

Original Research Article

# Analysis of Environmental Media Advertising Design Ideas from the Perspective of Ecological Perception

Weixin Lin , Yin lele, Zhang yi

Hainan Vocational University of Science and Technology, Hainan Haikou, 571126

**Abstract:** In today's society, with the rapid development of technology and the increasing frequency of human activities, environmental issues have become a global focus of attention. With the awakening of ecological awareness, various industries are actively exploring sustainable development paths, and the advertising industry is no exception. Environmental media advertising, as an innovative form of advertising, is gradually demonstrating its positive contribution to environmental protection and ecological balance while conveying information and promoting brand awareness. This article aims to explore the design ideas of environmental media advertising from the perspective of ecological perception, in order to provide new ideas and strategies for the green development of the advertising industry.

**Keywords:** Ecological perception perspective; Environmental media advertising; Design concept

## 1. Introduction

With the increasing awareness of environmental protection and the pursuit of higher quality of life, traditional advertising design models are no longer able to meet the increasingly diverse market demands. In this context, the theory of ecological perception has opened up a new path for environmental media advertising design with its unique perspective and profound insight. Ecological perception, originating from the interdisciplinary field of psychology and environmental science, emphasizes the dynamic interaction and mutual perception between humans and the environment. It believes that humans are not only passive recipients of the environment, but also active participants in environmental construction through processes such as perception, understanding, and feedback. Integrating ecological perception theory into environmental media advertising design means examining the relationship between humans and the environment from a broader and deeper perspective, as well as how this relationship affects the effectiveness of advertising dissemination and audience experience.

## 2. Theoretical basis of ecological perception

Starting from the core concept of ecological perception. It emphasizes not examining the environment or human beings in isolation, but viewing the two as an inseparable whole, weaving together a cognitive landscape of the environment through the interweaving of senses and resonance with the soul. The theory of ecological perception reveals the complexity and dynamism of human perception of the environment. It is necessary to screen, integrate, and recreate environmental information based on one's own experience, emotions, cultural background, and even subconscious expectations, in order to form a unique and personalized environmental cognition. The theory of ecological perception has shown great potential and value in environmental media advertising design. It encourages designers to break free from traditional frameworks and constraints, and to examine the environment and understand the audience with a more open, inclusive, and innovative attitude. The theory of ecological perception also calls for attention to the harmonious symbiotic relationship between

advertising design and the environment. While pursuing advertising effectiveness and commercial benefits, respect and protection of the environment should not be ignored. Advertisements should be designed, produced, and disseminated with a more responsible attitude to ensure that creativity and actions do not have a negative impact on the environment.

### **3. Analysis of Elements in Environmental Media Advertising Design**

#### **3.1. Audience Elements**

Audiences often expect emotional resonance, value recognition, or lifestyle inspiration when exposed to advertisements. Therefore, designers should strive to explore and present elements that can touch people's hearts and resonate, making advertising not only a transmitter of information, but also a bridge of emotions and a leader of values. In the digital age, the behavior patterns of audiences are becoming increasingly diverse and fragmented. They may obtain information through various channels such as social media and search engines, and may also come into contact with advertisements in different ways at different times and places. This requires that when designing environmental media advertisements, it is necessary to fully consider the behavioral characteristics of the audience, adopt flexible and diverse communication strategies, and ensure that advertising information can accurately reach the target audience. The cultural background and age group of the audience are also important factors that affect advertising design. In the design process, it is necessary to fully understand and respect these differences, adopt more targeted design language and expression techniques to meet the needs and expectations of different audiences.

#### **3.2. Natural environmental elements**

Based on factors such as the theme, target audience, and communication channels of the advertisement, make targeted choices and modifications to the natural environment. Pay attention to the dynamic changes of natural environmental elements. With the change of seasons, weather, and the passage of time, the natural environment will also present different appearances. This change provides rich materials and inspiration for environmental media advertising design. Designers should be good at capturing the beauty of these changes and integrating them into advertising design, making advertising more realistic and relevant to life. While pursuing advertising effectiveness, more attention should be paid to the protection and respect of the natural environment. Designers should actively explore green and environmentally friendly design solutions to reduce interference and damage to the natural environment.

#### **3.3. Anthropogenic environmental factors**

Different social groups, lifestyles, and values have formed their own unique social atmospheres in a man-made environment. Designers should keenly capture the subtle changes and unique aspects of these social atmospheres, and create deep emotional resonance and psychological connections with audiences through advertising design. The spatial layout not only affects people's visual experience and behavioral path, but also provides rich display platforms and interactive opportunities for environmental media advertising design. Designers should make full use of these spatial resources through innovative advertising forms and layout methods. However, caution and respect should also be maintained when using human environmental factors. The artificial environment is a product of the long-term development of human society, and it contains rich historical memory and cultural values. Therefore, in advertising design, unnecessary damage or interference to the human

environment should be avoided, and instead, a harmonious coexistence and mutual enhancement with the environment should be sought.

## **4. Design ideas and strategies for environmental media advertising that adapt to the theory of ecological perception**

### **4.1. Guide the audience to integrate into the advertising context**

Carefully select the physical environment for advertising placement to ensure that it complements and complements the advertising content. By cleverly utilizing natural or man-made environmental elements, designers can create a unique atmosphere and emotional tone, bringing audiences a more authentic and profound experience. Emphasize the creative conception and expression techniques of advertising content. We should deeply explore the core values and unique selling points of the brand or product, and cleverly integrate advertising information into the context through vivid storytelling, vivid visual presentation, or unique interactive methods. Designers also need to be adept at using various technological means to provide audiences with richer and more immersive experiences.

### **4.2. Multi media integration and coordination**

Designers need to understand the unique charm and limitations of each medium, and through careful planning and layout, ensure that they can showcase their strengths and complement each other in the advertising context. For example, digital screens can provide high-definition visual impact, while physical devices can bring a realistic tactile experience. Multi media integration and coordination also mean breaking down the boundaries between traditional media and achieving seamless cross platform integration. In the digital age, audience attention spans across multiple platforms such as television, mobile phones, and social media. Therefore, environmental media advertising design must have a high degree of flexibility and adaptability, and be able to customize the presentation according to the characteristics of different platforms and audience habits.

### **4.3. Organic combination of natural environment and anthropogenic environment**

Designers should have a reverence for nature, carefully observe and deeply understand the unique charm of the natural environment. Cleverly leveraging the opportunity, incorporating natural elements into the advertising context, allowing the audience to appreciate the beauty of nature while also feeling the brand concept and product value conveyed by the advertisement. Artificial elements carry the historical memory and civilization achievements of humanity, and they are interdependent and complementary to the natural environment, together forming a rich and colorful human world. In advertising design, we should deeply explore the unique features of the human environment, organically integrate it with the natural environment, and give the advertisement soul and depth. When natural and man-made environments are organically combined in advertising design, a new advertising ecosystem emerges. Designers need to skillfully integrate these two elements with keen insight and infinite creativity to create advertising works that are both in line with ecological perception theory and full of artistic appeal. In practical operation, designers also need to pay attention to the implementation of strategies and the grasp of details. Pay attention to audience feedback and changes in needs, and adjust design ideas and strategic directions in a timely manner.

## **5. Conclusion**

From the perspective of ecological perception, environmental media advertising design is no longer just

a simple pile of visual and informational elements, but has become a bridge connecting nature, culture, and audience emotions. This article explores how to organically integrate natural and man-made environments, and create advertising works that are both in line with ecological aesthetics and rich in cultural connotations through ingenious design techniques. This process is not only a broadening of design boundaries, but also a profound practice of the concept of harmonious coexistence between humans and nature. In the future, with the continuous advancement of technology and the increasing awareness of environmental protection, environmental media advertising design will usher in a broader development space. I look forward to seeing more designers uphold the concept of ecological awareness, capture the beauty of harmony between nature and culture with keen insight, and convey this beauty to every audience with infinite creativity.

### **Fund project**

2024 Hainan Provincial Philosophy and Social Sciences Planning Project “Research on Hainan Intangible Cultural Heritage Cultural and Creative Products Supporting Rural Revitalization” (Project Number: HNSK (YB) 24-50)

### **Reference**

- [1] Li Chun, Liu Yunfei, Tao Jin Analysis of Environmental Media Advertising Design Ideas from the Perspective of Ecological Perception [J] Packaging Engineering, 2021, 42 (4): 172-177190
- [2] Jiang Qian, Shao Lu Visual Content Perception Analysis of Provincial Ecological Official Media - Taking the “Ecological Shaanxi” App as an Example [J] Communication and Copyright, 2022 (1): 67-69
- [3] Shao Yuying, He Jia Research on Interactive Design Strategies of Public Service Advertisements in the Integrated Media Environment [J] Packaging Engineering, 2023, 44 (12): 314-320331
- [4] Countryside How to build a new talent cultivation model for advertising art and design majors in the new media environment [J] Tech Wind, 2022 (18): 13-15 DO