

## Cross-border · Integration · Newborn – Advertisement Design Cross-border Research in New Media Times

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**Abstract:** Cross-border breaks barriers in expertise, skill, culture and other respects and integrates irrelevant elements with interpenetration. In this paper, it analyzes methods of advertisement design cross-border integration transformation (cross-technology sound & photo-electricity mixed experiential integration spreading, cross-art freehand sketching, sculpture, installation art integration spreading, integration spreading crossing game and software field, integration spreading crossing film industry field) and summarizes the cross-border advertising creative patterns of manifestation (cross-space and cross-technology advertising representation methods) starting from the causes of crossover design (various arts intermingling, changing technological updating and commercial design demand).

### 1. Introduction

Cross-border originally means cross-border cooperation – cooperation of two different fields. From tradition to modernness, from east to west, cross-border has become a popular word internationally, which represents a kind of new and vigorous attitude towards life, carrier of culture and aesthetic way integration. Cross-border has broken barriers in expertise, skill, culture and other respects and integrated irrelevant elements with interpenetration. For interdisciplinary advertisings, cross-border advertisings generally have very strong sense of innovation and strange feelings with ingenious pattern of manifestation and shocked visual impact, which can cause more identification, mobilize people's optic nerve better, arouse people's enthusiasm, spread the advertising topic effectively and leave deeper impression on people.

### 2. Cause of Cross-border Design

#### 2.1. Various arts intermingling

Categories art is not isolated with each other; they communicate with each other during continuous penetration. For example, a fashion show needs the cooperation of lights, music, air designers, models and dressers, etc. The show of clothing needs to use different art powers to use for reference and supplement with each other; thus, the extension of advertising design, as one category of visual communication art, also includes the characteristics and elements of aesthetics of other arts. The association is a cross-border factor of "you have me, and I in you".

#### 2.2. Changing technological updating

Science and art is inalienable, just like two sides of a coin. The common basis of them is people's creativity. In the present society, people's communication methods are changing continuously due to the reformation of technological means. From the initial letters, telephone to the present mature internet technology, the information spreading methods are changing continuously, which causes that the influence of single spreading method is weaken continuously. Therefore,

multipartite cooperation can reach the massage communicating effect. Technological innovation has provided necessary conditions and operation platforms for cross-border design and laid solid foundation.

### **2.3. Commercial design demand**

In the design of the commercial field, designers have to involve knowledge in many ways to make their knowledge framework be more complete due to customers' demand, consumers' demand and restrictions of economic conditions. In the respect, an American designer – Patrick Whitney, is a pioneer of the practice. He requires students to spell over balance sheets, learn to prepare effective Power Point, and learn to design business composition and other contents. Thus, the cross-border cooperation will be easier; you will be familiar with the commercial talks you meet very much and make your design be more humanized and innovative.

## **3. Method of Advertisement Cross-border Integration Spreading**

### **3.1 Cross-technology sound & photo-electricity mixed experiential integration spreading**

Along with the universal development of wire and wireless network, advertising spread needs new stimulating points to intervene consumers' life. Although network advertisings have interactions, they are short of true multi-sensory experience. People are easier to accept information and form memory when they are touched and moved. Therefore, to attract consumers' attention, move them deeply in a true life-situation and deliver the advertising information skillfully becomes a new requirement during the spreading. At this point, new technologies and new materials of other industries will be introduced to advertising spreading rapidly and cooperate with advertising creative and strategy to form multi-sensory experienced cross-border integrated media. The new technologies and new materials bring about brand-new simulating points, touch consumers' feelings through the form of sound & photo-electricity cooperation and rise consumers' ductile thinking to form deep information memory. When displaying abstract enterprise culture and idea, middle-large size enterprises usually emphasize on manufacturing similar experienced media advertisings, make enterprises be out of the simple "merchant" image, manifest active enterprise connotation and improve their brand image in consumers' mind.

### **3.2. Cross-art freehand sketching, sculpture, installation art integration spreading**

When art encounters advertising, it is a spreading method that can make larger spark of collision. The freehand sketching, mural, sculpture, modern device and other forms in art themselves are a kind of vision existing and delivery, which will wear an art aureole to advertisings and increase attractive and elegant charm after cooperating with advertising information. Those made by traditional advertising media and new network media are advertising products that can be copied immortally, while advertising works manufactured in the artistic modeling method are unique, which are not easy to copy and full of hand-made traces. Therefore, in a sense, they can be called as artworks with advertising spreading information.

### **3.3. Integration spreading crossing game and software field**

Development of games and software belong to IT industry. Game is an entertainment method that majority young people cannot be separated; especially, online games are based on the Internet, belonging to social platforms. Advertisings reach here naturally. But instead of inserting advertising frames in a simple sense, we study deep insertion. For example, the automobile brand – FAW-Volkswagen inserts "Sagitar" brand automobile role in the online game - Fast Car and takes the game as an advertising spreading platform; in its over 13000,000 players, there must be potential automobile consumer group, which is also an cross-industry alliance between gaints and brand bundled spreading.

### **3.4. Integration spreading crossing film industry field**

In recent years, the use of film and micro film in advertisings is more and more. Advertising

companies just realize better “defense penetration” on consumer psychology by taking advantage of film and micro film - such “sugar-coated bullets” with contents; but it is a disgusting advertising planting method to show simply and compulsively in films and television programs, which sometimes degrades cinematographic works. Therefore, cross-field integration spreading should be in grain; in other words, advertising cannot be “planted” simply and furtively to tell customers that it is a film just shot for advertising products. The main body should still be the film theme, make people think and aftertaste and let consumers produce abstract association on the product.

#### **4. Cross-border Advertising Creative Patterns of Manifestation**

##### **4.1. Cross-space advertising representation method**

###### **4.1.1. Plane + three-dimensional representation method**

Along with the continuous development of science and technology, various advertising representation methods beyond the ordinary state are seen in people's sight. But there are full of various advertisings in eyes of people; various pictures stagger together and produce large noise. At that time, if adding three-dimensional elements in print advertisings, it will add new space representation to them. The information delivery is influenced seriously. The plane and three-dimensional advertising can show characteristics of the product in depth and intuitively, rich people's visual experience and make people in the environment built by the advertising. Advertising creative gradually breaks through single media led by cross-border and develops to diversified media.

###### **4.1.2. Plane deformation representation method**

When walking in the street, all most all things heaving in sight are square advertisings. It is difficult for an advertising to be concerned by people in such an environment, while some cross-border advertisings break through the square plane media and extend the content to places other than the media and prominent main information. The place extended becomes the focus of people. For example, in an outdoor advertising of toothpaste, the lower right corner of the picture is cut and made as the appearance that the billboard skeleton is lifted, and there is a person bites and lifts the lower right corner. The deformation place in the picture is just the appeal point of the advertising. The strong teeth image in the advertising picture just expresses the toothpaste and the slogan – build strong teeth on the lower left corner.

###### **4.1.3. Three-dimensional physical representation method**

The three-dimensional physical advertising is separated from plane advertising completely and can express respects that some plane advertisings cannot show. Ikea just uses such three-dimensional advertising; it delivers the idea of product and home decoration to consumers, which is also an outdoor Ikea prototype room at the same time. Its whole idea of three-dimensional advertising vehicle is to transform a boxcar as an Ikea prototype room, take advantage of the space in the boxcar, exhibit the living room, study, bedroom and other products organically and make a precision room display move along with the moving vehicle, just like a mobile Ikea three-dimensional showcase and giving intense visual impact to people. The moving three-dimensional advertising makes people produce adverse balance psychology and gives complex mental feelings of “seemed three-dimensional but plane, seemed plane but three-dimensional”. Such three-dimensional advertising planarity is out of the previous plane and three-dimensional cross-border representation method, gives intensive visual impact, grasps people's eyes and leaves deep impressions.

##### **4.2. Cross-technology advertising representation method**

Cross-border advertising creative is also cross-border technically; it takes advantage of technologies in different fields, makes the advertising information transfer be more visual or become a participatory advertising and let consumers receive advertising information actively. For

example, the public service advertising of WWF (World Wildlife Fund) uses natural elements fully no matter in elements or form. At the upper side of the picture, there is a device similar to baffle with wave edge, facing the west direction; when the sun closes to the horizon line gradually, the sun shadow formed by the wave device will rise continuously. The whole process uses the principle of light and simulates sea surface rising. Cooperating with the natural science principle of solar ray, the device strides out of traditional technologies of the advertising industry, expresses the theme transferred by the advertising clearly and cooperate with suspense to make people curious.

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