

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

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## 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.

## 1. Introduction

Art is the visible, non-verbal language of man. As the one transmits his thoughts through words, he can transmit his emotions throughout art. Art is the first language of expression that human has domesticated and through it he expressed his fears and victories on the walls of the caves. He depicted his day's details in various aspects of life; Social, political, agricultural, religious and others on the walls of temples, which were drawn and engraved on the walls of tombs as a tool for communication between the body and the soul once again after the resurrection as well.

All these pictures and drawings have become the only way in our time to know about human thoughts in those ancient periods.

The visual arts have been varied as a result of continuous improving of formation progress and an appearance of numerous schools of art, which conceptual art is one of them. The conceptual art is closely related to advertising art as a type of visual arts that had been practiced by human. This art is based on the idea and concept as a connection bridge between the artist and the recipient.

The constant development in the field of advertising allows designers to create modern creative ideas of advertisement. All that achieved the required success in delivering the advertising message to the audience in an artistic convincing way and consequently attracted the attention of audiences and made the idea of the advertisement rememberable to them.

The awareness campaign is considered a type of advertisement but non- profitable one, because it includes awareness messages in many fields; political, health, social and others. It needs to convince all types of society to change, create an attitude, belief or costume in any of these fields for raising the level of society from all its aspects.

Therefore, the conceptual art plays an important role in these campaigns, even its still visuals or animated advertisement. By concept, Art can convert the advertisement to two-dimensional image which attracts the mind and attention. This image delivers an implicit message that carries elements of the idea, such as pictures and text, that affect the soul and lead to a change in society.

Conceptual art is fully coupled with the characteristics of contemporary advertising in terms of their interconnectedness and integration in a single intellectual instruction. The conceptual art work represents a stage of mental activity between the idea and the final product. This is what the advertising designer is doing in our present time and providing a new intellectual perception for a new subject. The idea is understood, pushed, and guided by a distinct mental sensitivity.

## **2. Overview and Background**

Advertising is considered one of the basic means of communication. Awareness Campaigns are non-profitable type of it. Conceptual art that has been used in this type of ads helps raising the recipient level of perception and the ability to connect shapes with meanings. From this point, the research focuses on what makes this kind of ads visually more attractive.

## **3. Problem Statment**

By observing recent awareness campaigns in Egypt, it was found that these campaigns use a direct approach, rather than using artistic aesthetic values that attract the recipient and stimulate the memory.

## **4. Aims and Objectives**

The research exposes the aesthetics of the conceptual art that is used in awareness advertisements. It discusses the role of this art in enriching the visual formulation of the awareness advertising. Moreover, the researcher has chosen and analyzed some models of the community awareness advertisements in and outside Egypt, then compared between them.

## 5. Hypothesis and Methodologies

The researcher follows the inductive approach in collecting information and data. In addition, describes and analyzes some samples of awareness campaigns inside and outside Egypt.

## 6. CONCLUSIONS

- a. Egyptian posters used in awareness campaigns is devoid of concept and suspense.
- b. There is a lack of visual rhetoric and semantics in the Egyptian educational poster.
- c. Video ads are more popular than poster ads in Egypt, because they contain audio or music which makes them understandable to most of the society.
- d. Campaigns are not affiliated with the international logo of the same campaign type.
- e. There is no designed logo for local campaigns in Egypt.

## 7.Recommendations:

1. Design a fixed special logo for each awareness campaign that is linked visually with the campaign type in the recipient's memory.
2. The necessity of paying attention to the technical aspect that affects the thinking and feelings of the recipient. This should be done by professional agencies during planning to the campaign.
3. Use of available modern technologies to develop motion picture advertising.
4. Providing special recommendations for academic institutions in the field of the arts to produce community participation projects in awareness campaigns using innovative and contemporary methods in formulating the educational message.
5. Carrying out quantitative and qualitative studies to define and evaluate the awareness of the audiences in its various categories.

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