Typography is a major component of advertising design and its relationship to the cultural diversity of consumers

Dr. Sarah Mohamed Abdel Nasser Jaber
Teacher, Department of Graphic and Advertising Arts, Higher Institute of Applied Arts, 6th of October City

saraabdelnaser@gmail.com

Research importance:
The research seeks to find a relationship between the typography in light of the cultural difference as it helps to increase interactive participation with the content of the advertising message.

Research problem:
The research problem enables to try to answer the following questions:
1. What is the relationship between typography and cultural difference in the Egyptian declaration?
2. How can you take advantage of the typography in designing an unfamiliar, creative ad?
Research hypotheses:

The research assumes that:
1. An innovative advertisement can be designed by using typography as a design element.
2. You can take advantage of the cultural difference in the design of the advertisement.

Research Methodology:
The research follows the descriptive method supported by an analytical study by describing and analyzing a selection of ads in which the typography is used as a major element in advertising design in line with the cultural difference of the audience of the consumers.

Key words:
Typography - culture - consumer behavior – advertising.

The evolution of the art of typography:
typography is an art that relies on lines and scripts for design as well as the study and treatment of letters and their employment within the formative and expressive formations of advertising and how to choose them, their size and type, it is the art of employing letters.

Typography:
It is the art of design by means of letters, and it is one of the arts that depends on lines and scripts for design, and its concept extends to include study, treatment, and how to choose its types, patterns and sizes.

The importance of the topography:
From the point of view of the American writer Edmund O'nold in the importance of the typography, he says: "The letters are the ones that overlook us, so when we read them easily and easily, they are good. In a special and inconsistent position in another situation".

Culture:

It is a behavior that the individual acquires from his social environment, which determines his consumption and behavioral patterns.

The culture has several characteristics that help the advertiser predict the behavior of the consumer, including:

1. Culture knows and does not pass.
2. Culture is conducive to following the needs of the individuals to which they belong, and proposing models for them to satisfy them.
3. Culture participates, because accepting the value from a large percentage of members of a single society is a prerequisite for being considered part of the culture of society.
4. Culture is dynamic as it adapts and develops in society.
5. Within each culture there is a large number of subcultures that allow their members to differentiate and belong.

Advertising culture:

Sources of culture and guidance diversified today, until advertising has become a source of culture, and media organizations are doing everything they can to direct public opinion towards an idea or commodity.

Definition of consumer culture:

It is one of the main areas through which the elements of social change appear in daily life, and it enhances the individual's ability to express his identity, and may reflect certain values and situations.

Characteristics of the culture of consumption:

The culture of consumption is characterized by many of the characteristics associated with it, namely: It is considered a material culture, dependent on the consumption method, characterized by continuous development.

Culture and Advertising:

Since planning advertising campaigns is an activity through which a plan is prepared to direct audiovisual messages to a specific audience for the purpose of informing and influencing it to buy a product or use its services and also to create positive tendencies towards ideas, people, brands, and here we find that dealing with and understanding different cultures and considering that the principle of accepting the other is clear.

Different cultures and their diversity and their impact on advertising:

The advertising in the success of its messages depends on the choice of words, images, graphics, symbols and dialects that are in harmony with the culture and identity of society, so we find that the cross-section of cultures and their great diversity requires advertisers to monitor every small detail when planning any campaign, and pay attention to messages that conflict With the identity of the community that will send him this message.

Culture and typography:

When planning an advertisement in which the typography is the basis of the advertising message, the cultural aspect and the social aspect must be taken into account as the cultural side effects perception and the degree of persuasion in the advertising message, and the age group

of the consumer audience for that message is also taken into account, as well as studying the criteria affecting the formation of experience and the cultural framework consisting of perception and target consumer behavior.

Concept of significance:
It is defined by the science concerned with studying the conditions and rules that must be present in the word.

The concept of verbal significance:
It is intended to indicate the verbal meaning of the positive meaning of the lexical material that consists of it, that is: the mental image stored in relation to this article in human memory.

The concept of symbolic significance:
It is defined as: an alternative stimulus that calls for the same response that may be called by something else when he is present, and for that reason it was said that words are symbols because they represent something other than themselves.

Concept of communication:
It is any symbol or sign that can be used by a person or people to influence the behavior of a group of people.

Organizational communication:
It is a discussion process in symbols and meanings, it is only a result of the contradiction between meanings and symbols, and employing the perspective of symbolic interactivity in the field of advertising contributes to providing an explanation and explanation of everything related to the organizational phenomenon and helps the advertising designer to choose the best advertising strategies and design rules that organize the relationships of the elements within the advertisement.

The images with the advertisement are dynamic but dynamic images, because they are symbols that indicate meanings, not just signs of things or an automatic response to a real effect, through the effect that perceived objects create sensibly.

We see that the communication process has a direct impact on the way messages are developed. In most cases, the twisted creative element is a "symbol" that pushes the audience to think beyond the boundaries and establishes a strong indication that the audience remembers the message or the main subject of the advertisement.

Successful typography characteristics:
1- Legibility.   2- Readability.   3- Attractiveness.

Typography features as formation object:
1. Originality.

2. Aesthetic, expressive, and artistic dimensions where the advertisement designer can employ the elements of the letter to formulate aesthetic visions that are completely away from the functional dimensions that the character performs.

3. Fluency: the possibility to express calligraphy on psychological meanings freely.

4. Flexibility.

5. The ability to combine letters, shapes, symbols, elements and images.

6. Voluntary: Ad designers can adapt the font to suit the needs and requirements of advertising design.

7. Diacritics: Because of the superior ability of the line to form the letter.

Written fonts in advertising design:

It is the primary means on which the advertisement depends on its contact with the masses, and one of the elements of its output and these lines is related to the selection and identification of its words and the forms of their letters, and the most closely related to the contents of the advertisement and its nature, and they are often brief and simple and this is due to two things; first the quality of the audience, and secondly the presence of that part or the decree, which contributes greatly to dispensing with lengthy written messages.

Indications of writing lines:

Figure No. 1: Announcement of the suicide helpline (depression) used in pictures and words in an integrated relationship.

1. Horizontal writings: Act as a floor or base for all shapes, give the viewer a sense of stability and stability, increase the sense of width and horizontal breadth.
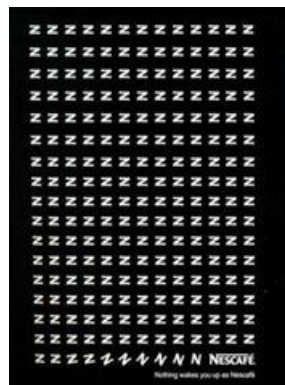

Figure No. (2): announcing Nescafe, and using one letter (Z) in a horizontal way to signify sleep in the entire design space until the last line to turn into the letter (N) to confirm awakening after drinking Nescafe.

2. Vertical writings: give a feeling of strength, upgrade and dignity.

Figure No. (3): An anti-smoking advertisement using vertical writing.

3. Oblique writings: give a complex feeling, whether ascending or descending, giving the viewer a sense of anticipation or tension, and the tendency or curvature of the lines increases its kinetic nature as it is related to the meaning of impulsivity.

Figure No. (4): An advertisement for the wine tasting tour in South Africa, using diagonal lines to inspire the rush of the drink, and the advertisement as a whole consisting of a typography.

4. Free writings: Flexible or curved writings suggest flexibility, gracefulness, vitality and a natural launch.
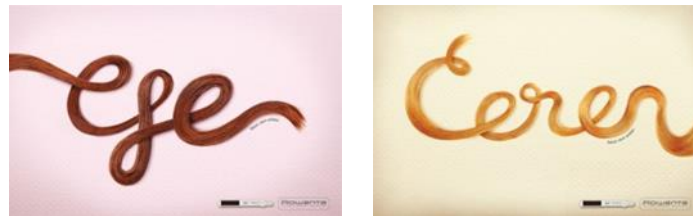

Figure No. (5): An advertising campaign for the Rowenta Hair Styling Appliance that used free writing to inspire agility and vitality.

Formation standards for the use of letters and scripts in the printed advertisement:

1. The syntax of the communicative sentence: it is the process of installing, joining and assembling signs, letters and numbers to form words and sentences, so that all of them merge in a holistic form by employing a typographic space aesthetically.
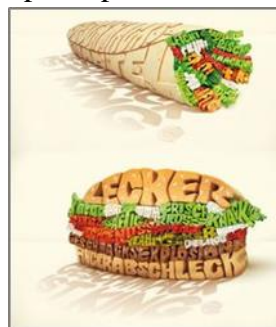

Figure No. (6): An advertising campaign for the Burger King restaurant in which letters are used to form and fuse to form words and phrases that are product components, all of which merge into a holistic form to form sandwiches provided by the advertiser.

2. Simplicity: Controls the degree of clarity of the letter in the design on several factors such as the style, used type, character size, the amount of the topographic space between the letters and the contrast between the letter color and its background.

Figure No. (7): Red Wolf's advertising campaign to raise awareness of suicide, the use of letters is simple and clear, to communicate the advertising message quickly and easily.

3. Readability: The height and thickness of the letter must be taken into consideration given the ratio between the height of the letter and the height of the design where the consumer can see the letters clearly.

Figure No. (8): a reminder of an external use reminder about the New Giza compound, in which the letters and their height are clear in relation to the height of the advertisement, for easy reading.

4. Typographic space: It consists of a positive form "letters" and space (the spatial background) in which letters are organized and a sense of autism is achieved by visual Compensation, which is represented by the spatial balance and the organization of typographic elements.

Figure No. (9): Announcement of an art exhibition for the College of Arts & Crafts in which the letters are organized in a reciprocal manner between letters and space, which also constitute letters for a balanced composition and carries the character of the design unit.

5. Arrangement: It is the arrangement of elements in chains ranging from most dominant to least dominant in a space of emptiness.

Figure No. (10): An external advertisement for the New Giza compound in which Egypt's women salute on Mother's Day and uses the visual sequence from the most prevalent to the words (New Giza - Women) and to the least sovereign with the word (Salutes)

6. Organization within the advertising design: It is intended to organize letters and words so that the spaces between them are available, whether between letters and each other, or between words so that they do not mix when looking at them.

Figure No. (11): The cover of a soft sprite drink relied on organizing letters and words within the advertising space, where spaces are available so that they do not mix, so it is easier for the consumer to read them.

Classifying the trends of modern typography according to the influence style:

1. Influential typography: It is defined as the method of using a typography in a way that emotionally affects the recipient and moves his senses, by embodying the typography in the advertisement in the form of an impressive dramatic story.

a. Comedy: The design of the advertisement is of a simple and funny nature that aims to bring pleasure to the audience, and it is often used in advertisements aimed at children.

Figure No. (12): Product Advertisement (Tic Tac) Uses the typography design through the colored product elements to influence the recipient and to add fun to the advertisement.
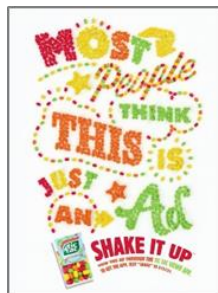

Figure (13): Advertisement for a Product (m & m's) The designer used the colored elements of the product to influence the consumer and to simplify the advertisement.

b. Tragedy: The creative contains a story that carries suffering and reaches the audience, and stimulates their feelings.
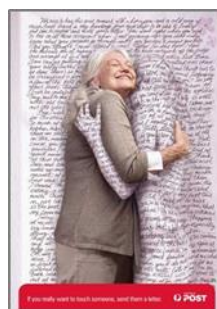

Figure No. (14): Australia Post Center Announcement uses the typography to create a human form who embraces an old lady to influence the consumer and push him to communicate with his relatives positively.

2. Three-dimensional typography: It is a modification and manipulation of the text by using three-dimensional design programs and to add a feel to make the typography suggest that it is a realistic anthropomorphic, in order to obtain the appropriate depth of the design.

Figure No. (15): Advertisement for a product (Chupa Chups). Uses the 3D typography design to add an embodiment of the advertisement.

Figure No. (16): An advertisement for an insurance company (Prudential) who used the 3D typography design to attract the consumer attention.

Figure (17): Huawei mobile phone advertisement Uses the 3D typography design to attract attention.

Figure No. (18): Pringles Product Advertising Uses the 3D typography design to embody the advertisement.

3. Kinetic typography: They are used in fixed advertisement design, but the effect of typography and its trends suggest movement in the advertisement, and it works to attract the attention of the consumer when it is closely related to the subject of the advertisement.

Figure No. (19): Le festival Mémoire Vive, which relied on visual deception in arranging the typography to create a movement.

Figure No. (20): An advertisement for the Nike sneaker company, which relied on kinetic topography to suggest speed.

Use typographic elements without being restricted to their meanings in ad design:

Typographic elements are used in the design of advertisements as a basic element of semantics as a verbal readable language as well as formative with different treatments. In this type, writing is used as a formative element through studied technical relationships that achieve the required technical aspects and attract attention.

Figure No. (21): An advertising campaign to raise awareness of Alzheimer's disease, using writings bearing symbolic meanings.

Research results:

1. The designer prefers modern typographic trends, however some designers use traditional trends to easily accommodate the advertising message and because they do not require analysis.

2. The use of modern typography trends in advertising design greatly affects the intended recipient, but it needs a longer time to analyze and accommodate, because the use of modern typography trends is considered indirect advertising, that is, it requires a consumer analysis of it to communicate the idea of advertising, and must be chosen. The appropriate method in design, depending on the subject of the advertisement.

3. The use of modern typography trends in advertisement design affects the consumer's emotions, moves his senses, and subsequently affects his response to the advertising idea.

Research Recommendations:

1. The advertiser must keep abreast of developments in the world of graphic design, especially in the field of typography.

2. Work to spread the uses of modern typography trends in the design of the advertisement because of its impact on the audience of consumer.

The most important references for the research:

1. Hooriya, Bara 'Ali Hussein - The Impact of Modern Typography Trends on Commercial Advertising Design in Jordan - Master Thesis - College of Architecture and Design - Middle East University - 2018.

2. Seddik, Shaima Salah Sadeq - Adaptation of the art of typography in advertising design to establish a visual identity in tourism advertising - Architecture, Arts and Humanities Journal - Volume IV - Thirteenth Issue - 2019.

3. Nakilcioğlu, İsmail Hakkı. The effects of font type choosing on visual perception and Visual communication, Online Journal of Art and Design volume 1.

4. https://www.baianat.com/ar/books/graphic-design/design-elements
January 5, 2020

5. http://www.al-jazirah.com/2018/20180526/cm32.htm
January 4, 2020