

A new strategy for designing ads for the blind as an entry point for teaching contemporary advertising (Braille Method)

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Abstract:

The sense of touch is for the blind person who is able to savor the feeling of the beauty of the outside world, as it is a source of gaining experiences and a means of communicating with the outside world.

However, the strategy of thinking about designing ads for the blind visually requires research in two points, the first is to open new horizons in how to activate the degree of customer relevance to the product, and the other in the importance of the sense of touch in relation to the blind as some advanced societies realized and developed a type of tactile training called touch education to provide the blind with information, technical, aesthetic, historical, geographic and social information by establishing museums and galleries that take into account the nature of movement of the blind for the display of cultural and artistic heritage.

Hence, the research problem that can be summarized is limited to trying to answer the following question:

How can employers and Braille and content writings be employed in designing the advertisement for the visually impaired and creating a new situation that aims to reach a different visual language with a kind of imagination that has a visual disability towards advertising the product as it has an effective role in opening new horizons in how the customer relates to the product?

The research aims to use the cover and contacts to form new forms to enjoy the imagined situation inside the advertisement, which enhances the achievement of emotional effects towards the product, which have a great impact on setting a new strategy in designing ads for the visually impaired.

The research follows the inductive approach to collect information and data on the visual and sensory perceptions of the blind and how to use the Braille method in the ad sentence, then the research follows the applied approach through forms from students of the Academy of Art and Design _ Department of Graphic and Advertising Arts _ First Division 2020 in the exclusivity by presenting their ideas and perceptions in how to design an advertisement for visually impaired, and facilitate their awareness of the imagined advertising idea through the texture and identification of the content of the advertising message.

The study showed the extent of the effect of the imaginary side through contact with the advertisement, and alerting the recipient to suggest the formed image within the mind of the (visually blind), which are those concepts that can be perceived by using the senses (sense of touch) and this vision has to be explored in the implementation of designs using approved textures of imagination in advertising.

Key words:

Advertising strategy. Braille. Visually impaired. Touchers

Introduction:

Companies are always striving to activate how the customer relates to the product and keep a distinctive image of it in his/her imagination and access it without any difficulties, and from here the thinking began to expand the circle of engagement for many customers and their families, and to design advertisements for the visually impaired (Braille), there are special tools that help the visually impaired in reading and even writing, so the advertising role comes in implementing advertising ideas for them for many products through touch.

As the visually impaired occupy a large proportion in the world, as the World Health Organization estimated the number of visually impaired people globally, based on the latest studies that there are about 285 million people who suffer from visual impairment (blindness - vision impairment) in all parts of the world.

The most important thing that distinguishes the advertisement is not selling and disposing of the commodity by selling it to the consumer and achieving the highest return from sales, but is how to convince the customer to relate to the product and how to change the beginning of dealing with this product without other competing products? Leading to the acquisition of (the largest segment of customers). This has led to the use of advertising activity as an effective tool for advertising message (emotion).

Among the most famous of those who adopted this vision was Eric de Blaise, who assumed that (emotion governs our behavior and determines what happens within the conscious mind) and stated that emotion plays a pivotal role in directing our attention. The emotional aspect and concern for them (the visually impaired) is what motivates them to pay attention or receive the advertising message, so emotion is the degree of susceptibility to the advertisement and the attachment to the product enhances as it depends on the pleasure of anticipating how others think.

In the beginning, man relied on perceiving and recognizing touching things. For everything in nature has its own unique texture that is resulting from the physical manifestations that it consists of, such as natural raw materials, manufactured raw materials, semi-finished materials, and by extension, the perception of the contact (of the visually blind) is a natural matter for many materials and their various forms and properties. At that time, ideas and innovations are generated in his imagination, which in turn lead him to a taste for the design work, and from this the goal of the research was to create advertising designs with touch supported by writing (Braille method) for the visually impaired.

Theoretical Framework:**What are the considerations for a visually impaired ad design strategy?****1 - Enhancing individual value:**

It is an effective approach for the organization that depends on meeting the delicate needs of customers by monitoring them and dealing with them according to them; (Zakaria Al-Douri, 2003)

This makes the organization's management face many challenges to improve how the customer relates to the product to acquire the largest segment of customers, and one of the most important forms is to achieve self-reliance (the visually impaired), and the company is in

a challenge to provide products or services with a model of innovative value in advertising design with textures and writing Braille to meet the special needs of specific groups; Which reflects on them with a sense of individual value, interest and a sense of satisfaction towards the institution, and considering this as part of its marketing plan, as it plays an important role in improving the image related to the (visually impaired) product.

2- Design:

The moral responsibility towards society is to think more broadly about facing social problems and improving the lifestyle of many (people with visual impairment). It includes Responsible Socially “Design and Social Corporate Responsibility”. One of the strongest trends is directing the perception that companies should play a pivotal role to support social and environmental issues along with economic goals, and that interest is not new, but it is expected to increase in the future and this is included under the names of corporate social responsibility “Corporate Citizenship” (Loginova & Wang, 2011)

The goal of advertising for the visually impaired:

1- Inclusion: by providing information about the advertised products or services, their ease of assimilation and self-reliance, which is what the blind need visually, and thus contribute to creating the constructive value of the imaginary form of the product on the basis of strong emotional ties (Souiden, 2019)

2- Imagination: that is, organizing and linking information about the advertised product or service, the existing forms imagined in the environment surrounding the visually impaired, and how to identify them!

3- Impact: It is to achieve the design purpose and strengthen the degree of customers’ (visually blind) attachment to the product, and to implement the innovative shape with touches that must achieve the functional aspect of the advertisement.

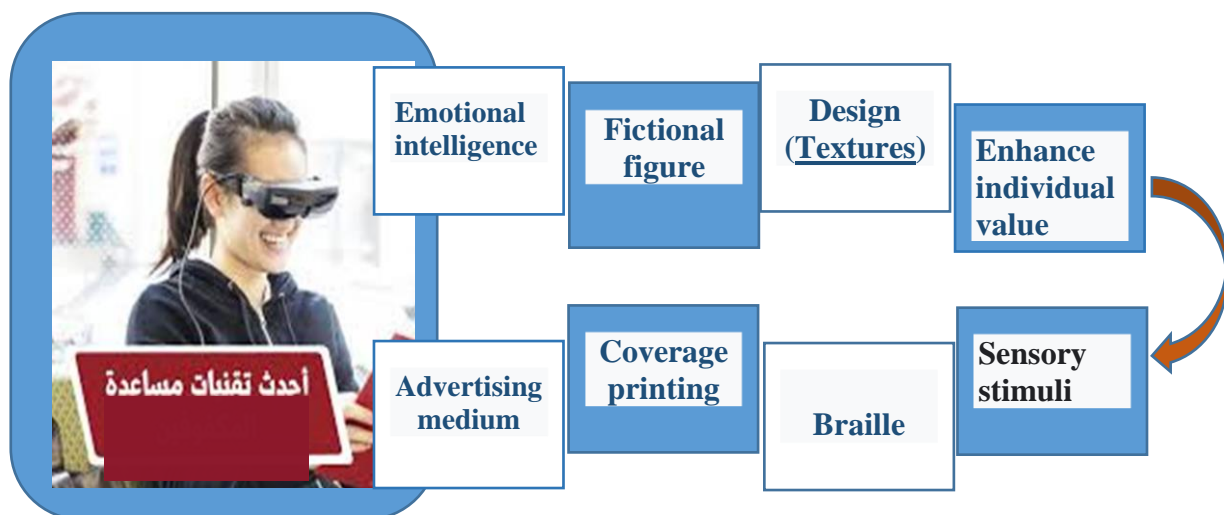


Diagram # 1 for a visually impaired advertising design strategy

3-Emotional Intelligence:

The ability to use emotions in a positive and constructive way in managing relationships with others. It is one of the intelligences required for success in everyday situations, and there are those who see that emotional intelligence is related to changing thoughts. (Safia Moussa, 2006)

As (Mayer) and others defined it as the ability responsible for feelings and emotions to promote thought, which includes the ability to accurately perceive and access feelings, generate emotions and knowledge, understand and organize them to promote emotional and intellectual growth. It is the idea of the customer's attachment to the product.

Emotional Intelligence Skills for Visualizing Design Shape:

- Developing a positive and realistic view of self-reliance (the visually impaired).
- Dealing with life stress.
 - Control of spontaneous reactions.
 - Attention to distinguishing emotions (angry, tense, calm, etc. ,,,,,).

Daniel affirms that the development of these skills results in a balanced and cooperative personality capable of taking responsibility, understanding others and solving problems, capable of self-control in many situations, equilibrium feelings, and being able to communicate effectively and anticipate the consequences of behavior.



Figure No. (1) shows how to describe colors to a blind person.

[https:// www.ar.wikihow.com /20/4/2020](https://www.ar.wikihow.com/20/4/2020)

6- Braille method (to implement writing the ad sentence):

Since ancient times, there have been many and varied attempts to enable the blind to communicate with others in order to lift the stigma of illiteracy and open doors for them to knowledge.

Some used wax to form letters that the blind could read, others used letters from wood, and others used letters from wire, even nails, and there are those who used them as letters that are prominent on cardboard.

But the problem that faced all these attempts is that they used tools that need special preparation when used by the blind every time, and they do not fulfill the purpose for which writing was to record and document knowledge and science.

Here, it was imperative to continue to search for more effective ways of realizing the blind's ambitions in this aspect. Braille was effective in achieving this linguistic system for the visually impaired.

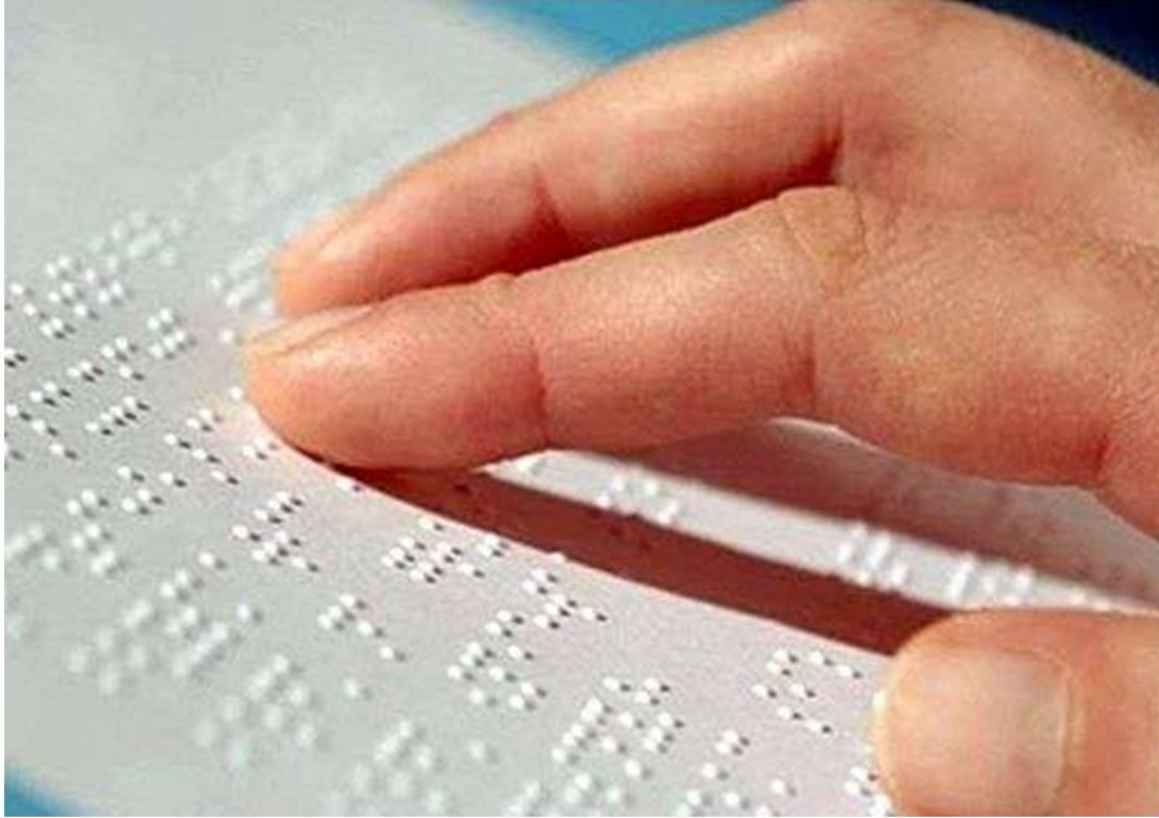


Figure (3) illustrates Braille using the highlights.
[https:// www .albayan.ae / science e.com/25/4/2020](https://www.albayan.ae/science.com/25/4/2020)

Ad sentence: Slogan

When the institution introduces the product or service's characteristic by means of an attractive sentence in meaning and context (written in Braille) in order to make it easier for the consumer to choose the process, but in the event that if it does not do so, then he alone has to strive to understand everything related to the product that he wants to consume, and search for all the information necessary to decide whether to purchase or not and to seek the assistance of others, and to choose the appropriate means of communication due to the nature of the message and the competence of the future. (Fadil Delio, 2003)



Figure No. (6) Tools used by the blind in learning (the Kurzweil device for reading, Optacon, Apece).
[https:// www.alukah.net/social/0/79435/.com/10/4/2020](https://www.alukah.net/social/0/79435/.com/10/4/2020)

• Braillewriter system

Braille system is a tactile reading system that uses a six-point cell, and you can write in Braille using a Braille machine or using a special hand punch.

• The Kurzweil Reading Machine

A device that converts written material into audio, which is usually used for reading.

• Optacon

A complex technological reading tool that transforms written material into tactile vibrations that the blind can visually touch with a finger.

Results:

The research reached several results, which are:

- The importance of enhancing the individual value of the visually impaired and meeting their delicate needs through monitoring and dealing with them, and I consider it an important priority in the program prepared for the marketing plan of the institution to activate how the customer relates to the product.
- Free formation through touching the imaginary form of the product creates a kind of interconnectedness within the design, until we reach the final desired image for designing ads for the visually impaired, as the beauty of each element depends on the link between it and other elements.
- The importance of using the Frostage scale in measuring the ability to visual perception, especially for people with partial visual impairment, to take advantage of that in perceiving shapes.
- Paying attention to the emotional intelligence skills for the imaginative perception of the design form to develop a positive and realistic view of self-reliance (the visually impaired) as it results in a balanced personality with the outside world.
- Relying on sensory stimuli to improve the visual impairment's ability to visualize advertising design, and the importance of developing and training these senses in a continuous way to benefit from them functionally in designing advertisements for the visually impaired.
- The importance of relief printing and coverage printing in implementing advertisements for the visually impaired.

- The characteristics of the audience to which the advertisement is directed affects the choice of the advertising medium. If the audience with visual impairment, then the necessity of relying on the ads read in Braille and imagined by touch and print coverage appears here.

Recommendations:

The research came out with several recommendations, the most important of which are the following:

- Shedding light on the need to enhance the individual value of the visually impaired, which makes him able to perform several actions (advertising activity), thus achieving his independence, and resorting to others is minimal.
- Emphasis on creating a new plastic language, through textures and typography, coverage; Thinking about designing ads for the visually impaired leads to the removal of barriers that create unnecessary effort and disconnection, that enable everyone to participate equally, confidently and independently in advertising activity.
- Conducting more research and studies on developing interest in tactile stimuli that work to visually connect the blind to the environment around him, which leads to a kind of connection between him and the external influences that affect his perception of the advertisement, and his interaction with the imagined design work.
- Work to encourage companies to meet the delicate needs of customers (the visually blind) and to activate how the customer relates to the product through advertising to predict the number of potential consumers (and to acquire the largest segment of customers), as the company is in a challenge to provide products or services with an innovative value model in advertising design Textures and Braille writings.

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