

On the Visual Communication of Graphic Symbol Design in Advertising

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Abstract: In essence, graphics are a kind of symbol, which is different from graphics and words, but there is an inextricable connection between the two, that is, in between, it can transcend national boundaries and language barriers and convey corresponding information and spiritual ideas to the viewer. Based on the relationship between graphic symbols and advertising visual communication, this paper hopes to help relevant staff for the future development prospects of graphic symbols in advertising visual communication.

Keywords: Graphic Symbol Design; Ad; Visual Communication

Introduction

Graphic symbols are a design language, from a certain point of view, graphic symbols can convey richer content than words, and at the same time promote the content to become more vivid. Back in ancient times, graphic symbols are an important measure to record civilization, and writing is born on the basis of graphic symbols, and it is precisely because of the existence of graphic symbols that writing can develop and prosper.

1. The relationship between graphic symbols and advertising visual communication

In fact, graphic symbols have long been integrated into all aspects of people's lives, such as various logo designs, product designs and so on. In the visual communication design of advertising, graphic symbols are also the most frequent elements. Graphic symbols are very rich, designers in the visual communication of advertising, need to be based on their own mastery and understanding of graphic symbols, carry out judgment and analysis work, use reasonable and targeted actions, transform and reconstitute them, and then form a new visual language. In this process, graphic symbols are the most basic elements, but also play a role in conveying advertising information, simply put, graphic symbols can be called an important medium to implement the visual communication of advertising ^[1].

2. The application of graphic symbol design in advertising

2.1 Fully consider people's habits and emotions in creation

The use of graphic symbols in advertising creative design is of great significance, and it is also worth more designers to pay attention to and explore. First of all. In a variety of advertising products, the use of graphic symbol design is very extensive, in a variety of advertising products, the design effect of graphic symbols also has a certain difference and gap, quality of good graphic symbols can fully highlight the advertising content and advertising theme, for some very good advertising works, designers do not need to add a variety of text explanation, sometimes, may only need a few simple graphic symbols, It can fully reflect the creative ideas of the creator and the content he wants to express. Secondly, when designers carry out advertising design and creation, they should also fully consider the personal emotions and habits of the people. It is undeniable that in various advertising design products, graphic symbols occupy an extremely important position, and their creative application plays a guiding role in visual communication design work. In this work, some high-quality advertising products can fully and clearly reflect the concept of advertising design and

the theme of the advertisement with the help of their own characteristic graphic symbols and image language, which can ensure that the visual communication effect of the advertisement is better and is recognized and affirmed by more people.

2.2 Creative products take into account the needs of the public

When designers carry out advertising design, they will pay more attention to the aesthetics of creative products, and for products, they will also focus on considering the real needs of the public. The ultimate goal of advertising design is to promote related products, so the most important thing is to quickly attract the attention of viewers in a short period of time. With the development and progress of science and technology, the pace of life of the people is getting faster and faster, in the usual life, most people will not spend a certain amount of time to watch advertising, but if the advertising designer captures people's psychological activities and preferences, then it can effectively attract people's attention. Based on this situation, the importance of graphic symbols is reflected, graphic symbols can allow people who watch advertisements to have a deep understanding of advertisements, better grasp the connotation of advertisements, which is faster and more vivid than the way of reading text. Compared with simple text, the reasonable combination of graphic symbols and colors can produce more possibilities, which can quickly arouse the audience's desire to explore in the shortest time.

2.3 Combine the needs of the written word

When designers apply graphic symbols in advertising, they are more borrowed from textual needs, it can be said that graphic symbols and text are inextricably linked, and in advertising design, the two are also complementary. In essence, graphic symbols are an image embodiment of writing, similar to hieroglyphs in ancient times. With the help of various structures, the designer expresses the meaning of the text itself, this kind of hieroglyphs and graphic symbols are basically the same, are to reflect its vividness and intuitiveness, so that it can leave a deep impact on the audience in the shortest possible time, which is more intuitive than the current stage of text expression. At the same time, graphic symbols are also highly inclusive, addressing language barriers caused by racial differences, and enabling all people to grasp the meaning expressed in clear pictorial information. From another point of view, text is also a figurative expression of graphic symbols, designers will take text as the guiding ideology of creative advertising, process it, and integrate it into advertising design to promote the complete dissemination of advertising information.

Graphics and symbols spread information quickly, and at the same time have direct characteristics, therefore, graphic symbols belong to image communication, this communication method can project the information in advertising more conveniently, promote the people to better identify, effectively grasp and remember. With the development of the times, more and more people have lost interest in traditional advertising forms, relatively speaking, the stimulation is relatively high, and the relatively novel advertising forms are more able to arouse the interest of the masses. Therefore, in the work of advertising visual communication design, designers should implement creative insight, people can grasp the content and cultural connotation that designers want to express from graphic symbols, and attract people's attention with the help of novel expression techniques.

2.4 A variety of expression techniques, and they are very distinctive

When applying graphic symbol design in advertising, you can use a variety of expression techniques, which are not only rich, but also very unique. For advertising design work, the creative presentation of advertising is the core of the work. Usually, the design staff will carry out creative design based on the principle of partial rules, and at the same time have a set of special design methods. For example, composite versus alternative expressions. In essence, conforming to the expression method means that the designer uses one or more graphic symbols to unfold a reasonable arrangement, and create and present a new image, building an image body with conveying meaning. The alternative to this method of expression is mainly to replace a graphic symbol with a graphic symbol different from the graphic symbol, which can reflect the concept of visual language, that is, in the advertising design reflects the absurdity of being destroyed and recombined, prompting the viewer to guess, and then achieve surprising and shocking visual communication results, in general, this way is mainly to reflect the understanding of the deep meaning of a thing.

2.5 Organic innovation of graphic symbols

Whether it is advertising design work, or other visual communication design, should create and innovate graphic symbols, clearly grasp the real core of ideas that advertising content wants to express, and on the basis of mastering the core of thought, integrate some

of their own imagination, learn and absorb various cultural elements, break through the limitations of traditional advertising design, and the shackles of conventional design, at the same time, designers should also explore and present the meaning of advertising content. At this stage, the creative design ideas in advertising design have become popular content, but also become a habit, and designers use graphic symbols for advertising design work, implement visual communication effects, and explain that the content of advertising spirit has also had different meanings, which is the secondary innovation of human cultural awareness, and it is also the process of human beings developing expression ability [2].

3. Conclusion

In fact, graphic symbols have been integrated into the lives of the people, the technological development of society, the continuous exchange and integration of culture and art has also made people's cultural awareness more condensed, which provides excellent conditions for breaking the national boundaries and language barriers of graphic symbol innovation, and also injects more vitality into advertising design. For the visual communication in advertising, relevant staff must reasonably and scientifically apply graphic symbols, properly handle the relationship between them and words and colors, effectively develop and innovate, and promote graphic symbols to give full play to their own value

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