Aesthetic Elements in Graphic Design and their Role in Contemporary Advertising

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Abstract

The field of graphic design constitutes two elements that work strongly in many of the outputs of modern print design, and it was found that graphic design, in its diversity, used the two types extensively. Rather, it was considered an important functional approach to enhance the expression of the idea and its better presentation, in addition to enhancing the aesthetic and expressive work and what leads to it. Based on the foregoing, the researcher found a logical justification for the problem of his research, which is summarized in the following question: What is the extent of the use of aesthetic elements in graphic design and their role in contemporary advertising promotion?

The aim of the current research is to identify the aesthetic elements in graphic design and their role in contemporary advertising works.

The research community consisted of graphic designs completed by European designers that are characterized by the characteristics of contemporary advertising so as to achieve three processes represented in function, expression and aesthetics.

Two models designed in the graphic design style were chosen, represented by the announcement of goods and products that are promoted in the community with the aim of influencing individual consumers of these goods.

In order to achieve the goal of the research, which includes the role of aesthetic elements in graphic designs for contemporary advertising promotion about goods and products that affect the consumer response to their purchase, an analysis form was built for the sample models designed according to the indicators of the theoretical framework and what was addressed by the sources, literature and scientific research that dealt with advertising and its role in attracting consumer attention to consumer goods and products.

Keywords: (Graphic - advertising promotion - design)

Research problem

The scientific and technical progress that the world is witnessing today dictates great challenges to all countries and societies, prompting them to take the initiative to use all available contemporary administrative and technological methods to devise and develop modern systems that enable them to withstand, keep pace with development and keep pace with the spirit of the age, the era of knowledge explosion and technological progress, especially that science Technology has become the backbone of nations’ progress and prosperity, as they are the only way to advance the wheel of progress and serve the purposes of development in the country.

The aesthetic elements in graphic design sometimes do not correspond to the nature of diagnosing the semantic meaning and determining the depth of the formal discourse, which should be characterized by excitement to awaken the meanings behind the design, which requires the designer to violate the rules in a different aesthetic style, through which new paths are drawn that do not contradict the perception of the recipient, but provokes a state of displacement between the innovative global forms in their aesthetic style and their local hybrid specificity aimed at increasing the depth of interaction and establishing new meanings that make the recipient an element capable of understanding the purpose and intent behind the aesthetic formulas that the designer seeks to embody through his designs in exemplary ways on the formal and psychological level.

There are modular units that make up any work of art and these units are called elements. And the basic elements of composition are the point, line, shape, color, texture, space ... and others, which the designer employs in creating the advertising design work, and it has social or philosophical dimensions in a way that matches the nature of the design work and its intellectual structure. As well as the formative foundation for the design work, as it should be more dynamic and mobilizes the recipient’s references and stimulates his design sense.

The process of using aesthetic elements and employing them in contemporary advertising promotion was not far from the manifestations of transformation and its contemporary...
intellectual and cognitive frameworks, which are full of rapid and successive variables of artistic movements and trends, as well as aesthetic concepts that created new forms of thinking and application, especially that advertising design is a visual art that requires control over its formal, functional and aesthetic overlapping patterns.

Research Importance:
1. To highlight the aesthetic elements in the graphic design and to show its contemporary advertising values, and to adopt it as references for students, researchers, and related institutions.
2. This research may contribute as a specialized resource in the field of graphic design.
3. It may benefit students and researchers working in the field of graphic design.

Research Objective:
Identifying the aesthetic elements in graphic design and their role in contemporary advertising promotion.

Research limitations:
The objective limit: a study of the aesthetic elements in graphic design
Time limit: 2021
Spatial boundary: Europe

Defining the terms:
Graphic design (defined by the researcher procedurally): The important role in testing many ideas related to the instability of meaning and language in visual work, with the aim of benefiting from them in giving another dimension to the meaning and giving recipients an opportunity to think about deriving meaning through graphic design, is the creative process that is based on the visual representation of ideas as visual information. By creating various virtual models (designs) in different ways, to convey a communicative message.

Promotion: (the researcher defined it procedurally): It is the process of communicating with others that the seller carries out through multiple outlets to inform them of the types of goods and services he owns in order to persuade them to buy them through contemporary advertising promotion.

Contemporary Advertising: (The researcher defined it procedurally): It is a set of activities carried out by a certain institution in one of the industrial, social, economic, health or educational fields ... and others to promote a good, personal or service in order to attract the attention of the recipient (consumer) after producing it in a technical way that depends on the design elements and foundations and using modern graphic means of communication.

Chapter Two: The Aesthetics of Graphic Design
Graphic art is called the art of cutting, engraving, or processing wooden or metal panels or any other material in order to achieve printing surfaces and obtain artistic effects and different textures so that the printed idea in the artist’s language becomes a line drawing or a drawn design printed on a wooden, metal or stone board engraved and has a drawing or a silk screen printed on it. The graphic art is characterized by the flexibility it contains, as it allows the artist a wide scope to choose the printing style and the associated materials and raw materials that create various opportunities for artistic expression and work to enrich the artist’s experience in identifying those materials and materials and knowing the effects that can be obtained through its use in the production of the artwork, and in expressing the content contained in the artwork. Therefore, the printing process is carried out on the transfer surfaces according to two basic principles: first, "preparing the design to be printed on the printing surface to obtain the printed artwork, which depends on the artist’s own vision, which contains a set of shapes, lines and colors that express the artist’s thoughts and special emotions, and the second step is Implementation of the artwork, whether using the method of engraving and printing. (Saff, 1988, p.23)

Printed images embody a set of aesthetic artistic values that we may find in these images or not find in other artworks. Its aesthetic and expressive effects are due to the fact that the printing technique by means of graphics is an art in its own right, "as long as most of the printed images are in black and white ... it can have the power of attracting and drawing the attention of the recipient as it differs from the paintings depicted in color."(Mahmoud, 1994, p. 177)

The prints that are formed as a result of the use of acids and various etching tools give different effects. Chance may play a role in showing some of those effects, which add to the artwork some aesthetic effects that the artist cannot reach when developing the artistic design, and the coincidence factors that the artist notices during making the work has aesthetic values that do not come from other arts. Also, most prints adopt spaces and lines as their main element in depicting the subject in a symbolic or reductive manner instead of simulating nature, but despite that, each of the printing methods has its own characteristic that varies according to the aesthetic value that is specific to it and which the artist determines according to the purposes Which he tries to express, "The effect of the medium used in the

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printing process has a special aesthetic organization that seems more clear when we compare the printing produced by the cliché method or the engraving in a wooden block.”(Nobler, 1987, p. 129). Therefore, the evaluation of the artwork depends on the extent of the aesthetic, flexibility, and strength of the line, in addition to what can be expressed through the artist’s skill in covering the printed surface with ink. And on the actual condition of the engraved surface, which affects the nature of the lines that appear through it, through a comparison between the characteristics of the first edition and the editions that are taken after it, it is possible to distinguish the difference in effect resulting from the first edition and the rest of the editions that lose some of their advantages as a result of repeated taking the editions from them, so the first edition is the original. It is always more important than the subsequent editions, as the lines of the first edition are clear and accurate, while the last edition is unclear, which leads to the loss of the printed design features as a result of the repeated use of the printing surface and the consumption of ink used in printing, as the graphic art includes several methods and techniques, including porosity and prominent and flat.

Contemporary advertising promotion concept
Promotion is the driving force for marketing activity and the most influential factor in driving sales for many products and services. It plays a vital role in arousing interest in the goods and services offered in the markets in light of an intensely competitive market.(Al-Sumaida’i and Wardaina, 2010, p. 284). Therefore, the promotion process as one of the elements of the marketing mix, where the promotional activity cannot be dispensed with to achieve the project’s marketing objectives, and the promotion is affected by decisions related to the commodity, price, distribution ... and others, For example, some pricing decisions are easier to promote than other pricing policies that consumers may not accept even after promoting them. Promotion can overcome the problem of consumer ignorance by providing information about the project, commodity, brand, prices, commodity abundance and its uses, as promotional activity overcomes consumer hesitation and work to convince him and create a psychological atmosphere The appropriate way through which the consumer accepts the goods and services offered to him, and the promotion is combined with the rest of the elements of the marketing mix to achieve the desired goals of most marketing activities that would deliver goods and services to their consumers.

Through the communication process, consumers can be acquainted with the various types of goods and services, as well as providing adequate information about those goods, brands and their prices, and working to convince the consumer and influence his mind, with what ultimately leads him to accept the goods and services offered to him through available personal and non-personal efforts (Al Abdali 2013 , p. 7).

Importance of promotion:
Promotion achieves many advantages for the various parties involved in this activity, as the importance of promotion emerges from two main aspects:

* Consumer side: The function of promotion is concerned with the consumer by informing the consumer of the advertised product. The promotion introduces him to the goods and services provided to him through the advantages, specifications, prices, places, and times of their presence, as well as reminding him of his consumer needs and desires through changing methods represented by advertising, distinctive advertising and other promotional tools (Al-Alaq, 1988, p. 248).
* Marketing man aspect: Promotion affects sales by increasing sales, as the marketing department works to achieve this by relying on promotional methods through salesman, distributors, and sales promotion methods, and also working to overcome the problem of low sales, especially in the last stages of the product life cycle (the stage of decline or decline). The institution should strengthen its competitive position by promoting its goods in the markets. (Hamadoush, 2009, p. 77).

Based on the foregoing, the promotion process is carried out by communicating appropriate information to consumers to encourage them to choose what suits them of the products they want to buy. Promotion can achieve the following:

A- Introducing the product or service, especially if they are new, as the promotion works on introducing them to the name of the product, its trademark, characteristics, benefits, and places of obtaining it.
b- Arousing interest in the product, especially if there are other competing products, and by clarifying the advantages of the product, the consumer can compare it with other alternatives of similar products and create a preference for him by forming a positive feeling towards the offered product.(Al-Alaq, 1988, pp. 248-249).

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There are also several dimensions to the promotional process represented by the promotional activity, which in turn seeks a persuasive communication process with the aim of acquiring certain behavioral trends, as well as expressing a designed and purposeful process to achieve specific goals desired by the promoter, and its adoption of methods of persuasion and mental influence by preparing the consumer mentally to respond behaviorally (Al-Askari, 2011, pg. 49). Therefore, the (researcher) believes that the contemporary world in which we live is a complex and constantly changing world, especially after the tremendous development in the size of projects and the various design, commercial, industrial and service activities that this requires, which in turn opened a wide field for enterprises and institutions for growth, competition and access to many markets. The previously unknown countries, as well as the quantitative diversity of the known goods and services, All this made it necessary to have an effective and effective means linking the product to the consumer, and this can only be done through the promotion process.

Promotion has a sensitive and prestigious position within the tasks of institutions of all kinds, due to the important role it plays in achieving the goal of the production process, especially which has a great impact when formulating and presenting Effective strategic decisions for this institution in an environment characterized by intense competition, as this institution is studying the status of the new product and the possibility of developing it to try to survive and continue strongly in the market.

The promotion process is shaped by its own elements: personal selling, advertising and publishing, public relations and sales promotion, which is called the promotional mix as shown by the following points:

First: Personal Selling Communication: All the procedures that the seller takes to persuade and entice the customer to purchase a product or service through the individual communication that he makes in an exchange between the seller and the buyer.

Second: Publicity & Spreading: All the information that companies and institutions publish with the intention of gaining the public’s confidence, and advertising often takes a news template, that is, publishing data that would support the advertiser’s position in the eyes of the masses.

Third: Public Relations: To define public relations as the activity that aims to create good and positive relations between the project and the various sectors of the public that it deals with inside and outside the project, and the American Public Relations Association defined public relations as: the activity carried out by any industry, or union or profession, Or a government, or an organization to establish and strengthen good relations with other categories of the masses of customers and buyers, as well as with the general public in line with the surrounding circumstances and to familiarize the society with them (Al-Abdali, 2013, p. 264).

Fourth: Sales promotion: It is part of the sales activity that works on marketing between advertising and personal selling in an effective manner. Among the methods used to activate sales, product packaging, free samples, and the goal is to increase the share of sales that may be affected at a certain level (Said Abdel-Fattah, 1998, p. 236).

**Indicators of the theoretical framework:**

1- Graphic techniques contribute to the aesthetics of the image in the modern design work to create an element of excitement and attract attention to attract the consumer towards the promoted goods.

2- The final output of the completed design work is approved by showing it in cases where the meaning is not complete without the use of graphics.

3- Graphic art helps the artist to give greater freedom to acquire new aesthetic values and advanced rationality. The technical imagination plays an important role in the process of creativity and expression of the spirit of contemporary life.

4- Promotion is a marketing activity that involves a persuasive communication process through which the comparative advantage of a good, service, idea or even a certain behavioral pattern is highlighted with the aim of influencing the minds of the target audience to woo their purchasing behavior.

5- There is a link between the encouragement of economic consumerism promoted by the Western media and the call it calls for consumption in the principles of media and culture, especially after the West transformed media and culture into two commodities, which it set as a ready-made commodity that can be imported.

**The third chapter / research methodology and procedures**

The researcher adopted the descriptive analytical approach in designing his research procedures, as it is the most appropriate scientific method to achieve the goal of the research.
Research community:
The research community consisted of graphic designs made by European designers characterized by the characteristics of contemporary advertising promotion so as to achieve three processes represented by function, expression and aesthetics.

The research sample:
Two models designed in the graphic design style were chosen, represented by the announcement of goods and products that are promoted in the community with the aim of influencing individual consumers of these goods.

Search tool:
In order to achieve the goal of the research, which includes the role of aesthetic elements in graphic designs for contemporary advertising promotion about goods and products that affect the consumer’s response to their purchase, an analysis form was built for the sample models designed according to the indicators of the theoretical framework and what was addressed by the sources, literature and scientific research that dealt with advertising and its role attracting consumer attention to consumer goods and products.

Authenticity of the tool:
The purpose of verifying the apparent validity of the paragraphs of the analysis axes form used to collect information and data, it was presented to a committee of experts specialized in the field of graphic design, and the final form was collected as follows:

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Tool stability:
Ensuring the stability of the analysis through consistency between external analysts, that is, to reach the same results when using the steps and rules of analysis approved by the researcher. The researcher followed this method to confirm objectivity, as the sample samples were presented to a group of analysts.
1- Visual description: The designer embodied the intellectual content in this advertisement by sending a clear message to the recipient represented by the wheel of life that does not stop spinning, as it included a set of cog wheels to give it an impetus to rotate, since the contents of these wheels are interconnected with each other, so the dollar sign and its connection to the symbol assigned to the euro currency, which determine their association with the economies of The world that has become a small cosmic village and a group of people indicates social communication between members of society and other societies. As for the lamp icon, it indicates the glow in human thought, which is the driving energy of society. Also, the icons carried by the cogwheels represented by communication messages give an indicative suggestion that this process has become easy among the societies of the world. The advertisement carries a visual discourse with clear expressive connotations, the aim of which is that life continues without stopping and that there is communication between the societies of the world through social networks.

2- The idea of advertising in promoting the consumer product: The announcement is guided by a clear and simplified idea that revolves around the idea of social communication among the people of the world, which is reflected in many aspects, including social, cultural, educational and economic ones. The advertisement carries in its folds a high kinetic energy that is formed through social communication messages that were born of the technological revolution and which changed the features of the world to facilitate the requirements and needs of the human being wherever he is and at any time he lives. Advertising is a way to promote the consumer products of the human being.

3- Design style: The designer’s borrowing of the cogwheel symbol to show the idea of interaction and continuity between the human and the product by promoting through (social media) techniques that saved him effort, time and costs with less purchasing power as he identifies with all the products in the world through the advertising promotion used by this technology, which is symbolized by the wheels. The cogwheels are interconnected in order to convey the idea of energy and vital interaction, which showed that design a kind of internal coherence between its vocabulary to show the integration of meaning and its conclusion through the metaphor that the designer intended in its forms to rely on self-organization in the formation of color and formal relationships to achieve a visual text that preserves its total unity.

4- Technical treatments of the design: Technology plays an active role in design. The adoption of these processors plays a role in guiding the design and its elements through the historical development of its various technologies and studying technology in its expanded form to know the dimensions of the relationship between technical methods and the functional performance of the idea of advertising.

5- Design functions: The design vocabulary shows the activation of space work for the purpose of generating the suggestive meaning and not only the role of briefing on these elements, but the meaning carried by the white space here is the openness.
towards freedom for the stage after changing this on the one hand, and on the other hand if we look closely at the typographical elements represented by the written texts on the cover We will note its communicative, informative and semantic role.

6- The level of expressiveness of the design components:
Activating the role of the recipient in reading this visual text through a direct visual vision led to a cultural awareness of the course of events, so the designer’s thought and the recipient’s thought could meet to be more effective in achieving functional and aesthetic dimensions through this graphic design work.

7- Attracting attention to the idea of graphic design:
The appearance characteristics of the advertisement appeared through the process of arrangement, coordination and assembling its parts towards the total manifestation in order to realize the components of the design coherently with each other to communicate the idea through the employment of these elements to give the aesthetic character (wheel movement) that unites the elements in order to realize the expressive effect and the content it contains as a whole For the typographic image and by coordinating its parts, drawing the attention of the recipient to the idea of graphic design.

8- Aesthetic values of advertising components:
The designer has used the forms of his work as an expression of the vision that carries a symbolic and pictorial discourse to give semantic suggestions to the recipient characterized by simplicity and clarity and avoidance of ambiguity and complexity. The visual text of the work was intentionally built-in order to lead to a psychological and aesthetic pattern through the interdependence of its forms and consistency with the surrounding space to form a new and creative content that opens new horizons for the recipient to understand and derive meaning from the idea. The designer emphasized on directing a direct speech in the form of advertising as something that the recipient must follow in his design work. The idea came directly with a clear and impressive visual message, as the designer achieved a clear expressive indication of the shape of the area through drawing with colors and lines.

Model (2)

1- Visual description:
The designer emphasized in directing a direct speech in the form of advertising as something that the recipient must follow in his design work. The idea came directly with a clear and impressive visual message, as the designer achieved a clear expressive indication of the shape of the area through drawing with colors and lines.

2- The idea of advertising in promoting the consumer product:
Each individual represents a self-organizing system of his own nature and psychological formation, and this system consists of a group of sub-systems such as needs, motives, cognition, memory, intelligence, learning...etc. The behavior is formed through the interaction of these sub-systems among themselves and their interaction with the factors of the external environment, which leads to the formation of the mental image (mental status) about what surrounds the individual and the formation of attitudes and the issuance of judgments and decisions regarding the idea of advertising and promotion of consumer products.

3-Design style:
The method of pictorial intensification in an effort to highlight most of the design topics, in addition to the severe chromatic reduction, where white, red, yellow, white and green colors were used, with their indicative values, which greatly contributed to enhancing the underlying meaning according to the designer's point of view.

4- Technical treatments of the design:
Diversity in design is one of the features of artistic development, since diversity in design would dispel monotony, as it is the technical and artistic act obtained from the interaction of certain formal outputs and other effects that occur on them, to make the occupant move and vice versa or both, and according to the employment of these explicit options from Before the designer, which is determined according to the pluralism that stems from his capabilities in embodying the idea and showing it in its tangible physical form.

5. Design Functions:
The formal aspect of the design, which is a visual indication that the designer is a neutral person who is not affiliated with the advertised party, plays the role of an advisor to the recipient towards the services of the advertised company. According to the work of the design function.

6- Level of Expression of Design Components:
As we find that the idea of work took the upper design space as it appears in those ranks, so it was distinguished by the luminous area that occurred due to the gradation of blue, green, yellow, red and white, while we find that the force took the higher side of the design space as it symbolizes the level of expression of the design components.

7- Attracting and drawing attention to the idea of graphic design
This announcement constitutes the dialectic of the relationship between form and space, as it can have an effective effect through its simplicity or complexity, and bears the same effects of forms in their structures with it, as the space that lies behind the graphic form represented by the space of white, green, red and yellow colors within the overall unity of design, and so on. The space is an integrated part in accordance with the dimensions of its space, its colors, and its multiple combinations to enrich and activate it to achieve attraction and attention to the design that emphasizes the structural and aesthetic relations of the advertisement as a whole.

8- Aesthetic values of advertising components:
We find that the nature of the expressive phenotypic qualities in the design gave a texture that expresses the graphic surface that appears with the smoothness of the texture of the virtual form, and that the formation of volumes within the artistic space created an appropriate space that gave a visual indication of the dominance that characterizes the advertisement clearly and appeared on the workspace in proportion to the space that Occupied by those forms or vocabulary.

The fourth chapter / results and their discussion

Results
1- The ideas included a communicative dimension through the structure of the visual text represented by images, space, color, structural and structural relationships, and written patterns, as well as the expressive structure of movement, which led to various semantic outcomes in all models.
2- The design space achieved effective effectiveness through simplicity and realism that enhanced the effect of shapes as in all models, as we realize the space that lies behind the shapes or between them, which defines the shape and clarifies it by contrast with it and contains it within the overall unity of the design output to achieve the design goals.
3- The visual unity was achieved by employing the structural elements represented by pictures and writings as in all models, as well as employing colors with their gradations and variations to express the aesthetic pleasure that contributed to enhancing the aesthetic effect through its embodiment of the formal character based on the chromatic characteristics.
4- The designer adopted the principle of showing writing, as an introductory means that performs a media function through meaning, and in order for the visual structural language to integrate with the graphic elements represented by color and image in a final form for the act of aesthetic and functional expression as a structural level for the design structure.

Conclusions
1- The value of aesthetic expression does not stop when it is a self-expression inherent in the designer artist or is related to the nature of the things expressed, but in his ability to depict the external features of impressions, emotions and forms on the one hand, and to reveal the meanings contained in those forms in those results on the other hand.
2- The graphic design is a message in which there are many symbols and codes that are determined through the context that governs those messages with a system that arranges its different units based on the composition in the units of design.
3- The essence of the design building lies in activating the role of the elements and units within the achievement by virtue of the existing relationships between the elements and units, that is, the authoring process is a consequential result based on those relationships, which is the final stage of a diverse and interactive movement in a way that achieves the printing achievement.
4- The form embodied in advertising design is a form of conscious organization in achieving effects that have expressive values of aesthetic dimensions.

Recommendations
1- Diversity in expressive visual missions that are in harmony with the developments that are taking place in the world today and discussing them to come up with data that enrich and enhance the language of graphic design.
2- Attention to strengthening the relationship between aesthetic expression and levels of rhythm in the design of the advertising poster, and this comes through understanding the design process and its deliberative discourse.

Suggestions: Using computer technology to show the aesthetic and formal characteristics of graphic design.

Sources and references