

# Research on Interpretation of Modern Advertising Design under the Influence of Visual Consumption

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**Abstract:** In the image era, visual consumption gradually dominates people's lives, which leads to the emergence of “visual consumption rights.” Fully study the background and characteristics of its production, and from the design point of view, study the influence of people's exercise of visual consumption rights on advertising design, and the interaction with advertising designers, is the best way to develop the benign development of modern advertising design.

## 1. Introduction

The visual consumption right is based on the current situation of visual image advertisements such as movie and TV advertisements, Internet advertisements, mobile advertisements, and building advertisements, and the consumption of visual consumption has become the dominant consumption. The author puts forward a concept to truly understand visual consumption. Right, it is necessary to understand the background of visual consumption, because it is based on this background that visual consumption can emerge, and with visual consumption and visual consumption predominating in consumption, the visual consumption right One said that the close relationship between visual consumption rights and modern advertising design discussed in this paper, the influence of visual consumption rights on modern advertising designers, and under the influence of this, designers to improve their own quality and create beautiful advertisements. A series of measures taken to create a good design atmosphere.

## 2. The Background of Visual Consumption

A few decades ago, people often worried about eating a life that had not been laid down, and now people are more and more eager to seek spiritual enjoyment. In just a few decades, people's consumption levels and quality have undergone qualitative changes with the development of the economy. Zhan Guoshu, deputy editor-in-chief of the Economic Daily, made an incisive summary of this. In the “Abacco” magazine in July 2013, he boldly put forward the “consumption five-level theory”. According to Maslow's “demand five-level theory”, he divided the daily consumption behaviors of human beings into five according to the sensory organs. The hierarchy, in turn, is tactile consumption, taste consumption, smell consumption, auditory consumption, and visual consumption. He believes that the more low-level consumption in the “five-level theory of consumption”, the more it must be satisfied first. For example, the lowest level of touch and taste consumption, that is, eating and drinking, is the most basic consumption in life. Only when you are full, warm, and have a house to live in, will you pursue fresh air (smell), quiet environment (hearing), pleasing home and furnishings (visual). [1] Zhan Guoshu's “consumption five-level theory” is based on the current situation in which people's visual consumption dominates consumer behavior. Due to the improvement of people's living standards, the accumulation of material culture such as consumer goods and places for purchase and consumption has resulted in a significant increase in leisure and consumption activities in contemporary society. [2] Material demand is no longer the first need, but instead pursues a higher level of visual enjoyment. Visual consumption is growing from scratch and growing, and it has gradually occupied an increasingly important position in people's daily consumption. It can be said that our economy has transitioned from a “utility economy” to a “beauty economy.” Our consumption has also entered the era of “beautiful survival”

(Fei Zhe Si Tong). [3] This aesthetically viable criterion guides everyone's daily consumption behavior.

In modern times, due to the development of science and technology, the mass media has increasingly developed in the direction of diversification. From the initial printing of newspapers to broadcasting, to television, movies, to networks and mobile terminal devices, the status quo of the four major media has been formed. Everyone can be a media publisher and communicator. Modern technology provides people with more channels of visual consumption. If the initial printing made people pay more attention to the text symbols, and the production of TV movies and networks made people ignore the words, and instead focused more on various rich visual images. British scholar Berg said: "In the history of people and social forms, there has never been such a concentrated image, such strong visual information." [4] Various visual images are sweeping at the tornado speed. The whole world is surrounded by people and constantly influences and even changes people's various behaviors and ways of thinking.

### **3. Visual Consumption Rights and Advertising Design**

What is the right to visual consumption? The author believes that the right to visual consumption belongs to one of the consumers' many consumption rights. It is the right that consumers enjoy in visual form, and is the high-level consumption that humans pursue after meeting other basic consumer needs. The ultimate goal is to enable people to enjoy the beauty of visual enjoyment and psychological deep satisfaction. Especially in the modern society where various visual advertisements are full of life, people's visual consumption rights, in addition to the right to enjoy the advertisement of "beauty", should also include the right to refuse "not beautiful" advertisements and exercise the right to visual consumption. In order to maintain their own visual rights, the two are closely linked and inseparable.

Consumers have the following benefits in exercising their visual consumption rights in the process of visual consumption. The first and foremost thing is to protect the consumer's visual enjoyment rights. In China, due to the diversified development of mass media, "new technologies have brought more space and possibilities for advertising performance, and the performance space has expanded from two-dimensional to three-dimensional and even multi-dimensional" [5], leading to advertising communication. And the diversity of expressions. Advertisements in newspapers, magazines, TV images, internet, mobile devices, etc. are dazzling, which naturally involves the interests of media companies. The more advertisements are placed on merchants, the more money companies make. As everyone knows, consumers are watching TV, reading newspapers, surfing the Internet and other consumer activities are paid. If you pay, you should enjoy the services you deserve, and the large number of advertisements by enterprises in these visual media will greatly damage consumers' visual rights and cause intangible losses to consumers. At this time, consumers need to exercise their consumption rights to protect their own interests. Secondly, consumers' exercise of visual consumption rights is conducive to improving the level of advertising design and creating a good visual atmosphere. A good visual atmosphere is composed of various aspects. Among them, media visual advertising dominates. Consumers like to design beautiful and wonderful advertisements. "We see those excellent advertising images, so we have a thrill, because we are watching, one side. In seeking knowledge, it is determined that everything is a certain thing, [6] while such advertisements bring beautiful enjoyment to people, they also actively guide people's various happy consumption activities, thereby bringing huge economic benefits to the merchants; For those advertisements that are shoddy or even use a variety of deceptive methods, most people adopt attitudes that do not look or even contradict, such as watching a wonderful series, when the middle of the interstitial advertising period, most people will choose to change channels, and will not continue to watch advertisements with great interest, let alone buy such advertisements and promotions. In real life, consumers and advertisements are caused by consumers' dislike of advertisements. There are many incidents in which the image spokespersons have clashes. This has affected the image of the merchant to a certain extent, reduced the sales of the goods, and caused the decline of the economic benefits of the enterprise. Therefore, in order to pursue the interests, the

merchants must consider the acceptance attitude of consumers in the face of advertising, which makes the competition in the design industry more intense, and encourages the advertising designers to design better advertisements with higher level, more humanization and easy acceptance. With such a virtuous circle, the level of the overall visual atmosphere of society has naturally increased.

#### **4. Advertising Designers and Visual Consumer Rights**

The designer's design activities are closely related to the public's visual consumption, and the two influence each other and restrict each other. The improvement of public visual consumption level and the increasing exercise of visual consumption rights in visual consumption activities will inevitably bring about a huge impetus to the improvement of designers' design level. At this time, designers must take various measures to improve their design capabilities and design publicly satisfied advertising works.

First, designers must understand the history of world design and increase the heritage of traditional culture. In the long history of design history, we can understand the development process of national design history, and learn the different design concepts of outstanding designers from all over the world. For example, the concept of “harmony” of Chinese traditional culture has always influenced the graphic design of Chinese designers, while the design teaching ideas of foreign countries such as Bauhaus have always been respected by modern design colleges. Understand the history of world design, it can be used for the present, and the ocean is used for the purpose of creating a unique design with China's unique ethnic customs, and the characteristics of this nationality are the most vulnerable to people and accepted by the people of the nation. For example, Hong Kong's famous graphic design master is reluctant, and he advocates integrating the essence of Chinese traditional culture into the concept of modern design. He emphasized that this kind of integration is not a simple addition, but a fusion of profound understanding of Chinese culture. [7]

Second, designers must have unique design concepts and original abilities, and have the ability to design novel, non-conforming visual images. In the era of information explosion, people often feel tired of excessive visual information, so that they take a psychologically innocent attitude. Designers' design works must stand out in many designs and arouse people's inner feelings. Unexpectedly unique design concept that transforms “everyday” into a unique design element of “non-daily” to convey design information accurately and quickly. However, many advertisements today are often an “art of persuasion”, ignoring the attitude of consumers and treating them only as objects of information, which can easily lead consumers to unconsciously reject and resist emotions. Excellent advertising designers will carry out imaginative originality according to specific requirements and themes, integrate human feelings into the visual elements of graphic design, and finally convey information in vivid and vivid visual language to guide consumers' consumption behavior. For example, milk advertising is one of the most common advertisements in our lives. Many advertisements are designed to be flat and cannot make a deep impression on people. However, the US DFA Milk Company series of advertisements are unique. The spokespersons of the products in the advertisements, such as singers, movie stars, supermodels, sports champions, etc., both men and women, have a striking white “beard” on their mouths, which has aroused great interest and wants to find out what is going on. “Beard” is the white milk trace left on the mouth when people drink milk. The concept of good milk and people love to drink is deeply imprinted in people's minds. Without unnecessary words, simple pictures can successfully convey the theme of advertising. As soon as this advertisement came out, the imitators emerged endlessly. In the advertisements for fruits and vegetables in a foreign supermarket, we can also see good examples of the transformation from “everyday” things in people's lives to “non-daily” design elements. Fruits and vegetables commonly found in daily life, such as strawberries, peas, eggplants, etc., have been transformed into novel and unique visual elements through the design and processing of excellent designers. Fruits such as goldfish and clams and penguins are presented in front of people. Yu, childlike is full of the entire design process. Imagine who would have the heart to reject this group of happy, novel designs? This group of fruit advertising is not a purely consumer carrier, so that

consumers can accept a large amount of language information, but let consumers accept and understand this group of supermarkets in a lively, childlike and simple visual image. The design intent and purpose to be expressed by the advertisement, so that the consumption is enjoyable.

Third, designers must carefully study other types of comprehensive knowledge related to design, such as design psychology, communication, marketing and other knowledge. In the highly integrated information society of various disciplines, due to the development of science and technology and the rapid circulation of information, design has already broken through the limitations of its own disciplines, and many other disciplines such as marketing, ergonomics, and communication. Convergence, mutual influence, and interdisciplinary development trends. Designing this activity is no longer a simple design behavior of the designer. Modern design must also consider many factors: design must not only combine the brand positioning of the enterprise, but also closely integrate with the current market environment, people's The physiological and psychological structure, aesthetic habits, consumption habits, etc., as well as the use of visual communication media, how to spread and other aspects of the design and promotion of corporate brand advertising, in the final analysis is to understand the current visual consumer psychology and consumption status Only by thoroughly studying the visual consumption of people, the designer's advertising design is targeted, and the designed advertising can achieve twice the result with half the effort.

At present, with the rapid development of science and technology, the increasingly exchange of information (mainly visual information), the role of citizens' visual consumption rights is becoming more and more important, and the tasks of closely related designers are increasingly arduous, realizing people's visual consumption rights. Interaction with the designer is especially important. Modern designers can only use various modern visual media to properly design various kinds of information and visual beauty based on the full understanding of citizens' visual consumption rights. While improving the level of visual consumption of citizens, it creates a good overall social visual atmosphere in order to better protect citizens' visual consumption rights.

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