

The In-depth Influence of Traditional Culture on Advertising Design Innovation Mode in the Environment of Artificial Intelligence

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Abstract: With the development of the advertising industry, the audience's requirements for advertising design are also increasing. But objectively speaking, compared with the application of visual memory in foreign advertisements, there is still much room for exploration and development in China. Chinese traditional culture is the general term for Chinese national civilization, national customs and spirit. After a long historical process, Chinese civilization has gathered into Chinese traditional culture. Chinese traditional culture is a comprehensive response to national characteristics, national features and national culture. The research purpose of this paper is the in-depth influence of traditional culture on advertising design innovation mode in the environment of artificial intelligence. The experimental results show that with the diversified development of society, people are more and more accepting of different cultures, especially for existing Various cultural phenomena in the society can also be fully understood and accommodated, and traditional cultural elements can also be widely accepted.

1. Introduction

In today's globalized context, the rapid development of science and technology has brought the advertising industry to the critical point of breakthrough innovation, and the field of information dissemination has faced unprecedented challenges. Advertising information only relies on traditional media to disseminate, and has been unable to attract consumers. Note [1]. If print advertising wants to regain its influence and appear in front of the public in a more vivid and humanized form, it must break the existing fixed thinking mode and try to innovate from the perspective of media interactivity. New media interactive art not only appears as a tool, it has established an emotional bridge between consumers and products. Consumers actively participate in the practice, and at the same time of entertainment, they deeply understand the product information.

With the advent of digital media lifestyle, advertising design has also ushered in a new era. People's thirst for novel things makes more and more designs consider practicality in addition to practicality. Our studies graphic design products, typographic elements, photos, pictures, shapes

and more. Designed by one, several or all apples. The design process is determined by the individual or collective preferences of the client. In recent years, the variety of advertising products has increased and has taken an important place in the outdoor advertising product group and in architectural clothing advertising. In order to achieve the intended purpose of this advertising tool, great care needs to be taken with regard to the size of the visual perception in particular. A random sample was used in an attempt to assess the hierarchical preferences of domestic and international car clothing advertising from the point of view of visual perception [2]. The aim of Pryshchenko S's research was to analyse existing methodologies of art, culture, design and advertising in order to further effectively design advertising products with a positive value orientation and aesthetic level. The area of research is the visualisation of advertising ideas taking into account regional peculiarities and national cultural characteristics. The scientific study of the cultural-aesthetic component of advertising design aims to systematise the visual means of information and to define its functional properties in contemporary society much more extensively than was the case thirty years ago. Advertising graphics are presented as visual art, visual culture and visual communication. In the examples, the product positioning of regional consumer groups, as well as major changes in market policy, are predicated on major changes in the tasks and characteristics of advertising: social psychology, cultural and artistic aesthetic industries, etc. [3]. The form of advertising design in the Internet age has also changed from the flat laying of traditional commodities to the "narrative design" of brand appeal and emotional interaction.

According to the research background, this paper studies the overview of traditional culture, advertising design in the environment of artificial intelligence, and the in-depth influence of traditional culture on the innovation model of advertising design. In the experiment, in order to understand the public's understanding of traditional culture and whether the cultural elements appearing in the advertising design can be accepted and understood by the public, and to provide a feasible basis for my research, the questionnaire survey method was used to investigate the different ages and different Occupational groups conduct surveys and research on their understanding of traditional cultural elements.

2. Research on the In-depth Influence of Traditional Culture on Advertising Design Innovation Mode in the Environment of Artificial Intelligence

2.1 Research Background

With the development of commodity economy and the intensification of competition, advertising design has been paid more and more attention [4]. Advertising designers must have comprehensive knowledge and related skills in order to correctly understand and grasp the essential characteristics of the objects they want to design, and use various design elements to make organic artistic combinations to form creative graphics, tasteful colors, and materials that can impress people. s work. It can be said that a good design is not only the creation of graphics, but also the result of synthesizing a lot of intellectual labor. It can be seen from this that the art of advertising design has all the characteristics of the cultural industry, that is, the comprehensive characteristics spanning economy, culture and technology. With the rapid development of China's economy and the hosting of the Olympic Games and the World Expo, China has increasingly become the focus of global attention. Against this background, Chinese culture and art have occupied a pivotal position on the world stage of literature and art. Only the nation belongs to the world. Chinese traditional culture is an inexhaustible and inexhaustible source of inspiration for designers, and it is the "magic weapon" left to us by our ancestors. We should not ignore the inspirational role of traditional culture in the development of advertising design, and should see that inheritance and innovation are mutually reinforcing. We are also seeing more and more clearly how advertising design creates a myth of

meaning deep in the minds of consumers, which can not only arbitrarily adjust the combination of meanings, but also further stabilize the addition of meanings, and then sublimate this cultural signification into an unbreakable symbol. Therefore, in the context of artificial intelligence, the profound influence of traditional culture on advertising design innovation mode will play a role in modern society, which will be a subject with great charm [5].

2.2 Overview of Traditional Culture

Traditional culture belongs to a phrase in modern Chinese, which is composed of two words "tradition" and "culture". In different disciplines and different research backgrounds, each author interprets culture from different angles. The word "culture" is considered by some scholars to have been passed down from the West, and translated into Latin culture, it implies a certain national characteristic, reflects the political and economic situation of a certain historical period, and has a certain knowledge and the sum of practical spiritual achievements [6]. Culture is divided into two levels: broad culture and narrow culture. Culture in a narrow sense refers to organizational systems and social consciousness. Culture in a broad sense includes material culture (that is, the tools and technological civilization that people obtain through labor and are closely related to life), spiritual culture (that is, people's way of thinking and value orientation, such as thought, art, philosophy and religion, etc.), institutional culture, etc. (that is, the rules and regulations and organizational forms created by people for survival and development, etc.), behavioral culture (that is, the behavioral habits, etiquette and fashion that people show in their daily lives).

The Chinese and foreign cultural knowledge dictionary explains culture in this way, the development of culture is the continuation of history and the continuation of social material production [7]. Tradition refers specifically to the beliefs, norms, methods, works, etc. that have been achieved in the past and have been passed down from generation to generation. Sun Dingguo believes that tradition is a fixed cultural phenomenon and a continuous cultural phenomenon. Without culture, there is no tradition, and without traditional culture, it cannot be inherited." In the world, any nation or country has its own culture, and no matter how great changes have taken place in history, the excellent traditional culture will continue. To sum up, the author believes that Traditional culture in a broad sense refers to the spiritual wealth and material wealth obtained through labor in the past social practice process.

2.3 Advertising Design in the Context of Artificial Intelligence

With the advent of the mobile Internet, different from the PC era, the scene is constantly changing, and the characteristics of the scene are used to accurately place advertisements. With the entry of artificial intelligence, Internet advertising can realize intelligent marketing automation. In terms of e-commerce, from intelligent word selection, to intelligent bidding, to intelligent creativity, to intelligent targeting, and finally to the final advertisement display [8]. Among them, intelligent creative, automatically uploads the material library through the product information, and generates thousands of creatives after the material is automatically placed. There is a creative change here, that is, personalized dynamic creativity. The information flow advertisement realizes the change from personalized dynamic creativity to intelligent creativity. Advertisers provide the core elements of advertising, including pictures, text, video, LOGO, etc. When the system decides what kind of advertisements and landing pages to push to users, it will not only use interest portraits, but also comprehensively use intent portraits and scene portraits to improve the accuracy of information satisfaction, and then generate intelligent copywriting, intelligent mapping, and intelligent landing page etc. Precise push can bring a good user experience.

2.4 In-depth Influence of Traditional Culture on Advertising Design Innovation Mode

(1) Advertising design is the product of cultural inheritance and development

Advertising design is a form of traditional culture dissemination and development. Under the influence of globalization on traditional culture, use traditional national languages to discuss and communicate with the world, absorb rich cultural heritage, use modern creative ideas and skills to express cultural ideas in advertising creation, and produce services that meet the needs of the advertising era. Make cultural life cool and vibrant [9]. In addition, the ideal nature also greatly affects the values and energy orientation of Kannadas, and even governs our thinking and behavior. Therefore, studying the relationship between culture and advertising structure and discovering additional laws between the two will not only help improve the creative level of the structure, but also contribute to the inheritance and development of culture.

(2) Integration of traditional culture and advertising design

Traditional culture is a combination of material civilization and spiritual civilization formed in the historical process of human society, and has an irreversible heritage. Advertising design cannot be out of touch with traditional culture. Advertising in Kannada has grown in areas with Chinese characteristics and has the imprint of Chinese culture. Advertising design needs to inherit and develop not only the formation of a few traditional traditions, but more importantly, the basic commitment to the traditional spirit of Kannada hidden behind the culture [10]. So, while generations of artists and designers have worked hard to break free from the shackles of traditional fashion and create their own symbols, fashion still follows design and can be seen everywhere. Therefore, in order to improve the creative level of advertising design, it is necessary to draw food from the traditional culture of the country, and use the interaction between traditional culture and advertising design to integrate the two in style, and effectively play the role of traditional culture. Taste modern print ad design. Increase the sales force and image-building effect of advertising campaigns. At the same time, ad design is used as a marketing tool to spread and promote the best Kannada culture in the world.

3. Investigation and Research on the In-depth Influence of Traditional Culture on Advertising Design Innovation Mode in the Environment of Artificial Intelligence

3.1 Compilation of the Questionnaire

According to the representative and feasible survey ideas, a questionnaire was compiled, which contains 21 questions, to understand the degree of understanding of traditional culture from the aspects of daily life, advertising media, TV advertisements, etc., of which 2 questions are: Validity test questions. The purpose of compiling this questionnaire is to understand the public's understanding of traditional culture and whether the cultural elements appearing in advertising design can be accepted and understood by the public through a questionnaire survey, so as to provide a feasible basis for my research.

3.2 Sample Selection Questionnaire

Start with basic information, follow logical thinking, and progress step by step. Using random stratified sampling technology, a total of 500 questionnaires were distributed in M city, 480 were recovered, of which 450 were valid questionnaires, and the effective rate was 93.8%. The t-test formula used in this paper is as follows:

$$t = \frac{\bar{X} - \mu}{\frac{\sigma X}{\sqrt{n}}} \quad (1)$$

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}} \quad (2)$$

4. Analysis and Research on the In-depth Influence of Traditional Culture on Advertising Design Innovation Mode in the Environment of Artificial Intelligence

4.1 The Level of Understanding of Traditional Cultural Elements at Different Ages

In the artificial intelligence environment through the advertising design innovation mode, the survey on the acceptance of traditional cultural elements among the investigators of each age group in M city is shown in Table 1 and Figure 1:

Table 1: The Data Sheet

	Total Number	Number of understanding it
Under 18 years old (minor)	77	35
Age 18-23 (after 90s)	42	26
Age 24-33 (after 80s)	65	54
34-43 (after 70s)	84	73
44-53 (after 60s)	54	42
Over 54 years old (after 50s)	128	96

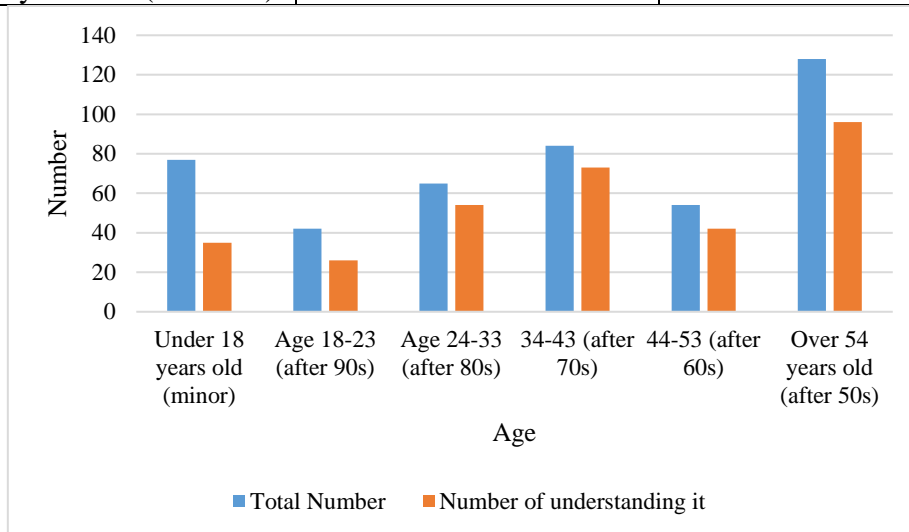


Figure 1: Knowledge of traditional cultural elements at all ages

The data shows that there are significant differences in the understanding of non-mainstream elements among groups of different ages. Among them, the group over 54 years old has the highest understanding of traditional cultural elements, while the understanding of the 18-53-year-old group has dropped significantly.

4.2 The Understanding of Traditional Cultural Elements by Different Occupational Groups

In the artificial intelligence environment through the advertising design innovation mode, the survey on the acceptance of traditional cultural elements among the investigators of each age group in M city is shown in Table 2 and Figure 2:

Table 2: Survey of different occupational groups

Occupation	Total Number	Number of understanding it
Student	125	73
Teacher	134	104
Public functionary	65	55
Worker	98	56
Individuality	14	8
Other	14	5

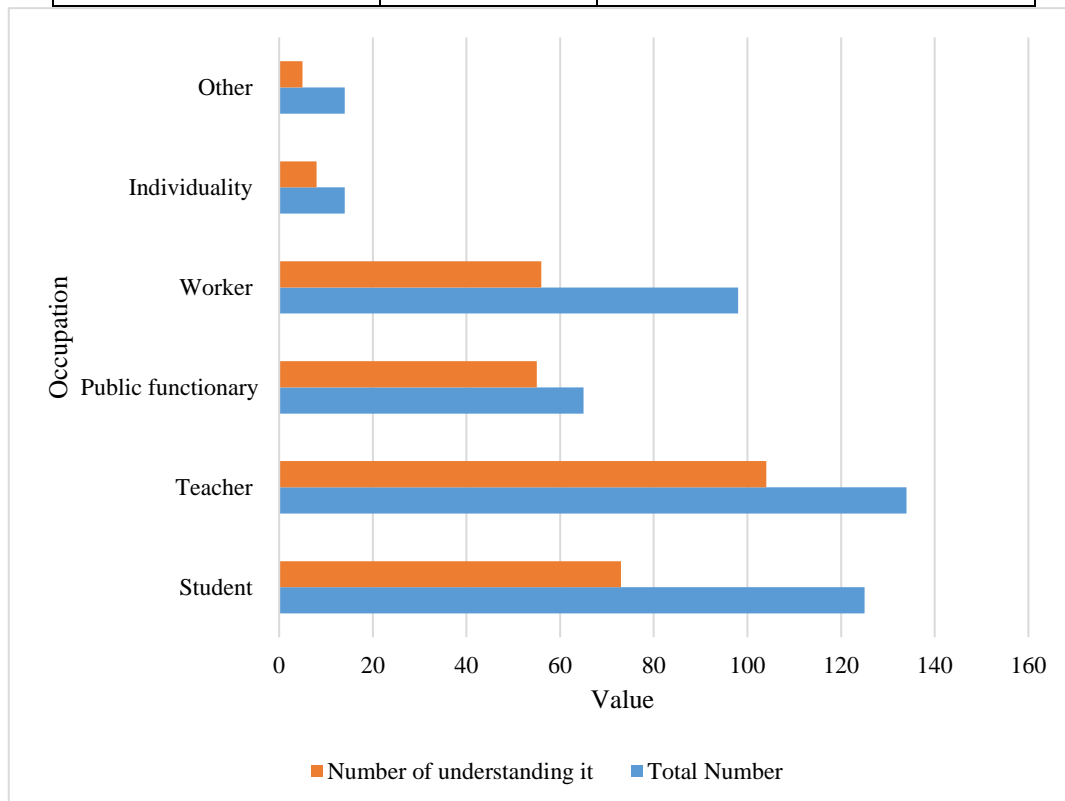


Figure 2: Knowledge degree of different occupational groups

Different age groups have different acceptance of traditional cultural elements. Young and middle-aged and young people are in the rising stage of personal development, and their acceptance of new things is significantly lower than that of middle-aged and elderly groups, so they are more accepting of traditional cultural elements; Traditional cultural elements are more easily understood by middle-aged and elderly groups. Despite this, there are still some people who do not understand traditional culture who can understand traditional culture from advertisements. It can be seen that applying traditional culture to appropriate places will win more audiences.

On the whole, with the diversified development of society, people are more and more accepting of different cultures, especially they can fully understand and accommodate various cultural phenomena existing in the society, and they are also able to fully understand and accommodate

traditional cultural elements. Able to be widely accepted.

5. Conclusions

As a product of information technology, the Internet has completely changed our original life and made life more colorful. The Internet is closely related to our study, life and work, and has a close interaction. And Chinese advertising design will occupy a seat with more novel and innovative models and interesting interactive experiences. Nowadays, companies have an increasing degree of control over the audience's preference information. It is the company's targeted advertising and precise marketing that penetrate into every link, whether online or in outdoor life. Under the influence of the current consumer culture, our lives are full of various consumptions, and the Internet is also rooted in our lives and cannot be shaken. Therefore, in order to have a strong advertising effect in online commercial advertisements, the visual language has the importance that cannot be concealed. In the future, under this environment of encouraging artificial intelligence, the traditional culture will be used to form and enhance the field of advertising design, and through the transmission of the public spirit of advertising, the rapid improvement and promotion of the external market operating environment of the overall advertising industry will be realized.

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