

Digital illustrations pedagogy of commercial Guidance posters for children

(Applied descriptive study)

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Abstract

Digital illustrations are mainly used in children's stories, books and magazines, and are rarely found in posters for children because they require a highly talented painter and skilled designer, they also require considerable time and effort, and are therefore replaced by photographs.

The Digital illustrations of commercial Guidance posters provided to children by the technical richness, which is rarely found in other means, this is because it is exposed in large sizes, so it is necessary for its artists to pay attention to its attractiveness because it addresses the child, So the digital illustration in the commercial Guidance posters which provided to children carries important elements, such as the promotion of a product or service, while at the same time modifying the child's erroneous behaviors or concepts, Therefore, it contains a pedagogic character, It is the "teacher" who conveys positive ideas and concepts that attempt to build the child personality of the child, and at the same time with its lines and bright colors attract the attention of the child and make him happy.

The guidance of the child through Digital illustrations pedagogy of commercial guidance posters is an important factor in increasing sales of the commodity, and the child learns the pros and cons by negating the child's behavior.

Introduction

A commercial advertisement designed, implemented and published is considered to be the largest share among other advertising types, Because it makes the profits necessary for the declared institutions, That's why we find a commercial poster designed to increase sales for a commodity or promoting a service, It is primarily designed to attract customers and make profits, It is a lieutenant of the national economy and a strong supporter of the financial situation of companies, factories and various services.

In contrast, the guiding advertisement aims to inform people and direct them to action, It carries lofty goals for the benefit of the people, as a warning of a danger (Fighting epidemics, diseases and various viruses), Or follow a method (Give vaccinations to children and guide children to stop bullying against each other and not raise the sound), Or not follow a method because it harms the person (Do not throw waste on the floor and do not waste water or food).

It is worth mentioning that there are some posters for the child that combines commercial and guidance at the same time, It includes the method of public speaking, including the refinement of the feelings and instincts of the child by trying to influence his behavior which is the preoccupation of many of the Educators, psychologists, sociologists and parents.

These posters also promote and sell a product or service for the purpose of raising money, increasing sales and forming a large number of customers as a purely commercial method.

The commercial Guidance posters for the child Give him positive affirmation and learn through its message, so we find that it works to combine trade with guidance in its mission.

The commercial Guidance posters for children are often supported in presenting their message to illustrations which is an important means of communication and the transfer of ideas and feelings at times and warning of the danger of the next coming, it helps to achieve educational and commercial objectives.

Since pedagogy is concerned with directing and educating the child in various ways, this is what is included in the illustrations of the commercial Guidance posters, they follow suit and take the behavior intended to instill in the child's personality as positive and benign behaviors. Through the illustrations of the commercial Guidance posters, we have integrated the educational method, which is concerned with science, discipline and the artistic style that constitutes the conscience. Both are looking for the establishment of moral values of good, right, beauty and the rejection of injustice, ugliness, evil and achieving prosperity and material and moral progress.

The reasons for choosing the subject of research are many:

- 1- Not to provide digital illustrations in the poster advertising to suit the age of the child.
- 2- The scarcity of Commercial Guidance posters aimed at the Arab child, which contains illustrations pedagogic, because the picture occupied the place of drawing for easy access.

Research problem: Trying to answer the following questions:

- 1- What types of pedagogy are suitable for digital illustrations of Commercial Guidance posters for the Arab child?
- 2- What are the appropriate digital applications to provide pedagogy of digital illustrations for the design of Commercial Guidance posters aimed at Arab children?

Research importance

- 1- Review some of pedagogic methods of digital illustrations on which the Commercial Guidance poster is based and Provided to the child.
- 2- Emphasis on the pedagogic consistency of the digital illustrations contained in the Commercial Guidance poster provided to the Arab child and the text of the message, which makes the concept clear and easy for the recipient.

Research target

- 1- Focusing on the pedagogy concept of the digital illustrations of Commercial Guidance posters and their impact on children.
- 2- Choosing a correct pedagogical method in designing the digital illustration to fit the text of the advertising message in the Commercial Guidance poster and also the age group of the recipient.

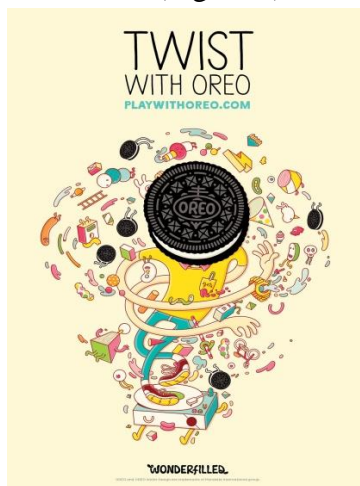
Illustrations for Commercial Guidance posters for children

- 1- Illustrations based on the summary like (Figure 1).
- 2- Illustrations based on the number of elements like (Figure 2).
- 3- Realistic illustrations like (Figure 3).
- 4- Two-dimensional cartoon illustration like (Figure 4).
- 5- Three-dimensional cartoon illustration like (Figure 5).



(3)

https://www.adsoftheworld.com/media/print/metro_shoes_shoe_slide_kids_shoes



(2)

https://www.adsoftheworld.com/media/outdoor/oreo_wonderfilled_6



(1)

https://twitter.com/brilliant_ads/status/413293139177537536



(شكل 5)

<https://www.pinterest.com/perpedersen9461/creative-lego-advertising/>



(شكل 4)

<https://www.pinterest.com/pin/38414304319390799>
5 /

Some types of pedagogy for digital illustrations of Commercial Guidance posters for children

1- Play Pedagogy

Education through play has a good impact on the child, and ads that provide their message in the form of games that attract the attention of the child easily .. Such as figer 4 which invites children to the Keno game, and figer 5 (Discounts on games).

2- Contractual pedagogy

It is based on the child's participation in the preparation of educational content.. Such as 6 (Painting course for children), and figer 7 (Quran competition for children).

3- The different pedagogy

Is a collection of educational aids to help children of different age, abilities and behaviors to reach the right goals like the rest of Their peers.. Such as 8 (Who is more exposed to bullying? "The introvert, the peaceful, the different, the superior, the new pupil").

4- Problem solving pedagogy

Is to stimulate the skill and abilities of the learner to solve the problem based on specific instructions, see Figure 9, which raises the solution to the problem of bullying by encourage the child to contact the child's rescue line.

5- The wrong pedagogy

The mistake is positive in the education of the children. Such as ١٠ (The message describes the use of mobile for many times).



(شكل رقم 5)

<http://www.tsawq.net/showTopic.php?id=6346>



(شكل رقم 4)

<https://me.ign.com/ar/pc/64714/news/ln-msbq-znq-llb-rby-2013>

بسم الله الرحمن الرحيم

جمعية التضامن للتربية والتنمية

إعلان عن مسابقة في القرآن الكريم

لا يخفى عليكم فضل الاهتمام بالقرآن الكريم تلاوة وحفظا وتدبرا وتجويدا وقد روي عن النبي صلى الله عليه وسلم قال : (خيركم من تعلم القرآن وعلمه).

والصحة ثابت علم تنظيم مسابقة سنوية حول القرآن الكريم قصد أن ينال التلاميذ والتلميذات من بركة هذه التجربة ويتفادوا في أخذ نصيب من بركة القرآن الكريم.

لذا تعلن جمعية التضامن للتربية والتنمية عن تنظيم مسابقة في القرآن الكريم أيام 27 و 28 و 29 أبريل 2012 في الفترتين التاليين:

الفرع الأول: الحفظ الكامل لسورة يوسف

الفرع الثاني: تجويد سورة يوسف

ملاحظة: * آخر أجل للتسجيل في المسابقة 2012/04/21

* للمشاركة المرجو الاتصال بالتلغراف: (كشكس حامد) - الفوسح - مدينة العريش - مركز التكوين والتربية - شارع الشريف يوسف كحلون - يوسف لفسدرش - هذه التلغراف (تلقية أو زفر)

(شكل رقم 7)

<http://www.ouazzaneyes.com>

دعي طفلك يبدع ويمرغ معنا

في دورة الرسم للأطفال بالأحساء مع الفنانة: **نورا الخرس**

من الثلاثاء إلى الجمعة ٢ ~ ٥ / ٤ / ١٤٣٧ هـ من الساعة الثالثة إلى الرابعة والنصف عصرا من سن الرابعة وحتى التاسعة أدوات مجانية لكل طفل

٢٥٠ ريال فقط

٥٠٠٣٤٢٢٤٥٥ للتسجيل

(شكل رقم 6)

http://allpainters.blogspot.com/2015/12/blog-post_29.html



إذا واجهتك مشكلة
اتصل بخط نجدة الطفل

16000



Design by Researcher (9)



(شكل رقم 8)

<https://www.facebook.com/UNICEFEgypt/photos>



Figure 10 "Painting and Design by the Researcher"

The digital illustrations pedagogical impact for commercial Guidance posters on the children

- 1- It helps guide the child.
- 2- Attract the attention of the child.
- 3- Helps change the child's behaviors.
- 4- Understand the ad idea.
- 5- Increases the recall of the ad message.
- 6- Truly convince the child of the advertising message.

The most important digital applications for design of digital illustrations which for commercial Guidance posters for children

There are a range of appropriate digital applications including:

 Adobe Photoshop	 Adobe Illustrator	 Corel Painter	 Krita	 MediBang Paint Pro
 Paint Tool Sai	 Clip Studio Paint	 Autodesk Sketchbook Pro	 Inkscape	

Results

- 1- The culture of pedagogy for digital illustrations of commercial Guidance posters presented to children transcended linguistic differences and geographical barriers. We conclude from this:
- 2- It is important to focus on the purchasing power of the advertised product and service, as well as learning the child and adjusting his behavior.
- 3- It transcends linguistic differences and geographical barriers because it is considered a universal language as a sign language.
- 4- The design of digital illustrations is not limited to a particular application, but there are many dependable applications, including Vector and Raster.

Recommendations

- 5- Teaching the types of pedagogy for digital illustrations of commercial Guidance posters presented to children in different colleges, academies and technical institutes (in the advertising departments), which helps to graduate students with a high degree of awareness and technical skill.
- 6- The work of seminars dialogue and discussion of those types of pedagogy attended by companies, agencies and specialized advertising offices.

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