

Creative conception in the design of awareness advertising campaigns to achieve sustainable development

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Abstract:

The goal of the awareness advertising campaigns is to increase the intellectual perception of the society and to alter its orientations and behaviors. The design of such campaigns is the creative production of the designer who expresses their interaction with the intellectual and cultural reality; their intention is always to improve the targeted audience's awareness of reality, through the designer's creative conception.

Therefore; the advertising designer needs to depend on their creative conception as the basis to design awareness advertising campaigns; as it helps to promote the design process in order to obtain an individualized and authentic output, which is socially accepted at the same time.

The creative conception represents the designer's perception of reality, it enhances their ability to devise formulations that contribute in the awareness of society issues, thus; it is an ideal solution to achieve an objective perception that facilitate the determination of the steps required to achieve social development; as a main concept of sustainable development.

Sustainable development is the tendency that was developed to build a comprehensive future through the harmonization between economical, social and environmental development. Sustainable development is a rationalistic method and pattern which is governed by human and ethical frameworks, it aims to obtain a balanced society; both in the present time and in the future.

Society is the main motivation for the process of sustainable development; as it aims to prepare a society that is highly aware of the rights and duties required to achieve social justice, eliminate the obstacles that prevent attaining the well-being of the individuals; and arrange for the future generations to have a good life as well.

Awareness advertising campaigns with its creative conception play an important and basic role in the different stages of development; especially in the society that seeks to achieve sustainable development; as it informs the targeted audience about the main social objectives, problems and issues; in an attempt to alter their behaviors and orientations; it is an effective factor for achieving the social development as a main aspect of sustainable development.

Keywords :

(awareness advertising campaigns – sustainable development – creative conception)