

Designing the Infographic as an Advertisement in Awareness Campaign: The Egyptian MoHP Campaign as a Model

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Abstract:

The world in year 2020 has suffered from a new virus Covid-19 and most of audiences get their knowledge about this virus, how to deal with and how to protect themselves from it from media and through awareness campaigns. Visualizing information is more easy for audience to recognize and understand than reading a text (Jennifer 2020, 32). Graphic designers use Infographic in many fields such as learning process in education, business presentation, researches, and advertisements. “Infographics can be defined as a form of images in which complex information, data, or ideas are visualized in such a way that the reader can easily understand and consume them” (Suleyman 2019, 496) Infographic is now a popular kind of advertising due to the ability to grape the audience attention and engage them by turning complex information or knowledge to a unique design (Jennifer 2020, 32). This research is attempting to set a framework and a strategical plan according to the theoretical, analytical, and practical parts of the research for the designer to gain the maximum benefit of using this type of ads, especially, in awareness campaigns. The theoretical part is examined by the questions and answers of the content analysis of 100 Infographic ads that is shared on the Egyptian MoHP website, Facebook page and Egypt cares page. In addition, the practical designs are designed for the purpose of developing the Infographic designs of the MoHP and this part is tested by a questionnaire directed to professors and experts in the designing advertising field.

Keywords:

Infographics, Advertising, Awareness Campaigns.