

# The Influence of Changes in Era Aesthetic Concepts on Advertising Design

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## Abstract:

Advertising design as a part of graphic design, with practical and artistic characteristics. The change of the era aesthetic concept had a profound impact on the formal language expression and design concepts of advertising design. Contemporary advertising design has simple formal languages and diverse style characteristics, showing a more emphasis on human nature, interactivity, interesting aesthetic trends.

## Keywords:

Aesthetic Concept, Advertising Design, Formal Language, Design Concept

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## 1. Reasons for the Change of Era Aesthetic Concepts

Nowadays people pay more attention to spiritual needs, resulting in spontaneous conceptual change. There is a contradiction between industrial culture aiming at science and technology and humanistic pursuit. There is a contradiction between the simplification of design form and the diversification of social life. People query monotonous, neutral design products and pay more attention to innovative products. Influenced by postmodernism, artistic creation also pays more attention to the pursuit of sensibility and personal spirit, and the pursuit of modern aesthetic concepts. Contemporary aesthetic concepts tend to be personalized and diversified.

## 2. The Change of Era Aesthetic Concepts

Art and design activities tend to be democratic and popular. The popularization of aesthetic ideas and aesthetic activities has catalyzed the public aesthetic culture. People's daily life is full of art design products and activities. Aesthetics and aesthetic activities have been popularized. Traditional folk art, network art and personal behavior art have entered the field of artistic aesthetics, and the aesthetic object has been expanding. Design combines art and technology, sensibility and rationality, culture and material. Design not only expresses the individual spirit, but also emphasizes the harmony between people and things, which is also influenced by the value concept of postmodernism. The development of design is one of the manifestations of the current changes in aesthetic concepts.

### **3. Influence on Formal Language Expression of Advertising Design**

#### ***3.1. The Minimalist Style of Formal Language***

Ludwig Mies Van der Rohe's minimalist concept of "less is more" is based on architectural art design. Due to its simplification in form, it soon affects the design of other fields, and advertising design is no exception. Under the influence of this simplified aesthetic spirit, the formal language of advertising design gradually tends to emphasize efficiency and conciseness. In addition, with the advent of the information age, the fast-paced lifestyle makes the audience unable to take into account the multifarious information. Therefore, in order to effectively disseminate information in advertising in a short period of time, it is necessary to design as simple text, color, and graphic information as possible in a limited two-dimensional space to show the most important content to audience. The simplified processing of formal language can achieve the purpose of spiritual and emotional communication and experience with the audience, thus leaving a deep impression and sufficient space for imagination.

#### ***3.2. Diversity of Expression Styles***

Contemporary aesthetic concepts are influenced by various artistic thoughts. Postmodernism is a critique of modernism, and it also criticizes the thinking mode of traditional artistic creation and artistic criticism such as unification, orthodoxy and authority. Under the influence of postmodernism's centerless consciousness and pluralistic value orientation, artistic aesthetics tends to be diversified. By integrating aesthetics into the daily life of the public, the aesthetic concepts have had gained diversity expansion. As for advertising design, formal language elements such as text, layout and image are correspondingly enriched. Flexible use of font size, color change, graphic collage, digital processing, and exaggerated composition in two-dimensional space enables advertising design to bring strong visual impact to the audience. At the same time, because of the strong criticism and freedom of postmodernism, the contemporary advertising design style breaks through the shackles of traditional style, and there have been some design works with the meaning of "betraying". Because of its rebellion and alienation design style, it often can cause public curiosity, which provides new ideas and directions for advertising design.

### **4. Influence on Concepts of Advertising Design**

#### ***4.1. Humanized Design Concepts***

Artistic creation has become more of a carrier to highlight the creator's personal spiritual world, and no longer bears major social responsibility. The aesthetic object of art turns to man himself, paying attention to human value. Contemporary art design advocates humanistic principles and people-oriented spiritual demands. This aesthetic trend makes consumers have personalized and diversified consumption concepts. Thus, they are more in pursuit of emotional satisfaction in the spiritual world. "...rhetoric can be instrumental.....by appealing to the emotions, tastes and attitudes of the recipient." [1] The concepts of advertising design have had changed from focusing on rational demands to emotional demands. Advertising design changes from "hard advertisement" with rational design concept to "soft advertisement" with perceptual design concept which pays more attention to the inner world. Inspired by the postmodernism aesthetics, which emphasizes humanization, individuation, human

emotion and spirit, contemporary advertising design uses the method of emotional appeal to convey sensibility to the audience and generate emotional resonance, so as to persuade consumers to purchase. Compared with rational appeal advertising, perceptual appeal advertising is more in line with the aesthetic of public art and culture, and the advertising communication effect is good. This change has a profound and lasting impact on advertising design concepts.

#### ***4.2. Interaction Design Concepts***

With the advent of the information age, mobile phones, computers and other Internet mobile tools are popular. Art is no longer a unidirectional information transmission, but a mutual interactive experience. In the exhibition, the previous art exhibition is only to display works of art in the exhibition hall, the audience from a distance to watch the works of art. The new technology provides new ideas and methods for artistic creation, such as the application of VR technology, sound control technology, optical control technology and infrared sensing technology in the field of art, so that artistic works can interact with the audience, forming a multimedia art exhibition that integrates vision, hearing and touch, as well as light, shadow, sound and action. "Visual aids are uniquely positioned to capture attention and effectively disseminate critical information." [2] The visualization and dynamic presentation of information in HTML5 program is conducive to advertising communication, and through interactive experience, it can strengthen the communication effect of information.

#### ***4.3. Interesting Design Concepts***

In the era of abundant materials, the trend of artistic consumption of commodities is obvious, and people pay more attention to the spiritual content of brand added value, aesthetic value and artistic value of commodities. Advertisement design works have abandoned the traditional forced rational marketing and have transformed into emotional persuasion with affinity and sense of humor. Creativity, interest and novelty are the embodiment of the artistic value of advertising design. These characteristics can stimulate the curiosity and imagination of the audience. Advertisement design increasingly pursues creative expression. This kind of creativity and interest not only can amuse the audience but also can leave a deep impression on viewers through this humorous and easy form, which plays an important role in brand value publicity. Advertising design realizes the commercial value of "publicize widely" through interesting design concepts, and realizes the aesthetic value, artistic value and commercial value of advertising design through creative artistic expression techniques.

### **5. Conclusions**

The change of aesthetic concept of the times lies in the change of artistic design activities from emphasizing rationality to emphasizing sensibility, from simplification to diversification and individuation, from cold and ruthless international style to the design concept of paying attention to human value and humanization. The changes in aesthetic concepts of the times have a profound impact on the formal language and design concept of contemporary advertising design, and have a positive role in promoting the development of advertising design in the direction of humanization, diversification, interaction, interest and simplification. In addition to deepening its

commercial function value, advertising design can highlight its artistic value and aesthetic value.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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