

Future Trends for the development of the advertising industry in light of Vision 2030

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Abstract:

Modern future studies are based on the use of technology for the purpose of adding scientific principles that help in developing societies and developing strategic thinking methods by employing available resources in the best possible way to implement 2030 Vision. The advertising industry is an interesting and challenging thing as it is a mixture of science and art. The importance of future studies in advertising industry because it gives a wide scope for exploring the methods that this industry must go to and which opens up for jobs ideas of the 2030 vision. **Research problem** is what are the future trends that the advertising industry should take in light of 2030 Vision? **Research importance** is by revealing the future trends of creative development in the advertising industry in light of Vision 2030. **Research aims** are to explore how modern technologies and media affect the creative development of the advertising industry by 2030 and affect future jobs and skills. **Research hypotheses** is studying future scenarios for advertising helps define important strategic focus areas that graphic and advertising designers must consider when planning for the future. **The research relied on** the descriptive approach and the predictive report survey to develop future directions to enhance and support the advertising industry in light of Vision 2030. **Research concluded** that visualizing the future of advertising industry helps define the requirements, mechanisms and pillars of this industry in the future. **Recommendation is that** the concept of collaborative approach should emerge in learning the skills of advertising designers.

Keywords:

Graphic design trends, advertising future, future scenarios, forecasting.

Introduction

Future studies are considered among the studies of great interest in the era of information technology and the tremendous development in the world. Future studies is a science that monitors the change that may occur in a certain phenomenon and determines the different possibilities for its development in the future. Vision 2030 is considered a strategy formulated for long-term strategic planning by adopting the concept of sustainable development as a general framework for improving the quality of economic, social and environmental life and raising the competitive advantage of the Egyptian society through a set of stages based on analyzing the current situation, then developing the main directions, formulating visions, goals and objectives, then developing programs and initiatives, then preparing strategic documents and goals that can be achieved by 2030 at the national and regional levels.

With the emergence of technologies associated with graphic design and advertising, organizations have made it work with fewer communication channels, targeting consumers and their future needs, and that is through digital transformation through the integration of digital technologies and their penetration into the infrastructure of every organization.

Accordingly, the next ten years will witness tremendous progress in the new jobs of graphic design and advertising through the existence of an ecosystem that allows mutual benefit between various types of technologies and digital platforms and become the cornerstone for the economic, social and cultural growth of societies.

Therefore, we must rethink the nature of the jobs that the future requires and are related to advertising design, especially since this field is related to all other areas of life, and through the above, the idea of the research came in an attempt to study future expectations and scenarios for advertising design in light of 2030 Vision.

Terminology

Advertising industry

advertising industry in research are the trends that affect creative development and thought to advertising design today and in the future, which help in transformation of a better and more comprehensive approach to the industry in a way that simultaneously enhances science and art and creates a more efficient model for advertising in light of the implementation of 2030 Vision.

Statement of the Problem

The research seeks to answer the question:

What are the future trends that the advertising industry should take in light of Vision 2030?

Importance of the Research

Revealing the future trends of creative development in the advertising industry in light of Vision 2030.

Research Objective

Explore how modern technologies and media affect the creative development of the advertising industry by 2030 and their impact on the future jobs and skills of this industry.

Hypotheses of the Research

The research assumes that the study of future scenarios for the advertising industry helps to identify important strategic areas of focus that advertising designers must take into account when planning for the future.

Research limits

Objective limits: The theoretical study focuses on the concept and importance of the scientific study of the future and the possibility of using it in building expectations for the trends of graphic design and advertising during the next ten years and in light of the implementation of the transformation programs of Vision 2030 in the Arab Republic of Egypt.

Geographical limits: The research focuses on the predictions and the expected and future trends of graphic design and advertising locally.

Research Methodology

The research is based on the descriptive approach by surveying predictive reports in the field of graphic design and advertising to reach a future perception of this industry in light of the implementation of Vision 2030 by collecting data and information and analyzing it to extract its significance, to reach results for its effectiveness in building future trends for the creative development of the advertising industry during the next ten years.

Research axes

The first axis: future studies:

This axis dealt with the concept, importance and dimensions of future studies, by clarifying methods of classification of future studies and trends that shape the general form of the future, and future predictions and related concepts.

The second axis: features of the vision 2030 of the Arab Republic of Egypt

This axis deals with the most important features of Vision 2030 and the concepts that the vision envisages, with an explanation of the most important features of Vision 2030 associated with the advertising industry.

The third axis: the future of the advertising industry

This axis dealt with the most important trends of modern digital technology and their impact on social and economic life, and addressed the future predictions of the advertising industry, and an equation was formulated to understand the nature of the future of advertising, which is as follows:

The future of advertising = Requirements related to the major (Solutions that must be developed to create the necessary knowledge to face future challenges) + Areas of future knowledge and technology (Skills that advertising designers must possess).

The researcher concluded that a definition of future advertising design can be formulated: it is a design that is capable of discovering and solving problems and crystallizing the possible and available needs to contribute to the sustainable economic development of all fields by relying on information management and the use of modern technologies to achieve effective visual communication.

The most important predictions that will face future advertising design are covered (revolution Artificial intelligence (AI) & robotics - 3D Printing - Wireless Sensors Networks - Virtual, Augmented Reality and mixed reality - Data Monetization - Remote work rises - Do-It-Yourself (DIY) - Flat design - Responsive web design (RWD) - Mobile more vital)

Advertising design principles that will be reached by 2030, which are :(Design for consumer – Consistency – Efficiency - Simplicity Versus Clarity – royalism – Stimulus)

The skill requirements of future advertising designers are clarified, and the most important future terminology associated with advertising design is addressed (design fiction - sustainable design)

The researcher concluded this axis that there is an expectation that the current jobs related to graphic design and advertising design will have a decrease such as (art director– Creative Director– Brand Identity Designer– Layout Artist– Multimedia Designer– Web Designer– Graphic Designer. There is a group of jobs that will appear in the future over the next ten years (Mood & Empathy Manger - Personal Brand Manager - 3D Designer - Advanced 3D Designer - Augmented Reality Designer - Avatar programmer - Real- time- 3D Designer)

Given the nature of graphic design and advertising and their connections to other sciences such as marketing, psychology and sociology, graphic designers must be aware of the requirements that make them design the designs that will keep pace with the development in 2030.

The fourth axis: Future directions to enhance the advertising industry in light of Vision 2030

The importance of the current technological revolution lies in its impact on knowledge societies through its ability to produce a huge amount of new data, improve the transfer of information and knowledge, enhance its production, facilitate its innovation, reduce time and spatial barriers and ease access to information. The scenario will depend on quantity and quality. The scenario that we use here is a description of how the future of the advertising industry will be in the light of Vision 2030 in order to explore the possible and desirable potentials for the development of the advertising industry. The researcher developed suggested steps for a future scenario for the advertising industry, with the aim of:

- Keeping pace with technological development and responding to the official adoption of the direction towards the future in light of the implementation of Vision 2030.

- Putting scientific steps to reveal the modern technologies affecting the graphic design industry in general and advertising design in particular.
- Helping teachers and professionals in the field of graphic design and advertising to explore the professional developments and skills necessary for their sustainability in the local and global market for this field.
- Scenario design helps develop strategies that will work in the various possible futures of the graphic design and advertising field.

These trends can be clarified by building steps to formulate a future scenario for the advertising industry that any educational or commercial institution working in this field can follow to bring about change and development to ensure its survival in the large competitive market for these areas. Figure (1)

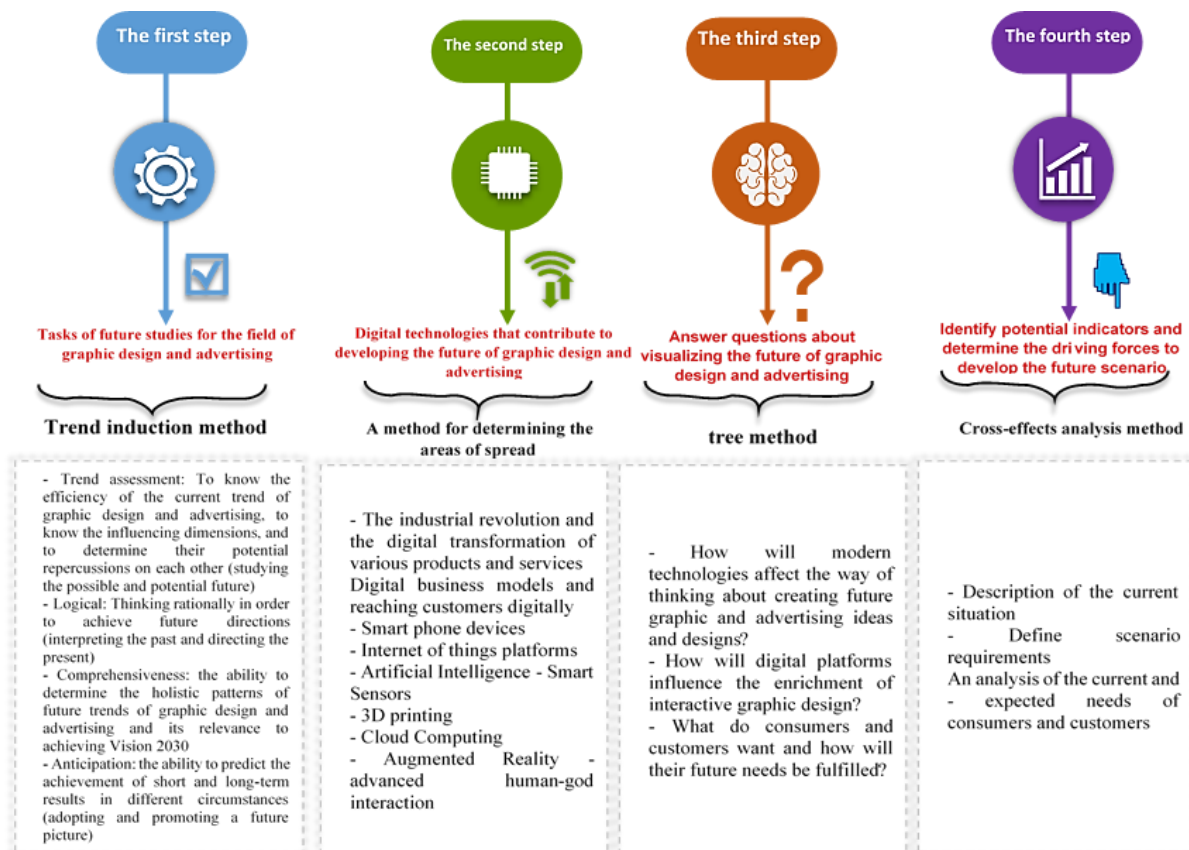


Figure (1) Suggested steps to formulate a future scenario for the advertising industry in light of Vision 2030

Results

The future of the advertising industry is a mirror that reflects the future of society. Therefore, the awareness of the extent of the interconnection between advertising and the study of the future makes it imperative to pay attention to the future of that industry. The professional and civil society realizes the need for intervention to improve life and address issues, problems and challenges, address the current reality and clear boundaries between existing disciplines in an economically sustainable manner.

By submitting the previous research to visualize the future of the advertising industry in light of the implementation of Vision 2030 and its most important foundations, pillars and future scenarios, the results of the research can be clarified through the following points

1. There is a lack of knowledge of research methods and methods in the future of the advertising industry

2. The scarcity of Arabic indexes or bibliographies for future studies related to design disciplines in general and graphic design and advertising in particular.
3. There is a gap between reality and hope in using future study methods in advertising design research.
4. Dependence on modern digital technologies helps in providing solutions to the problems facing modern society. The rapid emergence of digital platforms has a great impact on the wider future of graphic design and advertising processes.
5. The state of the advertising industry in the year 2020 is a state of prosperity and under scrutiny and a thirst for change, while the state of consumers is a state of total blindness from traditional advertisements and from this standpoint several patterns emerge and the shaping of the future of advertising begins.
6. Vision 2030 is the early warning system for commercial and academic institutions associated with the advertising industry to work on analyzing potential opportunities and challenges in order to push for any negative impacts expected in the future.

Recommendations

1. Academic institutions should direct scientific research to study the features of the current reality of graphic design and advertising in relation to orientation towards the future.
2. The necessity of adopting academic institutions to develop courses based on artificial intelligence technologies and their applications in the field of graphic design and advertising to achieve the sustainable development goals of Vision 2030.
3. A graphic design learning model must be rebuilt that is general and advertising in particular depends on a multidisciplinary approach, with a revolution in the curriculum through inclusion and a shift to flexible learning (parallel path learning), specialization with inclusiveness, multidisciplinary and designer education, and enhancing technical skills.
4. The concept of the collaborative approach in learning the continuous skills of graphic and advertising designers should emerge by sensing the newer jobs and professions in this field by monitoring and identifying trends that have a long-term impact and are relevant to future scenarios.
5. A vision for the future of the advertising industry must be defined in the year 2030 by anticipating some bold predictions to re-equip products, offers and advertising designers in preparation for the future where those who make home buying decisions are the home appliances themselves and not the people who use them.

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