

Study of sound art in logo design in the context of new media

Yawen Wang

Wuhan Textile University, Wuhan Hubei, 430200, China

Abstract. New media is a form of communication that uses digital technology to provide information and services to users through computer networks, wireless communication networks and other channels. With the rapid development of new media, the form and communication of art design has changed, and logo design has started to develop from the previous two-dimensional to three-dimensional, and incorporated sound art to form sound logos, which belong to a kind of sound trademark, and the types of such sound logos are very extensive, including corporate sound logos, product sound logos, film and television sound logos, etc. This paper mainly focuses on the corporate sound logos in This article focuses on the design of the logo of the enterprise sound logo, and through the analysis and comparison with the traditional logo design, to explore the characteristics of the application of sound art in logo design, as well as the significance of the role of sound art in logo design and the future development trend.

Keywords: New media; Sound art; Logo design.

1. Introduction

It is a form of visual language that conveys a specific brand message through graphic design and has a strong communication function, being a symbol of the spirit and culture of a brand. In today's rapidly developing environment of new media, logo design is increasingly shifting from 2D effects to 3D and using specific scenes, some adding iconic sounds to resonate with people in order to better respond to the requirements of the network era for information communication. In today's logo design, the use of sound art is gaining more and more attention. People no longer design a single visual symbol, but tap into the inner meaning of the design object and integrate sound art into it, adding auditory elements to the visual symbol, and the auditory elements used can represent the characteristics of a brand, and consumers can also feel some of the meaning of the brand behind the sound, and the sound The use of sound is not limited by time or space, making the logo design more conducive to communication and increasing the company's memory points.

2. Overview of sound art

2.1 The origins and development of sound art

Formally introduced in the mid-1980s by Canadian composer and sound artist Dan Lander, the concept of sound art refers to a category of art that uses sound in a broad sense as its primary creative medium, advocating a respect for sound as such and emphasizing active listening rather than 'creation'. Sound art is an artistic discipline that uses sound as its primary medium. Like many contemporary art genres, sound art may be interdisciplinary in nature, or used in a hybrid form. Sound art can be thought of as elements of acoustics, psychoacoustics, electronics, noise music, audio media, environmental sound, soundscapes, human exploration, sculpture, architecture, film or video, and many other fields.

The emergence of sound art is no coincidence; its origins can be traced back to 'Dada Art' and Duchamp, and even to the history of art and technology before the 1960s, to the end of the 19th and beginning of the 20th centuries, when a steady stream of banner exhibitions emerged, making the term 'sound art' "The term 'sound art' really took off and reached its peak with three exhibitions in 2000. Because of the diversity of sound art, it is often debated whether it belongs in the realm of visual art or experimental music, or both. Other artistic spectrums in which sound art has emerged are conceptual art, minimalism, site-specific art, sound poetry, electroacoustic music, spoken word vocabulary, avant-garde poetry and experimental theatre.

In the era of new media on the internet and the continuous development of science and technology, sound art, a relatively late developed art discipline, is now also gaining more and more attention. Examples include film, recordings, digital images and animation. Sound art is also inextricably linked to installation art and performance art, all of which are related to sound art, and these factors have contributed to the development of sound art, which is increasingly being used in film, television and media, and in art and design, making the design of these fields more attractive. In China, the emergence of sound art can be traced back to the early 1990s. With the active exploration of several artists, there have been many exhibitions on sound art in China, and a group of established artists are constantly researching this field, but because of the late development of sound art in China and its relatively niche nature, it is still in its infancy, and there are not many representative sound artworks in China.

2.2 Characteristics of sound art in the context of new media

In modern art, we always focus on a wide range of visual elements, including graphics, colour, text and so on. From colour to composition, from poster design to logo design, all seem to be designed around the visual element, studying how to make the design look better, but we often overlook the fact that sound art is also an integral part of art design. Although sound art has not been developed for a long time, it is present in many aspects of our lives in the context of the rapid development of new media. Film and television, music, and radio media have all seen the emergence of sound art. As new media continues to develop and the communication medium is constantly updated, the use of sound art increases the authenticity of the art design and gives a sense of immersion. And in the final presentation effect, it will make the art design more vivid, so that the silent art becomes a vivid image, so that people will not forget. Compared with traditional media, new media is more conducive to communication, so with the help of new media, adding sound art to logo design, its communication effect will also be better.

3. Overview of logo design

3.1 The meaning of logo design

The logo design is the core part of the brand design, a symbol of recognition that indicates the characteristics of something. It is not only the design of a practical object, but also a highly condensed graphic design and a concentrated expression of a company's brand connotation. It is the best business card for a company and is used in many ways in everyday life. The essence of a logo lies in its utility. Although the logo has an ornamental value through the designer's design, the essence of the logo is not for ornamental purposes, but for practical purposes, and its practical value far exceeds its ornamental value. Today, although language and writing are very well developed, the logo is an intuitive way of communication that allows consumers to know clearly what it means, is convenient and quick, and is not bound by nationality, country, language or writing, and will adapt to the needs of a fast-paced life. Its special role remains irreplaceable by any means of communication.

3.2 Characteristics of traditional logo design

The traditional logo is a highly condensed visual design design that expresses the connotation of the brand, involving a more comprehensive form of design such as graphic design and font design. Through the design of concise visual symbols and the use of relevant design techniques, a brand symbol is designed to express the inner spirit of the brand. Mainly from a visual point of view, so that when people see the logo design, they naturally associate with the logo design and thus identify with the company. Traditional logos are generally static, and traditional logos are mainly realised through printing, such as paper, airbrush, spray paint, wood, etc. In the specific design process, the traditional logo needs to be combined with standard fonts, standard colours and other content, and the size of the logo has a fixed value in the design process, which makes the logo no matter how to

enlarge or reduce its numerical proportion will not become, which is conducive to the standardization of the logo design in the dissemination.

3.3 Characteristics of sound art in logo design

Compared to traditional logo design, the use of sound art in logo design is mainly based on dynamic logos, incorporating sounds that are memorable and symbolic of the company, playing a foil role. These sounds are generally short, melodic and recognisable, so that when people hear the sound they associate it with the logo design and thus remember the brand, and through these sounds consumers can experience some of the ideas and even the brand meaning of the company that created the sound. This type of sound is generally more in line with popular aesthetics and is simple to understand but not cheesy. This type of logo is generally achieved mainly through various network media, such as mobile phones, the internet and mobile terminals. Nowadays, people are increasingly dependent on the mobile phone network, so adding sound art to the logo design will be more conducive to communication.

4. The role and significance of sound art in logo design in the context of new media

4.1 The role of sound art in logo design in the context of new media

Today, with the development of new media, sound art is increasingly used in logo design. Its role is summarised in the following three main points: it can set the atmosphere, create a memory point and increase interactivity.

4.1.1 Setting the mood

A logo design is an identifying symbol that indicates the characteristics of something. It is a simple, distinctive and easily recognisable image, graphic or textual symbol that serves as a visual language, expressing meaning, emotion and directing action, in addition to what it represents and what it replaces. Sound can also play a role in communication to a certain extent, and its communication can be even more contagious. When presenting a corporate logo, adding sound to it can enhance the atmosphere, attract the attention of the consumer and give them a sense of being there, which not only strengthens the meaning of the logo, but also allows the viewer to better feel the message that the logo is trying to convey and thus better feel the corporate culture. Moreover, sound is spatial and this characteristic of sound makes the effect of logo design better than that of flat expression, giving the viewer a better sense of integration and immersion.

4.1.2 Creating a memory

The most basic meaning of a logo design is to design a symbol that conveys a certain meaning using the most concise and general graphic, making the graphic a point of memory, just as we think of Nike when we think of the 'hook', making a connection between the company and the graphic. The incorporation of sound into a logo design, mainly alongside the logo design, has the same value as other visual signs and is often used to add strong brand recognition through the use of sound in conjunction with visual signs. The sounds, in turn, create a unique picture in the consumer's mind, uniquely linking these melodies to the businesses they belong to, and in the case of certain products will create a lasting impression on specific customers. MGM was one of the first companies to use sound art in its logo design, as in the case of the classic MGM logo "The Lion Roars". Founded in 1924, MGM was one of the most prestigious film companies in Hollywood and a symbol of American cinema and Hollywood, and the "Leo the Lion" logo was once used as a symbol of America. Anyone who has seen an MGM film will be impressed by the roar of the lion. These classic lion roars have become the company's branding and have become indelible in people's minds. From the very first appearance of the sound in the MGM logo, the lion is remembered, as is the 100-year history of MGM.

4.1.3 Increased interactivity

As we enter the 21st century, the way people disseminate and receive information has ushered in the new media era, after the era of language, writing and printing. The most important feature of the new media era is the interactivity of the new media. New media is a way of communication that provides users with interactive information such as video, audio and voice through television, computers and mobile phones as terminals, of which sound is obviously more advantageous in communication, and the transmission of sound is two-way or even multi-way. And sound art in the logo design, its interactivity is reflected in the final presentation of the logo design is more focused on communication with people, can be through the sound, from the visual presentation into the auditory, auditory can better convey the emotion that the logo design to convey, increase people's interest in the logo, the user can also better feedback on the information received, so that the brand and consumers to establish a connection between the brand, more This creates a connection between the brand and the consumer and is more conducive to communication.

4.2 The significance of sound art in logo design in the context of new media

4.2.1 A break with the visuality of traditional logos

In people's traditional perception, logo design has always been flat and two-dimensional, a way for designers to convey the core concept of a company or enterprise through concise graphic lines, a highly condensed version of the company's culture. However, with the constant development of science and technology as well as design software, logo design has shifted from two-dimensional to three-dimensional, adding dynamic effects and creatively incorporating sound so that the logo design will not only be dynamic in its final presentation, but will also have sound. Although the use of sound art in logo design has not been around for long and the development in China is not mature, it has been an important breakthrough in the visuality of traditional logos.

4.2.2 Making logo design more conducive to communication

The French scholar Jacques Adali once said "The world is not meant to be seen, it is meant to be heard." When we walk down the street and there is an advertisement in the distance, we don't necessarily see it clearly, but we are the first to hear the sound, and we can even tell which brand it is by the sound. Sound always reaches our ears and gives us a different feeling. In addition to maintaining a long sensory memory, sound communication is not limited by space, is less cognitive for the listener and has a lower marketing cost, which is why it is increasingly used in logo design.

5. Prospects for the development of sound art in logo design in the context of new media

With the development of modern new media, the use of sound art in logo design has become increasingly widespread, and some have been registered as sound trademarks. Sound trademarks are a type of non-traditional trademark, and like ordinary visual trademarks have the basic function of being able to distinguish an enterprise's products or services from those of other enterprises, making it easy for consumers to identify them. With the booming development of new media, the rapid communication of new media has provided a broader space for the development of sound trademarks. Sound art is now more and more widely developed in the art field, and more and more brands are adding sound to their logo design to form a unique memory of a brand, and these trends are bound to become new forms of sound art creation and theoretical research.

6. Concluding remarks

Sound art is an independent, integrated art form that has established some connection with an information and technology-based society. Although sound art originated and developed in the West, it developed rapidly in China at the turn of the twentieth and twenty-first centuries. In 2013, the

China Sound Art Exhibition was held in Shanghai, the world's first major historical event to comprehensively examine and present the creative achievements and current state of Chinese sound art, and the success of this event meant that sound art in China has taken on a new dimension and has a promising future. Sound art has close links with installation art, display art and spatial design, and is now increasingly permeating the field of graphic design, interacting and influencing each other with logo design and brand design, which means that sound art as a borderless language is a good medium for publicity and will be used more and more frequently in future art design.

References

- [1] Alan Richter, Yang Mengjiao. What is "sound art"[J]. University and Art Museum, 2013(01):142-162.
- [2] Mark. Research on "Sound Art" [D]. Central Academy of Fine Arts, 2014.
- [3] Han Jiuhai. The use of sound elements in art design [J]. Art and Design (Theory), 2007, (06):16-18.
- [4] Li Feixue. Experimental analysis of the characteristics and role of sound art in documentaries [J]. Chinese Journal of Radio and Television, 2009, (08):74-75.
- [5] Tu Xiudong. Dynamic logo design and evaluation in the context of digital media [J]. Computer Knowledge and Technology, 2020, 16(22):200-202.
- [6] Liu Wenyu. Research on the interactivity of outdoor new media advertising [D]. Guangdong University of Technology, 2014.
- [7] Han J. From visual to auditory: an exploration of the art of sound logo[J]. Journal of Nanjing Arts College (Music and Performance Edition), 2013, (04):211-216.
- [8] Ge Xuanxi. The possibility of developing "sound art" in the Chinese context[D]. Central Academy of Fine Arts, 2019.