



ARTSEDU 2012

Graphic advertising, as a specialized tool of communication

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Abstract

This paper presents the graphic advertising as a complex and specialized system of communication which may include some elements such as: signs, symbols, images, words, illustrations, colours and logo. This kind of communication has to realize the AIDA concept: to touch the attention, to declare the interest, to feel the desire and to action. In this paper, are defined the main components and are presented the two important stages for this creative activity, that means to build an advertising. There are six principles included in „The Six Thinking” scheme which are very important in this creative and graphic working.

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Keywords: Graphic advertising, guide book, constitutive elements, pattern;

1. Introduction

The graphic advertising is a wide domain, which allows a creative and peculiar work, using a large scale of consecutive elements, such as: signs, symbols, pictograms, colours, images, illustrations and logos. The product of this creative work, the advertisement, has to improve and to realize the AIDA concept, that means: to touch the attention, to declare the interest, to feel the desire and to action.

Thus, the advertisement is a very important vehicle because its participation in the process of specialized communication of graphic advertising.

2. The principles to design a graphic advertising

Into a specialized literature [Russel, J., Lane, R.,W.]are defined six principles in this creative activity very important to be assumed. These six principles are necessary to design an attractive and efficient print advertising. There are six very important activities: to assembly, to fix, to establish, to accentuate, and to make, to control. All these have to allow a harmonious universe including words, signs, symbols, colours, images. The figure 1 is a mirror about these with a short characterization concerning the problem which has to be solved by every applied principle.

A graphic advertising has to “flow” without obstacles and to be clear understood. The message has to be strong, without interpretations. If we want to evidence something one method is to use the colour palette which may create a lot of interesting perceptions. Every advertising has to be created into a conceptual union and a structural harmony.

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These are important principles when someone wants to design a graphic advertising. They define the concept core of a creative work. As we said the figure 1 is representative concerning the principles to design a very interesting graphic advertising.

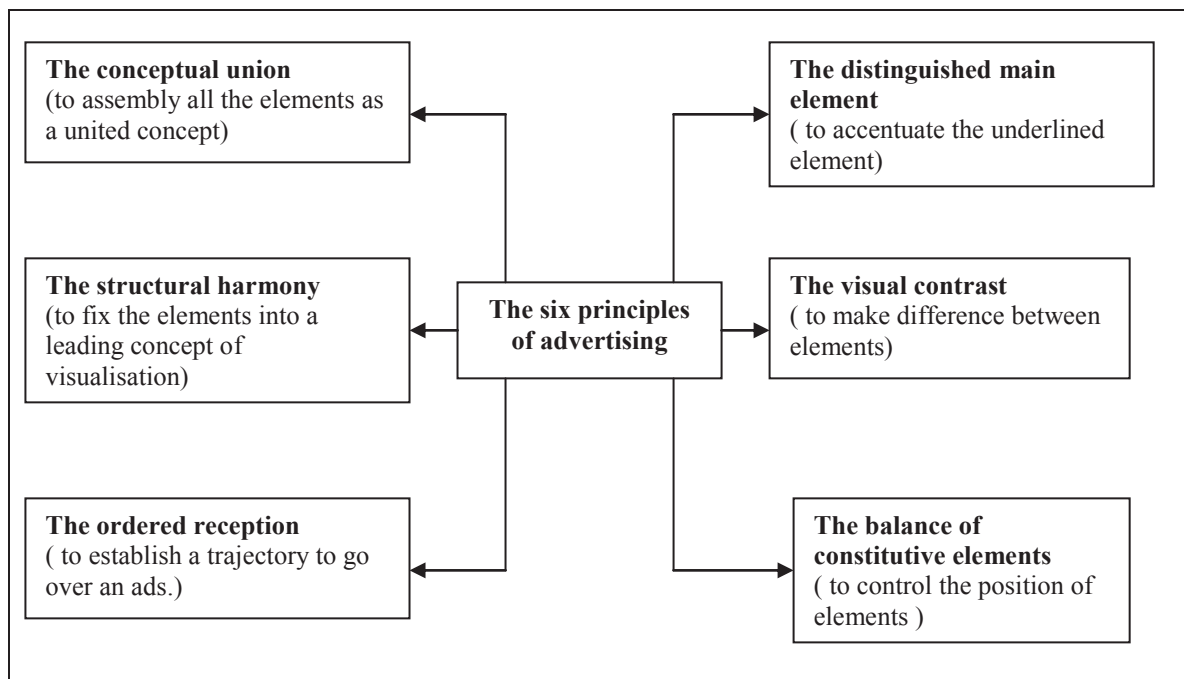


Figure 1. The six principles to create advertising

3. The consecutive elements of a graphic advertising

These elements may be part into two categories: the first is about signs, symbols, pictograms (special symbols), logos, and the second is about images, illustrations, colours, words. The figure 2 is „The Six Thinking” scheme about these elements and their destination concerning the graphic advertising.

The signs are linguistics or iconic. The visual language of signs was studied by two thinkers of this problem, Ferdinand de Saussure (1857-1913) and Charles Sanders Pierce (1839-1914). That is really important is represented by the different meanings of signs in various circumstances. A very interesting feature of a sign is to be received, processed and translated. That means to answer to the questions: *What is represented* and *How is represented* something.

The public read the signs and after that develop a thinking image, into the translation process. The signs have different meanings, such as: power, success, falling off, poverty, male, female, beauty, ugly etc.

The symbols may present a human activity, an activity domain, an association of concepts, an association of ideas etc. The symbols dress a message defined on two planes: sense and significance. The symbols have to be very well selected do not create confusion concerning their meaning.

An example of specialized symbols is the pictograms concerning the Olympic Games. It is about a very different graphic along the time but all these pictograms are very good received by the public. It is important that the image of a graphic symbol to be understood, without additional words.

The logos are distinctly signs into a visual communication strategy of a company. A logo is a graphic and visual identity element which may express values and valences identified in the portfolio of values of the company. One logo has to improve three main demands:

- to draw the attention towards the company;
- to contribute to the prestige of the company;
- to promote a real warranty of the company.

It is possible to create a logo using only words (logotypes), only symbols (iconic logos) or both, words and symbols.

The colour is an element used to make a chromatic contrast which is very important to focus the main element.

The colours have different suggestive characteristic and for this reason the designer has to be attentive to select colours.

The image is another consecutive element which is in the position to be „an anchor” for many times. It is about the power of an image or illustration to lead the public through the advertisement. There are two aspects: the image leads the graphic advertising, and another way, the words lead it. If someone choose a powerful image, words have to be simple (the title has to be simple); if the title is strong then the image is simple. It is a bad thing that, both the image and the title, to be powerful. That is why for a graphic advertising designer is a big challenge to evaluate what is the main element, the image or the words.

The words are useful to write the title and the text. We talk to conceive the message. The writing type may communicate elegance, refinement, accessibility, aggressiveness etc. The same when we use capitals and short letters, writing hand, typography letters, length of the line etc.

In this creative work a designer has to establish a focal point into a graphic advertisement which is necessary to accomplish AIDA concept. *The proportions* of constitutive elements intervene for this purpose. There are identified a few methods:

- to put the object in a sparkling colour;
- to picture in dark colour the object and all around it in light colours;
- to put the object into a glamour colour;
- to create a strong contrast between the object and the background;
- to isolate the object somewhere on the paper;
- to use for background only black and white colour.

A good design of graphic advertising is to define a focal point, from the beginning. This is „*the first stage of someone sight*”.

We may say these consecutive elements have to improve the using of a few very important verbs, as: to drive, to define, to convey, to support, to build and to communicate. These verbs mean action and creation, images and colours, words and symbols.

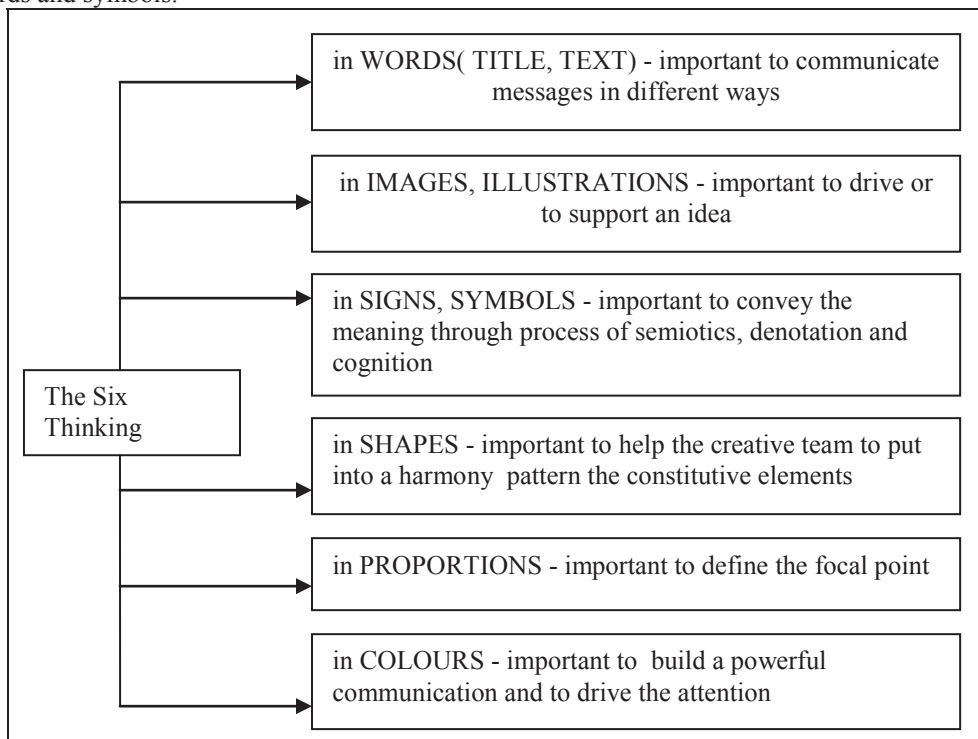


Figure 2. The Six Thinking scheme

4. Step by step rule in advertising

If somebody wants to develop a graphic advertising, there are necessary two stages; the first one is to research and to prospect the market, and the second one is to realize the graphics. For the first stage there are five steps such as:

1. To establish what the problem is;
2. To analyse different advertisements of similar product/service/company;
3. To collect and to analyse the background information of this product/service/company from the public (concerning psycho-sociological studies and other sociological tools);
4. To build a SWOT analyse of advertisements.
5. To generate potential solutions into a brainstorming workshop concerning elements for a new graphic advertising.

The second stage has six main steps:

1. To give solutions for important graphic elements of a new advertisement;
2. To establish what kind of support is good to visualize the advertisement;
3. To make choices to put in work four - five graphic ideas;
4. To choose the best graphic idea;
5. To have a first acceptance meeting with the client;
6. To realize the final graphic advertisement and to present it to the client.

5. A few layouts of print advertising

From the beginning it was a challenge to set in a lot of patterns the constitutive elements of a graphic advertising. So, for this purpose, the authors have created a concept called TILT (title, image, logo, text). There are two steps to design a layout for a print advertising.

First we conceive every element which is involved to design this advertisement, in different shapes, colours and words. Then, we sketch layouts using these elements and select the best. This way have allowed many examples (in figures 3 and 4 only 9) in a layout library and have offered a guide to develop many others.

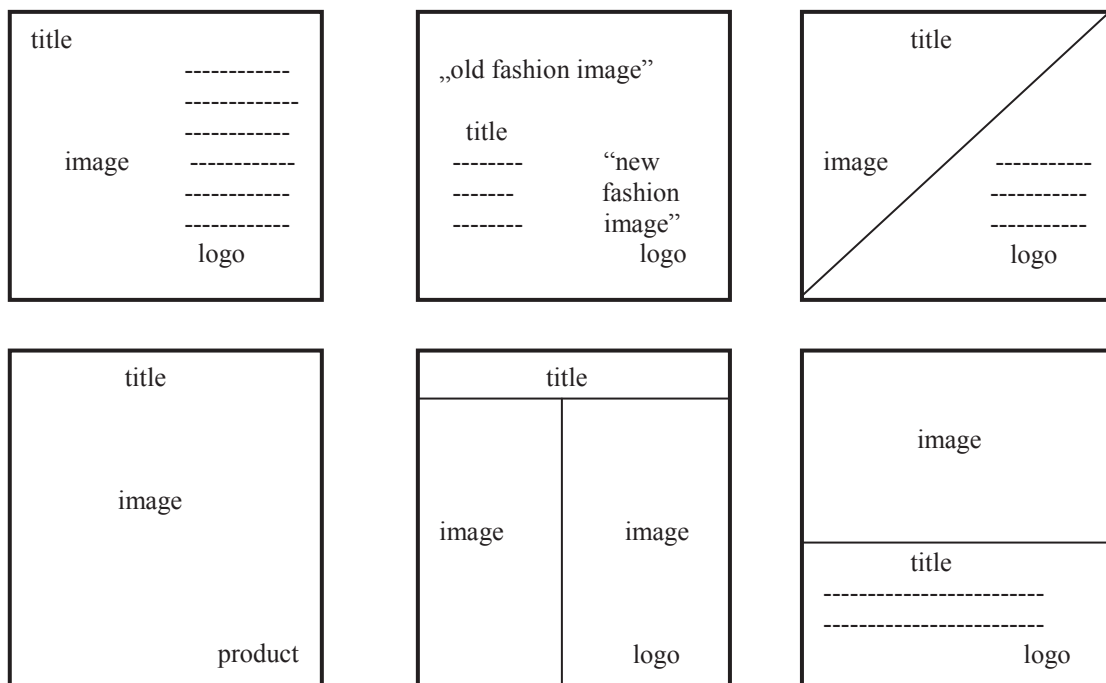


Figure 3. Layouts of a print advertising

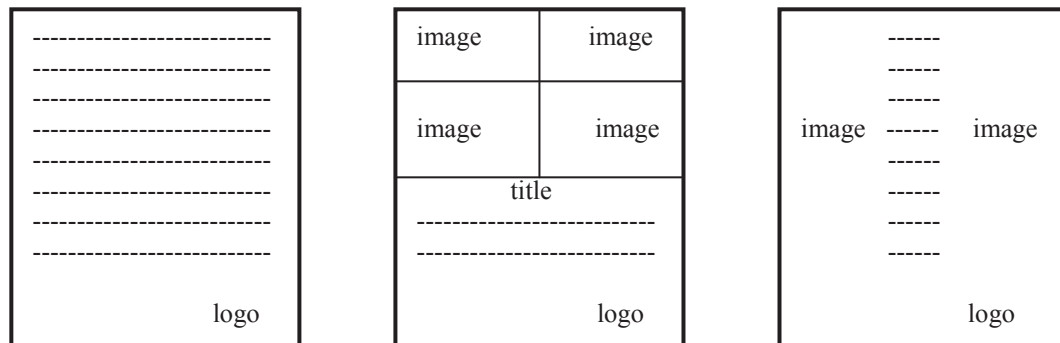


Figure 4. Layouts of print advertising

Acknowledgements

Step by step rule may possible to understand the role of consecutive elements and give the instruments to design a very good graphic advertising. In this creative work the designer depends in this construction of many aspects, such as a legible text, a very good and interesting combination of colours, a suggestive image, a best quality of printing. It is very important to apply the principles and the patterns to obtain different examples of print advertising because a graphic advertising “talks” in words and images. The main idea is to design a print advertising in a harmony of signs, symbols, words, images and colours.

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