

Advertisement Effect of Graffiti-art

Taking 3D Stereograph as an Example*

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Abstract—In the late 20th century, graffiti-art works on streets and lanes blend with various elements in urban space, making those seemingly isolated and meaningless pictures full of vigor with the aid of real environment and space. Thus new visual information and inspiration come into being, providing enlightenment on and new development space for advertisement in the society with rapid development of commercial economy. Features of graffiti-art and new needs of advertisement happen to have the same view. Effective use of graffiti-art can have unexpected effects on practical value of advertisement. The paper mainly conducts research and analyses on graffiti-art's advertisement effect and takes application of 3D stereograph as an example.

Keywords—graffiti-art; advertisement effect; 3D stereograph

I. INTRODUCTION

With gradual development of commerce, any kind of art needs to link up with commerce, so does graffiti-art. With its own unique magic power and vitality, graffiti-art constantly integrates with economy, used in advertisement as a business marketing means with sound advertisement effect.

II. ADVERTISEMENT

Advertisement is an organizational, comprehensive and persuading paid non-personal information spreading activity concerning relevant products (commodity service and viewpoint) through various media by knowledgeable investors.[1] Advertisement has great social influence, having the power to control media and influence people's likes and dislikes. Simply speaking, advertisement is the activity to publicize widely, a way of information spreading and a kind of art and culture. Advertisement comprehensively absorbs techniques of expression of literature, music, dance, painting, sculpture, decoration, film, TV and broadcasting, integrating performing arts, plastic arts and language arts as an organic whole. As a kind of economic behavior, advertisement conducts research on how to promote products through advertisement. The image of a product depends not only on its use value, but also on psychological and aesthetic value. Advertisement has the function of information spreading and arousing consumers' attention. Consumers' access to products is mainly through advertisement, whose repeated appearance

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before consumers deepens consumers' impression on it. Advertisement has the function of induced psychology. Effective advertisement can make consumers yearn for the product and have the desire to buy it. Advertisement has the function of cultural influence. In modern commodity society, advertisement invisibly influences consumers' values through stimulating consumption desire. Through interpreting cultural consciousness and values of advertisement, consumption arouses fluctuations in consumers' mind, bringing about conceptual changes. Advertisement has aesthetic functions. In order to make consumers buy products, we should rely on inducing power of art and aesthetic function is the most direct means of advertisement.

III. INTRODUCTION TO GRAFFITI-ART

A. Origin of Graffiti-Art

Graffiti-art originates in America in the middle and later periods of the 20th century with pictures, typeface and images as main symbols of presentation and free emotional expression of the author as creation purpose, conveying the viewpoint of a person or a group. This kind of special artistic expression form together with "hip-hop culture", "sound mixing" and "street dancing" is listed as four major street cultures. The earliest graffiti appears in Negro residence area of America. The original graffiti has primitive performance with symbolic signs dividing regional functions. After that, some young people loving graffiti with certain artistic talent constantly make creations and explorations, forming unique creation techniques and visual styles of graffiti in the process of exploration gradually. Thus, graffiti attracts more young people experiencing standard academic painting training to join the queue of graffiti, boosting the formation of "graffiti-art". In current society, with rapid development of globalization and commercial operation, graffiti-art blends in people's life with great inclusiveness and gradually becomes a nonnegligible part of modern popular culture by virtue of its unique and charming visual magic power and free and easy means of expression.

B. Aesthetic Characteristics of Graffiti-Art

1) *Great artistic tension*: Compared with traditional artistic forms, graffiti-art is free, bold, totally ego-centered and casual in the whole style. Its primitive peculiarity, expressional font design and color impact generate passionate and heroic artistic appeal.

2) *Decorativeness*: The origin of graffiti-art is similar to cliff painting and fresco left by ancient ancestors. Graffiti-art and modern illustration have mutual effects on each other. Infusion of cartoon style endows graffiti-art with extremely inclusive decorative feature.

3) *Humor sense*: Emotion is the internal expression of art. The key to arousing people's strong emotional experience lies in its representation of rich emotional connotation in symbolic forms. Humor is good at finding interesting elements in life. It is the realest emotional expression with acute insight, able to discover the internal deep essence hidden under trivial and menial things. The purpose of humor dates from laugh, but it is not limited to laugh, leaving space for appreciators to think and arousing their imagination. OakoAk, a French street artist, makes everything humorous and interesting by slight decoration on the seemingly invariable world with his unique perspective and sense of humor.

IV. ADVERTISEMENT EFFECT OF GRAFFITI-ART

A. New Media in Modern City

Graffiti-art can reflect the cultural trend of a city, showing cultural features of the city.

1) *Graffiti-art is a kind of media*: As to wall graffiti-art, it is usually drawn on open urban architectural wall or square ground with letter symbol and pictorial symbol as information carrier to convey information to people. Different from traditional media like newspaper, broadcasting and TV, graffiti-art is static and irremovable medium with inescapability. But audiences of wall graffiti are flowing and they receive information conveyed through wall graffiti located in the same place of the wall repeatedly during their coming and going, invisibly leading to constant repetition and fixed frequency infusion of the same information.

2) *Graffiti-art is demanded by information spreading of advertisement*: It is infused with a certain kind of required concept to achieve the purpose of information spreading, expansion of influence and serving society rather than being a kind of simple information spreading form. Graffiti-art has inborn nature of advertisement, showing itself in the most nature and most direct way, just like large-scale outdoor advertisement. Advertisement plays an important role in commodity circulation in modern market. Compared with traditional design, graffiti advertisement has great subversiveness. If exquisite form of traditional advertisement can bring peace to consumers, lurid colors, flexible means of expression and non-existence of various limitations of graffiti-art would bring about powerful visual images and irritating visual information. The dynamic and smart visual feeling can be remembered and spread by consumers, playing a key role in exposure and spreading of information. By virtue of its unique infectivity and great emotional appeal, graffiti-art attracts the public, adding fuel to promotion and publicity of commercial operation.

3) *Application of graffiti-art in advertisement*: Rather than being limited to streets, graffiti-art is known, understood and appreciated by the mainstream society with communications media as carriers. Graffiti artists cooperate with popular

business, like designing exquisite Logo, patterns and album covers for famous hip-hop singers, musicians, bands, record company, various trendy stores and platforms to let voice be heard. Top international brands like Coca Cola, Nike and Leavis plan and make a large number of advertisements with application of graffiti-art, showing their craving for graffiti-art. NIKE flagship store uses graffiti as storefront decoration. As an outstanding brand in mainstream fashion circle, Louis Vuitton releases bags with graffiti as the main element. Noble Christian Dior releases a series of coats, shoes and leather bags with outstanding graffiti patterns. As a famous brand, Leavis jeans also release a series of products relevant to graffiti patterns. Since the targeted consumption group of Leavis consists of young people, the design style is full of vigor and vitality, fully showing the keynote of youth and passion. As the leader of global sports brands, Nike emphasizes high investment and high return in product design and advertising, grasping and catering to the psychology of consumers. Graffiti-art targeted at young consumers has considerable effects in advertising, as shown in "Fig. 1".



Fig. 1. Graffiti-art in advertisement of Nike.

Coca Cola has high requirements for its own design and releases excellent graphic design advertisements on a regular basis. Visual advertisement using graffiti design technique boasts unique enterprise cultural pattern, as shown in "Fig. 2".

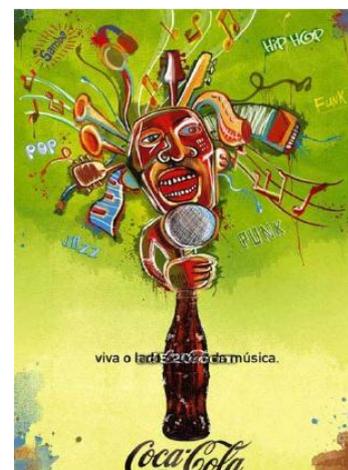


Fig. 2. Visual advertisement designed with graffiti technique.

Perrier cooperates with L'Atlas, a modern French artist, and uses his artwork in design of body of bottle and can, releasing the limited packaging of "street art inspiration".

B. New Entertainment of Modern Consumption

Today, with gradual development of commercial economy, people's requirement for fashionable and unique consumer goods achieves a new height. Purchasing commodities is not only to meet personal needs of consumers, but also to obtain a sense of satisfaction mentally. Economic development invisibly brings pressure and bothers to people's mind. Therefore, commodities which can release fatigue, remove annoyance and bring happiness in life win great attention from consumers. Tagore, an Indian poet, thinks that "Besides food feeding us on the table, there is existence of beauty. Fruits can feed people and are excellent in color, flavor and taste. Although we can't wait to eat them, they bring us the enjoyment of beauty apart from feeding us".[2] In the fierce competition of advertisement, apart from conveying information, advertisement needs to be artistic and entertaining. Robert Wyne, an American copywriter, says, "We know advertisement equals to a kind of harassment. Readers may dislike advertisement and they may try to avoid it. In order to pay for the time they spend in reading the magazine, adpersonin have to bring entertainment to consumers as reward to them."[3] In advertisement design, the feeling of being personally on the scene in 3D stereograph of graffiti-art can attract many people here to interact, feel the amazing space and take photos. Through combination of unique features of 3D stereograph and commercial advertisement, merchants bring slight relaxation and entertainment to consumers after their intense and tiring work. *Big Bang of City* "Fig.3" is a work of Qi Xinghua as a 3D stereograph artist, and it is especially designed and drawn for promotion activity of a certain brand of car, showing a unique spacial perspective. In the picture, there are high buildings and large mansions and interlaced and alternating roads with cars shuttling back and forth between buildings and going north along the road. The picture gives people a feeling of interlaced time and space, making it difficult for people to tell whether it is real or virtual. Thus, many consumers are attracted here to appreciate and participate in the happy experience.



Fig. 3. *Big Bang of City* by Qi Xinghua, a 3D Stereograph Artist.

C. Humanistic Concern of Aesthetic Emotion

Advertisement is the means to spread business conditions with the purpose to attract and touch consumers, boosting the appearance of purchasing behavior. The magical power of advertisement occurs in the middle link. Advertisement has to consider how to arouse consumers' interest and their desire to buy and how to make products leave a deep impression on consumers. ProLogis, an American designer, says "People always think art has three dimensions: fine arts, technology and economy. However, there is a fourth dimension which is of prime importance: humanity."[4] How to cater to consumers and attention to humanity should also be considered in advertisement. In information-based society with rapid development, advertisement pursues a kind of balance, namely balance between technology and emotion, emotion and reason, and practicality and aesthetics. People's aesthetic needs change with development of the times, demanding representation and design of advertisement to get constant improvement. Advertisement design gradually develops from the early consumer "persuasion" concept into "communication", and from guided and educated promotion towards consumers in traditional design into emotional expression mode of standing on the same level with consumers. In the commercial information society with explosive information, success of advertisement design lies in attracting and achieving resonance with consumers, which happens to have the same view with personality of graffiti-art. Graffiti-art gives people a novel, plain and friendly feeling, without arousing traditional didactic antipathy. Young consumers are the major force of consumption in modern society, tending to show themselves through expression forms of aesthetics. Only by achieving resonance with young consumers, can we achieve effective communication with consumers.

D. Diversified Visual Forms

Visual image is a marketing means in commercial advertisement with the primary purpose to enhance artistic aesthetic value of advertisement and obtain attention from consumers by using artistic forms to cater to consumers. When consumers unconsciously come into contact with pictures, colors and words in visual forms of commercial advertisement, they would have the emotional conscious behavior to get to know it. Therefore, the first step for a successful commercial advertisement is to obtain consumers' attention. As to visual images of advertisement, pictures, colors and words are the most direct spreading modes. Exaggerated modeling, strong color and unique font of graffiti are different from the style of traditional advertisement. Modern advertisement forms need to achieve functionality with beauty in rich visual forms to meet people's diversified and more and more exquisite aesthetic needs. Graffiti-art boasts bright and varied colors, eternally changing modeling and artistic temperament recovering the original simplicity with little decoration, meeting requirements of modern advertisement. In obtaining the 2005 Cannes advertisement grand prize, Tao Lei from Leo Burnett Worldwide says that EMI Music works with graffiti style are fresh and new and outstanding among many beautiful and exquisite safe works.

1) *Graphical effect:* Graph is the visual sign in advertisement to show the form and meaning. The purpose of using graphic signs in advertisement is to present commodity information, arouse consumers' desire to buy and contribute to appearance of purchasing behavior. Graphic signs boast transmissibility and are of importance significance to social development, information communication and communication of concept. Especially in the "graph reading" era of advertisement, people need graphs because they carry human's aesthetic needs. Consumers' aesthetic process of graphic signs develops from visual sensory stimuli to emotional changes and response to advertisement. Advertisement can't be separated from aesthetics of graphic art. Eyeable graphic signs can bring mental satisfaction to consumers. Graphic signs are important weapons entering the heart of consumers. Therefore, usage and innovation of graphic signs are of great importance.

Free, flexible and humorous graphic forms of graffiti-art integrate specific images, abstraction and representation style into a whole with the function of showing real society and natural environment and showing concern over life situation. The technique of expression of graffiti-art can be applied to various themes, such as image of the leader, hero, ordinary people, dance, celebrity, sports, street dance, animal and cartoon. The 3D stereograph in graffiti can provide the three-dimensional amazing real experience for the audience, feeling the shock brought by graphs while being personally on the scene.

2) *Color effect:* Color plays an important role in visual image of advertisement. Colors with harmonious collocation and sharp contrast can bring good visual effects and psychological experience to consumers and quickly win their attention. Research shows: It only takes 2 seconds for consumers to see an advertisement and to decide to continue watching, which can be called decision of the moment. In daily life, we usually can't remember clearly the words on purchased commodities or seen advertisements. But we can remember colors clearly. It shows that color has strong stimulation on people's brain and can enhance people's memory.

There are great differences between graffiti-art and traditional design in application of color. In traditional advertisement, colors are gentle, neat and steady, giving people a peaceful and harmonious sense of beauty. Graffiti boasts rich and gaudy colors due to the fact that it is born on the cold and emotionless wall of urban cement building. For the purpose of self-demonstration, colors with high purity and clarity are used. Colors often used in graffiti have strong visual impact, such as rose red, deep blue, yellow orange, green and black. It is exactly this kind of strong colors touches young consumers, bringing considerable economic benefit.

3) *Character effect:* Characters are the most basic visual signs as the basis for communication between people. Excellent font design can quickly grasp people's eyes and convey information. Font is one of the creative visual tools of advertisement, playing a major role, just like graphs. According to theme requirements of advertisement, colors and

shapes out of the ordinary are demanded. Fashionable and special font in graffiti brings a weird and variable style to creative advertisements. This kind of expressive and appealing advertisement has led the fashion in advertisement. The seemingly unitary graffiti font experiences repeated meticulous design and conception by designers. With appearance in the 1990s, manifestation pattern of "3D" graffiti font uses arrow, and volume, transformation, perspective and combination of font.

V. CONCLUSION

Graffiti-art has inborn nature of advertisement, using the most real, natural and direct way to show itself and spread information. Graffiti-art advertisement has wide application, which can be seen in packaging of various brands, VI design, large-scale outdoor advertisement and stores. In the more and more fierce competition of commercial marketing, depending on its unique symbolization forms (plane and 3D), colors and characters, graffiti-art conquers consumers.

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