

Relevance Analysis between Art Design and Brand Communication

Cai Hua

Civil Engineering Branch, East China Jiaotong University, Nanchang 330000, China

caihuanc@126.com

Keywords: art design; brand communication; symbiotic relationship.

Abstract: Art design first emerges as a discipline and specialty, which is the creative behavior of people in life. Then the form of brand communication comes into being when brand development goes forward. Brand communication runs through the whole process of brand communication. Brand communication and art design are symbiotic and closely related. For example, the important means of brand communication is art design. The relative power source of art design is brand communication, brand communication or the important channel of art design communication. Therefore, this paper discusses the relationship between art design and brand communication.

1. Introduction

With the rapid development of our country's economy, people have changed greatly in the way of social production and life style. For example, starting to pursue artistic effects in normal life requires an artistic atmosphere in life, even in the process of consumption in life, advertise creativity, have unique personality, and pay attention to reflecting people's aesthetic and artistic experience have greatly improved. These changes have resulted in changes in the direction of corporate brand communication work, and have a great impact on art design. In order to meet the changing needs of people's aesthetics in society and keep up with the aesthetic footsteps of consumers, the brand building of enterprises should be creative in brand communication activities, but also design to meet the unique consumer aesthetic experience. Therefore, creative art design and brand building activities will be linked to promote consumption and brand promotion. In today's social development, it is a normal way to link the two.

2. Overview of Art Design and Brand Communication

Art design is actually a concept of discipline and specialty. With the development of early modernism, it has been collectively called art design: visual communication design, product design, environmental design and so on. These collectively referred to as art design gradually developed into a separate branch of design. In fact, technological design is a creative act in daily life, but the objects designed should have aesthetic function and use function. The things designed can be food, clothing, shelter and transportation in daily life, as well as time and space. More broadly, it also involves consumer products and people's lifestyle. The starting point of the whole work of art design is business goals. It also needs to combine a lot of resources and help from all walks of life, and then it can be accomplished by a team. Art design in business focuses on brand building and brand communication through marketing. There are various ways of brand communication, from ancient Greece to Rome and the Shang and Zhou Dynasties in China. Brand design has appeared in this period, but it is used to identify or protect goods. With the development of art design, advertisements and trademarks, marketing and other forms have enriched the connotation of art brand. In short, the so-called brand communication is the enterprise to build its own brand reputation for sale, through a variety of direct and indirect reminders, telling consumers their own brand is the way of brand communication. When the brand forms a certain image in the consumers, this kind of image is a specific cognition created by the brand, which will lead the consumers into the brand concept

designed by the enterprise. So as far as brand communication is concerned, its main communication process is product design, to form a brand design, and then through commercial participation, marketing, and ultimately is the consumer's own brand experience, which is the whole process of brand communication.

After the formation of a brand, it relies on the theoretical knowledge of advertising, not on an independent discipline. And in brand communication activities, advertising is the main core implementation strategy of brand communication. Since advertising is also an important part of modern art design, it can be said that the basic content of brand in the process of communication is closely related to art design. In view of this, by sorting out the various relationships between art design and brand, we can help to promote the development of both in the discipline and specialty.

3. Research Suggestions on the Relationship between the Two

3.1 Art Design Should Have Brand Communication Awareness

Art design is not a simple art form such as painting or sculpture. Art design is based on business objectives. This kind of art design, which participates in the market and has the nature of service and commerce, belongs to "consumer design". For example, the packaging on the bottle of designer Jing Beverage turned into newspaper. He designed the bottle with two-dimensional code and read the contents of newspaper by scanning two-dimensional code. This design has attracted wide attention since joining WTO. His design not only meets the needs of social workers, but also provides convenience. It also brings high commercial benefits. As the design itself is reflected in the works, so designers will normally commemorate and focus on the works to give performance. In fact, this practice lacks problem awareness and specific design goals. The artistic design in brand and product should play a great role. We must know our brand status and clear the future goals we want to achieve. Therefore, advertising companies should formulate correct development strategies and plan future plans or goals.

3.2 Brand Communication Needs Introducing Art Design Concept

With the continuous change of market competition environment in China, attention has been paid to brand communication and product design. The birth of brand science is due to the demand of this kind of design. This shows that the relationship between brand communication and design can not be separated. In the current consumer market, the awareness of competition is becoming more and more intense, the information age brings a lot of information, consumers in this era of information flooding can not choose, so how to make the brand better attention by consumers, thus being accepted by consumers. This is what all designers and brand companies are most concerned about at present. For example, design needs to have a strong sense of form, innovative, can make all the same products around the eclipse, do these obviously too difficult. Therefore, a large number of brand communication is needed, so that people pay attention to the brand with the greatest communication power under a large number of information choices. By disseminating and selling, to meet consumers' consumption needs, it is very necessary to use artistic means to achieve consumers' special interest pursuit.

4. Art design and brand communication are symbiotic relations

4.1 The Important Means of Brand Communication is Art Design

In the work of brand communication, the application of art design concepts and artistic techniques in brand communication is a very suitable means for brand communication. Long ago, our tobacco manufacturers wanted to sell their products more quickly, so they designed a profound name for their products, such as Marlboro, the earliest tobacco. Later, they began to design many special labels on the packaging of the goods to be sold, such as beautiful patterns, graphics, and characters. This special logo attracts the attention of consumers. In the period of Industrial Revolution, the economy

began to develop rapidly in this period. The prosperity of economy directly or indirectly promoted people's consumption demand. Under such consumption conditions, people involved in design began to add some visual design to commodities, such as specific commodity signs, specific words, and finally photographs. This is more beautiful. Pictures have brought people a certain degree of visual enjoyment, so they have gradually become an important means of market competition, and also become an important way of propaganda when enterprises publicize commodities. Later on, some people began to advocate the arts and crafts movement, which believed that the art of commodities should be combined with the function that can be used. This advocacy promoted the development of design from a commercial perspective.

Now, in the design practice of real life, as a means of brand communication, art design is developing better and better with richer and more colorful content and very imaginative creativity. In recent years, a new brand named "Drop Express" has been created. It cooperates with a photographer known in Argentina in art design. The design wishes him "rediscovery of the city", and then lets the photographer design a large picture of Beijing Second Ring Road. In view of this incident, a heated discussion has been aroused in the society. Brand enterprises have taken advantage of Wechat software again and started to use Wechat software. To attract more micro-credit users to participate in the discussion of this event. Finally, under this intense heated discussion, corporate brand has achieved a large spread of brand reputation, but also enhanced the value of the brand. In addition, a very typical art design venue, museums have begun to become an important channel for brand communication value proposition and quality ability. Many brands have established their own brand-type museums, such as Mercedes-Benz brand, IKEA and Louis Vuitton brand, etc. They basically have the concept of art design in the museum's architecture, and exhibition works of art in the building have the ultimate artistic skills, reflecting the very creative artistic means.

4.2 Brand Communication is the Power Source of Art Design

In the whole art world, the survival and innovation of art can not be separated from commercial purposes. Business purposes play an important role in the whole art world. Under the current situation of economic development in China, the important content of art design mainly includes plastic design, advertising design communication design and so on. These branches of art design are also the driving force for the development of art design and the ideological source of creation. Around 1950, the changing market environment and people's consumption demand led to great changes in communication technology, which led to a lot of new marketing methods in society. There are also new marketing concepts. Among these concepts, one is the theory of corporate identity design, the other is the theory of integrated marketing communication. The promotion of design theory of image recognition has played a positive role in brand communication to a certain extent. It is the first brand communication method to put forward that more standardized visual design should be the basis of brand communication. The theoretical content of integrated marketing communication is "to speak with one voice". This theory disseminates the whole comparative system information to consumers. This form obviously enlarges the number of consumers, thus invisibly increases the assets of enterprises. It is precisely because of the emergence of these two theories that brand communication system has been fully enriched and constantly improved. Under this influence, designers began to cooperate with brands to design many famous and even popular works throughout the country. For example, we are all very familiar with the image of Santa Claus on the Coca-Cola bottle. This is a new design created by the Coca-Cola Company and the designer, based on the idea that this kind of Coke is a coke that the old people also like to drink. The designer and the enterprise cooperated perfectly to create this world-famous work. And around 1980, there was a vodka which is well known in the world today. More importantly, its bottle body was created by Warhol, a great designer, in cooperation with Vodka Company. There is also the world famous brand LV brand, which searches the pursuit of women around the world, is a world-famous design work. In such a design environment, to stimulate more Designers'creative enthusiasm, more and more designers will design more excellent works.

4.3 Brand Communication is an Important Way of Art Design Communication

A brand has its own way of development in the development, and will also establish its own channels of communication. By cooperating with the brand, designers can express the design concept of the brand well. For example, the world's famous brand, Muji Fine Works, was designed with the idea of natural simplicity and simplicity as the main purpose of designing simple works. MUYINGPIN works with famous designers to design simple and simple brand logos based on its own distinct brand culture, and has been trusted by people who require high quality life. With the brand becoming more and more famous, more and more people know and recognize the designers who participate in the design. There are also many folk arts which have gained new development by joining the brand culture. For example, "Miao embroidery" was originally a relatively traditional Miao embroidery craft, but Hermes, a world-famous brand, began to glow with new vitality after cooperating with Miao embroidery. These are the arts that can better realize their own values under the brand's aura. There are also many traditional folk arts, which can be propagated and developed in the spread of brands, thus developing from unknown to world attention.

5. Conclusion

In conclusion, there is an inseparable relationship between brand communication and art design in our country. They are symbiotic and complementary. It is a common fact that brand communication in business will greatly affect art design. At the same time, artistic design is added to the brand communication, which makes the brand communication more colorful. A good brand can influence and develop art design, and even make art design glow with new vitality. Art design also helps brand to get more space for development.

Acknowledgement

The Humanities and Social Sciences Research Program of Jiangxi Universities in 2017: No. YS17203.

Project Name: "Research on the operation mode of art market under the background of Internet +".

References

- [1] Zhang Cuiling, Huang Shujie. The relationship between art design and brand communication [J]. Media, 2016 (4): 76-78.
- [2] Jingrong. Reflections on the relationship between art design and brand communication [J]. Industrial design, 2017 (4): 116-117.
- [3] Yang Qinzong. Reflections on brand design [J]. Journal of Henan College of Mechanical and Electrical Technology, 2006, 14 (3): 120-123.