

Waste management and its role in changing the concept of awareness advertising

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Abstract:

Waste management is not a new process, but rather a natural and eternal process created by God in nature. Living organisms live their lives in various ways and then decompose to be food for other organisms. With the technological development and the waste left behind from factories and human diversity, it was necessary for science to be influenced by nature and to benefit from the divine gift in applying the waste management concept, which works to reduce the surplus and reduce resources in production, and spreading awareness among individuals about the importance of what they leave in the garbage cans and their environments. Art has been affected by materials and human waste, most notably the Dada school, which resulted in many arts, like installation and assemblage art. Also, this affected the design in general, advertising design, the perspective and form of the design, and the material has a wide resonance in the field of advertising design and its manufacture. And companies tended to add environmental values to their products, and to enter advertising as a design in this step. Although advertising may advertise a product or service, it is also a physical product made of a material that performs a function and a message. Its strategy, and therefore reflects the spirit and values of the company towards preserving the environment on the one hand by attracting different categories of consumers, raising their awareness towards environmental resources, and on the other hand it achieves profit for companies by attracting consumers who prefer environmental products over others. waste management strategies have varied under what is known as the golden (Four Golden Rule) for waste management, which includes reuse, recycling, reduction, and finally heat recovery. It has been possible to exploit these strategies in different ways and direct them towards the arts used in the manufacture of advertisements, which opened many horizons for the designer towards innovation and presenting the advertisement in a way that affects the recipients and consolidates the idea of awareness in their brains.

Key words:

Waste management, awareness advertising, Four golden rule