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والبيانات المستهدفة للجمهور

**Studying the role of info graphic designs to simplify the media message and  
facilitate the transfer of information and targeted data to the public**

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**Abstract:**

The importance of info graphic designs is shown as it works to change people's way of thinking in terms of graphic, informational, and storytelling. When we use epigraphic designs, we increase scientific content and add another form of presentation of information and data in a new way that can help convey complex ideas in a clear and beautiful way.

**The problem of this research** is the urgent need to facilitate the delivery of information and data to some audiences to receive the media message, which is offset by the scarcity in the use and employment of the science of the nose in most of the designs and the production of newspapers and magazines.

**The research aims to** study in depth the science of the nose, which shows the importance of this science and the extent of its contribution in facilitating the reading of information for some groups of the public. The study axes included the historical and historical presentation of the science of the nose, and then the study of the contribution of this science to simplify the information and data for some groups of the public and then a statistical study showing the use of this science in the design and output of some pages of the newspaper.

**Keywords:** Info graphic - Artistic Creativity - Image Information - Static Info graphic - Animated Graphic.