

Research on visual communication form of Shenyang subway advertisement

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Abstract. In the context of the background of new media development, the speed of information transmission increases. Subway advertising, as an important form of advertising, has distinct characteristics in the level of visual communication. Subway advertising plays a role in shaping urban cultural image and releasing information, and has its own unique features compared with traditional forms of advertising. The development of subway also creates a favorable space for the innovative development of advertising, and forms a unique way of visual communication of advertising. This paper mainly expounds the main forms and contents of the visual communication of subway advertising from the theoretical level, and then explores in detail the existing problems of Shenyang subway advertising and the direction and development measures of visual communication. Through in-depth research from the theoretical level, it can provide beneficial reference for the development of Shenyang subway advertising visual communication.

Keywords: Visual communication; Shenyang Metro; Value discussion; Advertising.

There are tens of millions of permanent residents and floating population in Shenyang, so the subway plays an important role in urban transportation. The daily passenger flow of the subway is about 200,000. In the group called the subway, there are a large number of young and middle-aged people with relatively high cultural level, and the frequency of taking the subway is also relatively frequent. Therefore, in the specific design of subway advertising, it is necessary to have a full understanding of subway consumer groups. There are various forms of visual communication in subway advertising. Only by investigating specific groups of subway passengers and optimizing the design level of visual communication forms of subway advertising can the effect of visual communication of subway advertising be improved.

1. Main forms and contents of visual communication of Shenyang subway advertising

There are various forms of visual communication of Shenyang subway advertising. Through understanding the forms of visual communication of advertising, combined with the survey of Shenyang subway passengers, selecting the appropriate content of subway advertising design is helpful to improve the effect of visual communication of subway advertising. Starting from

The following common forms of visual communication are elaborated:

1.1. Subway platform advertising forms

In the visual communication form of Shenyang subway advertising, platform advertising is an important form of communication content. The subway platform has its particularity and can provide passengers with waiting areas, so the state of passengers at this time is relaxed. In the closed workshop space environment, there are more advertisements

It is easier to attract their attention, which helps the audience to use the short time to read and promote the memory and attention of the audience [1]. Under the effect of advertising information communication, passengers have a relatively strong visual impact, so the efficiency of visual communication can be effectively improved. The design and delivery mode of platform advertisements are large-scale light box flat advertisements, and media technology is rarely used in the form of media expression. The type of advertising content is complex, the layout design is

innovative and the coherence is lack of the whole, is a tough type of advertising appropriate transmission, such advertising form has a negative impact on passengers to deepen the impression of advertising.

1.2. Channel advertising communication form

Channel advertisement is an important type in the visual communication mode of Shenyang subway advertisement. Subway passage is a necessary location for passengers to enter and exit the subway, which is also a reflection of the function of subway passage. It is also a medium carrier with high contact frequency between passengers and advertisements, and a large number of people pass through subway passage every day. The audience rate has become an important factor to ensure the advertising coverage and arrival rate of the subway channel. The open visual communication space of the subway channel has a clear advantage for the transmission of advertising information, and the subway channel has a strengthening effect on advertising publicity and display.

From the perspective of the subway channel advertising design in Shenyang, it mainly consists of traditional print advertisements and continuous light box advertisements, which have strong visual impact, but have a single visual expression form (2).

1.3. The communication form of the column advertisement in the station

In the form of visual communication of Shenyang subway advertising, the pillar in the station is also one of the contents. The pillar in the station is formed by the combination of facades in completely different directions, which has a large volume and strong height advantage, and has become an important support carrier for underground space. The visual communication form of the pillar advertisement in the station is different from other media carriers, and the form of the pillar is unique. The advertising information is not only designed around a spatial dimension, but also can be displayed around four sides to attract passengers from different directions. Passengers can view the advertising information from different angles.

Therefore, the information conveyed by the advertising information in different aspects is different, which helps to improve the information arrival rate (31). The distance between the columns in the subway station is close, the advertising screen is not large, the advertising content and the column carrier specifications need to be coordinated, because the column size is different, the square shape is different, there is also a single problem in the form of advertising.

1.4. Visual communication form of station hall advertisement

The station hall is an important position for entering and leaving the station, and the station hall advertisement is also an important part of the subway space environment, which releases creative space. The space for publishing creativity is relatively large, the overall coverage is relatively wide, and the picture also has coherence and the audience ratio of the advertisement

A relatively large number. Station hall as a relatively large traffic area, through the spacious space environment of station hall advertising is the best choice. From the perspective of the visual communication form of Shenyang station advertising, Zhongjie Station, Beiling Park Station and City Library station, these places are more distinctive. In the Zhongjie Station hall, you can see a large copper plate. The large golden copper plate is engraved with the "Shengjing Fu" created by Emperor Qianlong during his winter tour to worship his ancestors, which is an important window to promote urban culture. In the city library station of Metro Line 2, square light boxes are hung on the ceiling of the long corridor of the subway station, reflecting the Chinese culture. Through the presentation of the visual communication form of the station advertising, it can play a positive role in shaping the image of the city [4].

2. Problems and development direction of Shenyang subway advertisement

2.1. Problems of Shenyang subway advertising

Shenyang subway is an important gateway to Shenyang, so subway advertising can play an important role in shaping the image of the city. However, there are some problems in Shenyang subway advertising at this stage, which are explained from the following points

(1). The problem of advertisement release

There are problems in advertising information release in Shenyang subway, which are mainly reflected in the large proportion of commercial advertisements, followed by public service advertisements and social and cultural advertisements. From the perspective of proportion, advertisement release lacks the primary and secondary, does not combine the communication level and media, and lacks the correlation between advertising information and the delivery environment, and does not coordinate with the subway space environment.

Advertising information is encouraged to be arranged in the subway environment, which is not closely combined with the characteristics of intermediary carriers, which will affect the visual communication effect of advertising information.

(2). Monotonous advertising performance problem

From the current performance of Shenyang subway advertising, we can find that there is a problem of monotony. In Shenyang subway advertising, traditional media is the main body, and traditional print advertising and light box advertising are the main forms. Such forms of expression can achieve publicity effect to a certain extent and bring rich interests to advertisers, but the forms of advertising information are monotonous. The design layout and advertising materials are relatively simple and lack of innovation, which will cause aesthetic fatigue to the audience visually, and the overall publicity effect will affect the visual impact [51].

(3). Advertising design color problem

The color design of Shenyang subway advertising is monotonous and chaotic. It lacks overall control of color, systematic color, dim or bright color collocation, and is not coordinated with the subway environment. The primary and secondary relationship between advertising color and space environment is not clear, which will fail to form an effective distinction and achieve a unified visual effect. It is easy to produce negative effects.

2.2. Development Direction

To improve the quality and effect of metro advertising visual communication, it requires the incorporation of innovative ideas. In the future, the development of Shenyang subway advertising visual communication should be innovative in terms of content, which can present the characteristics of subway advertising, regional characteristics, station names and theme Settings.

It should be able to adapt to the local cultural characteristics, and reflect the regional characteristics can help the audience remember the subway advertising information. In addition, the development direction of the visual communication of subway advertising pays attention to innovation from the technical level. The application of new science and technology can innovate the visual communication mode of subway advertising and ensure the final visual communication quality.

3. Measures for the development of subway advertising in Shenyang

In order to effectively improve the development quality of Shenyang subway advertising and improve the effect of advertising visual communication, scientific and reasonable measures should be taken in the development, so as to effectively improve the quality and effect of various work

3.1. Optimize the design of subway advertising

The development of Shenyang subway advertising should be considered from a scientific perspective, combined with the characteristics of The Times and innovative ideas, and optimize the subway advertising design. In the design of subway advertising, attention should be paid to the overall requirements. In the design, designers should organize, analyze and choose the personalized elements, fit in with the spatial links in the subway, and carry out the design from the overall perspective, so as to clearly reflect the overall visual characteristics, and vividly reflect the urban regional personality and visual characteristics. Effectively enrich and diversify the experience space [6]. The design of subway advertising should be implemented according to the requirements of planning. The advertising design should take into account the overall space environment, timely change the visual communication effect of subway advertising, and effectively improve the quality and quality of advertising content. Planning requirements under the design of subway advertising, from the selection of advertising color design link, to ensure the organic integration with the entire space environment of the subway, conducive to absorption

Attracting readers' attention and setting off, which can play a positive role in advertising content rendering.

3.2. Accurate positioning to highlight the value of subway advertising

In the development of Shenyang subway advertising, it is necessary to change the previous form, have targeted development, clear development goals, and highlight the value of subway advertising through precise positioning. The precise positioning of subway advertising is mainly to combine the preferences of subway riders.

It is necessary to have a corresponding understanding of the concerns of the crowd and effectively integrate the existing advertising products. If there are many young people, it is necessary to understand the consumer psychology of the young group, so that when designing subway advertisements, young people's attitude to life can be expressed through simple words and pictures, which is helpful to make the subway group resonate. Combined with different regional characteristics of advertising, the design of subway advertising needs to be closely combined with social hot spots, and placed in densely populated areas, only on the basis of accurate positioning, can help to make the value of subway advertising prominent.

3.3. Innovate the expression forms of subway advertising

To promote the development of Shenyang subway advertising and improve the visual communication effect of subway advertising, we should pay attention to innovating the innovative expression forms of subway advertising. The visual communication effectiveness of environmental media can break through its own limitations, the overall creativity depends on the communication environment of subway space, and the content of advertising information is the core of subway advertising. Therefore, more attention should be paid to creative forms of advertising expression, such as the new application of media carriers, such as placing creative advertisements in subway stations, which can attract the attention of the audience and focus on the realization of passengers. Let people have a fresh and refreshing feeling. The expression form of subway advertisement should be organically combined with the traditional media. No matter it is the traditional visual expression form or the graphic design expression, it can help to improve the experience and improve the overall effect of communication. For example, the subway advertising design to combine the subway channel and kitchen advertising, can break through the inherent constraints of plane thinking, the three-dimensional wall placement to enhance the three-dimensional sense of advertising space and sense of reality, can create a unique visual space, the overall advertising layout flexible and novel performance clearly reflected. The application of AR technology in subway advertising, reflecting the sense of modern science and technology, can provide technical support for the rich form of subway advertising performance,

through the combination of AR technology and game advertising, virtual combination of display experience, the game characters in the subway station activities, can let the audience feel its novelty.

3.4. Enhance the cultural attributes of subway advertising

Subway is an important embodiment of urban development and progress, as well as an important symbol of promoting urban culture. Therefore, the development of subway advertising in Shenyang should also consider from the perspective of shaping the city image, strengthen the cultural attributes of subway advertising through the combination of subway advertising and the urban cultural publicity, and create a deep impression on people through subway advertising. Let people know and understand Shenyang city culture through subway advertising. The advertisements that can be seen everywhere in the subway become an important part of people's perception of the city. People's perception of the forms and contents of the subway advertisements helps to see the spiritual outlook of a city. As a public place, the subway not only disseminates information, but also has the function of shaping the image of the city. Shenyang is a city with rich cultural heritage, modernization and merger, as well as a famous historical and cultural city. Therefore, in the design of subway advertising, it is necessary to highlight the cultural attributes, highlight the regional characteristics, cultural traditions and folk customs, and integrate them into the brand. The only way to optimize the design is from this basic work. In order to ensure that the visual communication effect of subway advertising is well presented.

4. Epilogue

In conclusion, subway advertising represents a unique form of visual communication. By diversifying communication forms, we can optimize the content and presentation of subway advertising, ultimately enhancing the quality of advertising's visual communication design. The diversification of communication forms embodies design innovation, which is crucial for emphasizing the application value of subway advertising. Based on the current state of subway advertising in Shenyang, this paper aims to provide innovative ideas for optimizing subway advertising in the city by exploring its visual communication forms, content, and development."

Note: I've also made some minor adjustments to the phrasing to improve readability and clarity.

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