

The Application of Color Semantics in Modern Graphic Advertising Design

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Abstract: As one of the carriers of people's spiritual content, color can not only trigger people's inner feelings and imagination, but also stimulate human special spiritual power. Color semantics is an important part of graphic design, which has a direct impact on the final effect of graphic advertising design. This paper first introduces the related theory of color semantic concept, then analyzes the expressive force of color semantic application in graphic advertising design, and finally gives the application strategy of color semantic in modern graphic advertising design.

1. Introduction

Because of the color rendering and effect strengthening function of color semantics, it is more and more widely used in graphic advertising design. Modern graphic advertising design based on color semantics can not only improve the artistry of advertising design, but also give more cultural connotation to advertising. Therefore, it can be seen that color semantics plays an important role in graphic advertising design. It has an important role in promoting the artistic and commercial value of graphic advertising design and promoting the richer semantic content of graphic advertising. In the process of applying color semantics and graphic advertising design, we should accurately grasp the law of color semantics based on the attribute of color semantics, so as to further promote its application and development in graphic advertising design.

2. The Theory of Color Semantic Concept

2.1 The Function of Color Semantics

Color semantics has the functions of emphasis, comfort, warning and concealment, as shown in Figure 1 below. In addition, because color semantics is a specific experience that people get from different feelings under different colours, the production of color semantics cannot be separated from people's psychology, cultural symbols, politics and other multiple effects.

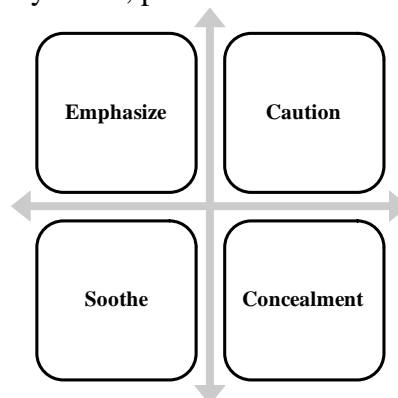


Figure1. The function of color semantics

2.2 Psychological Description of Color Semantic Visual Perception

The different psychological descriptions of visual perception of color semantics are shown in Table 1 below, mainly involving the relationship between color semantics and age, the relationship

between color semantics and ethnic areas, the relationship between color semantics and social psychology, etc.

Table1. The different psychological descriptions of visual perception of color semantics

Visual perception of color semantics	Relationship	Influence factor
Color semantics and age	With the growth of age and physiological maturity, people's cognitive ability of color gradually improves, which leads to emotional impact caused by color.	Life Association, cultural knowledge, political background, artistic accomplishment, etc
Color semantics and ethnic areas	The difference of life experience and emotional experience of different nationalities results in the difference of preference for color.	Natural environment, political environment, religious culture and economic level
Color semantics and social psychology	The specific content of color semantics will change, and the color semantics and its aesthetic value will change with the change of the times	Life style, material wealth, ideology and social system

3. The expressive force of color semantics applied in graphic advertising design

3.1 Symbol and association of color semantics

The specific content of color symbol is affected by the national, religious and cultural factors, as well as the characteristics of the times, so the content of color symbol is relatively changing, it will change with the times and the environment. On the other hand, the association of colours has both generality and individuality for people, and the emotional content perceived by people with different colours is uncertain. Therefore, in the creation process of graphic advertising design, we should make full use of the characteristics of color symbols to serve the specific content of the design, so that people will have a deep impression and achieve the best effect of the design.

3.2 Common color semantic induction

Common color semantic sense has a sense of warmth, weight, strength and softness, as shown in Figure 2 below. Based on the attribute characteristics of the objective object, sensory semantic induction is a unified overall understanding of the objective object. Therefore, while color produces visual response, it will inevitably stimulate other human sensory organs to produce chain reaction. The feeling of color will rise from the initial perceptual knowledge to the rational knowledge. Because of the participation of imagination and association, the emotional content of color will be more abundant.

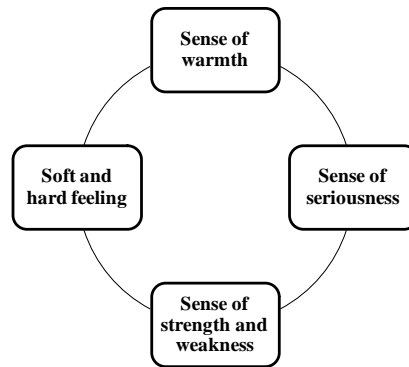


Figure2. Semantic expression of common color

4. Application Strategy of Color Semantics In Modern Graphic Advertising Design

4.1 Application Strategy of Hue Expression in Color Semantics

As one of the basic characteristics of color, hue is the main tool for the audience to distinguish color. In the process of color semantic application, through the combination, contrast and fusion of different hues, this paper expounds the color language with different connotations. In the application of hue, the designer can adjust the color semantics through the application of the same hue, and play the function of enhancing the same color and weakening the same color. In this process, the designer needs to have a certain level theory, which can grasp the color level in the overall plane space and avoid the mutual influence of the color in the plane advertisement.

In addition, in the process of color semantic application, through color creativity, different hues are used to highlight the sense of plane space of advertisements, so as to enhance consumers' desire to buy. In the application of color semantics, through the complementation and contrast of color expressions, the visual effect of print advertising can be enhanced and the visual impact of advertising works can be enhanced. Therefore, the modern graphic advertising design needs to match the hues scientifically, based on the color rendering effect of the graphic advertising, to accurately express the meaning of color.

4.2 Application Strategy of Lightness Contrast in Color Semantics

Color lightness can be divided into two levels, similar to lightness contrast and high lightness contrast, color luminosity accurately reflects the received luminosity of color, so as to bring the visual experience of light and shade to the audience. In the process of modern graphic design, color semantics is expressed through color contrast and gradual change and color harmony, so as to improve the level sense of works and the expressive force of pictures, and convey different emotional semantics.

4.3 Application Strategy of Purity Contrast in Color Semantics

Purity is used to express the sign characteristics of color brightness, and it is also the basic judgment standard to distinguish color difference. In chromatics, the primary color mark is the most obvious. With the decrease of purity, the color becomes dim until it becomes colourless, that is, the color without color. In practical application, the colours are divided into three types according to the purity values as shown in Table 2 below: low purity contrast, medium purity contrast and high purity contrast, and purity combination contrast.

Table2. Color classification based on purity

Classification	Function
Low purity contrast	The expression of quiet and plain color semantics
Medium purity contrast	Expressing comfortable color semantics
High purity contrast	Display colourful color semantics

5. Conclusions

The quality of graphic advertising design works greatly affects the popularity and sales of commodities. In the process of graphic advertising design, through the reasonable collocation of colours, showing rich color semantics can significantly increase the attractiveness of works. The content of modern graphic advertising design is more and more rich, which not only adapts to the development of modern society, but also plays an important role in various industries. It can not only reflect the semantics of graphic works, but also give a strong visual impact. In summary, in the graphic advertising design, the application of color semantics helps to enhance the audience's understanding of the advertising concept. Therefore, modern graphic advertising design should use different colours scientifically, pay attention to the understanding of color semantics, and deepen its artistry and connotation while achieving the goal of graphic advertising design.

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