

Analysis of the Influence of 3D Technology on the Artistry of New Media Advertisement

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Abstract: With the maturity of 3D technology and more and more extensive application, new media advertising is gradually applied, which brings a lot of influence to the artistry of new media advertisement. Based on this, this paper first introduces the development of new media advertising, then analyses the 3D technology and the artistry of new media advertising, and finally discusses the impact of 3D technology on the artistry of new media advertising.

Introduction

With the development of multimedia technology, 3D technology has been gradually applied to all kinds of advertising design. The effective combination of words, pictures, sounds and special effects will bring the upgraded enjoyment of visual and listening senses to the audience. 3D technology brings endless possibilities for the artistic expression of new media advertising, and becomes a new development trend of advertising in the future. The application of 3D technology in new media advertising adds more artistry to it, which is mainly reflected in the following aspects: firstly, it can provide more rich content and choice to the advertising audience. Secondly, new media advertising based on 3D technology is more interactive and artistic. Moreover, the application of 3D technology in new media advertising can improve its publicity effect. However, the current application of 3D technology in new media advertising is still limited, and has not achieved good results in actual use. Therefore, it is of great practical significance to analyze the influence of 3D technology on the artistry of new media advertising.

1. The Development of New Media Advertisement

1.1 Artistic development of media advertisement

Before the advent of photography, commercial publicity usually uses pictures and words. With the maturity and popularization of photography art and the birth of computer PS technology, more and more advertising applications of film and television photography technology. Compared with the traditional newspaper media, photo advertising can show the details and functions of commodities more truly, so it is widely used in the advertising industry once it appears. Generally speaking, the artistic development of media advertising has gone through different stages of development, such as newspaper media, film and television media, and network media, as shown in Figure 1 below.

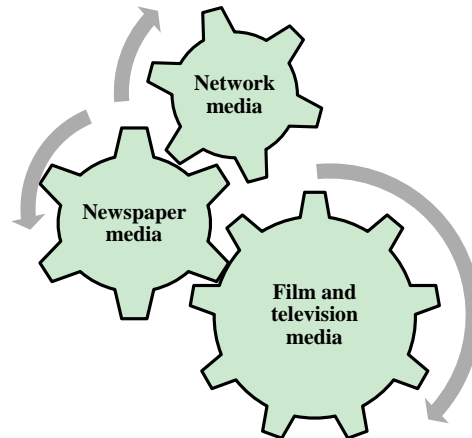


Figure1. Different stages of the media advertising artistic development

1.2 New media and the development of new media advertising

With the upgrading and transformation of the public's consumption behavior, its contact with the media has gradually changed. Especially with the development of social economy and the transformation of social structure, on the one hand, consumer groups are gradually refined. On the other hand, the influence of traditional mass media has gradually declined. This is because with the transformation of consumption, the traditional media can no longer meet the needs of people due to its information dissemination, resulting in the continuous reduction of its contact with the audience. With the decline of traditional media, new media can continue to develop.

1.3 The main direction of new media advertising

In the current domestic market, the main direction of new media advertising can be divided into several aspects as shown in Figure 2. This is because the new media as a new form of advertising, has considerable advantages, can achieve low-cost publicity, high recovery efficiency. Generally speaking, new media is more popular with young consumers.

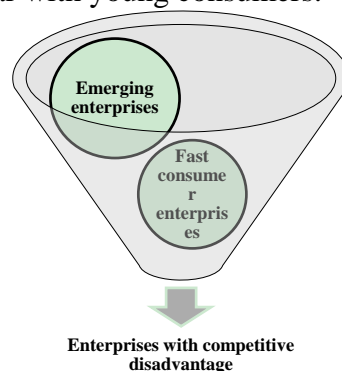


Figure2. Main direction of new media advertising

2. 3D Technology and the Artistry of New Media Advertising

2.1 The characteristics of advertising art

In the age of consumption, the art of advertising develops rapidly. In the process of information communication, modern advertising not only includes economic information, but also can be used

as a popular art communication, which plays a huge role in economy, life and culture. Generally speaking, the characteristics of mass media art are mainly shown in Figure 3.

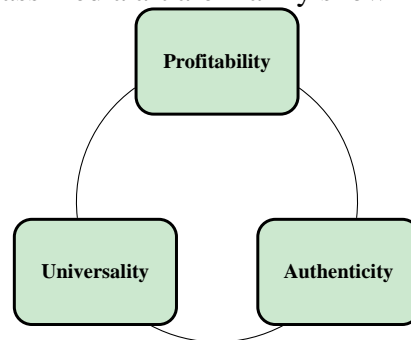


Figure3. The characteristics of mass media art

2.2 Perceptual characteristics of 3D technology

First of all, 3D technology can bring a full range of sensory experience. 3D technology brings audience experience, which is also a special advantage of 3D technology over other media advertising. Secondly, 3D technology can provide three-dimensional dynamic interactive experience. 3D technology can bring multiple application experiences of interactive multimedia, which is also the significance of 3D technology for product display or publicity.

2.3 Aesthetic characteristics of new media advertising art

To a certain extent, the development of new media art depends on the influence and restriction in the field of technology. Therefore, we cannot understand new media art in isolation and ignore the influence of technical factors. In the process of new media art development, technical factors are the strong support to promote new media art display. Like all arts, new media art has its own aesthetic characteristics. As a real-time art with strong interaction and experience, new media art focuses on the ideological and artistic concepts of the times, and participates in the interaction with design. New media art can achieve the ultimate effect of communication with people through the dissemination of performance materials such as words, sounds and graphics. The essence of new media works of art is to show the data of immaterial form and the art form of information culture.

3. Analysis of the Influence of 3D Technology on the Artistry of New Media Advertisement

3.1 The influence of 3D technology on the vision of new media advertisement

With the development of technology, 3D film and television production further strengthens the application of visual technology. 3D machine vision can improve the production capacity of qualified products and reduce waste and cost savings. In application, 3D vision has significant application advantages. With such technical advantages, 3D vision technology continues to break through in the field of new media advertising vision, bringing more space for the development of new media advertising.

3.2 Influence on the cultivation of new media art talents

3D technology makes the new media art transform from traditional paper media to digital media. The development and popularization of digital media make the professional training pay more

attention to the study and mastery of media, in addition to the exploration of visual symbols and visual expression, so as to make the work change from plane to dynamic diversification, from two-dimensional dynamic image to multi-dimensional image. 3D technology records and displays product information in an all-round way, making the product display more comprehensive and specific. In the training of professionals using 3D technology, we need to focus more on mastering the audience's behavior mode, behavior psychology and user experience, so that the works pay attention to the communication effect and appeal and interact well with them. Therefore, the demand for talent training is higher. Whether it is the use of film and television language, film and television image editing language are different from the traditional film and television production. On the one hand, new media advertising based on 3D technology breaks the traditional shooting concept of focusing only on the product itself and ignoring the lack of audience experience. It extends the focus to the early understanding of information construction and audience experience during the exhibition. On the other hand, a complete work needs knowledge structure related to graphic design in production.

Conclusions

With the development of 3D technology, it is more and more widely used in new media advertising. New media advertising through the application of 3D technology is conducive to the realization of its practical and aesthetic unity, so as to achieve the effective transmission of information at the same time, for the investment of businesses to bring the required economic benefits. In addition, the application of 3D technology makes the new media advertising audience from passive information reception to active information acquisition, as well as perceptual identity and experience. This is not only an effective integration of modern science and technology and art aesthetics, but also a supporting means to better reflect the artistry of new media. On the other hand, the new media art of 3D technology needs more professional cross-border cooperation and more scientific talent training and reserve, so as to realize the further innovative application of 3D technology in new media art advertising.

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