

Designing the Infographic as an Advertisement in Awareness Campaign: The Egyptian MoHP Campaign as a Model

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Abstract:

The world in year 2020 has suffered from a new virus Covid-19 and most of audiences get their knowledge about this virus, how to deal with and how to protect themselves from it from media and through awareness campaigns. Visualizing information is more easy for audience to recognize and understand than reading a text (Jennifer 2020, 32). Graphic designers use Infographic in many fields such as learning process in education, business presentation, researches, and advertisements. "Infographics can be defined as a form of images in which complex information, data, or ideas are visualized in such a way that the reader can easily understand and consume them" (Suleyman 2019, 496) Infographic is now a popular kind of advertising due to the ability to grape the audience attention and engage them by turning complex information or knowledge to a unique design (Jennifer 2020, 32). This research is attempting to set a framework and a strategical plan according to the theoretical, analytical, and practical parts of the research for the designer to gain the maximum benefit of using this type of ads, especially, in awareness campaigns. The theoretical part is examined by the questions and answers of the content analysis of 100 Infographic ads that is shared on the Egyptian MoHP website, Facebook page and Egypt cares page. In addition, the practical designs are designed for the purpose of developing the Infographic designs of the MoHP and this part is tested by a questionnaire directed to professors and experts in the designing advertising field.

Keywords:

Infographics, Advertising, Awareness Campaigns.

الملخص:

عانى العالم فى عام ٢٠٢٠ من فيروس كوفيد **Covid-19** المستجد حيث أن معظم المتلقين يحصلون على معلوماتهم حول هذا الفيروس وكيفية التعامل معه وكيفية حماية أنفسهم منه من خلال وسائل الإعلام ومن حملات التوعية. والانفوجرافيك هو وسيلة إعلانية تسهل وتنقل المعلومات من خلال صور أو رسومات حيث يتلقاها الجمهور ويفهمها عن قراءة النص (جينيفر ٢٠٢٠، ٣٢). يستخدم مصمموا الانفوجرافيك فى العديد من المجالات مثل فى عملية التعلم والتعليم، وعرض الأعمال، والبحوث، والإعلانات. و"يمكن تعريف الانفوجرافيك بأنه شكل من أشكال الرسوم البيانية التى يتم فيها التعبير عن المعلومات أو البيانات المعقدة أو الأفكار بطريقة يمكن للقارئ فهمها واستهلاكها بسهولة" مستخدمة الأشكال والصور (سليمان ٢٠١٩، ٤٩٦). الانفوجرافيك يتم استخدامه حالياً بكثرة كنوع من أنواع الإعلانات وهذا بسبب القدرة على جذب انتباه الجمهور وتوعيتهم من خلال التعبير عن المعلومات المعقدة باستخدام تصميم سهل وفريد (جينيفر ٢٠٢٠، ٣٢). ويحاول هذا البحث تحديد إطار عمل وخطة إستراتيجية وفقاً للأجزاء النظرية والتحليلية والعملية للمصمم لتحقيق أقصى استفادة من استخدام هذا النوع من الإعلانات، خاصةً فى حملات التوعية. ويتم اختبار الجزء النظرى المتمثل فى الأسئلة

الخاصة بالجزء الخاص بتحليل المضمون لـ ١٠٠ إعلان إنفوجرافيك الذي تم نشرها على موقع وزارة الصحة المصرية، وصفحة الفيسبوك وصفحة رعاية مصر. هذا بالإضافة إلى تصميم ثلاث نماذج تمثل أنواع الإنفوجرافيك بغرض تطوير التصميمات الخاصة بوزارة الصحة والسكان ويتم اختبار هذا الجزء بواسطة استبيان موجه إلى الأساتذة والخبراء في مجال تصميم الإعلانات. ومن أهم النتائج أن يعد تصميم الإنفوجرافيك التفاعلي طريقة جديدة لتوضيح المعلومات اللازمة بطريقة تفاعلية، ومع ذلك، يجب أن يتكون من أجزاء متسلسلة للتأكد من أن الجمهور المستهدف سيحصل على جميع المعلومات المطلوبة.

الكلمات المفتاحية:

الإنفوجرافيك، الإعلان، حملات التوعية

Review of Literature:

Recent researches and theses are concerned with Infographics and each one tackles it from a different perspective; some of these researches are concerned with the effect of using Infographics in learning process like for instance, Yuruk, S.E., Yilmaz, R.M. & Bilici, S. (2019), who are concerned in their research “An examination of postgraduate students’ use of infographic design, metacognitive strategies and academic achievement” has reflected the effectiveness of Infographics in education process and they have found that Infographics has a great impact on academic achievements, skills and learning process. Other researches have given a great attention to the persuasive effect of Infographics in communication process such as Bice C.F.D. (2019) in his master thesis “The Relative Persuasive of Health Infographic” explores the power of Infographic as a persuasive strategy in communication. One of its important findings is that Infographics with visual design can guide behavior, add knowledge and elaboration more than the text-based messages. In addition, some researches have tried to state the tools, kinds, and design steps for Infographic that is used as a type of communication as for example, Yuvaraj M. (2017) Infographics: tools for designing, visualizing data and storytelling in libraries suggested steps to design Infographics, its tools for creation and state its types. He found that Infographic is a very efficient means of communication with the target audience. Also, Hassan H.G. (2016) states in his master thesis “Designing Infographics to support teaching complex science subject: A comparison between static and animated Infographics”, the principles and rules to design an effective Infographic as a type of communication. He suggested in his finding that a proper designed Infographic will help in making complex information easier. Another direction has been found in researches that are concerned with Infographics which is the target audience response due to their exposure to Infographics as a communication tool and the way they can understand it as in Albers M.J. (2015) in his research “Infographics and Communicating Complex Information”, he has been concerned with Infographics as an important communication tool and he states that effective Infographic is the one which maintains the complexity of information in an understandable infographic way & it is important to know how audiences understand and respond to these Infographics. One of these findings assert the necessity of conducting more researches in order to expose the comprehensive level of the information used in the Infographics.

According to the above review, Infographics is an important and effective communication tool in learning process, but it needs some enhancements in composition and design to be comprehensive and more effective. This research is focusing on designing Infographics as a type of advertisement used in Egyptian MoHP awareness campaign that can turn complex information into an easier visual design about Covid-19 virus and show how audience can deal with which is considered a part of the learning process.

Research Questions:

- 1) What is the framework to design digital Infographic advertisement that will be used as a tool in awareness campaigns?
- 2) Is there a strategic plan for using Infographics in awareness campaigns?
- 3) What are the types of Infographic Advertising used by the Egyptian Ministry of Health and Population in their awareness campaigns for Covid-19 virus? And why?

Infographics:

Graphic designers are asked to design digital advertisements to cope with the evolution of the internet and devices of technology such as designing Banner ads, Websites, pop-up ads, animated ads, social media ads, games, GIF and so on. Not all types of digital advertising are interactive, some of them don't need to be interactive as static infographic, Facebook and Instagram posts are mediate interactive as GIF ads, and others are highly interactive as advergames (EDUCBA 2020, 1). Infographics is a kind of digital advertising that is used nowadays, and this research is trying to analyze the Infographics of the Egyptian Ministry of Health and Population "MoHP" that depend on Infographics in its awareness campaign about Covid-19 through a content analysis for applying those designs used in these Infographics.

Infographics is a kind of advertisement that is popular nowadays in most of media types like T.V., Newspaper, Billboard, and websites ads. Usually, advertisement is a mixture between verbal design such as narration or text and visual design. The designer usually searches for a unique idea for the advertisement that captures the audience's attention and try to stick to his/her memory. So, the idea in design advertising plays a heroic role unlike Infographic in which the layout of the design is the hero of it. (Zhutian 2020, 917).

The research can suggest a definition for Infographics as a kind of advertising that merges between verbal as text or narration which represents the information needed to be known for a certain topic and the visuals such as illustrations, real images, cartoons, and symbols and it can be in a form of diagrams, charts or maps; aiming to inform target audience about selected information in a short story style.

There are many classifications of Infographic types as Hesham 2016 claims by classifying Infographic into Static Infographic, Animated Infographic and Interactive Infographic (Hesham 2016, 3-4). Another research was found in Design, User Experience Book, 2015, where the researcher categorized the Infographics into Bullet list equivalent, Snapshot, Flat Information and Information flow/process (Design, 2015, 269). According, to Saltout, Infographics are Static Graphics and Motion Graphics (Abdullah Alodail, 472). In addition, Mayank 2017, classified Infographics to information representation, on the basis of nature of content and on the basis of characteristics (Mayank 2017, 6-7).

This research will classify Infographics in two major stages, the first stage is defined according to content while the second one is defined according to the design.

The Content Stage of Infographics:

In this type, the content can lead the designer to choose the way that will be used in the Infographic atmosphere; it is a historical content loaded with lots of dates and situations, while timeline data content shows development or improving something in a certain order (Zhutian 2020, 917). Comparing content is a content which compares between two or more products, ideas, or places (Design, User Experience book 2015, 270). Process content; is the one that needs to show steps of doing something or how it works (Mayank 2017, 7). Awareness content; is a content suggested by the research and it means to inform audience with a specific social, cultural, medical, or environmental information content to be aware of or to learn how to deal with it.

The Design Stage of Infographics:

Here the designer designs the Infographic according to its content whether to use charts, list, graphs, maps, illustrations, shapes, images, symbols, colors, text, 3D effects, motion, or sound (narration or music). The designer must take into consideration that the Infographic must be clear to be easily understood, attractive and elegant (Angela 2017, 241). This stage is related to the designer and he/she is now the core that produces creative story, attractive, engaging and clear design for the desired Infographic. Accordingly, there are three types of Infographics design as follows:

- **Static Infographic:** this type could be printed or be placed on the internet websites and social media (Abdullah, 472).
- **Motion Infographic:** this type could be displayed on screens of TV, cinema, internet websites as a form of videos (Hesham 2016, 3).
- **Interactive Infographic:** this type needs the involvements of audience to play, or repeat, or stop in a form of slide show or buttons and this type can be displayed in Pads and mobile phones (Mayank 2017, 7).

The Framework:

The framework for designing an Infographic advertising will be according to applying the seven pillars suggested by the research starting with choosing the story of the Infographic as a first pillar and ending with the trendy in designs and transitions as a seventh pillar as will be explained in the following:

Pillars to Design Infographics

The First Pillar: Short Story

The first pillar is the short story the designer needs to derive the information needed to be in the Infographic as the research suggests the content as a first stage. According to Chicca, Infographics are representing stories using visual to attract the audience's attention by transforming the complicated information into an easy story, by this Infographics it has become a kind of teaching-learning strategy (Jennifer 2020, 32) that can be applied in awareness campaigns to make audience learn about awareness topic. To help the designer designing an

attractive and useful Infographics, it has to be built on a kind of short stories, because it can help the designer creating a unique and effective Infographic and so, attracting the audience. Short story is defined as a fiction that is innovated in one setting with limited number of characters and minimum words and it can be independent short story or a series of linked incidents to evoke a single effect or mood (Hansen 2020,1). There are ten types of short stories that can help the designer creating an Infographic and they are as follows:

- Anecdote: it tells a story about a real person or situation in an interesting way.
- Drabble: it can be named as a brief story where only important things are written.
- Fable: it depends on using animals, fiction creatures, plants and nature and it has to contain a moral.
- Feghoot: it depends on humor and can be in a poetic story joke.
- Flash Fiction: extremely short piece. (Rout 2016, 1)
- Frame Story: It is a kind of story as if a narrator is telling a story, so it is a story inside another story.
- Mini-Saga: it is very limited words story because it contains 50 words only.
- Story Sequence: It can work on its own or be a part of a group of stories.
- Sketch Story: it is mainly describing a certain character or location.
- Vignette: it concerns with single scene, character, idea, setting, or object and it can work alone or as a part of story sequence (Roan 2014, 1).

As a result, in this pillar the information that will be used in the Infographic and the target audience must be identified clearly; so, the designer can choose the type of story that fits the topic and can continue using the rest of the pillars to design an effective Infographic.

The Second Pillar: Layout

In order to design an Infographic, you must be careful while placing your text, colors, shapes and images. Layout is the way the designer arranges the elements in a certain design. It is the application of principles of design such as contrast, balance and eye movement. The designer must lead the eye movement of the target audience through the Infographic to make sure the information has been received, and this requires the design to be organized, continuous and consistent. In Infographic, the designer can use charts, graphs and maps to put his information in and he also can use different types of layouts in attempt to shape his information in a story-frame in a creative and catchy way such as Mondrian, Gutenberg, Z, F layouts (Jamie 2013,1). In addition, there are four stages of layout the thumbnail layout as a sketch for the Infographic design, the rough layout, as it refers to design the infographic by putting all the elements in the desired size according to the sketch design suggestion, the final layout which consider the last stage for editing, and the comprehensive layout that gives the designer the last chance to enhance the design and prepare it for printing out or viewing processes (Turafy 2007, 188). The research is stating the important conditions for an effective layout used in Infographic as follows:

- Keep the design simple
- Use visuals
- Use catchy headlines.
- Focus on the flow of information (Mayank 2017, 9).
- Use contrast colors.

- Use simple images.
- Focus on the eye movement of the target audience in the design.

Third Pillar: Visuals

Visuals in Infographic play a significant role especially, if the target audience is not educated this is according to the visual design used to express a specific idea clearly and simply. Visuals can be shapes, images or illustrations which give a certain effect on audience or explain something. What makes Infographic effective is using visuals to transfer complex data to plain data in an easy way, then the important conditions for an effective visual used in Infographic are stated in:

- Use simple visuals.
- Visuals have to be aligned according to each other.
- Choose one kind of visuals for a certain Infographic such as illustrations only or images only.
- Visuals have to apply a certain theme such as colors, style and place these visuals in a certain Infographic or a series of Infographics.
- Visuals must be selected or designed carefully to express the information needed to be clarified.

Fourth Pillar: Text

Text is not only used in the Infographic for sending information and knowledge about certain topic, it is also used as a draw attention tool that leads the eye movement in the direction of reading it and the important conditions for an effective text use in Infographic as follows:

- Use a text style that is simple and readable and not to go for the artistic decorated fonts.
- Bold, regular, and italic fonts are used carefully according to the written text such as a title, a subtitle, a body text.
- Size of font, either large or small according to the importance of the text and the eye movement desired.
- Line spacing, spacing between the letters and the alignment of text must be designed carefully to be easily recognized and readable.
- Language used have to be simple and easy to be understandable according to the target audience.
- Use contrasted colors for important text to help it to be obvious for the target audience.

Fifth Pillar: Sound

Sound used by Infographic plays an important role, especially, if the target audience is not educated and it can be music attached to the Infographic or voice of a narrator who explains the Infographics in a simple way with simple words. The research will state the important conditions for an effective Sound used in Infographic:

- The music or the voice added to the Infographic helps in drawing attention of the target audience.
- Choosing a woman, a man, or a child narration according to the topic of the Infographic.

- The voice tone must be chosen carefully such as raucous, strong, smooth or popular when designing Infographic in order not to alienate the target audience.

Sixth: Transition Style

Transitions mean a change that can happen from one place, object, state, stage or from subject to another (Merriam 2020, 1). Transition in motion graphics is the change that happened from one slide to another, in other words; it is the change between two scenes to provide continuous visualization and it has different styles according to the program used or the transition design. There are six main transition styles embodied in the following:

- Hard cut: It can be considered as a basic form that changes from one scene to another without using any effects or changes.
- Dissolve: It is the overlying of two scene.
- Cut on action: It is the flipping between the two scenes without any crippling.
- Match cut: It is the use of elements in one scene that can match with another one in the next scene.
- Dynamics: It is the movement of the scene towards or away from the target audience.
- Morph: It is the change from one shape to another different shape (Richard 2020, 1).

Seventh Pillar: Trending

Trending in designing Infographic helps to catch the target audiences; also, it can stimulate them to see or interact with the Infographic. Trending means something popular in a certain time (Vocabulary 2020,1) and it can be related to style and fashion or related to an idea or concept such as healthy lifestyle, global warming, or quarantine time as the global prevalence of Covid-19 virus. Trendy in this research can be split into two points trendy designs and transitions and as will be stated in the following, there are important conditions for an effective trend used in Infographic

Trendy in design 2020:

- Using trendy colors if possible, in Infographic design.
- Using trendy layouts.
- Using trendy fonts style.
- Using trendy shapes, illustrations and images.
- Using trendy ideas or topics.

Trendy in transition 2020:

- Combining two diminution with the three diminution and specially 3D is used.
- Seamless transition to bring more real touch to the adv. by minimizing the cuts.
- Kinetic typography is the stretching, twisting and distorting letters.
- Double exposure, it is a combination of more than one image.
- Retro motion graphics that brings a nostalgic feeling to the target audience, (Wadhwa 2020,1).

Content Analysis:

Content analysis points will be taken from the conditions of the seventh pillars that the research has suggested. The analysis consists of 13 questions, some of them will include sub-questions,

the main questions are stated as “what is the Infographic types that are used in MoHP covid-19 campaign?” “What kind of story is used?” “Are the Layout conditions applied?” “Are visuals conditions applied?” “Are the text conditions applied?” “Are sound conditions applied?” “Is the Infographic using trendy design and trendy motion graphic?” as will be shown in the following content analysis tables, the sample is derived from the official website page, the Facebook page and Egypt cares website of MoHP during 1st of April to 1st of May since this is an important period to enlighten audience with such a pandemic “covid-19”. The number of Infographic found and analyzed in this period has been 100 Infographic advs. in the MoHP awareness campaign. This analysis will lead us to examine the design suggested pillars of the Infographics used by the Egyptian MoHP in its awareness campaign which can lead the researcher to define the points of strength and weakness in this Infographic design. Accordingly, the researcher can suggest an applied one that will attempt to overcome the weakness points that will be appeared.

Table (1) Content Analysis

Infographic type									
Static			Motion				Interactive		
80.6%			19.4%				0%		
Story Used									
Anecdote	Drabble	Fable	Feghoot	Flash Fiction	Frame Story	Mini-Saga	Story Sequence	Sketch Story	Vignette
1%	11%	0%	0%	6%	10%	3%	55%	2%	12%
Layout	Conditions Applied			Strongly Applied	Applied	Neutral	Not Applied	Strongly Not Applied	
	Keep the design simple			1%	63%	23%	11%	2%	
	Use visuals			3%	89%	4%	3%	1%	
	Use catchy headlines			10%	26%	48%	16%	0%	
	Focus on the flow of information			0%	47%	38%	13%	2%	
	Use contrast colors			0%	92%	8%	0%	0%	
	Use simple images			8%	74%	8%	9%	1%	
	Focus on the eye movement of the target audience in the design.			0%	38%	43%	18%	1%	
Visuals	Conditions Applied			Strongly Applied	Applied	Neutral	Not Applied	Strongly Not Applied	
	Use simple visuals			23%	59%	9%	8%	1%	
	Visual alignment			2%	75%	8%	12%	1%	
	One kind of visuals			11%	53%	6%	28%	2%	
	Applying certain theme			22%	52%	10%	14%	2%	
	Visuals express the information			11%	41%	23%	22%	3%	

Text	Conditions Applied	Strongly Applied	Applied	Neutral	Not Applied	Strongly Not Applied
	Use a text style that is simple and readable	1%	71%	19%	8%	1%
	Bold, regular, and italic fonts are used carefully	1%	22%	47%	29%	1%
	Font size	2%	39%	44%	13%	2%
	Line spacing	1%	41%	53%	4%	1%
	Language used	3%	81%	9%	6%	1%
	Color of font	2%	90%	6%	2%	0%
Sound	Conditions Applied	Strongly Applied	Applied	Neutral	Not Applied	Strongly Not Applied
	Help in grasping attention	0%	84%	11%	0%	5%
Sound	Voice only	Music only	Both	None		
	0%	57.9%	42.1%	0%		
Voice	Man	Woman	Child	None		
	26%	10 %	0%	64%		
Music Type	Raucous	Strong	Smooth	Popular		
	0%	64%	36%	0%		
Visual used	Animated	Realistic	Both	None		
	63.2%	36.8%	0%	0%		
Transition speed	Very Quickly	Fast	Neutral	Slow	Very Slow	
	0%	5%	53%	42%	0%	
Transition kind	Hard cut	Dissolve	Cut on Action	Match Cut	Dynamic	Morph
	53%	5%	32%	0%	10%	0%
Motion graphic trends	Combining 2D&3D	Seamless Transition	Kinetic Typography	Double Exposure	Retro Motion Graphics	None
	0%	0%	5%	0%	0%	95%
Trending	Conditions Applied	Strongly Applied	Applied	Neutral	Not Applied	Strongly Not Applied
	In colors	0%	16%	4%	78%	2%
	In layout	0%	65%	14%	17%	4%
	In font style	0%	7%	6%	79%	8%
	In visuals	0%	59%	21%	16%	4%
	In idea	0%	57%	26%	10%	7%
Duration	Time					
	Minimum duration was 19 sec and the maximum duration was 1min & 59 sec. The majority of timing used was less than a minute.					
Colors	Red (dark & light) Blue (dark & light) Green (dark & light) Purple (dark & light) and reddish purple White Black Orange Yellow Mint					

Content analytical questions and percentages represents the results of the analytical part that was done by the researcher

According to the above, the content analysis table of the static infographic is the most used type in MoHP campaign by 80.6% while the motion graphic is used by 19.4% and finally the interactive Infographic is not used 0%. This absence of using the interactive Infographic may be due to the media platform that has used in the campaign. The kind of story used mostly is the story sequence is by 55%, and this can be due to the type of information that necessitates to be spread out in more than one Infographic.

The layout conditions are applied in using visuals 89%, using contrast colors 92%, using simple images 74%, and in keeping the design simple which represents 63% and yet, it is more than 50% but still simplicity in layout need to be enhanced in Infographic design. Also, using catchy headlines represents 26%, while focus on the flow of information is about 47% and finally focus on the eye movement of the target audience in the design has got 38%. These percentage are representing some problems that need to be taken in consideration while designing Infographic to make it easier for the target audience to understand and follow the design. The visuals conditions are strongly applied in using simple visuals by 23% and applied by 59%. Also, visual alignments are applied by 75% and using one kind of visuals are strongly applied by 53% while the non-applied represented 28% which indicates some problems in using one kind of visuals to be consistent and memorable for the target audience. Applying certain theme is strongly applied by 52% and it shows that the story sequence kind is used according to certain theme applied. Visuals express the information by 41% being applied and 22% not applied which indicates a problem in expressing the information clearly. In addition, most of the used visuals are animated by 63.2%, realistic by 36.8%; so, the majority is due to using animation. The text conditions are strongly applied in the text style used as simple and readable fonts by 71%. Using bold, regular and italic fonts is applied by 22%, neutral by 47% and not applied by 29%, which indicates a problem in using the font in Infographic design. Also, font size is applied by 39%, neutral 44% and not applied by 13% and that shows a problem in using the font size in the design. Line spacing is neutral according to the analysis by 53% due to this percentages, the typography used here is in a risky point and demanding designers to improve their use of fonts in Infographic. The language used is applied by 81% and finally the color of the fonts is applied by 90%. The colors are used mostly was red (dark & light), blue (dark & light) and white, some Infographics used purple and green and few used black, orange, yellow and mint colors and this indicates that the campaign takes different colors which can give the target audience a disconnected feeling towards the campaign. The sound conditions as for attracting attention is applied by 84%, most of Infographics used music only by 57.9%, music with voice over 42.1% and no one used voice over only 0%. Men voice is used by 26% while the women voice by 10% and 0% by child. In addition, the music type is 64% strong, 36% smooth and raucous and popular are 0% as these percentage, men voice with the strong tone are more used. Transition speed is neutral by 53% and slow by 42% which indicate some problems in the transition speed, so it needs enhancements. Transition style goes for hard cut by 53%, cut on action by 32%. Motion graphic trends are not used by 95%, while kinetic typography is rarely used only by sliding it in and out by 5% so match cut, dynamics, and morph are rarely used and kinetic typography although they are trendy and catchy. In addition, trendy in elements of design is mostly applied in layout by 65%, in visuals style by 59% and in idea by 57%, while font style is not applied by 79%, and in colors by 78% so there is a problem dealing with colors and fonts.

Duration used was minimum duration about 19 sec. and the maximum duration was 1 min. & 59 sec., the majority of timing used was less than a minute.

Practical work:

According to the analytical part of the research, the researcher has designed an awareness campaigns of Covid-19 for the Egyptian MoHP and the steps has been as follows:

Content Infographic Stage:

In this stage, the topic is awareness content about Covid-19 virus. The researcher has chosen two Infographic ads. one is static and the other is motion Infographic design that has been already on their websites. They have been chosen due to the date of posting them as they are in the first period of the Ministry's health campaign. Also, they contain the same information which is "How could the virus be transmitted?" "What are the symptoms?" "What are the methods of prevention?" And finally, there is a sample to represent two kinds of Infographic that indicates that there aren't any interactive Infographic advs. used on its websites, the Facebook page or on Egypt Cares page; consequently, the research will design one Interactive Infographic.



Figure (1) The Static Infographic for Covid-19 by the Egyptian MoHP



Figure (2) Shows the Motion Infographic for Covid-19 by The Egyptian MoHP

Duration: 53 seconds.

Size used: 1080x1080 pixels.

Comments: the flow of information was designed according to What are the symptoms?

How does the virus transmit? and what are the Methods of prevention?

- The colors are connected to the Egyptian MoHP identity.
- They used mainly dissolve transition with normal speed.
- The music is not related to popular music and it is somehow distracted.
- No voice over added.
- Some of illustration doesn't express the information such as in shot No.3,5,7,8.

Designing the Infographic Stage and Applying the Framework:

The researcher designed one Infographic ad. for each kind of Infographics as an awareness campaign of Covid-19 for the Egyptian MoHP (static, motion graphic, and interactive Infographic), attempting to resolve some problems that was found in the analytical part. Adding to this, the researcher has tried to apply all the conditions in the seventh pillar that were suggested in the framework of the research, as in the first pillar, the three ads of the short story

were designed according to story sequence, as they represent one campaign and connected to each other. The kind of static and motion graphic used the Drabble type of story, as only the important information is written and shown in the design. The Interactive Infographic used the Anecdote type to tell the same important information in an interesting interactive way. Also the researcher sought to apply the terms of the layout such as putting the visuals in the same places and the verbal collected in the same place; giving also a big attention to the audience eye movement to make sure that he/she sees all the content of the ad. visuals were animated only to be consistent and they were designed simple as much as possible and received a great attention because they are representing the meanings of the written information and the text by choosing two kinds of fonts that were used in the three kinds of ads and the researcher was giving a great attention to create a title and subtitle by playing with bold and thin styles and places of fonts; also by choosing the words that deliver the desired meaning of the information, trending graphics styles used during 2020 as combining the 3D and 2D in the same ad. utilizing dissolve, dynamic and morphing transition styles, concerning with the colors used and the logo colors of the Egyptian MoHP which was red, blue, white and a green color represented the Covid-19 virus. In addition, the chosen music was popular from a known series in Egypt that was played in Ramadan called "Alekhthyar" that can be translated to "the choice". Finally, the voice-over used a semi-slang language by a male with semiformal voice to be understandable by any social level in the motion graphic and the interactive ads.

In addition, at designing the three Infographic kinds, the researcher will stick to the rules of awareness campaigns by using the same colors, fonts, shapes, layout, backgrounds, even the same words to be consistent as much as possible.

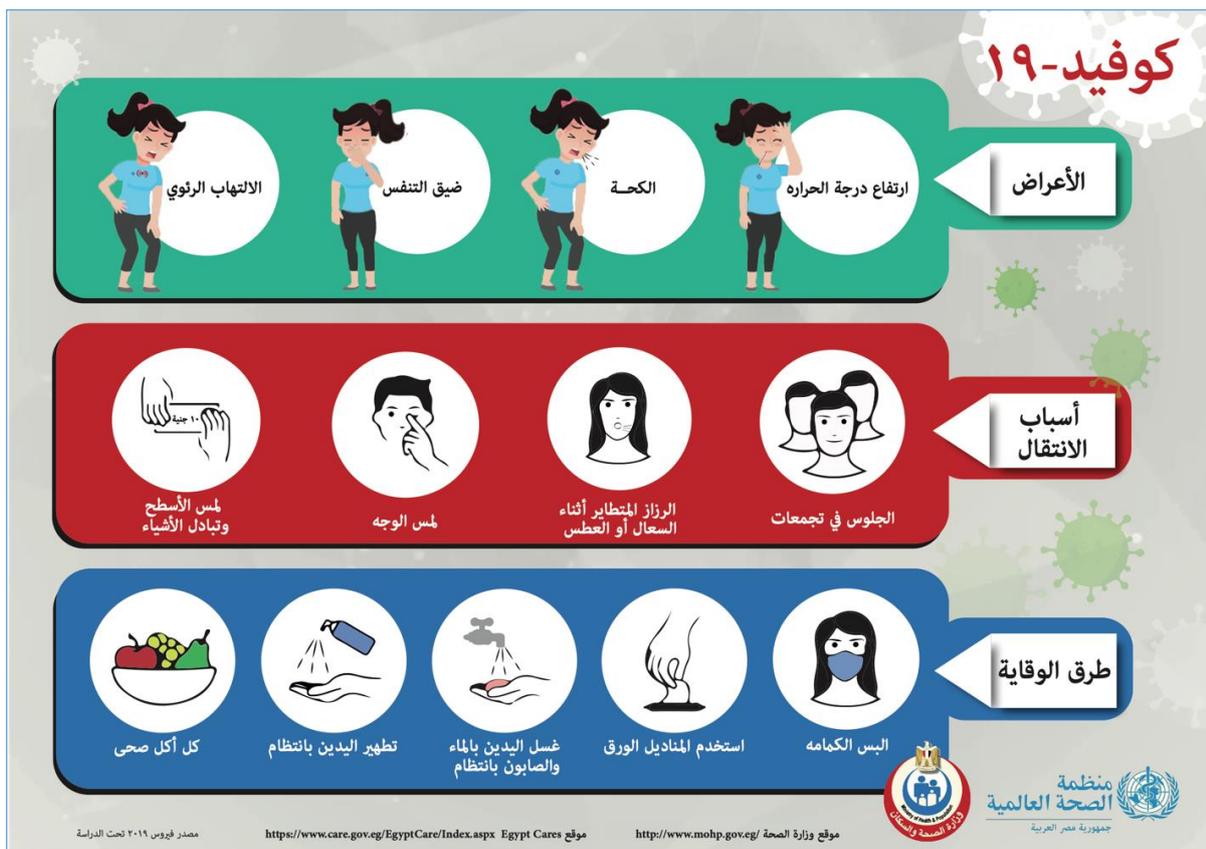


Figure (3) Static Infographic ad designed by the researcher.

Size used: A3 (297x420 millimeters).

Programs used:

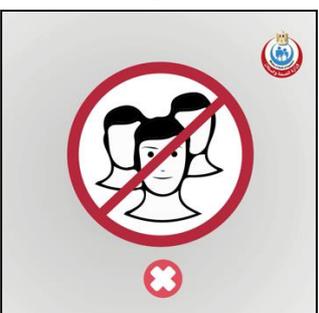
- Adobe Illustrator to design icons, shapes and fonts.

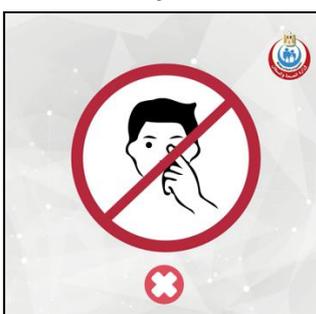
Comments: each major point has a sequence in one shape with a certain color that represents this point as follows:

- What are the symptoms? The shape is colored in green as the color of Covid-19 and this shape includes all the symptoms.
- How does the virus transmit? The shape is colored in red for being the color that makes high attention and emergency. This shape includes all the ways that can transmit the virus.
- Methods of prevention? The shape is colored in blue as the color that has a calming and safety effect. This shape includes all the required methods of prevention.
- Shapes are used as animated style with simple shapes to focus on expressing the meaning of the information to be clearly delivered.

Finally, URL of the Egyptian MoHP webpage and of Egypt care page are written for more information.

Table (2) Motion Infographic Design for Covid-19

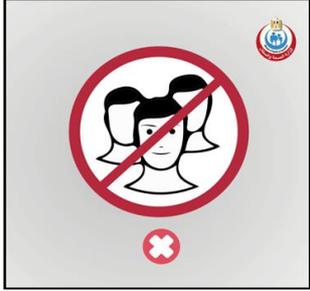
<p style="text-align: center;">1</p>  <p>Arabic: فيروس كورونا ينتقل بسرعة للإنسان والحيوان</p> <p>English: Corona virus spreads quickly among humans and animals.</p>	<p style="text-align: center;">2</p>  <p>Arabic: طبيب نعرف منين ان حد مصاب</p> <p>English: then how we know that someone is infected?</p>	<p style="text-align: center;">3</p>  <p>Arabic: ممكن من الحرارة أو الكحة أو ضيق التنفس وممكن توصل للالتهاب الرئوي</p> <p>English: it could be high temperature, or cough, or hard breathing and it could get complications such as Pneumonia.</p>
<p style="text-align: center;">4</p>  <p>Arabic: طبيب نعمل ايه ومنعش ايه؟</p> <p>English: then, what we should or shouldn't do?</p>	<p style="text-align: center;">5</p>  <p>Arabic: متقدش في تجمعات</p> <p>English: avoid being in groups.</p>	<p style="text-align: center;">6</p>  <p>Arabic: اذا اضطررت البس الكمامة</p> <p>English: if it is necessary to do so then wear a mask</p>

<p>7</p>  <p>Arabic: خذ بالك من الرزاز المتطاير English: take care of spraying saliva.</p>	<p>8</p>  <p>Arabic: الحل انك تستعمل المناديل الورق English: the solution is to use tissues.</p>	<p>9</p>  <p>Arabic: متلمس وشك English: don't touch your face.</p>
<p>10</p>  <p>Arabic: والأحسن انك تغسل ايدك ديما بالميه والصابون English: and it's better to wash your hand with soap and water regularly.</p>	<p>11</p>  <p>Arabic: متلمسش الاسطح English: don't touch surfaces.</p>	<p>12</p>  <p>Arabic: طهر ايدك بعد لمس الاشياء English: disinfect your hands after touching surfaces.</p>
<p>14</p>  <p>Arabic: وحاول ديما تاكل اكل صحي English: and try to always eat healthy.</p>	<p>15</p>  <p>Arabic: وعلشان تعرف معلومات أكثر English: For obtaining more information.</p>	<p>16</p>  <p>Arabic: تقدر تضغط علي رابط صفحه وزارة الصحة أو ايجيب كيرز English: you can press the link of the webpages of the Egyptian MoHP and Egypt Cares.</p>
<p>Duration: 1 minute and 8 seconds.</p>		
<p>Size used: 1080x1080 pixels because it fits most of the social media and websites platforms such as Facebook and Instagram.</p>		
<p>Programs used:</p> <ul style="list-style-type: none"> - Adobe Illustrator to design icons and shapes. - Adobe After Effect to design morphing parts. - Adobe Audition to record the voice over. - Camtasia to design motion graphics and interactive parts. 		

Comments: the flow of information was designed to show what you must not do by its solution, so if it happened, what can we do and finally the ability to get more information by clicking the links of the webpages of the Egyptian MoHP and Egypt Cares page.

Motion Infographic Design for Covid-19 designed by the researcher

Table (3) Interactive Infographic Ad. Design

<p style="text-align: center;">1</p>  <p>Arabic: فيروس كورونا ينتقل بسرعة للإنسان والحيوان</p> <p>English: Corona virus spreads quickly among humans and animals.</p>	<p style="text-align: center;">2</p>  <p>Arabic: وبالضغط علي الأعراض وأسباب انتقال الفيروس وطرق الوقاية تقدر تعرف معلومات أكثر</p> <p>English: you can press to choose: - What are the symptoms? - How does the virus transmit? - What are means of prevention? You can know more information.</p>	<p style="text-align: center;">3</p>  <p>Arabic: ومن الأعراض الحرارة أو الكحة أو ضيق التنفس ويمكن توصل للالتهاب الرئوي - اضغط للإنتهاء أو للرجوع</p> <p>English: and the symptoms are high body temperature, or cough, or hard breathing and it can get complications of Pneumonia. Press to finish or to go back.</p>
<p style="text-align: center;">4</p>  <p>Arabic: والاسباب انك تقعد في تجمعات</p> <p>English: the reasons are you are sitting in groups.</p>	<p style="text-align: center;">5</p>  <p>Arabic: انك تتعرض للرزاز المتطاير:</p> <p>English: that you are exposed to the spraying saliva.</p>	<p style="text-align: center;">6</p>  <p>Arabic: متلمس وشك:</p> <p>English: don't touch your face.</p>
<p style="text-align: center;">7</p>  <p>Arabic: متلمسش الاسطح:</p> <p>English: don't touch surfaces.</p>	<p style="text-align: center;">9</p>  <p>Arabic: ومن الطرق انك تلبس الكمامة:</p> <p>English: one of these ways is that you must wear a mask.</p>	<p style="text-align: center;">10</p>  <p>Arabic: الحل انك تستعمل المناديل الورق</p> <p>English: The solution is to use tissues.</p>

<p>11</p>  <p>والأحسن أنك تغسل إيدك ديما بالميه والصابون</p> <p>English: It's better to wash your hand with soap and water regularly.</p>	<p>12</p>  <p>Arabic: طهر إيدك بعد لمس الاشياء</p> <p>English: Disinfect your hands after touching the surfaces</p>	<p>13</p>  <p>Arabic: وحاول ديما تأكل أكل صحي</p> <p>English: and try to always eat healthy. Press to finish or to go back.</p>
<p>14</p>  <p>Arabic: وعلشان تعرف معلومات أكثر</p> <p>English: to know more information</p>	<p>15</p>  <p>Arabic: تقدر تضغط علي رابط صفحة وزارة الصحة أو ايجيب كيرز</p> <p>English: you can press the two links for the webpages of the Egyptian MoHP and Egypt Cares.</p>	
<p>Interactivity: first one will be shot No.2</p> <ul style="list-style-type: none"> - If the audience chooses option number one, he/she will go to shot No.3 then after finishing, the target audience will choose to press to finish to go to shot 14 and 15 or to go back to shot No.2. - If the audience chooses option number two, he/she will go to shot No.4,5,6,7,8 then after finishing it, the target audience will choose to press to finish to go to shot 14 and 15 or to go back to shot No.2. - If the audience chooses option number three, he/she will go to shot No.9,10,11,13 then after finishing it, the target audience will choose to press to finish to go to shot 14 and 15 or to go back to shot No.2. 		
<p>Duration: 1 minute and 14 seconds.</p>		
<p>Size used: 1080x1080 pixels because it fit most of social media and websites plate forms such as Facebook and Instagram.</p>		
<p>Programs used:</p> <ul style="list-style-type: none"> - Adobe Illustrator to design icons and shapes. - Adobe After Effect to design morphing parts. - Adobe Audition to record the voice over. - Camtasia to design motion graphics and interactive parts. 		

Comments: the flow of information was designed to give the target audience the ability to choose which information he/she needs to know by clicking the required button and finally the ability to get more information by clicking the links of the webpages of the Egyptian MoHP and Egypt Cares page.

Interactive Infographic Ad. designed by the researcher

The questionnaire for the practical part:

After implementing these designs, a questionnaire is to be sent to professors and experts in advertising design. The total number of respondents who answered this questionnaire is 29, distributed as follows: 14% were professor, 24% were associate professor, 3% were PHD holders, 17% were MA. holders, 17% were assistant lecturers and finally, 24% were experts. The questionnaire was divided into sections with the same questions, one of them was about the selected designs of Covid-19 by the Egyptian MoHP and the other included the suggested design by the researcher. The following table represents the questions and percentage of each section.

Table (4) Questionnaire Analysis

Question	MoHP Egyptian Real Campaign		The Research Practical designs for MoHP	
	Yes	No	Yes	No
Did the Infographic designs show the identity of MoHP?	55%	45%	79%	21%
Did the style of the used font make the reading easier?	86%	14%	90%	10%
Did the layout help in delivering the information?	86%	14%	93%	7%
Did the music used help to achieve the Infographic goals?	55%	45%	73%	27%
Is the design trendy?	62%	38%	76%	24%
The voice over used is effective and is drawing attention?	No voice over used		90%	10%
The visual bond of the campaign is				
- color	14%		3%	
- Shapes and Illustrations	17%		17%	
- Font	0%		3%	
- Layout	10%		21%	
- All of the above	50%		56%	
- None of the above	9%		0%	

Did the shapes and illustrations express the needed information?	Yes	No	Sometimes	Yes	No	Sometimes
	72%	3%	25%	94%	3%	3%
Choose the transition speed	Fast	Normal	Slow	Fast	Normal	Slow
	21%	65%	14%	3%	87%	10%
Transition style						
- Hard cut	4%			3%		
- Dissolve	72%			35%		
- Cut on action	0%			0%		
- Match cut	0%			0%		
- Dynamic	24%			37%		
- Morph	0%			25%		

Questionnaire Analysis questions and answers represents the results of the questionnaire done by the researcher

According to the questionnaire answers, the suggested designs of the research help in solving some problems found in the analytical part such as the identity of the Egyptian MoHP that has been raised from 55% applied in the original designs to 79% applied in the suggested designs. Also, the music used is raised from 55% to 73% applied. The consistency of the campaign raised from 50% to 56% in the suggested ads and decreased from 9% to 0% of none of the above answers. The shapes and illustration used to express the information is raised from 72% to 94%, expressing the information. The normal transition speed is raised from 65% to 87% and transition style reduced from the hard cut by 1% only and the dissolve style reduced from 72% to 35%, as suggested designs required also morphing raised from 0% to 25% and dynamics raised from 24% to 37% as the designer wanted to cope with the trendy conditions for year 2020. Simple changes happened in font style as information raised from 86% to 90%, in addition the layout that raised from 86% to 93%, and finally, the trendy raised from 62% to 76%.

Discussion:

The Infographic ads. are widely used these days, giving the audience information about Covid-19 pandemic. The research, hence, gives the theoretical part a great attention, in attempt to figure out the framework of Infographic design by applying the seven pillars and its conditions to help the designers to get more knowledge about this type of ads and how to apply it. After that; a deep and detailed content analysis is done to highlights the advantage and disadvantage of the Infographic designs that are already shared on the Egyptian MoHP website, Facebook page and also Egypt Cares page. According to the analytical part results, the practical part is designed in attempt to develop the disadvantage and raise the advantage of the Infographic ads design. A questionnaire is designed to compare a sample of Infographic ads designs of the Egyptian MoHP to the suggested Infographic designs of the researcher to test the development of these designs.

The researcher spotlights the fact that the Egyptian MoHP awareness campaign using Infographic ads. didn't apply the campaign rules by not using the same fonts, the same colors, the same visuals, and the same layout, which indicates a rare visual relation in their Infographic designs. In addition, visuals in some Infographics didn't express the information. Also, fonts were not used perfectly, missing some catchy headlines. Voice over was missing in most of Infographics in spite of its importance to make it easier for non-educated audience which represents a huge number in Egypt. Trendy transitions are not used in spite that it can attract the audience attention and probably make it more effective. Finally, no kind of Interactive Infographic is used all over the campaign; on the other hand, the practical designs attempted to overcome most of the disadvantage of the MoHP campaign, attempting to develop it and design an Interactive Infographic design.

Conclusion:

1) The framework of the Infographic designs is to apply the condition of the following seven suggested pillars:

- The Short Story
- The Layout
- The Visuals
- The Text
- The Sound
- The Transition Style
- The Trendy Design

1) The Strategic plan for using Infographics in awareness campaigns requires three stages represented in the following:

Awareness campaigns————→ **Infographic Advertisement**————→ **Target Audience**

a- The Awareness Campaigns Stage includes all planning stuff for a campaign such as which information will be used, who is the target audience, and the media that will be used.

b- The Infographic Advertisement Stage requires the application of the seven pillars of the framework and its conditions.

c- The Target Audience Stage that represents the feedback of the target audience by taking the required action needed or aimed from the awareness campaign.

2) The Egyptian MoHP used mainly the Static Infographics by (80%) then the Motion Infographics by (19.4%) and zero Interactive Infographic.

3) The Interactive Infographic design is a new way to represent the information needed for designing Infographic ads, however, it must be a part of a sequenced Infographics to make sure that the target audience will get all the needed information.

4) The voice over is important in Motion, and so the Interactive Infographics kinds as long as the majority of the audiences are illiterate.

5) Using popular music is more effective in Motion, and Interactive Infographics kinds.

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