

The Effect of Infographics on Awareness of the Content of Public Awareness Advertisements

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Abstract:

This research deals with the concept of infographic and its patterns and the reason for its widespread spread in the last two decades, and some of the negatives that may occur during its design and how to employ it in public awareness campaigns and the extent of its impact on the recipient.

Awareness and understanding of public awareness campaigns depends mainly on the amount of data and information sent and how it is designed and formulated to come in three stages, each of which has its importance and function in the extent of obtaining the attention of the recipient and influencing him, and from here the research problem was identified, which is the importance of details and information in public awareness campaigns to be completed. The image is in the recipient's mind and determines his position, and that the infographic is an integral part of the success of awareness campaigns, as it is responsible for attracting the recipient's attention.

And the infographic is nothing but a visual representation of information, so it is one of the most important and most successful design methods, especially in awareness advertisements for its ability to summarize and simplify data and present it in an artistic way that has the ability to attract the attention of the recipient and keep the information longer in his memory, and the Corona pandemic was the best evidence of that, so all were presented and explained. What is related to the epidemic and how to prevent it through infographics of its various types, so some of the infographic models issued by the Egyptian Ministry of Health's Facebook page were analyzed.

KEYWORDS :

(Infographic – Public Awareness Campaigns – Perception)