

# Research on the Plane Advertising Design of Wechat Public Platform

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**Abstract:** With the rapid development of network technology, Wechat, as a daily application software, has become more and more popular, and the public number launched by Wechat is also increasing day by day. For this reason, this paper puts forward a study on the design of print advertisement of Wechat public platform. Through the characteristics of Wechat public number, it gives the innovative theory of print advertisement design of Wechat public number, which has a certain reference. Value.

**Keywords:** Wechat public number; Articles; Print advertising design; Research

## 1. Introduction

With the development of information digitalization era and the renewal of technology, portable mobile communication tools, wireless networks and other emerging media technologies are becoming more and more mature. Under the background of such high-speed development, the teaching mode of colleges and universities also makes use of this new media to promote the continuous in-depth development of teaching. Compared with the teaching mode formed in this high-speed era, vocational colleges are relatively outdated compared with the traditional print advertising mode, which will inevitably be out of touch with the current trend [1-3]. Therefore, compared with the undergraduate colleges of general education, as a vocational college relying on the characteristics of Vocational education, the course of graphic advertisement design must adapt to the development of the times. To optimize and reform the teaching ideas and courses is to form a new learning mode and teaching model with the development of mobile internet. In this way, the print advertising course in vocational education can continuously meet and increase the elastic demand of new advertising carriers, and then use the wireless network and portable mobile network equipment to bring fast and convenient, finally use mobile terminals to learn and communicate. No matter when, where and where, students can use mobile phones, tablets and other portable terminal mobile tools to quickly and conveniently access the corresponding learning resources, forming a new type of digital learning mode of active learning. This new way of learning is no longer the traditional and rigid teaching mode that must be adapted to the classroom and blackboard, but constantly adapts to the social development and the changes of the times, so that students have more learning platforms and interactive ways, more learning resources and knowledge nutrition, and at the

same time, greatly improves students' learning. Enthusiasm and initiative to improve learning efficiency.

## 2. Wechat Software Theory

Wechat is a social software for smart phones launched by Ten cent in early 2011. In a few years, it has been rapidly popularized among the whole people, with hundreds of millions of users. It has brought convenience to people, but also profoundly affected the lifestyle of people of all ages. This is a well-known fact. Wechat Public Number appeared in 2012, which is an application account applied by government departments, media practitioners, businesses or other individual operators on the Wechat Public Platform. Through the public number, operators can communicate and interact with the group of micro-credit users in all aspects, such as text, pictures, voice and video [4-5]. The popularity and convenience of Wechat and Wechat public numbers naturally soon become an important way of commercial advertising promotion activities. In the public impression, the communication of Wechat chat is mainly through peer-to-peer or group way between relatives, colleagues and other interpersonal relationships. Generally, no one will disseminate advertisements (professional advertisers will soon be blocked by most users). Most of the information dissemination of Wechat public signal concerned has been accompanied by advertising promotion. Broad activities are carried out; this is because the main information disseminated by Wechat Public Number, such as pictures and videos with certain themes, is free for people to read, but the collection, writing, publication of these information and other operational activities require time and labor and material costs, so many Wechat Public Numbers need to be read. Only through certain advertising campaigns to obtain revenue, can we continue to provide better information for the general audience. In the past few years, the author has paid attention to many Wechat

public numbers. In the process of regular information reading and learning, the author has a certain understanding of the advertising forms and characteristics published in the articles accompanying Wechat public numbers. The author finds that among the common forms of advertising disseminated by Wechat Public Signal, implantable advertising has the most sentiment and characteristics, and its creative ideas and promotional characteristics also have some enlightenment for print advertising. Graphic advertisement is a traditional form of advertisement. It is mainly produced by paper printing. The content of communication is mostly static pictures and texts. It has a long history and diversified styles. Nowadays, with the popularity of new media such as Wechat, graphic advertisement will continue to exist for a long time, but it should and must absorb beneficial nutrients from the new forms of advertisement. Therefore, the author intends to make a brief introduction and analysis of the promotional characteristics of Wechat Public Number Implantable Advertising, and extract its inspiration for traditional graphic advertising design.

The focus group of the learning public number is mostly college students, white-collar workers and other young people. The content of the public number is mostly the exchange of learning experience, training information, industry information such as government, business and finance, course content, etc. During this period, commercial advertisement links and public welfare content are often inserted, as well as creative products or literary and artistic performances. Generally, advertisements of this kind of public numbers are more exquisite in design. They use exquisite patterns and font symbols, concise and delicate typesetting, and have better visual and communication effects. They are not much different from print advertisements in design. But this kind of advertisement is also a hard advertisement which is inserted in the article information. The connection between the advertisement content and the article content is not harmonious. If it is not for the actual needs, when people read the article, they will often skip over the mobile screen quickly and not look closely. Figure 2 shows a learning public number. The article inserts English training advertisements with links and videos when discussing learning viewpoints, but the connection between advertisements and the article itself is not smooth.

### **3. Plane Advertising Design Teaching**

With the development of digitalization, in the current core curriculum system of advertising specialty, many courses in advertising design involve new media more or less, but at present, the relative systematization and attention are slightly insufficient. As far as advertising is concerned, it is a highly practical subject. In order to change the uneven situation, we must change the traditional pure theoretical teaching mode. Advertising design education

must also timely adjust teaching ideas and carry out curriculum design innovation. The biggest problem many students encounter in their employment is that they are not practical enough. Therefore, in the teaching mode, we should strengthen the training of new media technology in advertising teaching, so that students can master the relevant technical operation and development trend, at the same time, improve the practical operation level of students, to a certain extent, improve the current situation. Advertising Education and Advertising Course Teaching Short Board. Considering the complexity and practical difficulty of graphic advertisement design course, in order to improve the teaching results and efficiency of graphic advertisement design, it is necessary to actively explore and constantly innovate the teaching methods. It is fully applicable to the actual needs of talent training programs.

The so-called design refers to the process from creativity to production. For our students, the realization and completion of this process is extremely difficult, and more limited by the lack of knowledge and inadequacy. As far as advertising design is concerned, if we want to make up for the shortcomings and shortcomings quickly and truly achieve the integration of theory and practice, we should not only teach basic teaching in class, but also combine practical teaching and use mobile learning platforms such as micro-courses to carry out a two-pronged approach.

For the design of mobile learning platform, it is mainly through the design of learning process. The process includes course making, course learning, interaction between teachers and students, and learning evaluation. Course making is mainly accomplished by teachers. Our teachers can record the whole course of the course through mobile phone and superstar learning app software, or upload and share the courseware, relevant picture library and collected data for students to learn or borrow for reference. Learning is mainly aimed at students, through the relevant knowledge uploaded by teachers to effectively screen, targeted learning. It can also make effective creation through the relevant materials shared by teachers, so that the "thin media" teaching can be used and realized, and the relevant courses can be collected to facilitate the next open reading. The interaction between teachers and students is mainly through the setting of classroom switching in software, so that students can share the teaching content of teachers through mobile phones. You can also sign in, set up questions and answer them. If students quit APP class halfway, teachers will be reminded accordingly. In the learning evaluation area of the course, we can discuss and comment on the course, so as to promote the renewal of teaching.

### **4. Concluding Remarks**

Wechat's embedded advertisement coincides with the fact that people do not know the advertisement beforehand

and take a leisure attitude to read the flowing public numbers and tweets. It is not only influenced by the values in the article, but also easy to accept the advertisement products and services closely linked with the content of the article. The print advertisement itself appears in the name of advertisement. People usually have no motivation to read, just like the hard advertisement in the entertainment and learning public numbers mentioned above. Therefore, in the era of Wechat and new media, there are still plane advertisements. Firstly, we can draw lessons from Wechat's embedded advertisement, which is to skillfully use humanized thinking to design advertisements. Generally, people do not want to take the initiative to spend time watching advertisements, which is the result of human nature, but people are willing to see clear logic, clear views of the text, willing to listen to beautiful stories, but also the result of human nature. Leisure-type public numbers promote ideas to the public through their distinctive tweets, and in the process, they inadvertently disseminate the implanted advertisements. Although the design of print advertisement cannot hide its advertisement identity in appearance as Twitter does, it can repeatedly refine theme phrases (advertising slogans) so

that they are short, powerful, meaningful and can be substituted into a certain background of current events, so that even if there are no products or background pictures on the screen, it is easy to impress people, that is, adaptation. Humanity and skillful use of humanized thinking are the Enlightenment of public number implantable advertisement to graphic advertisement design.

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