

The importance of monitoring the visual culture of the receiver to design the information in the advertisement

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Abstract

The design of information has an important and effective role in simplifying information and data, as it is easy to read information by representing a large amount of information and data visually, where symbols and signs are used to recommend information easily and in an attractive way that facilitates the recipient's understanding and awareness.

Where the information and data inside the advertisement are designed according to the visual culture of the intended recipients in order to achieve the highest rate of interaction of the recipient with the advertisement.

As the use of symbols, shapes, pictures and graphics is an important means of transmitting information and data in a simple and easy way that makes it easier for the recipient to understand and understand complex information, as there are many reasons for the spread of infographics, which is one of the most important types of information design, including: attracting attention and ease Retrieval, understanding, perception, and the ability to spread.

An infographic is a form of information design that has several types and forms for its use, and it also includes many elements that are not easily accessible to the visual representation that can communicate information in a way that is easily perceived correctly.

It is important that this information is presented in a fun and visually arranged way to direct the audience to what the advertisement aims, and that this information is appropriate to the recipient's culture visually, and that by defining the message to be conveyed and the action that aims infographic to urge the receiving audience to do with it .

As studying the culture of the target audience is an important step for the success of advertising design in achieving its marketing goals, the relationship between the culture of the audience and design work is a relationship that cannot be ignored, as each society is concerned with different habits, trends and interests that must be taken into account when defining and designing advertising ideas.

Keywords:

Information's design – Infographic design – Visual Culture – Visual Perception