

عنوان مقاله:

The impact of graphic design in environmental advertising with emphasis on visual dimensions

محل انتشار:

هفتمین کنفرانس بین المللی پژوهش در علوم و مهندسی و چهارمین کنگره بین المللی عمران، معماری و شهرسازی آسیا (سال: 1401)

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خلاصه مقاله:

About seventy percent of the information that humans receive from their surroundings is through the eyes and the sense of sight. Audiences unconsciously tend towards products with better graphics. Today, graphics can no longer be considered only an art. Everything from the image and perspective that exists in our surroundings will be considered as environmental graphics. Advertising is part of the mission of graphics. Advertising works with their provocative and persuasive images and slogans have graphic design. Therefore, environmental advertising is mixed with graphic design more than any other field. This research is trying to answer two basic research questions, including what is the relationship between graphic design and environmental advertising, what is the relationship between the audience and graphic designs, the possible assumptions of this research can be as follows He said: Advertisements by using the capabilities and creative solutions of graphics, stimulate and persuade the audience and consumers of their goods or services. Audiences unconsciously tend towards products with better graphics, so it can be said that advertising is more connected with graphics than any other field. The current research is descriptive analytical. Also, the method of collecting information is in the form of a library. Based on the results obtained from this research, it can be said that advertising is a type of industry today. Environmental advertising is the newest and most important growing approach to advertising a brand that is relevant in urban local graphics today. Among the visual dimensions of environmental advertising, which clearly expresses its close relationship with graphic design, are logos, typography, colors, advertising slogans, etc. One of the ways to attract audience through advertising is to have a good graphic design. Graphic works are the visual songs of a society, beyond the dimension of information and usability for the audience

کلمات کلیدی:

graphic design, advertisements, visual dimensions

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