

Research on the Interest of Print Advertising Design

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Abstract: advertising is based on science and uses artistic expression as a means to achieve the functional purpose of conveying information. There are many disciplines related to advertising, such as marketing, psychology, and communication, among which psychology is a discipline with a basic status. People's psychological activities, including cognition, emotions, and will actions, are all regularly found, and scientific advertising is carried out in accordance with the laws of psychology. When a print advertisement acts as an objective stimulus on the audience's sensory organs, the eyes, the audience's cognitive process begins. It involves sensations, perceptions, memories, thinking, imagination and other activities, and is accompanied by certain emotional experiences, such as joy, anger, sadness, joy and other feelings. Interesting print advertisements also bring the audience's feelings from feeling, perception, and a psychological reaction through the imagination process. Attention is a psychological characteristic common to these mental processes. It goes with these processes. Moreover, as a print advertisement, its appeal and attention strategy issues are paramount. The interest in print advertising can attract the attention of the audience, and persuasion and attitude change are the purpose of advertising. Interesting print advertisements are advertisements that use emotional appeal as a persuasion method, which can make the audience actively accept the advertisement information in a happy mood.

1. Introduction

The interest in print advertisements is a kind of psychological feeling, and the communication of advertisements needs to grasp the psychological behavior characteristics of the audience. Based on the close relationship between the interest and psychology in advertisements and advertisements, the author believes that audience psychology should be the starting point of research. The interesting experience that advertising audiences get from advertising is achieved through the whimsy of designers, and the creativity of designers is achieved by using the basic elements of print advertising design. Therefore, the fun of print advertising Analysis of specific performance is key and essential. In the writing process of this thesis, by collecting and consulting literature about advertising psychology, graphic design and design history, in addition to collecting interesting print advertising works, the literature and advertising The work is analyzed and researched, and strives to analyze the characteristics of interest and the specific performance of graphics in interesting print advertisements from the psychological perspective of the audience. The research theme of this thesis is related to the expression of interest in graphic design in professional research fields at home and abroad. It is mainly applied through graphic creativity and form surprise. There is also research on humorous advertisements related to the subject of this thesis. The author believes that humorous advertisements are included in interesting advertisements. In print advertising, there are many factors that can achieve interest, such as through copywriting or layout structure. This paper mainly analyzes the interest in print advertising from the perspective of graphics.

2. Psychological Effects of Interest in Print Advertising Design

With the continuous development of the economy, the modern advertising industry has developed rapidly, and thousands of advertisements are put on the market every day. Of the many ads, only a small number will attract the attention of the audience. Some people have done surveys abroad, and an average person encounters 150 advertisements per day, while the average number of

noticed advertisements is only 11-20. From the psychological process of the effect of advertisements on the audience, only the noticed advertisements may have the opportunity to be accepted by the audience, and only those noticed advertisements can affect the audience's psychology. There is a term often quoted nowadays: "attention economy", also known as "eyeball economy", which means that in today's information-rich society, only the information that attracts people's attention can be processed and understood. In other words, only the information that attracts people's attention can be processed and accepted, and then can produce economic benefits, so it is called "attention economy". The research believes that the human visual system receives more information than other sensory systems. Therefore, how to attract the attention of the eyeball becomes an important first step affecting its economy, so it is also called "eyeball economy". Attentional mental activity indicates the alertness and choice of objective things by human subjective consciousness. It is impossible for a person to receive and process all information, and only choose information that meets his needs or interests based on his own needs or interests. In the advertising industry, there is a recognized principle of exerting the psychological effect of advertising, which is described as "attention-interest-desire-behavior", and later added factors such as memory, trust, etc. The first step is to attract attention. All of these principles show that to promote positive behaviors, advertising must first attract the attention of the audience.

Advertising as a stimulus can only have further impact on it after being perceived by the audience. Advertising is to emphasize the information that advertisers need to spread and pass it to the audience, so as to attract the audience's attention. To make advertisements successful, we must not only attract the attention of advertising audiences, but also make the advertisements comply with the psychological reaction of advertising audiences to the advertising information. Advertising psychology believes that the impact of advertising information on the audience is based on the audience's activities or impact on the advertising information. What kind of perception the audience forms depends not only on the object of perception, but also on other factors.

In the process of further understanding, association and imagination will be generated. Advertisement designers often cleverly use the laws of imagination and association in advertisements to enhance the interest of advertisements, which can expand and extend the audience's psychology and make the audience actively enter the fun atmosphere created by advertising. This can strengthen the memory effect of the audience. Associativity is a mental process in which the current perception of something related to the past or future is related to another thing, or the experience of one thing reminds of the experience of another thing. Association is an important factor and an important way of thinking in creative thinking. Lenovo can be divided into simple association and complex association. Simple association is to associate phenomena with similar characteristics, things that are close in time and space, or relative phenomena; complex association, also known as relational association or meaning association, refers to the meaning of the association of something when it sees it and other things. Relationship of things, etc. Lenovo is a catalyst for artistic creativity. Association is not completely divorced from reality, but is inspired by one content to another, from one form to another. The channels of the association are crisscrossed and fused, sometimes connecting similar things, creating a new relationship between form and form, meaning and meaning, and sometimes connecting different and opposite things to create extraordinary art. Image. The contrast and dislocation in the visual form can also produce strong visual impact and interesting feelings.

3. Specific Expressions of Interest in Print Advertising

The fun in print advertising is mainly expressed by graphic creativity. And graphics can be understood as the activity of visual perception. As a graphic, it is carried out first through visual channels; secondly, it is a concrete, vivid image; finally, it is a visual symbol that can cause information exchange. Graphic is dynamic, it is an organization or structure, and it is accompanied by a process of perception. In human society, graphics are considered to be one of the best media for conveying thoughts and feelings. In the process of being watched, experienced, and communicated, there will be different feelings of joy, anger, sadness, joy, tension, relaxation, and so

on. For the emotional expression of graphics, the expression of emotion is the most important. Emotions are conveyed through graphics as the medium. The deepening of experience requires the precipitation of emotions, silent observation, deep perception and open thinking. Experience is the repeated feeling, experience and thinking of the object world including emotion, understanding, imagination, and taste. Experience cannot be separated from imagination based on experience. The content of the graphic contains spirit and expression, and most importantly, the reflective component of the graphic through its content. In contemporary society, the role of graphics is more obviously applied to all aspects of social life, breaking the communication barriers caused by differences in national boundaries, characters, languages, etc., and it is praised for its special functions. In particular, the 21st century is an era of picture reading. A graphic is a special kind of visual, linguistic symbol that conveys information. A graphic is different from a mark, a sign, or a pattern. It is neither a simple identification, a record, nor a simple symbol, nor is it a single aesthetic purpose. A decoration, but a deliberate portrayal and expression of a combination of one or more elements under the control of a specific ideology, sometimes an aesthetic sublimation, sometimes a profoundly philosophical philosophy, to give people inspiration. Graphics can be understood as all figures and shapes created by man-made, or can be understood as the way of expressing intentions with vision, and can cause specific shapes and postures of information exchange between people. Graphics are conscious, purposeful discovery and creation, and with their unique imagination, they form important materials in visual elements to improve visual attention. Graphics often attract attention and stimulate reading interest.

Morphological isomorphism is the result of the mutual construction of two different visual elements. The form can be homogeneous, heterogeneous, isomorphic, exaggerated, contrastive, isomorphic, and overall and overall isomorphic, and overall and local isomorphic. The isomorphic screen graphics reflect a certain space, which maintains the flatness and narrative nature of the screen, and at the same time contains the dual meanings of cognition and association. Its creative intention is to form a new space capacity and continuity of thought through reorganization of forms. The isomorphic figure is based on the objective object image. It breaks the limitation of display. By imagining a certain image and another image to form a composite figure, two unrelated things merge into one in the space of imagination. Become unified, creative design graphics. The isomorphic figure embodies the concept of emphasizing the whole. Emphasizing aesthetic quality requires natural and reasonable constituents. Isomorphic figures also embody the notion of mutual unity. It refers to the reasonable resolution of the opposition between things and shapes, and the contradiction makes them coordinate and unify. Isomorphic graphics emphasize the idea of creation, not in pursuit of real life, but more in the sense of artistry and rationality in the visual sense. The significance of isomorphic graphics is to show new value. Whether this kind of isomorphism can be enjoyed visually and whether it can play a specific visual guidance function is the key to isomorphic graphics, otherwise it will lose its meaning.

Paradox is contradiction and contradiction. The paradox seems to have a correct reasoning process, but the final conclusion cannot be established. It seems that no fault can be found in the process of reasoning and deduction. The result of delaying has caused errors and dislocations. This misplaced relationship transformation creates clever error inducement. The graphic in the figure is a method of paradoxical graphics. It uses the principle of human optical illusion to change the natural spatial structure, creating a seemingly reasonable and substantially contradictory visual space, and updating the habitual visual stimulation. mode. This method displays contradictory images and turns impossible in reality into possible. The abnormal phenomena created can be explored and interesting. Although paradoxical creativity is creating absurdity and sophistry, it also has reasonable elements. Often, the graphics are contradictory and the meanings are connected. There are reasonable allegations in the absurd results, which are full of dialectical relationships. Figure 3-5 is a magazine advertisement that stretches the vertical lines on the corners of the box, but strange results appear. The contradictory figure in the picture is a kind of paradoxical figure. It uses the principle of human optical illusion to change the natural space structure to create a visual space that is reasonable and substantially full of contradictions. When people's vision is further extended, they

will feel irrational and contradictory. This creates grotesque and meaningful graphics.

4. Conclusion

Advertising is functional, artistic, cultural, and interesting. Interest is a psychological reaction, and the creation of advertisements is also based on psychology. In most cases, the audience is in a state of unintentional attention. At this time, advertisements are stimulants and their characteristics will affect the audience. Pay attention to it, these characteristics are irritating and new opposite sex, and fun includes irritating and new opposite sex. Designers often use subversive thinking or seemingly unusual but reasonable and reasonable methods to create fun and give full play to creative imagination , Guide the audience to generate association and imagination, so that the audience from the unconscious passive state to the conscious active state, this process makes the audience enjoy it, which is related to people's innate curiosity, people always for unexpected , Unusual new opposite sex and irritating interest, therefore, fun print ads can meet the spiritual needs of audiences to get entertainment. In today's society, it is also used as a means of designing persuasion. Compared with rational appeal strategies, emotional appeal strategies are more favored by people. Interesting print advertising, as an expression of emotional appeal strategies, plays an irreplaceable role. , Is a very effective means of emotional appeal. Print ads can use humor and metaphor to increase the interest. Interest in graphic advertising is mainly expressed by graphics. Graphics have advantages over language. They have a significant role in the components of interesting graphic advertising. Different graphics will cause different psychological feelings to audiences. Interesting graphics are mainly It is expressed through morphological isomorphism, deconstruction and recombination, element substitution, paradoxical graphics, positive and negative graphics, and variant graphics.

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