

10.18686/rcha.v2i5.4547

On the Integration and Application of New Media Technology and Advertising Design

Hui Wang, Ziyun Luo

Communication University of China, Nanjing, Nanjing, Jiangsu 210000

Abstract: In the new era, the rapid development of new media technology has injected new vitality and new impetus into advertising design. Realizing the integration of new media technology and advertising design can innovate advertising design ideas, improve advertising design effects, meet diversified advertising design needs, expand advertising communication channels, and promote the sustainable development of advertising design industry. Starting from new media technology, this paper analyzes the advantages brought by new media technology to advertising design, and discusses the specific application of new media technology and advertising design in combination with the actual situation, so as to provide reference and reference for advertising designers.

Keywords: New media technology; Advertising design; Converged applications

Introduction

In the era of new media, the role of advertising design is gradually revealed, improving product visibility, establishing a good brand image and corporate image, and increasing product sales. At the same time, new media technology has also brought challenges to advertising design, social media has become the main way of advertising communication, and the traditional advertising design model can no longer meet the needs of current users. In this regard, advertising designers should keep pace with the times, use new media technology for advertising design, integrate new media technology into advertising design, optimize the content and form of advertising design, and meet the needs of enterprises.

1. The advantages of advertising design supported by new media technology

1.1 Improve the quality of design

New media technology has brought many possibilities to advertising design, giving new vitality to advertising design, improving the quality of advertising design, and highlighting its characteristics. With the support of new media technology, advertising design can use pictures, videos, data charts and other forms of performance to create a finished advertising product with a certain artistic charm, accurately and comprehensively deliver advertising information to the audience, and can achieve high-quality advertising and promotion in the shortest time, firmly grasp the audience's attention, and achieve advertising design results. In addition, the integration of some advanced technologies can make the final effect more novel and high-quality, focusing on highlighting the advantages and characteristics of the product, and meeting the advertising needs of modern audiences. When the advertising design is more in line with the psychological needs of the audience, the product will leave a deep impression on the audience and increase the probability of purchase, thereby improving the advertising effect and meeting the requirements of corporate publicity^[1].

1.2 Highlight the visual effect

Visual communication is the core of advertising design and the main carrier of advertising promotion, and it is necessary to pay attention to personalized, rich, comprehensive, and coordinated visual effects in the design to attract the audience's attention^[2]. The use of new media technology in advertising design can produce diversified and diversified advertising design forms, bring freshness to the audience, and change the original advertising design model. Through the use of digital images, sounds, and videos, new media technologies can realize the expression of advertisements in staggered time and space, special scenes, and various techniques, and improve the visual communication effect of advertisements^[3]. In addition, new media technology can also make all elements in advertising design more realistic, more flexible and more three-dimensional, bringing greater visual impact to the audience and further understanding and cognition of advertising content. At the same time, new media technology makes its visual effects fully meet the viewing needs of different groups, so as to ensure that the advertising design meets the requirements of the times.

1.3 Strengthen publicity and interaction

In traditional advertising and promotion, the audience is the passive acceptance party, and can only understand the publicity and promotion content by watching the produced advertising video, and cannot choose the advertising content they are interested in, and the interaction is low, and it is impossible to fully understand the audience's needs in time. The integration of new media technology has greatly changed this situation, realizing human-computer interaction and improving interactivity. While watching the advertising video, the audience can also interact through the platform to realize the communication between the audience and the business, the audience and the audience, and transform the advertising from the visual dimension to the practical dimension, so as to meet the personalized, targeted and differentiated advertising needs of the audience. In the process of interaction, the audience has an in-depth understanding and understanding of the new advertising design model, so that more innovative and contemporary advertising design can be recognized and understood by the audience, and promote the development of advertising design.

2. The integrated application of new media technology in advertising design

In the actual advertising design, it mainly includes four aspects: text design, audio design, image design, and video design, which work together to determine the effect and quality of advertising design. Therefore, when relevant personnel integrate new media technology into advertising design, they should ensure the comprehensive coverage of technology and realize the common development of the four designs, which are as follows.

2.1 The specific application of new media technology in the field of text design

In advertising design, text design is an important carrier to show advertising content and reflect product characteristics, especially in offline advertising, text design is the most critical design link, which affects the quality of advertising. In the design of public service advertisements, eye-catching and prominent advertising texts and uniquely personalized, special and artistic texts can enable the audience to quickly understand the meaning of the advertisement. With the support of new media technology, designers can design more attractive and artistic advertising texts, or design dynamic and interesting advertising texts, so that the text in public service advertisements is more conspicuous and eye-catching, highlighting its advertising connotation and cultural spirit. In addition, new media technology can also be used to innovate and update the advertising text to meet the freshness of the audience and attract the attention of the audience. At the same time, new font design ideas can be integrated into the advertising text design to expand the expression of advertising text.

For example, China's famous animated public service advertisement "Family" successfully conveys the importance of family in a unique form of text expression, making the audience feel the warmth of the family and touching the audience's heart. Through the analysis of "Family", it will be found that the entire advertisement does not have a single audio line, and all rely on the word transformation and subtitles of English Family, leaving people with room for reverie. In the advertising design, the designer uses new media technology to transform each word letter into the corresponding character image, showing the responsibility of each family member, and at the same time designing the corresponding text explanation below, highlighting the theme of the advertisement with the charm of the text, and giving full play to the role of the advertising word.

2.2 The specific application of new media technology in the field of audio design

In advertising design, designers should pay attention to audio design, and combine the audio nodes that match the advertising expression form and scene screen design to ensure the advertising effect. If there is a problem with the audio design and does not perfectly match the emotional expression and scene nodes, it will affect the emotional resonance of the audience and lead to the deviation of the advertising connotation. From the perspective of advertising design, new media technology is integrated into the audio design, so that the audio presentation form is more abundant, and the highly clear audio is matched to achieve the perfect match with the advertisement, and even the audio appearance time can be accurate to 0.01 seconds, so as to improve the publicity effect of the advertisement. From the audience's point of view, new media technology can achieve high synchronization between audio and advertising images, and constantly improve the clarity of music resources, bringing a good visual and auditory experience to the audience.

2.3 The specific application of new media technology in the field of image design

The advertising image design supported by new media technology is more realistic and three-dimensional, creating more visual public service advertisements for the audience and improving audience satisfaction. The digital processing technology in the new media technology can effectively improve the picture presentation effect, and make the object image and human body image in the advertisement more real through technical processing, so that it has a three-dimensional sense, as if it is a real thing. At the same time, new media technology can also be used to realize the dynamic visual presentation of images, which brings a variety of possibilities to advertising design and improves the advancement and modernity of advertising. For example, if you compare today's ads with those of 10 years ago, you will find that the clarity and

realism of the images are greatly improved.

2.4 The specific application of new media technology in the field of video design

The development of new media technology has produced a variety of video presentation methods, such as multiple videos presented at the same time, video added to video, etc., so as to effectively shorten the advertising time and meet the needs of the audience to obtain advertising information in a short time. In this way, the integration of new media technology into video design can make the video type of advertising more rich and diverse, such as the use of VR technology to design video, which can improve the authenticity and verisimilitude of advertising video, and create a relatively real advertising world for the audience. Secondly, new media technology can also expand the advertising video communication channels, and use the platform to interact with the audience, so that the advertising is closer to people's real life.

3. Concluding remarks

To sum up, it is an inevitable trend to integrate new media technology into advertising design, which is the embodiment of the development trend of the times and meets the needs of advertising design development. In the process of integration, it is necessary to dig deep into the practical application ability of new media technology, appear from multiple channels and multiple dimensions, realize the integration of new media technology and advertising design, meet the advertising design needs of users, improve the quality of advertising design, and create more high-quality advertising works.

References

- [1] Ou Jianda. Research on Creative Design of Film and Television Advertising under New Media Technology——A Review of Chinese and Foreign Film and Television Advertising Creativity: Elements, Principles and Methods[J].China Radio and Television Journal, 2020, (10):130.)
- [2] Chen Chunni. Analysis on the integration and application of new media technology based on advertising design[J].Journal of Suzhou Vocational University, 2022, 33(02):39-42.)
- [3] Zhang Qingchang. On the application of digital media technology in modern advertising design and marketing[J].Marketing Circle, 2023, (05):41-43.)