

## **Functional and aesthetic compatibility between advertising billboards and interior design**

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### **Summary:**

The research examines the functional and aesthetic compatibility between billboards and interior design and the ability of interior design to employ billboards and use them as a formative element within the inner space; The designer faces many challenges due to the random spread of billboards within the space such as centers and shops, distorting the beauty of the interior and architectural design of the place. Where the trend now in Egypt is to preserve the architectural and cultural identity, this research came to contribute to the creation of the aesthetic image in accordance with the functional and design values of the place, which require the development of appropriate solutions to provide psychological and functional comfort to the human and reduce that random spread of billboards; Although these billboards may be good in terms of design, their spread in an unconsidered and orderly manner feels uncomfortable. One of the most important functions of the interior designer is to optimize the interior spaces, where he develops a preliminary conception of the design functionally and aesthetically and create a well-thought-out and structured creative idea of the venues of these billboards within the interior design and employ them in a way that attracts the attention of customers and attracts them to the place.

The distribution of billboards within the interior should be based on specific requirements for the translation of the required visual and cognitive message and the nature of the visual communication of the individual within the place in which he displays, which must be having organized colors, lines, spaces and sizes within visual and temporal hierarchies that preserve the values of harmony and beauty among them, and at the same time are consistent with the functional pattern and determinants of human activity within the void, as well as developing some solutions and design considerations that contribute to the appropriate distribution and technical treatment of those different advertising spaces within the space, and consider it as one of the elements of the interior design of the place, and thus adjust the goal of the nature of the cognitive structure to be reached in the receiving human.

### **Key words:**

Visual identity, Aesthetic and functional values, Visual dispersion

**Research problem:**

Consumption has become a way of life in contemporary life, and commercial centers are one of the best places to consume as they offer a new urban environment with its many functions and different architectural solutions. There is no doubt that the interior design of the malls is one of the most important attractions of the place, but the designer faces many challenges in interior design, most notably the random spread of billboards within the space in an unconsidered and orderly way that the individual feels uncomfortable, hence the problem of research in the following questions:

- How can i find aesthetic visual features of billboards and distribution patterns and employ them within the interior design?



**The chaos of the random spread of billboards and their inconsistency with the architectural interior design**

**Research Importance:**

The research contributes to the integration of advertising design sciences with the sciences of internal space design contributes to the advancement of aesthetic sense, which sends the spirit of harmony to the recipient in interior architecture.

**Research Goal:**

To achieve a visual image that achieves the aesthetic and functional values of both interior design and advertising design within the architectural fa'aa.

**Research Hypotheses:**

The impact of advertising on the recipient increases as the design of the ad increases and the design of the space surrounding it achieves aesthetic and functional values.

**Advertising elements and its relationship to the internal space of commercial and service establishments:**

- (a) **Trademarks and signboards:** which make it easier for the pioneers and recipients to interact with the place smoothly and with aesthetic values without a distraction may lead to a departure from reading and understanding the intended advertising significance of the designer.
- (b) **The external facades and internal spaces of the facility:** The surfaces and spaces it contains are used in visual advertising in a way that helps attract customers.
- (c) **Walls:** The walls are of great importance within the interior design, they are well suited interiors for displaying billboards and banners in different ways.
- (d) **Furniture:** Which is sometimes a good advertising medium used by the designer to force the recipient to interact with him to communicate a piece of information about a service or product.
- (e) **Electronic billboards:** Electronic billboards have the ability to attract attention and effect emotions of the soul by moving images, lighting and colors, but within the inner space of the

place should be distributed with caution and not too much so as not to cause distraction in the recipient.



### Integration of advertising elements with interior design and architecture

#### Aesthetics of integration between advertising design and interior design:

Beauty is one of the objectives pursued by the designer in his work whatever his directions, and the designer must achieve harmony and match the shape and function and meet the aesthetic aspect of the advertising design within the interior space, depending on the success of the designer in employing elements of the visual composition of the billboards within the interior design of the place.

#### The importance of the formal and spatial coordination of billboards in the architectural space:

- **The development of visual culture:** It is the first step in the path of taste, aesthetic appreciation and speed of integration into the vision surrounding the announcement, which is to the enjoyment of the recipient.
- **Do not ignore the values of aesthetic understanding:** The loss of aesthetic values while not regulating the spread of billboards within architectural spaces and their randomness may be detrimental to thought and possibly moral city because it weakens the utilitarian part of our nature.
- **Increase compatibility between the recipient and the advertising product:** This harmony occurs when the recipient realizes the aesthetic values in the spatial consistency of the advertising product within the inner perimeter of the place.

#### Values that influence the aesthetics of the advertising process within the architectural space:

These values are included in the designer's awareness of aesthetic aspects during the design process, and the following are the most important of these values:

- **Unity and stability:** The unit, which is not produced by monotony or stereotyped form within the architectural interior design, means to come out in a uniform form of visual experience and avoid the feeling of dispersion and heterogeneity.
- **Symmetry:** Symmetry in color or design also gives the eye comfort and a sense of balance.
- **Rhythm:** When the designer tries to achieve rhythm, it brings vitality, diversity and balance-based aesthetics within the design system.
- **Repetition:** Repetition confirms the advertising message and adds beauty to the design.



Repetition



Rhythm



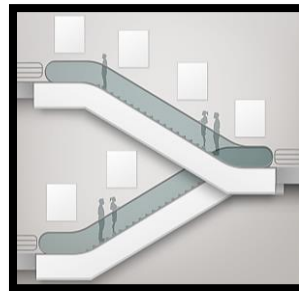
Symmetry

### Spatial distribution patterns for ads within the architectural vacuum:

- **Straight planning:** Straight planning emphasizes the advertising message and its perception, as well as a sense of calm, stability and visual comfort.
- **Diagonal planning:** Gives a sense of movement and attention.
- **Curvature planning:** It gives a visual sense of beauty and movement.
- **Diverse planning:** More than one layout is combined.



Straight planning



Diagonal planning



Curvature planning

### Considerations to be followed in the format of the billboard in the interior design:

- **Integration with interior design:** Billboards should be treated as part of the interior design of the place.
- **Harmony:** Takes into account the balance and consistency between the spaces and the color harmony of the elements of the billboard within the interior design.
- **Color:** Harmony and color consistency take into account the cyclic effect of colors, wall color and architectural elements surrounding the place.
- **Lighting:** It is preferable to be consistent with lighting so that there is no separation between the internal spaces, especially at night.
- **Motion paths:** The study of internal planning and movement is the most basic aspect of the designer's task to help use the space efficiently and effectively.
- **Form:** Takes into account the shape, design and complementary elements in the vacuum because it has an effect on the human psyche.



## An analytical study of experimental designs 'the subject of research'

### The first experimental design 'IKEA'

- **The theme of advertising:** advertising a set of lighting units inside one of ikea furniture exhibitions.
- **Design idea:** The idea of designing a poster is based on color harmony by wanting yellow color in furniture with poster ad parts, as well as the blue color represented by the lighting unit with the upper and lower end of the poster. This led to the control of the attention of the recipient by leading the movement of his eye between the design of the poster and the interior design and harmony between them.



### The harmonious relationship between advertising poster and interior design

#### The second experimental design is 'Coffee'

- **Theme of advertising:** an advertisement for coffee inside a café (ARABICA)
- **Design idea:** The idea of the design is based on the expression of sun-inspired radiance, which has been replaced by a cup of coffee that makes a bright spot for the recipient with the use of orange spots in the background to express the nature and effect of the product 'coffee'. The yellow, orange and brown hues were used in the poster, which is in tune with the colors of the surrounding furniture pieces such as the chair, the table, the floor and window inside the café's interior space.



### The harmonious relationship between advertising poster and interior design

**Results:**

- The impact of advertising on the recipient increases as the design of the ad increases and is more consistent with the surrounding interior design, achieving aesthetic and functional values.
- The development of the visual culture of the man is very important because it affects the beneficial part of our nature and positively affects the thought.
- The harmony and beauty between advertising and interior design and their consistency with the functional theme performs the goal to be reached when the recipient.

**Recommendations:**

- The billboard should be part of the bare features of the building and be compatible in shape, design and proportions so as not to lead to the loss of bonding and harmony within the inner architectural void.
- The interconnection between the design of the billboard, the interior design of the place, and the color consistency of all the elements.
- Unity in expressing a particular idea and content within the inner space.

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