

The role of conceptual art in awareness campaigns and the sustainable development

Dr. Eman Mohamed Elsaïd Mostafa

Lecturer at Art and Design, October university for Modern science and arts (MSA)-

Egypt

Emanelsaid171@gmail.com

Abstract:

Lots of visual arts emerges as a consequence of the continuous development in technology which results an emergence of many art schools. Conceptual art is one of them and closely related to the art of advertising. It depended on the idea and the content.

Public awareness campaigns are considered as a type of non-profit advertising, because they carry awareness messages for social groups in all political, health, social and other fields. It aims to persuade masses which are different in social, cultural and intellectual level to change or create behavior, belief or habit in any of these Fields in an interesting way.

Therefore, conceptual art played an important role in these campaigns, whether they were still or motion picture advertisements. This art is able to make the two-dimensional advertisement attracts attention and by using pictures and text to affect and change society.

Conceptual art considers the idea as a machine which producing art. Using the artistic tools like lines, area, color and metaphor connects between the idea and the recipient in an interesting and unconventional way. This way can attract the recipient, arouse his thinking and support the idea contained in the message.

The research presents an analytical descriptive study of conceptual art in the field of societal awareness. It describes the diversity in the formulation of developmental and awareness thought using conceptual thought in the art of mass advertising. This art develops the way that recipient understands the idea included in visual items that addresses him in a new and varied form.

Key words:

Conceptual art, mass communication, societal awareness, development media.