

China Chic Brand Website Design and Advertising Communication Skills Based on Computer Technology

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Abstract: In recent years, Chinese brands are rising day by day, and national tide is a fashion communication phenomenon and a hot spot of cultural and creative development. From the revival of the old brand that we are familiar with to the emerging national brand of network red, it has led to the change of Chinese people's consumption concept, and gradually developed into a trend, and even become the current hot consumption concept. A large number of emerging national brands, based on the discovery and creation of traditional Chinese culture, the spread of computer network media, fashion consumption culture and national tide, jointly build a new communication context for the promotion of national culture, and national culture should realize modern knowledge transformation and modern expression based on this context in order to achieve better communication effects. And obtain social and economic benefits through cultural reproduction. To create products with Chinese characteristics and aesthetic features, and gradually began to form their own style, the national tide has become a trend not to be underestimated.

Keywords: National tide brand; Computer technology; Advertising creativity; Advertising communication

Introduction

In today's world, with the rapid development of the new generation of information technology such as the Internet and big data, digitalization is reshaping the global economic structure. With the help of computer technology, merchants can present product information in the eyes of consumers in a very short time. Many shopping trends were born as a result. With the continuous improvement of China's international influence, Chinese people's sense of identity and pride for their own culture has reached a new height, and the national tide has gradually entered people's vision. Therefore, using the national tide as the element to carry out the product design, to collision innovation, and vigorously promote the traditional Chinese culture.

Of course, the basis of these can spread is a website with a national tide brand, through the combination of website marketing and advertising creative design to design their own brand for marketing communication, enhance visibility, help the development of enterprises, establish brand image, spread Chinese traditional culture, and contribute to the transformation and innovation of Chinese traditional culture.

1. Computer technology website design and national tide advertising creativity, communication analysis

1.1 Introduce the brand and advertising communication

With the progress of The Times, not only people's material needs have been gradually satisfied, but also the consumption concept has undergone tremendous changes. Trend brands meet the spiritual needs of young consumer groups seeking new and different, and therefore rise rapidly in a short period of time. The emergence of many national tide brands has also put forward higher requirements for related design.

The national tide is the combination of the country and the tide, the combination of tradition and modernity, and the divine animal with a good meaning, the crane, is added to it. This is also the inspiration for the appearance design of fashion styles. From the perspective of the commercial operation model of Guocao packaging, with the emergence of major videos and consumer platforms, "punch card network red" and "follow the trend to grow grass" have become the new consumption mode of the current young people, and Guocao packaging is benefiting from this and accelerating the popularity. With the rise of high-quality domestic goods, the "new tide" economy has flourished in 2021, which has derived many new tide brands. New national tide brands are mainly for the new generation of consumer groups, the transformation and upgrading of old brands and new brands, combining traditional culture and modern aesthetic, popular in many industries such as cloth-

ing, beauty, food, and home appliances. The brand inspired by the national tide has gone deep into various fields including flower West, Li Ning, Noble Bird, Huawei, Lenovo, Fulin Gate, Gree, Yadi and so on.

The future market competition will be mainly reflected in the brand competition, brand communication is particularly important. Chinese enterprises began to realize the importance of brand communication and began to seek better brand communication strategies. Advertising is a powerful means to disseminate information about goods, services, ideas and other aspects for the purpose of profit. It can directly catch consumers' eyes and has a rapid and widespread existence.

In advertising communication, the most important thing is information, which is the specific result of the information source's encoding of a certain idea or thought. Simply put, it is the effect of what the audience can see. With the desired effect, feedback is consumption. Consumption has a driving function, driving the growth of production, and has a driving effect on economic development. Therefore, good advertising communication can further promote the development of the national tide industry.

1.2 The application of computer technology in the website design and advertising communication of the national tide brand

With the advent of a new era, the economy is also developing rapidly. In daily life, the wide use of smart phones and computers also makes advertising more widely spread on network platforms than in traditional media such as TV, radio and newspaper. The so-called network advertising refers to a variety of business advertising published on the Internet site with digital code as the carrier. With the wide application of computer technology, it has played an important function in many fields of modern society, highlighting the advantages and values of computers in attracting users in advertising communication. Therefore, in this competition, we chose to use the HTML5 markup language in the Web front-end development technology of Sumblime Text software to make web pages.

Among HTML5's new features: canvas tags for painting, video and audio elements for media playback, and better support for local offline storage. These features enable consumers to better understand the introduction of the product. In addition, HTML5 can also solve cross-browser problems, and reflect the principle of user priority in the layout, simplify the complex, use <nav> markup navigation content, transition from the mainstream table layout to the mainstream div layout, so that the overall page is more concise, hierarchical, and more friendly to search engines.

A web page made with HTML5 allows you to intuitively understand what the web page wants to express. This mode of online mall directly reduces the intermediate circulation links, makes direct sales of products possible, and significantly improves the sales rate of products. Customers can communicate directly with merchants on the website and have a more direct understanding of the product.

2. The embodiment of computer technology in the design of popular brands and advertising communication

2.1 The market of excellent national tide brand website design and advertising communication effect

Now many brands are opening online stores on computer websites, not only reducing the cost of middlemen, but also improving the efficiency of product sales. Online stores are particularly adept at attracting customers through advertising. The online stores of the current hot national fashion brands can reflect this view.

Li Ning brand is one of the fashionable brands pursued by contemporary young people. Li Ning's official flagship store website includes the product navigation bar, scrolling product picture display and product search can be achieved through box and div effects. These functions can allow consumers to fully understand the specific information of the product, convenient for customers to browse.

2.2 The effect of computer technology in advertising communication

2.2.1 Psychological effect

Advertising brings the most obvious psychological effect to the audience, which is divided into two types: information transmission effect and actual sales effect. Generally speaking, the effect of information transmission is the emotional change caused by the sensory au-

tonomy of consumers. It can stimulate consumers' psychological needs and purchase desires, cultivate consumers' trust and goodwill to the brand, and establish a good image of the enterprise. For example, the cotton incident in Xinjiang, China. HM boycotted Xinjiang cotton, using the so-called "forced labor" as an interface, and put forward the slogan of "boycott Xinjiang cotton and textile factories", and then Nike and other brands began to boycott Xinjiang cotton. After the news was exposed, it attracted the attention of a large number of netizens, who boycotted brands that insulted China, caused patriotic trends, and strongly promoted Chinese brands. During this period, the national brand also rode the heat of the incident to launch its own brand.

The actual sales effect is the action made on the basis of the information transmission effect. The more effective the information transmission effect of advertising, the better the sales effect. Generally measured by sales volume.

2.2.2 Economic effect

Economic effect is the most important effect in advertising communication. Refers to the economic gains or losses obtained by advertisers through advertising activities. Its purpose is to stimulate consumer psychology, promote purchases, increase profits.

The national tide brand flower West in the advertisement, flower West is a "Oriental makeup, with flowers to raise makeup" as the concept of the makeup brand. Huaxizi brand explores the wisdom of ancient Chinese recipes for beauty care, aiming at the skin characteristics and makeup needs of Oriental women, takes flower essence and Chinese herbal extract as the core ingredients, and uses modern makeup research and development and manufacturing technology to create healthy, skin-nourishing makeup products suitable for Oriental women. Through these brand shaping with Oriental characteristics, Huaxizi stimulates consumers' aesthetic psychology and purchase desire, so as to obtain economic effects.

2.2.3 Social effect

Advertising communication also has a role to appeal to the quality of communication, that is, the social effect. Let the public the most familiar public service advertising slogan: "spring is coming, but can not hear the wind blowing the sound of leaves." With the kindness of the children to bring the old man "spring" in exchange for everyone's laughter, leading to a small path of love, a big step in the growth of the slogan. Calling on individuals and society to be a moral person has a profound impact on education and carries forward the fine traditional virtues of the Chinese nation. This is the social effect of advertising communication.

The social effect is also known as the acceptance effect of advertising, which means that through advertising, people can have a memory point for a sentence or a paragraph, and then influence and function on the morality, culture, education and ethics of the whole society. It will have a certain social impact on the consumption concept, moral norms and cultural consciousness advocated by advertising. So as to achieve the advertiser's purpose and expectation.

3. Based on computer technology, CHINA CHIC website design and advertising communication skills

3.1 The brand enhances reliability within a certain period of time

To use computer technology to create an official certified website for dissemination, and with mass feedback, let the audience know the most real feelings. Although the products sold by the fake shops on the Internet are cheap, the quality cannot be guaranteed, so that the audience's attention is limited and scattered. Therefore, the brand must provide the most authoritative and convincing official purchase channels to the audience and establish an official website. And the website will have a large number of design pictures about the country tide to attract customers to browse. So having your own website adds to the reliability of the brand.

The web design of this competition is divided into two parts, the design of the homepage browsing page and the design of the questionnaire.

Website design home page, to set the background picture, so that consumers have entered the country can fully understand the charm of the tide, it is necessary to choose the picture of the elements of the national wind:< body background=" " >

Brand logo- original pictures with our own positioning and development direction:<!-- logo -->

<div class="logo">

Search boxes: <input type="text" name="" placeholder=" Search ">

Navigation bar: A function like an index that can quickly help users find the information they need.

```
<li>< a href="#"> Home page </ a></li>
```

Merchandise exhibition: First use the box model and float (float) to develop the fixed position of the merchandise `` You can click on each item to enter his details page.

The Border is the same as what we saw above Box_1 and the colors blue, pink, and black are set in the border.

```
#box_1 {  
    border: 10px solid blue; /*solid */  
    width: 250px;  
    height: 250px;  
    margin: 30px;  
    float: left;  
}
```

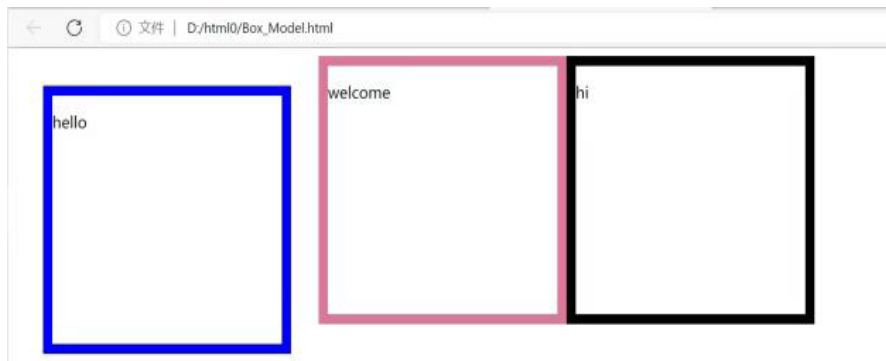


Fig. 1. box display

3.2 Promoting the brand on the website is conducive to enhancing the brand awareness and facilitating the investigation of people's attitude towards it.

Brand awareness is an important step in brand communication and audience feedback. As a research method for the design of network products, the relevant data of user behavior research affects the construction of websites and may ultimately determine the success or failure of websites. Audience feedback is an important mechanism that reflects the bidirectional and interactive nature of communication, and an indispensable factor in the communication process. From the consumer acceptance and dissemination of word of mouth as the starting point, to analyze the level of brand awareness. Brand awareness represents the honor of the enterprise and is an important sign of conveying the signal of quality.

Create a questionnaire page for consumers to fill out

In the middle of the topic questionnaire: `<ul style="align-content: center;" >`

Set the color and select only one of the four buttons: `<li class="li"><h4 style="color: #66AFE9;" >1. Please select your age: </h4>`

`<li style="list-style: none;" >`

Example options `<input type="radio" name="grade" value="one"/> Below 18 `

The last button of the js code is checked to display a text box: `function visibilityS(){`

`i=document.getElementById("language"); var t=document.getElementById("text2");`

`if (i.checked==true){t.style.visibility="visible";`

`} else {t.style.visibility="hidden"}}`

save file operation: `function save(){`

`var time="Time:"+document.time.time.value; ... Etc.}`

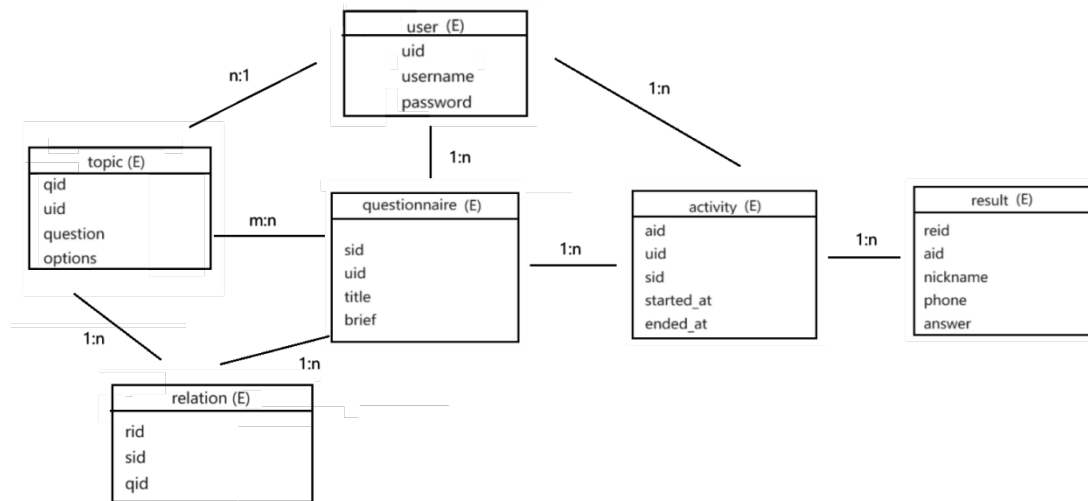


Fig. 2.er diagram of questionnaire

3.3 Pages on the Web are connected to each other. Hyperlinked text or graphics stand-alone can jump to other pages. Hypertext has the ability to link related files layer by layer. Hyperlinks can connect not only text, but also various media such as sound, images, animations, etc., to enjoy the colorful multimedia world.

```

<!doctype html>
<html lang="en">
<head>
<meta charset="UTF-8">
<title> Hyperlink application </title>
</head>
<body>
<h3> Hyperlink navigation </h3>
<a href="" "
title="Works"> Exhibition </a ><br>
<br>
<a href="http://www.sina.com.cn" target="_self"
title="Enjoy"> Enjoy </a >
</body>
</html>
    
```

With the development of times and the advancement of science and technology, the dissemination of network information technology develops very fast in our country. The power of network communication is becoming more and more powerful, and it is imperative for brands to enhance the influence of national tide through network communication, and then expand their visibility. The expansion of visibility will bring sales, further collect the attitude and feedback of consumers, and modify according to the wishes of most consumers.

Conclusion

The mutual learning and integration of traditional culture and fashion culture has spawned the rise of a large number of national fashion brands, and the short video advertising that integrates the two has become a major selling point, and assumes the role of giving brand image and cultural connotation. With the rapid development of Internet media technology, Guocaofeng short video advertising not only forms its own style and characteristics, but also brings new ideas for brand marketing with the help of innovative communication strategies. In the context of the rapid development of the Internet, big data, cloud computing, artificial intelligence, blockchain and other new generation

of information technology, in the study of practice, in practice to improve, solid, steady, to serve the enterprise as the goal, market-oriented, planned and step to complete the implementation of the project content.

This article is to explain the application of computer technology, Guocao brand website design and advertising communication. Introduce and analyze the application of computer to make web pages and advertising design creative communication. This paper expounds the embodiment of computer technology in the design of national fashion brand and advertising communication.

The same brand stores often have average sales and fail to catch the eye of consumers. However, the national tide brand has its own innovation points, with a unique national style art design to retain consumers. The phenomenon of national tide is a spontaneous consumption behavior at first, and gradually becomes a conscious fashion behavior, and increasingly becomes the trend choice of contemporary Chinese youth. The degree of democracy of the country tide products is also very high, the company will collect all walks of life on the country tide preferences, published on the website to encourage the collection of hands to draw their own heart of the country tide, so that everyone participates in, and finally integrate everyone's ideas to design the brand. Let the national tide into the public eye.

Through our creation of this project, we combine the activities of the Guocao brand online and offline, and have a real experience. The use of the Internet, big data, cloud computing, artificial intelligence and other technologies combined with the elements of the tide, with reference to the Baidu tide season held by Baidu, the implementation of the offline, so that people more truly feel the physical goods. Promote the development of the business model of domestic brands, and improve the speed of their brands in the public view. Achieve traffic push and high-quality after-sales. Create a national tide brand new media platform account on Tiktok, create promotion channels for high-quality national tide brands, use new media platforms to carry out innovation and practice, and lead the people to feel the charm of national tide. Fully take care of the feelings of consumers, while compensating for the country tide brooch letter paper and other small gifts. Service satisfaction at the same time can also leave a deep impression of the country tide.

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