

Research on the Application of Digital Media Art in Modern Advertising Design

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Abstract: With the progress of society and the development of information technology, more and more industries combine with digital technology to achieve greater development. This paper first introduces the application of digital media art in modern advertising design, and then analyzes the application of digital media art in modern advertising design. The effective combination of digital media art and modern advertising design can promote the development of modern advertising design industry and become the future development trend of modern advertising design industry.

1. Introduction

With the rapid development of information technology, more and more industries are applied to digital and intelligent technology. Among them, modern advertising design based on digital media art has also been rapidly applied and developed. The combination of digital media art and advertising design not only makes advertisers have more choices, but also makes the advertising more flexible and targeted. The combination of advertising design and digital media has become the development trend and direction of advertising design in the future. Therefore, it is of great practical significance to study the role and application of digital media in modern advertising design.

2. The concept and characteristics of digital media art

2.1 The concept of digital media art

As a comprehensive subject, digital media art integrates the contents of humanities, society and nature. The core of modern advertising design based on digital media art is the combination of digital technology and media art, and the further optimization and innovation of media art through digital technology. In digital media art, digital technology is the foundation of innovation and development of art works, and art works are the carrier of digital technology, which is reflected in the development of digital technology. The relationship between digital technology and media art is shown in Figure 1.

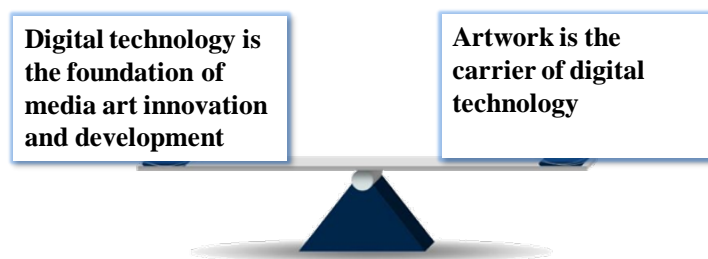


Figure1. The relationship between digital technology and media art

2.2 Analysis of the characteristics of digital media art

Media art based on digital technology has the characteristics of strong innovation and vivid image, as shown in Figure 2. The application of modern digital technology in media art can better carry out innovation. It should be noted that this innovation is not to repel and overthrow the tradition, but to build on the inheritance of innovation. In addition, through the application of digital technology, media art can present the artistic quality of art works more incisively and vividly. That is to say, the modern digital media art is more vivid than the traditional media art, and can make the audience understand and accept it more.

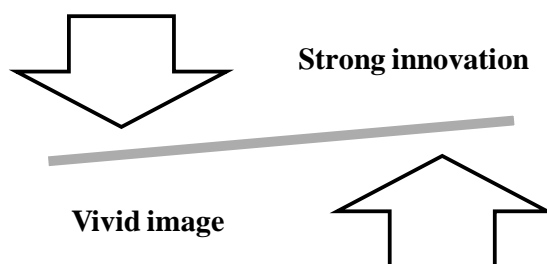


Figure2. The characteristics of digital media art

3. The necessity of the combination of digital media art and modern advertising design

Modern advertising design is not a separate existence, but the delivery of ad content with special planning. Digital media art is closely related to the content of modern advertising design, and they care for each other. At the same time, in advertising design and planning, we also need to consider the audience's feelings and aesthetic needs. Because even advertising is an art creation and creation, it can play its own role in a specific scope of application. In the combination of digital media art and modern advertising, we should also pay attention to the details. First of all, in advertising, we need to have fresh ideas, not monotonous and fake products. Secondly, the design of advertisement should have certain design and functional practicability. Third, the content of the advertisement should also conform to the modern atmosphere in the planning and design. The content of the advertisement needs to change with the changes of the times.

The integration of the design of advertising content and modern digital media art will help to get more exciting advertising content and achieve the original intention and purpose of advertising design. For a variety of art forms, only the most favourable one needs to be selected for integration to achieve the best compatible effect, and on this basis, advertising and film and television works will be combined accordingly, so that the effect can be outstanding.

4. The application of digital media art in modern advertising design

4.1 The application of digital media art in the design of film and television advertisement

Generally speaking, the application of digital media art in film and television advertising design mainly focuses on four aspects: pre design, editing, three-dimensional special effects and advertising titles. As shown in Table 1 below.

4.2 Application of digital media in interactive advertising design

With the rapid development of information technology, interactive advertising has also been rapidly changed and developed, and the application of digital media in interactive advertising design is shown in Table 2 below. The interactive advertising design of technical digital media can not only deepen the connotation of advertising, but also make the communication of advertising more efficient, so that the effect of advertising and publicity is more prominent.

Table1. The application of digital media art in film and television advertising design

Process	Function	Effect
Before the design of film and television advertisement	The design and expression of the advertisement can be well expanded, and the novel visual effect can be presented to the audience.	Show exaggerated and strange pictures, show the uniqueness of products, and effectively improve the effect of later advertising
In film and television advertisement editing	It shows the necessary means of personalization, entertainment and novelty.	It makes the design style of advertisement have remarkable artistry. So that the audience experience more rich and strange visual effects.
In film and television advertisement	Overlay and optimize the virtual scene of advertisement	Show rich effect, and creative design.
In the film and television head advertisement	Detailed description of the profound connotation of the program.	Form works of art with the characteristics of the times and the spirit of cultural and moral quality.

Table2. The application of digital media in interactive advertising design

Process	Function	Effect
New digital media technology in interactive advertising	Make consumers feel virtual goods more real, and have a significant sense of participation.	It can make consumers fully understand their actual needs, so as to effectively improve their consumption satisfaction.
New digital media in interactive advertising	Arouse users' attention to the advertisement, so as to enhance their impression of the advertisement.	It can help users to know more about the brand information, so as to better improve the brand identity.

4.3 The application of digital media art in computer network advertisement

With the advent of the Internet era, all walks of life have been inseparable from the application of computers and computer networks. Due to the huge number of Internet users, digital media advertising is more and more used in computer networks. The application of digital media art in computer network advertising can greatly enhance the expressiveness of advertising design and promote the communication efficiency of advertising. As a product of the information age and a new way of advertising, network advertising can not only expand the publicity, but also make the delivery more targeted based on data analysis.

4.4 The application of digital media art in large billboards

With the improvement of infrastructure and the rapid expansion of infrastructure in China, more and more expressways, national roads and provincial roads are developing and extending in all directions, laying a solid foundation for the development of large billboards. Large outdoor billboards are widely used. Based on the digital large outdoor billboards, the potential value of the location of the billboards is analyzed and judged by using high-tech technology, satellite positioning and other technologies, so as to finally determine the electronic display, digital TV and other ways to carry out digital media advertising.

5. Conclusions

With the development of the times and society, people have higher and higher requirements for the quality of advertising design. The combination of media art and advertising design based on digital technology can not only improve the quality and connotation of modern advertising, but also promote the in-depth development of modern advertising design. With the expansion of modern advertising design, its content is constantly enriched and diversified. Through the combination of digital media art and modern advertising design, it can maximize the development of modern advertising design. In a word, the scientific and effective combination of digital media art and modern advertising design is of great significance. Through the effective combination of digital media art and modern advertising design, it can greatly promote the development of modern advertising design industry, at the same time, inject new vitality into the modern advertising design industry, and become the future development trend of advertising design industry.

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