

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.

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 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.

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

Introduction:

The design process is one of the most important and influencing processes in pushing civilization and technology forward, and there is no doubt that advertising practices and the advertising industry have become affected by economic and technological changes, the most important of which are technological changes, which made advertising largely dependent on information in communicating the message and in building his ideas and elements, where these

messages contain clear information that is transmitted to us through various means of communication.

The importance of the role that the advertisement can play as a visual communication activity is not only to deliver the message and achieve the goals of the advertiser, but to form strong forces capable of changing and shaping the awareness and culture of the recipients, where visual perception is one of the pillars of the visual culture, so it is possible through what the advertisement offers from communication messages with connotations, meanings and symbols that express ideas and concepts through visual information to attract recipients towards the communicative content and achieve the advertiser's goals and be a tool to promote and raise the culture and taste of the recipient through the mental and emotional processes through which he passes from understanding and interpreting communication messages.

Where visual culture comes as an integrated system of symbols, shapes, relationships and contents bearing the experiences of civilizational people, which contribute to making and creating new things in the field of visual aesthetics and bear the philosophy, nature and aspirations of society, as an important system in artistic behavior and addition to the field of general knowledge, the symbols and visual perceptions that exist in the advertisement are not received by the recipient without prior knowledge of them, but rather is a knowledge information consisting of the elements surrounding us and is the balance of experiences and accumulations of society.

Research problem:

Search questions:

- What are the features of good information design?
- Does the information design fit the culture of the target audience visually?
- Does a good and appropriate information design for the target audience culture affect the speed and assimilation of the recipient of the advertising message?

Research aims:

The research aims to:

- Take advantage of the visual culture of the intended recipient in the design of information.
- Study the features of good information design.
- Study how the intended recipient can perceive the advertisement by employing information design elements in it.

Research importance:

The importance of the research lies in benefiting from the role of the visual culture of the intended recipient in the design of information in advertising, and the study of the visual culture and the factors affecting the recipient's awareness of the design of information in the advertisement which helps the success of the advertisement.

Research hypotheses:

The research assumes that information design may contribute and help in clarifying and achieving successful visual representation of information and data in an easy and attractive way, and formulating the advertising message in an interesting and attractive way. The information design also affects the recipient's visual perception of information and data in the advertisement.

Research Methodology:

The research relies on the descriptive analytical method through some advertisements that rely on designing information visually in the light of the theoretical and analytical framework visually in an attempt to verify the hypotheses of the research.

Theoretical Framework:

Information design concept:

Information design is the display of information in a way that facilitates the methods of absorbing and receiving it, through presenting information in an attractive and artistic manner effectively, as designing information includes the overall processes for developing a successful visual design, which is the way in which information is displayed on printed pages or on the screen included: layout, Typography, color, etc.

It is an organized method that aims to meet the information needs through the receivers concerned with information design, which includes analyzing information, planning, displaying and understanding the message content, language and form. The information must be well designed to achieve the required comfort, as well as the requirements of the subject of the design itself.

The concept of visual culture:

The visual culture is defined as the active reconstruction and organization of previous visual experiences with the visual information entered to obtain the significance, and it is also known as the ability to search and evaluate the visual information sent through the visual media.

The visual culture is an important part of the general cultural fabric of the individual, enabling him to understand the dimensions and aspects of the culture, as it represents the stock of the visual and behavioral experience of the individual and it differs from one person to another. Which he offers or produces to express his concepts and ideas.

The relationship between visual culture and information design:

The visual culture is related to the visual events through which the recipient of the advertisement searches for information and meanings to enhance the visual vision state and add new cultures related to the image production processes, the recipient operations and the cultural reception thereof.

Where information design contributes to advertising to raise the level of visual culture, through what it holds of contents and data, and here the level of reception and culture can rise strongly as the possibility of raising the awareness of the recipient, the design elements of the campaign with all the symbols, suggestions, and indications that enter the emotional sense of society and interfere in the formation of mental and intellectual and cultural attitudes.



Fig (1) A template for an advertising campaign that depends on its information Design

An advertising campaign for LOREAL Cosmetics Company, where the designer designed the information in an easy, simple and clear way in order to facilitate the recipient's understanding and realization of the goal of the advertisement easily and quickly as he used statistical infographic to raise awareness of the need for women to work and integrate them in the labor market and that have a major role in improving work and increasing production.

The effectiveness of information design in enriching the visual culture of the recipient:

Information design has a large and effective role in achieving the culture of the recipient and upgrading it, as the recipient begins with feeling, then thinking, meditation, realizing relationships, acquiring knowledge, interpreting information and visual data, revealing the purpose of the advertisement, and realizing what surrounds it and then restoring stored past experience in understanding what it receives, it is through this that information design is a means and a field to advance the individual's visual culture.

Whereas, the design of information in all its forms and types enriches and contributes to raising the recipient's visual culture and achieves his cultural purpose that he seeks. The advertisement, through what it holds of contents and information, enables the level of reception, awareness and culture to rise strongly, with all that the advertisement carries from Visual information in the form of images, shapes, and symbols according to the intended recipient's culture and experience. It breaks into the emotional sense of the recipient and interferes with mental formation and intellectual and cultural orientations, and thus the recipient can reflect what he gained from life in realizing this information, thereby improving his visual culture.

The role of visual culture in perceiving visual information:

The knowledge of the individual depends on the concept of culture, where knowledge is an introduction to the components acquired in culture through interaction with the newly developed data.

Visual culture has an important role in the process of perception, as culture consists of a set of situations and events that a person lives at a particular moment in his life, whether it is experiences or situations, so that it is required to have affected his behavior and personality,

when the individual is exposed to seeing new things, he tries to explain them. By comparing it with what is known to him through his previous visual culture until he gets to know it.

From this, the visual culture of the individual is very important in understanding and interpreting all that is being exposed to him.

Understanding the individual and receiving information is the result of his interpretation of the event through the mental image that was formed as a result of culture.

Culture is an unstable circumstance, but it is renewed and novel by renewing attitudes and events, and it includes action and positive activity on the part of the individual in successive situations, and therefore can be viewed from the perspective of this interaction as a group of mental and emotional phenomena as perceived by the individual at a particular moment.



Fig (2) A template for an advertising campaign that depends on its design for designing information visually

An advertising campaign for the Romantics juices product, in which the designer designed the information in an easy, simple and clear way in order to facilitate the recipient's understanding and realization of the goal of the advertisement easily and quickly as he used statistical infographic to identify the intended recipients with the components of the juice and the types of fruit used in it, and define them with a percentage and the amount of each type of fruit in the juice and confirmation to the recipient that the juice consists of natural fruit only.

The research results :

- 1-Information design helps to clarify and achieve successful visual representation of information and data in an easy and interesting way.
- 2- The information design contributes to drafting the advertising message and presenting it in an attractive and interesting way for the recipient.
- 3- The information design also affects the recipient's visual awareness of the information and data in the advertisement.
- 4- Taking into account the visual culture of the target recipient when designing the information to achieve the desired goal of the advertising message quickly and easily.

Research Recommendations:

- 1- Information design is a modern means that needs to be activated more in the field of advertising.
- 2- Observing the recipient's visual culture when designing the information in the advertisement to achieve the goal of the desired message.
- 3- It is recommended to provide new courses in Faculties of Arts to teach various methods in information design.

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