

The identity of creativity in advertising in graphic design and its impact on the job

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Abstract:

Advertising today has become one of the necessities of production and marketing of products, especially that consumers are in front of a large number of goods and merchandise of various types and factories, which made the consumer need a guide and encouragement to buy the product.

Based on the importance of advertising in marketing and promoting products or services, there must be foundations on which the advertising industry is based and corrected.

Advertising must be based on scientific plans, exploratory studies of consumers' requirements and trends, and defining the goals that advertising is intended to achieve. This means that the advertising industry is a process that brings together It is between science and art and is based on scientific research in the field of market and marketing, and is subject to a continuous process of development and development that does not know stagnation because people's needs are changing, and their tendencies vary according to time and place. This includes modern technologies in advertising design and publishing.

This happens by qualifying the designer well through studying materials that raise his professional and creative skills, and here we talk about the identity of the creator in

advertising design through his graphic design, and the extent to which this reflects on his job.

And if you search for that tidal wave that sweeps and destroys those foundations, rules, and artistic and design traditions together, you will find that it is represented in the following reasons: First: Reducing the learning of some of the old artistic (graphic techniques) that develop the artistic and aesthetic sense of the art student on the pretext that they are from the history of the graphic specialization and have no importance at the present time with regard to entering the labor market. Easily enter the labor market. Second: Many non-specialists in art and design enter the field of work without professional supervision or rules that allow practicing the profession of designer, under the pretext of obtaining courses in graphic programs and its types. Third: Entry of businessmen in the field of publications and designs production, and the control of material in production.

Keywords:

identity , creativity ,graphic design ,academic study , graphic techniques