

Visual image and expression directed to the child in Media Age

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Abstract:

Designing visual images addressed to children is considered to be a big challenge for the artist or designer who is forming them, as the visual image is the strongest communication channel in the age of media because it carries meaning smoothly through an expressive content. The artist or designer uses the design theories of visual image to form its elements expressing the message carried to children actively.

The research contains the definition of visual image and how to form it based on art composition forming theories of the visual image, the study of the meaning definition and expressive characteristics that are in the children drawings and wording shapes for knowing the best ways to communicate with their sentiment.

Keywords:

Visual image – expression – children drawings characteristics

Research Aims:

1. Studying the dimensions of the visual image directed to the Pre-adolescent child (9 to 12 years old) contributes to activating the elements of his visual culture.
2. Study of the basic formative construction of expression in child's drawings achieves the target of the communication message carried to him.

Research Methodology:

- The researcher uses the descriptive method followed by an analytical study to identify the concept of the visual image and expression addressed to the "Pre-adolescent" child (9 to 12 years old) to identify the set standards or the necessary ones of it.

Theoretical Framework:

a- Visual Image:

Everything that's visible and sensory, but the sensory images don't necessary have to be visual, but what makes the visual one special is that it relies on the colors that light reflects from different surfaces and objects .

Perceptions of visual image is through vision (the eye), and through it we precept findings, their shapes and what they are, sight is also unique taking an important role in the process of learning, gaining experience and knowledge.

How to obtain positives of image's elements in its design-build

Elements of the image has to be utilized in an artistic way to enhance its effect on the child's sentiment and form an image that addresses his mind and enhance his visual culture and make it have a positive impact on him.

The elements of the visual image interacts and gets mixed forming an effective communication way that carries a message to the child, and the more clear the image-build is, the clearer and easier it is to understand the expressive message, and that's why the formative construction of the visual image has to be mentioned as the following :

The artistic composition's theories in the visual image:

١- Gestalt's Theory in Design

٢- Golden Ratio

٣- The Rule of Thirds

B- The Visual Image's Role in the Media

The visual image always in the media expresses the meaning and content of the message, it carries it either was the image silent, talkative, static or dynamic, as it always has much expression of its content .

The visual image suggests reality, creates causation and enhances the interaction (Fahmy, Brock, Wayne 2014), nevertheless, looking at this shift to visual image in modern social media as if it is just a visual reconnection will be like an omission. Now media platforms vary in subjects including images, video clips, hashtags, symbols and texts .

c- The Expression Addressed of the Visual Image:

Detention of Expression:

- We can say that "Expression" is the human's ability to disclose and interpret his ideas, sentiments and needs in his own way.

- And "Expression" is the way that the human illustrates what's going on inside of his mind, or in other words his state of life, and it's a way to show sentiments and ideas as a form of expressive symbols in visible codes.

Expression in the Image:

Since the inception of man and the linguistic description (Linguistic Definition) conflicts between the definition of static form in nature and the metaphoric definition- previously expressions used to be artistic terms that humans use to express desires and urgent needs, then got converted to an expressive term that's linked to artistic symbols, that had its own meanings in a certain way or a specific idea (Saleh Reda, 2005).

One of the theories that consider art as a language of sentiment or an expression of the inner-self, or a complementary language to the science language, the French author 'Véron' has one of these theories that see art as a fundamental expression of sentiment or agitation, as he thought that it's hard to make "aesthetics" as a center of the public that's why he had to invent symbols that can't be understood by anyone else but its owner (Ahmed Hamdy, 1993).

The visual image and its reciprocal relation with the artistic properties of children's drawings:

The image addressed to a child get formed of illustrations mixed in expressive relation making the content of the message, and illustrations is a pictorial language that the designer of the visual image elements expresses through it the content of the message carried by the image, and that's why he has to study the expressive elements that are in the children's drawings so he can speak to their sentiments.

Expressive elements in children's drawings:

Illustrating to the child is an expressive artistic work that substitutes the spoken language and a form of nonverbal communication and a vent of their emotions and a reflection of their feelings towards themselves and others, therefore illustrations were a perfect form of understanding psychological factors behind the behaviour.

Some of the drawing motives for a child: are the following

- ١- Entertainment: so the child can occupy his free time, gain joy and explore the material used in drawing.
- ٢- Clarification and Communication: as the child does self-explanation, records his experiences and carries it to others through his drawings.
- ٣- Imitation: children imitate thing that they like or the people that influence them through drawing.
- ٤- Discharging of Emotional Charges: emptying of the pent-up energy and letting it all out in a way that's harmless to him.
- ٥- Playing: drawing is considered as one of the most important ways of playing.
- ٦- Express: the child expresses himself, his own world as well as the external and internal environment.

Properties of Child's Drawings:

- Spontaneity
- Exaggeration deletion and addition
- Earth line
- Flatting
- Transparency
- Repetition in drawing

Practical Framework for the Research:

This part will include random samples of visual images addressed to the child that we will analyze to get results we can use to learn about the aesthetics of expression for the image and its ability to communicate.

Random samples were chosen from images of children stories, and they were chosen to be analyzed according to:

- 1- Expression
- 2- Illustration style
- 3- Nature of communication
- 4- Composition

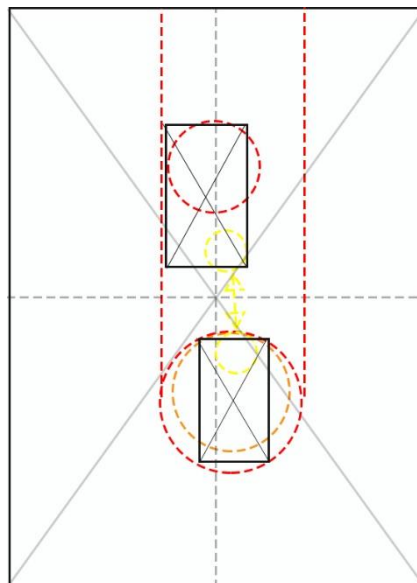
The focus has been on the colour values of images, illustrations, space, composition, perspective of the work in order to reach the aesthetic values of the image that give emotional interaction between the child and the image, therefore focusing on expression, clarification and the nature of the communication used in the image.

Analytical Study:

- Analytical model (1): figure(١)




Figure(١) Story illustration named "Alice in Wonderland"



Figure(٢) Analyse the composition of the analytical model (١)

Tabel (١)

Analitical Model	Standards	Description and Analysis
Model (1)	Type of Work	رسوم للطفل Children Illustrations
	Name of the Artist	Júlia Sardà
	Country	Russia
	Date	٢٠١٤/٠١/٠٧
	Source	https://kidpix.livejournal.com/1830909.html ٢٢-٠٦-٢٠٢١
	Rated Age	Children in the Pre-adolescent Stage (from 9 to 12 Year Old)
	Technique	Digital Painting
	Color	Different shades of warm faded colours to add mystery and excitement to the scene:  Different shades of colours were used, inspired by trees in the forests to contribute in getting the child inside the world of the image so he/she can experience and live the scene.
	Includes the Following Illustrations.	- Human Element - Animal Element - Botanical Elements
	Space	564 x 780 pixels
	Subject	Alice In Wonder Land
	Content	Children Stories
	Purpose	To show the child that the cat talks and that what it says to the child in the image is unreliable.
	Expression	- The movement of the cat was illustrated with the elongation of the neck and the curved lines that to show malice. - Usage of brownish shades to add suspense, mystery and the feeling of fear. - Manifestation of the girl's anger through facial expressions.
Clarification	- Clarified that it's a forest that the light barely reaches its ground through low lighting, the long tree trunks and the overlapping between them. - Illustrated the conversation occurring between the two persons through their locations and the directions of their sights. - Type of Clarification: Storyboard Illustrations	
Nature of Communication	The intellectual connection is used and it's a process that contributes in activating child's thinking and gets him out of the stereotyped thinking and introduces him to the phase of	

		creative thinking through elements, colours and the artistic composition of image.
	Composition	Pivotal Composition: Through illustrating elements on one pivot where events of the scene revolve, and this composition refers to tie and balance. Also used the letter (U) from the Latin language. The perspective of the vertical scene represents the meaning of glory and growing of trees represented by depth of field with a comprehensive nature that embodies the nature of the conversational situation between "Alice" and one of the wild animals, contributes in rhythmic movement, arrangement of trees, gradients of colours gives the feeling of visual depth.

Research Results:

- 1- That the formative elements of the visual image has to match the expressive content of the message carried.
- 2- Design theories add aesthetic and expressive values to the visual image.
- 3- The child has his own way of expressing that the artist needs to study to find the best way to communicate with child's sentiment.
- 4- The visual image and expression are considered to be the most powerful way to influence child's perception.

Recommendations:

- The formative composition has to be considered in the visual image to achieve the embodiment standards of expression in the communicative message in child's illustration.
- Study of the child's drawings properties and his expressive way to achieve best results when building up an illustration to communicate to child's sentiment.
- The importance of expressive content to the visual element's designer as a way of clarifying child's drawings in different age stages.
- Concentrating on the psychological studies of the pre-adolescence's effect on the creative path of the addressed expressive illustrations.

Most Important References:

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