

The Role of the Photography in Designing Awareness Posters for COVID-19

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Summary:

The poster is considered as one of the effective way linking the designer and the recipient. The visual, expressive, meaningful photograph has been expressed in the topic of fighting Coronavirus disease (COVID-19), which helps in identification and prevention of this virus. It also has an important psychological effect on the recipient and a guiding tool for controlling the spread of the virus, in addition to its direct impact on recipients' behavior modification in infection control efforts as much as possible.

In the recent period, great attention has been paid to designing posters for visual awareness of the emergence of the new (COVID-19). The image with its all different types is considered as one of the basic elements that contribute to the artistic construction of the poster design, and it has tremendous influence and superior persuasive power, which made it the strongest component of the communication process.

The using either the reformulated image or the photorealistic image without modification, can play a major role in attracting the attention of recipients and may add positive effects, hence the role that the image can also play in designing awareness posters for the (COVID-19) and expressing it in a real way its identity, nature and role in Influencing, educating, and mentoring recipients. The design of the photo depends on the creativity of the photographer and his ability to use the image elements to produce a new innovative design, and the contemporary technological development has helped to produce the photos faster than before, and the possibilities of controlling the tones and making some adjustments or improvements to the image in a less time, but rather gave. Some cameras have the ability to adjust easily and with great ease. The technology is the key to photography and translation with the eye of the creative photographer who produces an original and innovative image. Hence the aim of the research.

Key words:

Photography, design, awareness posters.

Introduction:

Including optical photosensitive production from many years of photography (MADE 2015). Like Aristotle, the image fills life and invades places and times, so the image culture invaded our emotional sense because the image is an effect on the recipient, leaving a clear imprint on his imagination and memory (Al-Hamid 2008). The image has a role for awareness and information about the emerging Coronavirus disease (COVID-19) visually through the poster to find advice for the public to correct misconceptions (Al-Ghamdi 2007)

Through thought, sense and vision, the essence of the image is determined (Searseny 2003) as in Figure 1, an awareness poster showing a design for a poster for two halves of the selfies, the right half of a girl wearing a muzzle and the right half of a boy wearing an oxygen-breathing mask written in English, which mask do you prefer? And in the right half below the written Covid-19 awareness campaign 2020, and on the left half, wear a mask for the public interest.



(Figure number 2) (Sajan 2020)

The image is closely related to the imagination, because by means of the imagination and its activity, the image enters the imagination of the recipient, imprinting in it in a specific form and a special form that transmits the artist’s sense of the direction of things, his emotion and interaction with them (Searseny 2003). As in Figure (2), which illustrates the imagination through a poster executed for the benefit of a company for Lego games (children's cubes), it shows a child in a room playing with a plane of cubes through an open window and written in Spanish, do not go out, fly with Lego..



(Figure number 2) (Villanueva et al. 2020)

First: the research problem:

The research problem lies in the following question

How important is the awareness poster as an influential means of communication with its expressive and symbolic presence and its ability to effectively translate influential events? Does the awareness poster have an effective role in society since the start of the pandemic until now? What are the most important changes in its form and content?

Second: Imposing research:

To answer the question raised in the research problem, the researcher assumes the following hypothesis:

-The awareness poster, considering that it is the art of recording and assisting in changing the human event, has undergone differences in terms of form and content as a result of changes in society politically, socially, economically and especially the emerging Coronavirus disease

(COVID-19) in order to be compatible and expressive of the time period In which he appears so that he is an effective and influential force.

Third: Research objectives:

1-Description and analysis of the photograph and its role in arousing the designer's imagination and pushing him into new design directions for awareness-raising posters.

2-Explain the role of the image in the awareness poster to lay the foundations for its use.

3-Knowing the impact of the awareness poster on the behavior of the recipients, especially towards the current pandemic.

Fourth: The importance of research

The importance of the research is confined to the following:

1-Emphasizing the important role of effective communication of the photographic image and its role in technical and aesthetic terms in the awareness poster as a means of visual communication influencing its various plastic elements.

Fifthly results

The results of the search are as follows

1-The photograph has a positive effect in attracting the viewer's attention to the awareness poster. It also contributes greatly to the communication between the viewer of the awareness poster.

2-The photograph achieves the visibility of the content of the awareness poster through the indications it emits in the communication process.

3-Each wording in the awareness poster has visual meanings and connotations based on the content of the event.

4-Image formatting affects showing and highlighting the significant elements in the image.

Sixth, recommendations:

- Studying the role of the awareness poster, and it is considered one of the most effective types of visual communication on peoples and societies. It is a form of poster art, and it is an effective visual method used to influence the recipient and his appeal to a specific idea or belief.

- How credible is the main role that the awareness poster plays, which is its taking a position on a current issue that is being discussed at a certain stage of time, and the use of this method varies from one place to another.

- To what extent is the awareness poster used as a cultural phenomenon that keeps pace with man's modernity and the development of his mentality, the importance of influencing public opinion, socialization and educating people for new behaviors to deal with the world after the Corona pandemic.

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