

## **Infographic as an innovative source for printed design of sports uniform to raise awareness against school bullying**

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### **Abstract:**

The infographic as the art of transforming complex information into visual representations, story images, and others, It has an editorial and directing style that deals with information in a sequential manner and transforms it into visual forms. Hence, it has become an important way to spread awareness in societies, where the designer uses multiple methods to create innovative designs, to communicate information in an attractive and purposeful manner. The importance of the research is to benefit from the infographic, as it integrates design elements and presents them in an inspirational way as a source for the printed design of the sports uniform to raise awareness against school bullying, which leads to students stumbling and negatively affects society. The sports uniform is an essential element of school uniforms, which is not only considered a uniform worn by students, but one of its goals is to equalize them. Research problem: How to take advantage of the infographic to reduce school bullying by creating a printed design for the sports uniform? Research goals: Employing infographics as a form of visual communication in design to raise awareness against school bullying and Studying the plastic values of infographic design and benefiting from them in creating the printed design for sports uniform to achieve the desired goal.

The researchers proved that the infographic has an effective role in increasing social awareness, and that with its plastic values, it is an innovative source for creating printed designs that enrich the school sports uniform to reduce school bullying..

### **Key words:**

Infographic - Printed Design- Sports Uniform – Awareness- School Bullying.

### **Introduction:**

School bullying is one of the societal problems that the world is suffering from and which students face in schools. The roots of this problem go back to the family and school climate and the cultural factors that students are affected by. It is also considered an important and influential reason for the academic failure of many of them and the obstruction of the educational process in general, which has a negative impact. On society, so there is a need to spread awareness about this problem and try to reduce it effectively and effectively. Since infographic design is one of the modern methods of displaying information, it is the art of giving a new visual form to display and communicate concepts and information in a more attractive way. It has found great interest in recent times. The latter and an increase in demand for it, as it

takes information sequentially and turns it into visual forms, attracting the recipient and making him remember the content better. Hence, infographics have become an important means of spreading awareness in different societies. The designer uses multiple tools, methods, and influences that help him in creating effective and creative designs, so that the information reaches viewers, and the desired effect is achieved in an attractive and purposeful way. This is in addition to being rich in artistic and plastic values that make it an innovative source for creating print designs that enrich sports uniforms. The school sports uniform is considered an essential element of school uniforms, which is not only a uniform worn by students during school, but rather a system. Within the educational system, one of its most important goals is to eliminate differences between students. Also, creating print designs inspired by infographic designs to raise awareness against school bullying and using them on school sports uniforms supports the role of school sports as an integrated part of general education, aiming to prepare the student physically, mentally, and socially to reduce bullying. School.

#### **Statement of the problem:**

- The lack of technical studies that dealt with infographic designs to raise awareness against school bullying.
- How to benefit from infographics to create print designs for sports uniforms to raise awareness against school bullying?

#### **Research objectives:**

- Using infographics as a form of visual communication in print design to raise awareness against school bullying.
- Studying the plastic values of infographic design and benefiting from them in creating the typographic design of sports uniforms to raise awareness against school bullying.

#### **Significance of research:**

- Shedding light on infographic design and its role in increasing community awareness.
- Shedding light on the problem of bullying among school students and contributing to reducing it by linking the infographic design with the typographic design of the school sports uniform.

#### **Research Assumptions:**

- Infographic design has an effective and influential role in raising awareness against school bullying.
- Creating print designs inspired by the aesthetic and plastic values of infographic designs enriches school sports uniforms to raise awareness against school bullying.
- Linking infographic design and print design contributes to raising community awareness more effectively.

#### **Research Methodology:**

##### **The research was based on:**

- Descriptive method :
- - Studying the dimensions of the problem of school bullying.
- Studying infographics as a means of raising awareness against school bullying.

- The descriptive analytical approach: an analytical study of infographic design and the extent of its impact on raising awareness against school bullying.
- Applied artistic approach: creating innovative printing designs inspired by infographics and using them on school sports uniforms.

### **The limits of the research:**

- Spatial research limits: This research was conducted in one of Cairo's schools in Egypt.
- Objective research limits

### **Results:**

The study proved that:

1. The link between infographic design and print design contributed to educating students to reduce the problem of school bullying more effectively.
2. Infographic designs are full of aesthetic and plastic values, which can be used to enrich the field of print design for textiles.
3. Print designs inspired by the aesthetic and plastic values of infographic designs added an awareness dimension to school sports uniforms.
4. Printing designs for school uniforms can be benefited by creating coexistence between the design and students to raise their awareness and guide their behavior.
5. Creating a set of infographic designs (5 designs) to raise awareness against school bullying and benefiting from them in creating a set of typographic designs for school uniforms (6 designs). It contributed to familiarizing students with the dimensions of the problem of bullying to reduce it.

### **Recommendations:**

1. Highlighting innovative design elements and the innovative plastic values they carry to enrich the field of design.
2. The necessity of paying attention to the methods and methods of modern printing technologies and benefiting from them to enrich the field of textile printing.
3. Taking advantage of the role of design in raising awareness to reduce societal problems.
4. Increase interest in designing school uniforms and benefit from them in enhancing student culture and guidance.
5. Conducting more research to support mutual relationships between design fields to open new design horizons.

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