Innovation Application of Artistic Thinking in Advertising Education

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Abstract: *With the globalization of the economy and the development of information technology, the advertising industry has become an indispensable part of modern society. Innovative thinking and diverse perspectives are required in various aspects of advertising, such as design, marketing strategies, and brand communication. Therefore, advertising education needs continuous innovation and development to cultivate talents with creative thinking and diverse perspectives. Artistic thinking is a form of innovative thinking, and its application in advertising education can promote the cultivation of students' creative thinking and diverse perspectives. This article aims to explore the innovative application of artistic thinking in advertising education, and summarize its value and significance, providing reference and inspiration for the innovation of advertising education.*

Keywords: *Artistic Thinking; Advertising Education; Innovative Application; Creative Thinking*

Advertising education has always been committed to cultivating students with innovative thinking and creative abilities to meet the rapidly developing demands of the advertising industry. However, traditional teaching methods often focus on imparting theoretical knowledge and practical skills, lacking effective ways to cultivate students' creative thinking. In this context, artistic thinking, as a thinking mode full of imagination and creativity, brings new possibilities to advertising education. Artistic thinking emphasizes redefining problems and thinking from multiple perspectives, closely related to the thinking process in advertising creativity. By introducing the concepts and methods of artistic thinking, advertising education can stimulate students' creativity and help them better understand and cope with the challenges in the advertising industry.

1. Definition of Artistic Thinking

Artistic thinking is a creative way of thinking and problem-solving that emphasizes observing, understanding, and dealing with things from an artistic perspective. It differs from traditional logical and analytical thinking by focusing more on the dimensions of perception, imagination, and expression. It tends to start from intuition, emotion, and subjective experience, exploring novel and unique insights and solutions through non-linear and unconventional thinking paths.

Artistic thinking emphasizes aesthetic awareness and artistic expression, gaining inspiration and creativity through observing and sensing elements such as form, color, texture, and sound. It encourages diverse ways of thinking and expression, breaking free from traditional thinking patterns and limitations, and pursuing individuality and uniqueness. Artistic thinking also emphasizes redefining problems and thinking from multiple angles, searching for different perspectives and viewpoints with an open and inclusive attitude towards problem-solving.

The core features of artistic thinking include imagination, creativity, insight, and emotional exploration and expression. Imagination is the foundation of artistic thinking, enabling people to transcend the limitations of reality and create innovative concepts and images. Creativity is a crucial element of artistic thinking, transforming imagination into practical artworks or innovative solutions. Insight refers to the ability to gain profound understanding and perception through intuition and sensing. Emotion serves as the driving force of artistic thinking, providing emotional resonance and experience to artistic works[1].

The innovative application of artistic thinking in advertising education can stimulate students' creativity and creative thinking abilities. By cultivating artistic thinking, advertising education can help students develop unique observation skills and perceptiveness, fostering their sensitivity to elements such as form, color, sound, etc., leading to more creative and appealing advertising works[2].Moreover,

artistic thinking can also assist students in breaking free from traditional thinking patterns and restrictions, guiding them to approach problem-solving with an open and diverse mindset, thus seeking innovative solutions.

2. The Role of Artistic Thinking in Advertising Education

2.1 Enhancing Students' Creative Ability

Creativity is one of the core competitive advantages in the advertising industry, and artistic thinking can help students broaden their perspectives and expand the possibilities of creativity. By cultivating students' imagination and creativity, artistic thinking stimulates their inspiration and innovation, providing a continuous source of energy for generating advertising ideas. Additionally, artistic thinking helps students think from multiple angles to explore the essence and potential demands of problems and the feasibility and implementation methods of creative ideas. It also enables students to better understand and apply elements such as color, shape, texture, etc., combining and utilizing these elements to create more attractive advertising forms and content[3].

2.2 Cultivating Students' Aesthetic Ability

Advertising is a form of artistic communication that requires a high level of aesthetic awareness. Artistic thinking allows students to better understand and appreciate the artistic elements in advertising, thus developing their aesthetic abilities and improving their understanding and grasp of advertising creativity. Artistic thinking helps students observe and sense things better, comprehending their inherent aesthetics and artistic value. Additionally, through artistic thinking, students gain a deeper understanding and appreciation of different types of advertising works by understanding different cultures, history, and social backgrounds[4].It enhances their ability to appreciate and comprehend various advertising types and improves their ability to appreciate and understand advertising.

2.3 Enhancing Students' Marketing Thinking

The essence of advertising lies in marketing, which requires a profound understanding of the needs and psychology of the target audience to deliver messages effectively. Artistic thinking allows students to better understand the inner feelings and demands of the target audience, aiding in designing and conveying advertising messages more effectively and improving advertising effectiveness. By understanding from the consumers' perspective, students can gain in-depth insights into consumer needs, preferences, and behavior, thus enhancing the design and promotion of advertising. Furthermore, artistic thinking helps students grasp the pulse of changing times and society, enabling them to adjust advertising strategies timely to align with trends and social demands[5].

2.4 Broadening Students' Thinking Horizon

Advertising requires creative design combining various elements such as images, text, music, etc. Artistic thinking enables students to gain a deeper understanding and mastery of these elements. Moreover, artistic thinking helps students understand the differences and connections between different cultures, guiding them to design advertisements suitable for various cultures. It enables students to comprehend artistic styles and aesthetic concepts from different cultural backgrounds, facilitating the understanding of communication and integration between different cultures and designing cross-cultural advertising to enhance its spread and influence. Additionally, artistic thinking helps students broaden their minds, embrace new ideas, concepts, and technologies, constantly innovating and breaking traditional thinking patterns, thereby improving their competitiveness and adaptability in the advertising industry.

2.5 Improving Students' Communication Skills

Advertising requires ample communication with clients to fully understand their needs and requirements. Artistic thinking allows students to better comprehend and grasp client needs and requirements, facilitating effective communication and negotiation, and enhancing advertising effectiveness and client satisfaction. Artistic thinking helps students better express their ideas and creativity, using artistic elements such as images, text, music, etc. for precise communication and

expression. Furthermore, artistic thinking assists students in understanding and mastering different communication methods and techniques, such as face-to-face communication, written communication, visual communication, etc., enabling them to adapt to various communication scenarios effectively, improving their communication skills and effectiveness[6].

3. Suggestions on the innovative application of artistic thinking in Advertising education

3.1 Cultivating Aesthetic Awareness and Artistic Expression

Teachers can introduce courses such as art history, cultural studies, and visual communication to help students gain a deeper understanding of the connection between art and advertising, enhancing their sensitivity to elements like form, color, and texture in advertisements. Additionally, organizing activities like art analysis and aesthetic perception training can help students learn how to appreciate, evaluate, and express artistic and advertising works, thereby improving their artistic expression abilities. To further develop students' artistic expression skills, teachers can include training in artistic techniques such as painting, photography, music, etc. These techniques can enable students to express advertising ideas and concepts in more artistic ways, enhancing the visual appeal and artistic value of advertisements. Moreover, introducing emerging technologies and tools like AI, VR, AR, etc., can enable students to better express advertising ideas and concepts and boost creativity and practicality in advertising creation.

3.2 Promoting Cross-disciplinary Collaboration and Exchange

Teachers can encourage students to collaborate with individuals from other artistic fields, such as students from art colleges, designers, musicians, etc. Through cross-disciplinary collaboration, students can learn from the application of artistic thinking in other fields, broaden their perspectives, and gain diverse artistic inspiration and creative stimulation. To promote cross-disciplinary collaboration and exchange, teachers can organize interdisciplinary cooperation projects, such as creative advertising design projects involving students from different colleges or cross-disciplinary music advertising production projects[7].These projects allow students to gain experience and abilities in cross-disciplinary collaboration through practice and further apply artistic thinking in advertising creativity and strategy design. Moreover, teachers can guide students to participate in art exhibitions, design competitions, etc., fostering their exchange and collaboration with professionals from the art industry and obtaining more artistic inspiration and creative stimulation.

3.3 Guiding Non-linear Thinking and Emotional Expression

By designing emotion experience training and story plot design activities, teachers can guide students to influence audiences through emotional expression. Through these activities, students can learn how to use emotional expression to convey core messages and values in advertisements, thus increasing the emotional appeal and dissemination effectiveness of advertising. Additionally, teachers can encourage students to transcend traditional logical thinking and promote unconventional problem-solving methods. This non-linear thinking helps students approach problems from different angles, exploring more creativity and solutions, thus enhancing advertising innovation and uniqueness. Teachers can use brainstorming, creative games, and other activities to stimulate students' creativity and imagination, cultivating their multi-dimensional thinking abilities in the advertising creation process.

3.4 Providing Creative Incentives and Diverse Thinking

Guidance Workshops on creativity, brainstorming sessions, and other activities can inspire students' creativity and imagination while enhancing their multi-dimensional thinking abilities in advertising creation. Moreover, teachers can offer case analyses of advertisements and share practical experiences, guiding students to think and solve problems from different perspectives, stimulating diverse creativity. To better provide creative incentives and diverse thinking guidance, teachers can introduce emerging technologies and tools such as AI, VR, AR, etc., allowing students to gain more creative inspiration and explore the possibilities of realizing advertising ideas in practice. Additionally, organizing advertising creative competitions, exhibitions, etc., encourages students to continuously experiment and explore in practice, improving the quality and effectiveness of advertising creativity.

3.5 Emphasizing Practical Projects and Critical Thinking Cultivation

By participating in real advertising projects, students can transform artistic thinking into practical creative abilities and practice problem-solving skills in real-world scenarios. Furthermore, teachers should guide students to think critically about advertising works, cultivating their ability to scrutinize and evaluate advertising content, thus enhancing creative quality and dissemination effectiveness. To emphasize practical projects and critical thinking cultivation, teachers can design practical courses, such as advertising strategy design, creative advertising production, etc., allowing students to gain more experience and abilities in practice, and improving creative quality and practicality. Additionally, teachers can guide students to participate in advertising competitions, practical projects, etc., enabling students to continuously enhance creative abilities and critical thinking through practice.

3.6 Advocate the innovation evaluation and feedback mechanism

By participating in practical advertising projects, students are able to transform their artistic thinking into practical creative ability and develop their ability to solve practical problems. In addition, teachers should guide students to critically think about advertising works, and cultivate their ability to examine and evaluate advertising content, so as to improve the quality of creativity and communication effect. In order to pay better attention to practical projects and critical thinking training, teachers can design practical courses, such as advertising strategy design and creative advertising production, so that students can gain more experience and ability in practice, and improve the quality and practicality of creativity. At the same time, teachers can also guide students to participate in advertising competitions, practical projects and other activities, so that students can constantly improve their creative ability and critical thinking ability in practice.

3.7 Advocating Social Responsibility and Cultural Diversity

As advertising is a form of commercial activity that has far-reaching effects on society and culture, teachers can inspire students' sense of social responsibility and cultural sensitivity by encouraging them to consider the impact of advertising on society and culture. For example, teachers can ask students to analyze the impact of a certain advertisement on a specific social group or research the effectiveness of an advertisement in cross-cultural communication, guiding students to contemplate the influence of advertising on society and culture. Furthermore, teachers can encourage students to think about advertising creativity and communication strategies from a multicultural perspective to avoid cultural misunderstandings and stereotypes, thus improving the cultural inclusiveness and dissemination effectiveness of advertising. For instance, in teaching, students can analyze the dissemination effects of a certain advertisement in different cultural backgrounds or research how cultural factors in cross-cultural communication affect advertising. Through such practices, students can better understand the relationship between advertising and culture, and better design and disseminate advertisements, thus enhancing the dissemination effectiveness and social impact of advertising.

3.8 Integrating Technology and Artistic Innovation

With the development of technology, advertising creativity and communication methods are constantly changing and evolving. In advertising education, integrating technology and artistic innovation has become a new trend. Teachers can guide students to explore the impact of technological innovation on advertising creativity and communication, helping them understand the applications of new technologies such as digital media, virtual reality, augmented reality, etc., in the advertising industry, thereby enhancing students' awareness of technology and technical abilities. At the same time, teachers should ensure a balance in guiding students to maintain the core values and creativity of artistic expression in technological and artistic innovation. For instance, teachers can guide students to think about how to use virtual reality technology to create more artistic advertising works or enhance interactivity and experiential sense in advertising through augmented reality technology.

3.9 Fostering Creative Thinking and Problem-solving Skills

In the application of artistic thinking, teachers should focus on fostering students' creative thinking and problem-solving abilities. The advertising industry is full of challenges and opportunities, and students need flexible thinking and innovative solutions to adapt to various situations. Teachers can cultivate students' creative thinking by designing activities that inspire creativity and problem-oriented

courses. For example, organizing creative contests or challenges allows students to face real advertising problems, stimulating their creative thinking and problem-solving skills. Meanwhile, teachers should provide appropriate guidance and feedback, helping students continuously improve and enhance their creative level. Through such practices, students can cultivate creative thinking and problem-solving abilities under the guidance of artistic thinking, making positive contributions to future advertising creation and industry development.

4. The future development trend of the innovative application of artistic thinking in advertising education

4.1 Interdisciplinary Integration and Comprehensive Education

In the future, the innovative application of artistic thinking in advertising education will place greater emphasis on interdisciplinary integration and comprehensive education. The advertising industry no longer limits creativity and communication to a single field but requires advertising professionals to possess diverse knowledge and skills. As a result, advertising education will focus more on interdisciplinary integration, combining artistic thinking with knowledge from other disciplines such as marketing, psychology, data analysis, etc., to cultivate students' comprehensive abilities and interdisciplinary thinking skills. This educational approach will foster advertising practitioners with well-rounded capabilities, enabling them to better adapt to the evolving demands of the industry.

4.2 Integration of Digitization and Technological Innovation

In the future, the innovative application of artistic thinking in advertising education will closely integrate with digitization and technological innovation. With the rapid development and widespread adoption of technology, advertising creativity and communication methods are undergoing profound changes. Future advertising education will prioritize nurturing students' abilities in digitization and technological innovation, such as virtual reality, artificial intelligence, data analysis, etc., to address the industry's new challenges. Additionally, education needs to address the ethical and social issues brought about by digitization and technological innovation, fostering students' sense of social responsibility and ethical awareness when applying technology to promote the sustainable development of the industry.

4.3 Emphasis on Social Responsibility and Sustainable Development

As society evolves, the innovative application of artistic thinking in advertising education will pay greater attention to social responsibility and sustainable development. As a form of public communication, the impact of advertising on society is increasingly prominent. Future advertising education will guide students to think about advertising creation and dissemination from the perspective of social responsibility and sustainable development. The education will focus on cultivating students' sense of social responsibility, teaching ethical norms and moral principles, and guiding students to design advertising works with social value and sustainability to drive the advertising industry towards a more sustainable and socially beneficial direction.

4.4 Global Perspective and Cultural Exchange

With the deepening of globalization and rapid information dissemination, advertising faces collisions and mergers between different cultures. The future of advertising education will emphasize cultivating students' cross-cultural communication abilities and understanding of diverse cultures. Education will guide students to study advertising cases from different cultural backgrounds, explore cross-cultural artistic expression methods and communication strategies, and advocate for cultural inclusivity and dissemination effectiveness in advertising creation. This educational approach will cultivate advertising practitioners with a global perspective and cross-cultural capabilities, enabling them to better adapt to the demands of the global market.

5. Conclusion

The innovative application of artistic thinking in advertising education will provide students with broader creative space and ways of thinking, enhancing their creativity, communication skills, and

social responsibility to a certain extent. This will drive the continuous innovation and development of the advertising industry, better meeting the needs and expectations of society. It is hoped that this paper will inspire research and practices in the field of advertising education and provide valuable references for relevant academic and educational institutions.

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