

The Expression and Application of the Characteristics of Color Symbols in Advertising Design

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Abstract: As one of the elements of artistic modeling, color is also a symbol in semiotics, because color is endowed with symbolism, meaning and emotion, so color can show different symbolic meanings in different artistic contexts. Color is indispensable to the successful transmission of information in advertising design. A good advertisement works, appropriate color rendering and application is particularly important; in many cases, the unique creative expression of color often can grasp the audience's psychology, and become the successful incentive to accept advertising content.

1. Introduction

"Advertising" means "wide and informed" in Chinese. Its English words originate from Latin word: "Adveing", which means "shouting", "attention" and "inducing". Advertising, as a means of promotion, refers to the non-personnel promotion mode, in which clear advertisers pay for publicity through the media to influence consumer behavior and promote the sale of related products.

Color, graphics and text are the three major languages of advertising, and color has the strongest visual impact. According to a survey by the Center for Popular Color Research in the United States, there is a "seven-second rule" when people choose goods: in the face of a wide range of goods, it takes only seven seconds to determine whether they are interested in them. In this short and critical 7 seconds, the role of color accounted for 67%, becoming an important factor in determining people's likes and dislikes of goods. However, from the current majority of designer's advertising works, the basic color is still at the level of styling elements, focusing on its aesthetic and psychological aspects.

2. Color Symbol

According to the semiotic aesthetician Cassirer: "art can be defined as a symbolic language", which is the formal symbolic language of our thoughts and feelings. Every artistic image can be said to be a symbol or symbol system with a specific meaning. In order to understand the works of art, we must understand the artistic image; and in order to understand the artistic image, we must also understand the referential form constructed in Cassirer's view, symbols as objects, whose dominant function has the function of generating human nature and shaping human culture.

On the one hand, it is the carrier of meaning and the presentation of spiritual externalization; on the other hand, it has an objective form that can be perceived.

In fact, color is also a symbol, which has the characteristics and charm of artistic symbols. Free from the simple elements of modeling, the consideration of color as a "symbol" may become another angle of expression in today's advertising design.

"Color symbol" is a complete ideographic system. It contains many characteristics, such as symbol, recognition, emotion, culture and so on.

3. The Performance and Application of Color Symbols in Advertising Design

To study color as a symbol and master its characteristics, there are various forms in its

application.

3.1 Symbolism

Color has a great influence on people's physiology and psychology. It can produce different feelings, and trigger emotions and associations. This is because people often associate with the feelings of things, and color also triggers emotions. This associative and emotional role is very important in the design of advertising color.

Color has the characteristics of symbolism and empathy. Symbolism of color refers to the psychological effect of color on human beings. Color as a means of modeling, in addition to completing the modeling task, the very important role is to use color expression. Based on the summary of people's life experience, different colors have different psychological effects on people. Nearly a certain association is the symbolism of color. For example, red symbolizes passion, festivity, happiness, revolution and so on; yellow is the color of sunshine, which symbolizes light, hope, nobility, happiness and other meanings; green is the color of plants, which symbolizes calm and security.

Taking red as a case study, the discussion of its symbolic meaning in advertising design is also very rich, and the cases are also very rich. Red is the most striking color with strong appeal. It is the color of fire and blood. It symbolizes passion, festivity and happiness. On the other hand, it symbolizes vigilance and danger. Red color has strong stimulation, and often plays a major role in color matching and an important role in harmonic contrast. It is the most used color.

3.2 Recognition

The implementation of color plan should cooperate with the color plan of enterprise recognition system or brand recognition system, and become an important factor to determine the differences between competing brands, such as improving the ability of color recognition and consolidating the memory of consumers.

Recognition is one of the basic functions of symbols. As for the "color" of symbols, it also has this feature and plays a primary role in advertising design. Taking "color" as a symbol, its function is to create personality recognition of advertisements, especially in the design of series advertisements. Designers often set color standards to make audiences more impressed with series of products. In brand advertising, color recognition is treated as a strategic decision. For example, the enterprise recognition system provides the application standard of color for advertisement, and it should be consistent in all visual communication systems. Designers are not allowed to change their hobbies at will and so on.

3.3 Emotional

Color is one of the best elements to express advertising emotions. People's thinking response to color is subjective. People's visual perception and psychological reaction to color will form color feelings, which will cause the audience to associate with color. Kandinsky, a master of abstract painting, once said, "Each color has its own proper value of expression, and without drawing specific images, it may create meaningful reality". In his paintings, besides aesthetic points, lines and faces, they are the colors expressing their feelings. For designers, some abstract conceptual design expressions, such as emotional expression and the alternation of seasons, are most appropriate.

Gourmet food is loved by everyone. The design of warm colors can greatly increase people's appetite. In the design of food advertisement, color, as a powerful tool to express emotion, undoubtedly performs quite well. For example, Kang Shifu's spicy beef noodles advertisement, the main color is red and yellow, these two colors make people think of delicious and delicious, especially the hot pepper to express incisively and vividly. Therefore, the food desire inspired by the expression of color symbols has become the highlight of advertising design. More noteworthy is that the red and yellow classic matching belongs to the overall image and advertising design of McDonald's, a fast food giant, which can stimulate the audience's appetite from its logo color matching design.

3.4 Culture

With the continuous improvement of consumers' consumption level, the demand for commerce is not only interested in the commodity itself, but also must be supported by cultural characteristics if we really want to impress the audience. The cultural nature of color refers to the aesthetic value of emotion and meaning of color established by people on the basis of psychological experience, personality preferences, Psychological Association and other factors. This kind of emotion can directly express people's feelings, arouse people's imagination about something or thing, and is the expression of people's cultural taste, thought and spiritual information. At the same time, we can also consider color as a symbol to express the connotation of "culture".

The pursuit of "cultural" tastes has become a major pursuit of the public in choosing commodities. How to express "cultural" taste through design is also a challenge for designers. It is not uncommon to use color to explain "culture" in advertisement design. Among them, the application of "color symbol" is particularly important, especially in the design of some gift advertisements. For example, the image design of "Eight Horses" operated by Hong Kong Jin and Liu Design Company in 2011 is a good example.

3.5 Competitiveness

Competitiveness is a further enhancement of the recognition of color elements. In today's society, the competition of commercial advertisements of various peers is very fierce. Therefore, in the design, we should take into account the differences in color performance between peers, in order to obtain their own strong and distinct color differences, improve the attention of the audience, and strengthen their competitiveness. Once the color breaks out of the original restriction and exerts its charm, it will show itself in the market competition.

Color can strengthen the public's understanding of commodities and corporate culture. Shaping strong attractiveness and identification, using color recognition and clear differential packaging design can enhance product characteristics in world famous film. Kodak's yellow, Fuji's green, Konica's blue, Mitsubishi's red and so on, all use color to expand their differences and enhance their unique visual function. Although these films have gradually withdrawn from the market, consumers are still deeply impressed by their color characteristics.

3.6 Echo

Response is a literary rhetorical device, which is also applicable to the use of color in advertising design. The response here includes two aspects.

On the one hand, from the point of view of the elements of advertisement design, as a kind of visual expression symbol, color symbol often expresses a visual concept together with graphic symbol, text symbol, voice symbol and so on. It is a combination of multiple elements of advertisement design works, such as the response of graphic symbol and color symbol; the response of color recognition and symbol, color symbol and emotional appeal of advertisement. Response; Wait a minute. On the other hand, from the audience's comprehensive feelings of advertising works to understand, the aforementioned color symbols of recognition, symbolism, emotionality and culture are not alone, sometimes they are also mutually echoing, and together constitute the function of color symbols. For example, romantic advertisements always choose fresh and elegant colors, serious advertisements often have dignified colors and so on.

4. Conclusion

"Color" is an indispensable element in advertising design. As a non-linguistic symbol, it is widely used in advertising design. Recognition, symbolism, emotion, culture and echo constitute the function and connotation of color symbols.

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