



جامعة الاسكندرية  
كلية الفنون الجميلة  
قسم التصميمات  
المطبوعة  
شعبة اتصال جرافيكى  
الدراسات العليا

## دور التصميم الجرافيكى في تنظيم المحتوى البصري لإعلانات الأجواء المفتوحة لبيوت الأزياء المصرية

### The Role of Graphic Design In Organizing The Visual Content Of Outdoor Advertisement For Egyptian Fashion Houses

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## **Summary of the research in English**

### **The Role of Graphic Design In Organizing The Visual Content Of Outdoor Advertisement For Egyptian Fashion Houses**

Outdoor Advertising are considered one of the most important types of ads that contribute to communicating the advertising message by attracting the attention of the audience and then modifying their behavior towards a particular good, service or idea. Where the open skies advertisements promote the products of companies and establishments abroad through billboards, posters and advertisements on means of transportation, car parking areas, bus stops and others so that they can be used based on specific bases according to the nature of the target audience and in accordance with the budget set for each advertisement and it contributes directly to the delivery of the message Advertising by attracting the attention of the largest possible number of the public on the roads and streets, and thus absorbing what is in it in a concise manner and then affecting their consumption behavior. It often includes the logo and name of the company or product being promoted.

The size of the advertisement and its area are among the factors that greatly affect the attraction of attention, as the larger the size of the advertisement and the greater its area in the open air, the higher the degree of clarity, and therefore the degree of attention to it increases. And the size factor is not limited to attracting attention to the advertisement as a whole, but is used to draw attention to a certain part of the advertisement so that if a certain part of it grows in size in order to emphasize it, it receives a greater share of the individual's attention compared to the rest of the parts of the Outdoor advertisement.

The place where each sign is placed must be chosen carefully, as the effectiveness of the signs depends on the place



in which the signs are placed in the environment, and one must see the signs easily in order for the sign to achieve visual contact. It requires the designer to study the characteristics of the field of view to determine where to place the sign. Taking into account the correct place to place the signs. The site should be high and proportional to the field of view.

In general, advertisements in the streets of cities and outdoor places differ from other types of advertisements for many reasons, including that they are directed to an audience that is almost doomed to see it and cannot avoid it, and therefore it has greater promotional effectiveness than other advertising means. Its large and growing presence in modern cities has led to its transformation into an aesthetic and environmental issue that preoccupies those responsible for municipalities and city planning. The world of billboards is always heading towards more inflation due to its great role in commercial and consumer life, until it has become an essential part of the fabric of the modern city and a form of distinctive identity for each other.

We also find that contemporary advertising techniques have made it possible to transform cars, trains, trucks, buses and planes into mobile billboards, and this indicates that the phenomenon of open skies advertisements today has become everywhere, and it has become difficult to find any empty space that these advertisements do not occupy. Rather, not exploiting this space has become a kind of naivety and wasting an opportunity to make a profit. In addition to the main function of transportation means of transporting goods and passengers, it has become an advertising message and generates sales and profits.

There are several conditions that must be met in the billboard in order to be able to deliver its message to the recipient. It is

directed to the consumer passing on the street, and it must draw his attention within a few minutes or while he is passing on a public road or a crowded street, and leave him with a strong impression that makes him think about it for a while. Therefore, the words must be clear, concise, and their colors consistent. Sometimes the expressive picture sings the words.

As for the content of the advertising banner, we find that it is directed to the general public, that is, to all segments of society. Such an approach imposes a high level of seriousness in dealing with the painting when it is produced. Everyone knows the importance of the design elements, but few notice that a simple error in the textual or graphic expression can lead to completely opposite results, causing criticism, ridicule and repulsion, while it is assumed that advertising is a means of promotion. As for the artists' race to excel over their colleagues and consider that all means are acceptable and permissible as long as the goal is to draw attention, it can lead to failure.

### **The research includes three chapters:**

**The first chapter:** (Communication message for outdoor ads), in which open skies ads are studied in terms of their definition, conditions of use and psychological goals that lead to the success of advertising in achieving its role, including: attracting attention, arousing interest, arousing desire, persuasion, response, and consolidation of the advertisement in memory. Also, in this chapter, the types and sizes of open skies advertising signs and criteria for locating advertising signs based on the field of vision, the surrounding environment, architectural characteristics, local laws, standards and legal requirements for sign lighting are studied.

**The second chapter:** (Rules and foundations of graphic design for outdoor ads), in which the advertising idea in open skies ads



and the preparation process for advertising ideas is studied through the following points, which are the tasks performed by the designer and preparing the customer for the thinking process, capturing ideas and processing information. The role of the word and the image in open skies ads is also studied, and we touch on innovative techniques in advertising design and the visual system in open skies ads, and determine the exact visual characteristics of the elements. These elements are represented in images, drawings, typography, and color.

**The Third Chapter:** Applied studies of outdoor advertisements and some models for outdoor advertisements issued by Al-Ahram Agency to announce their locations and measurements, and an analytical criticism of a set of models for open skies advertisements.