain

The participants of invited bidding and open bidding are single seller and multiple buyers. Compared with open bidding, the number of invited bidders is less. The operation process of their industrial chain is roughly similar. Advertisers put the accurate advertising demand of vast data on the DSP demander platform, while the media put their own traffic on the SSP supplier platform. The SSP sends a bid request to the advertising network platform or advertising trading platform, and the advertising network platform or advertising trading platform feeds back to DSP after receiving the bid information, DSP makes a bid based on the data of DMP netizens and DCOP creativity.

4.2 Film Advertising Effect Investigation

In order to test the influence of traditional culture film category (marketing mode), film theme, product placement, celebrity starring and other factors on traditional culture film broadcast effect and advertising effect (here refers to the number of broadcast and comments), this paper uses the method of variance analysis. Therefore, there is a significant relationship between micro film category and communication effect. There are significant differences in the communication effect of

different types of traditional culture films. As shown in the table, the average broadcast volume of plot ads is much higher than that of brand concept ads and brand image ads, while there is little difference between the average broadcast volume of brand image ads and brand concept ads. This also shows that when the audience's acceptance of traditional cultural films is generally high, the marketing mode of the enterprise is not the focus of the audience's attention, and the plot is the most important factor to attract the audience. Therefore, traditional culture films should be more based on "film" and "traditional culture". How to better integrate into the product brand under the premise of good script is the key point that business owners should consider, as shown in Table 4:

Table 4: Mean value description of film category and communication effect

Advertising type	plot	brand image	brand concept	others
N	30	40	20	5
Mean	15.23	5.67	7.89	10.68
standard deviation	35.45	18.47	20.88	10.52
standard error	8.99	3.35	5.55	2.11
lower limit	1.22	0.45	2.43	1.99
upper limit	35.99	10.56	18.88	5.67
minimum	0	1	2	2
maximum	180	78	110	20

Similarly, the analysis of variance on the categories and comments of traditional culture films from table 4 shows that the significance is greater than that, and there is no significant difference in the number of comments of different categories of traditional culture films. In today's increasingly close connection with the world, China's excellent concept and culture should also become the concept and culture of the world. Advertising can be said to be a bridge, and the elements of Chinese traditional aesthetic culture are the natural decoration on the bridge.

4.3 Individual Audience is the Center of Advertising Communication

With the rapid development of the Internet, Internet users are more willing to share and spread advertising, and the digestion of advertising to culture is inevitable. With the development of technology, the global village has become a reality, and people's communication mode and thinking mode are constantly changing. Advertising is not only digesting the traditional culture, but also creating a new culture. The function of advertising is no longer just to convey the content of advertising to consumers, but simply to cause purchase; or introduce the product quality and function. Nowadays, advertising pays more attention to the shaping of the values and world outlook contained in the product or brand. It can be said that advertising has become the engineer of human soul. The psychological situation of advertising is shown in Table 5:

Table 5: Outdoor advertising language and quantity distribution of social psychology

	Advertising language volume	percentage
Admonishing psychology	60	6%
guiding psychology	800	88%
warning psychology	140	14%

At present, the market share of online advertising has exceeded that of traditional TV advertising, and has become the largest advertising media in China. In 2016, the market share of Internet advertising in China was 70 billion yuan, and it is estimated that the market share may reach 160 billion yuan in 2018. It can be seen that the design of advertising is no longer the limit of

technology, and any image can be achieved as long as you think of it. Even the communication effect of the mass media makes the advertisement pay more attention to the pursuit of technology, that is, to achieve the target audience accurately, rather than deep-seated design and creation of the advertisement works. Such as brain platinum advertising is a model of advertising communication technology. From these data, we can see that online advertising can produce high economic value and promote the prosperity and development of social economy. Programmed procurement advertising has great development space and potential, as shown in Figure 5:

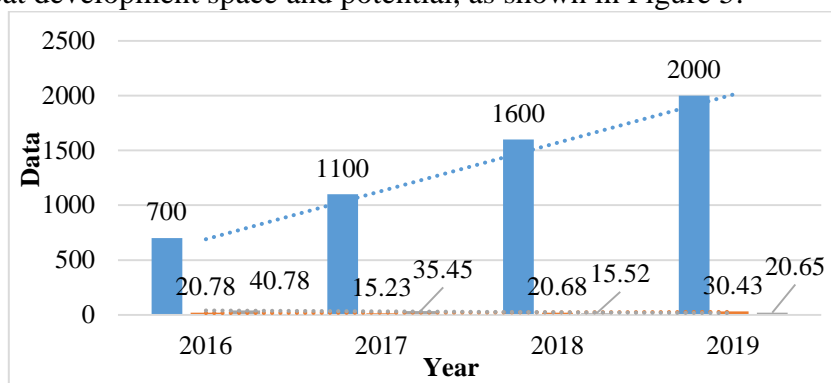


Figure 5: Scale of China's Internet advertising market in 2016-2018

Advertising ecology consists of eight digital platforms: advertising network platform, advertising trading platform, DSP demand side platform, SSP supplier platform, trading counter, DMP data management platform, DCOP dynamic creative platform, advertising authentication platform, etc. Advertising communication is closely related to these market participants, so it is necessary to build a good advertising ecosystem, as shown in Figure 6:

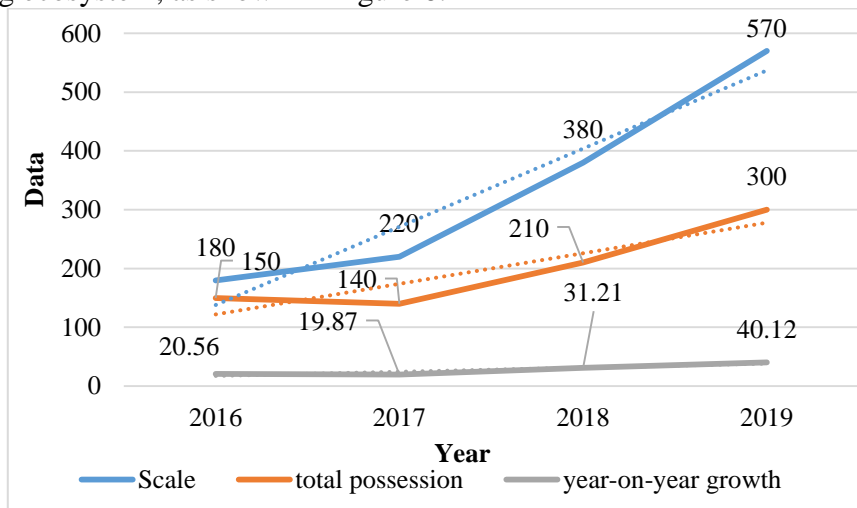


Figure 6: Forecast of China's programmed purchase advertising market scale from 2016 to 2019

Chinese painting can be said to be the most frequently used and most recognizable art form in advertising. Different from western painting, which tries to convey the meaning of the theme itself with the concept of subject object opposition, Chinese painting, under the philosophical concept of the unity of man and nature, believes that any scenery in the nature reflects the spirit of man. The painter's description of natural things is not to pursue their resemblance in shape or imitation of

natural things, but to pursue their resemblance in spirit. The natural scenery picture exists to express my existence, or artistic conception, as shown in Figure 7:

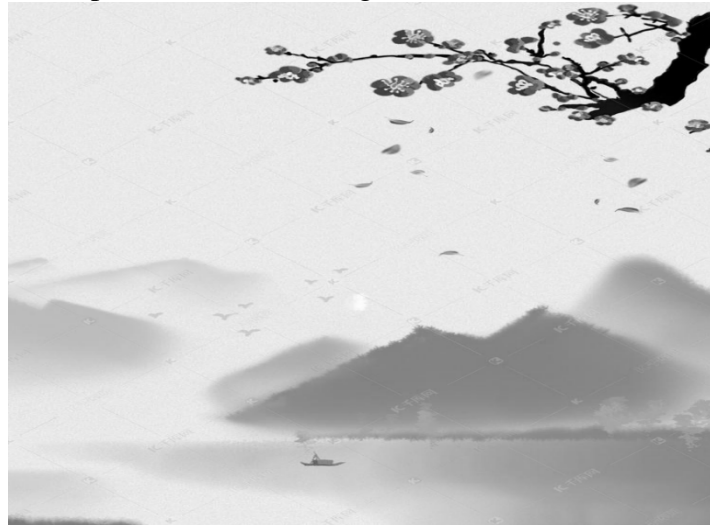


Figure 7: Traditional background of Chinese culture (<http://alturl.com/vwdhi>)

In the background paintings of advertisements, the pictures are varied, vivid and full of charm. At the same time, the ink painting without the second pigment pays most attention to leaving blank. There are all kinds of blanks in the pictures, some representing the sky, some representing the water, some representing the cloud, and some representing the fog. These gaps make the themes of characters, flowers and birds more prominent, and also show a kind of feelings, an impression, or a kind of spirit. There is a way to seek dye without ink, and to count white as black. A few simple strokes in the picture can show the theme and artistic conception of the picture. Many Chinese designers take ink painting as the creative form when designing their works. Through the study and exploration of ink painting, we can find the way to blend it with modern advertising design, and apply ink painting to advertising design to better reflect the artistic conception of advertising.

5. Conclusion

In this paper, we use artificial intelligence, artificial neural network, extreme learning methods and experiments related to the development of traditional culture in advertising design to study the development mode innovation of traditional culture in advertising design based on artificial intelligence. Today, we blend and influence with various cultures in the world, but our heritage is not broken, our aesthetic emotion has not dried up. The elements of Chinese traditional aesthetic culture can only be reborn and developed in the process of blending. Our motherland has inherited 5000 years of history and culture. Traditional cultural advertisements can create the culture of the times with Chinese characteristics with constantly updated styles and forms in the resources of Chinese traditional culture. We should also see that advertising can package products with the help of culture, especially the art form and aesthetic consciousness in culture. It skillfully and invisibly completes the process of language transformation, triggers various irrelevant but meaningful contents in products, and endows products with some different spiritual attributes. The emergence and progress of advertising is the result of the promotion of human productivity, and it is also an important part of human history and culture. Advertising makes products become commodities, makes commodities become boutiques, endows commodities with cultural value and aesthetic value,

and creates a splendid wealth of human society.

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