A Study on Content Production According to Change of Advertisement Types Used in Web Pages and SNS(Social Networking Service)

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Abstract

This study explored change of advertisement content types used in web pages and SNS (Social Networking Service). Internet advertisement manages overall processes such as advertisement, purchases, settlement, delivery, public relations and after sales management, etc. through the internet. The effectiveness of internet advertisement and mobile multi channel advertisement is higher than that of other media advertisement, and it continues to increase. Following are advantages of internet advertisement: Its production and modification are much easier than that of other advertisement media, it is helpful to make prompt advertisement decisions, and its cost is relatively cheap comparing that of other media. Also, with internet advertisement, you can make target advertisement possible, make it active within a time range for a long time as you wish, and bring about interest and concerns through repeated viewing and various multimedia advertisement production. As another internet advertisement effect, there is an interactive advertisement effect with which users can take part in the advertisement. Internet advertisement greatly affects corporate income models. It is necessary to consider advertisement’s type and characteristics, advertisement time and advertisement content size when contents of web pages are produced for internet advertisement. Also, in case of web advertisement, content production varies according to location, time and size of web pages. Advertisement content production on the web is highly related with advertisement content type change as one of computer graphic technologies. Advertisement content at the beginning adopted typo graphics and animation technologies by using text technologies, and then advertisement content was produced by applying flash animation technique with interactive technique of interactive technology. After that, in the era of web 2.0, video contents was applied as advertisement production technology, at the same time that 3 dimensional graphic technology and motion graphic technology were applied, various video effects could appear in advertisement contents. Accordingly, while advertisement content production was advanced to a field of more creative art, advertisement contents could have maximum advertisement effectiveness. Recently, along with the advent of smart phones, various mobile terminals are introduced and SNS (Social Networking Service) is actively in use, resulting in a flood of information and opening an era of big data. In accordance with the increase of information, info graphic as an alternative for minimum information with maximum effectiveness began to be applied to public relations and advertisement. In the environment of SNS (Social Networking Service), it is needed to produce contents with info graphics for various public relations and advertisement. Thus, this study identified change of advertisement content types from web pages to SNS (Social Networking Service), this change of advertisement content types confirmed that the use of interactive graphics, motion graphics and info graphics would make a better advertisement effectiveness come true. Accordingly, this study identified that the technologies for interactive content production, motion graphic production and info graphic production in use of advertisement content production were effective according to the characteristics and types of advertisement. By applying these computer graphic technologies to advertisement content production, the