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GRAPHIC DESIGN AS A FACTOR IN SUCCESSFUL ADVERTISING

DUBRIVNA Antonina, CHUMAK Oleksandra
Kyiv National University of Technology and Design, Kyiv, Ukraine
dubrivna.ap@knutd.com.ua

The results of research of influence of graphic design on strengthening of success of an advertising product are presented. The basic principles and approaches of design in the creation of quality advertising were identified. Possibilities of advertising and its main functions for promotion of goods on the market are revealed. The analysis of the graphic component of the Nuprin advertising campaign was carried out in order to determine the ratio in the use of contrast and colors in the design of advertising. It was emphasized the positive effect of color harmonies on the level of perception of the target audience of the advertising product.

Key words: advertising, design, color, company, success.

INTRODUCTION

Attract attention is the most important task of advertising. Any company wants to be noticeable, to stand out from its competitors, and this is the purpose of the advertising appeal. Advertising is information that reaches the consumer, it can be done in several ways, and advertising should contain information about a particular product or service. Advertising is needed to promote products and it is necessary to attract attention.

Nowadays, advertising as never before is one of the main keys to success for any company in the civilized world. The modern market is more and more saturated with competitive goods and services, which is why advertising workers are in great demand, and it is very important to use new design techniques in advertising to attract maximum attention to the product. With large volumes of advertising, the problem of studying the attitude of the target audience as one of the most important factors influencing the effectiveness of advertising is very acute. The effectiveness and success of advertising is expressed in the study of the company's audience, information about the company, about the products, as well as what is known about the company and what image was formed. Effective advertising is always the result of careful planning. Successful advertising ideas, memorable advertising campaigns are not born immediately. They need to be built taking into account many factors that stimulate the sale of goods and services [5].

Each company is individual and each wants to be one of the best and have a high sales ratio, this will help advertising products, but it must be high quality to attract attention and win the favor of users.



PURPOSE

To identify the principles and approaches in graphic design that optimize the result of promoting an advertising product on the market.

RESULTS AND DISCUSSION

In today's world, the question of advertising and its success is increasingly emerging. There are disputes about the principles of creating successful advertising products. The specific objectives of this study are: they are clarification of the concept of advertising; disclosure of the concept of advertising; definition of the main purposes of advertising; main functions of advertising; justification of the important role of advertising in the activity;

Advertising is one of the most effective ways to convey to potential customers pre-developed information by marketers. The main purpose of advertising is to increase company revenue and increase demand for services or goods. Good advertising is able to attract attention and maintain interest in the product, well, one of the most important features is the promotion of the company in the market. In practice, advertising rarely pursues only one goal, usually in one advertising event intersects [3].

The main objectives of advertising are as follows:

- Advertising new products and services;
- Advertising of already known products and services as supporting for advertising company;
- Advertising of the company's mascot;
- Advantage over competitors.

Looking at the goals mentioned above, we can emphasize that advertising is divided into two types: advertising directly to the product, and corporate advertising. In addition, advertising can be direct and indirect. Direct-action advertising is focused on getting a quick response. For example, the coupon with a certain validity period for a promotion. Indirect advertising is designed to stimulate demand for a longer time. Such advertising informs customers about the existence of products, draws attention to its benefits, states where products can be purchased. But for advertising to attract attention and buyers to come, it is needed to make advertising look attractive and relevant. So, it is needed to choose the right approaches in design. No study can answer the question of which of the creative approaches will be the most successful, because creativity has little to do with science. Research allows us to conclude which of the techniques used in a given situation was very effective, but there are no criteria for assessing the success of advertising. But after conducting research, it was determined that to attract attention it is needed to highlight the advertising, for this they usually use illustrations, most often, it is because of the image that the maximum amount of attention is paid to advertising [2]. It must be closely linked to the commercial concept. But in addition to pictures, there should be information and often the only thing that pays attention in advertising after the image is the title. Thus, it becomes a very important part of advertising, to support the reader's interest. There are usually three ways to get audience's attention:

- With one illustration.
- With one title.
- With a combination of illustration and title.



Several general principles are used in the design of any advertisement [1]. Properly used principles will help make advertising successful and attract the maximum number of customers. The first principle is the unity of style, this is the difference between all creative advertising. The composition is conceived as a whole, the relationships of the constituent elements of which create a common, holistic effect. Apparently, the unity of style will be considered the basic principle of design, a necessary condition for successful advertising. Harmony is also one of the important rules in design for advertising. Harmony is achieved by selecting compatible elements. The composition is effective only if its elements harmonize with each other. The ad should not contain too many fonts of different types or sizes, illustrations, etc. Order. The announcement must be organized, so that it can be read from left to right and from top to bottom. This sequence of elements directs the reader's gaze in the right direction. Also, a very important rule in the composition is the emphases, it is the emphasis of the element to stand out against the general background. It is important to determine the aspects that it is needed to focus on: illustrations, title, logo or main text. If all these elements are perceived as equivalent, there is a risk of losing the accent. Contrast. In order for advertising not to be boring, it must be different sizes, shapes or tones. Highlighting in bold or italics, as well as widening the space between letters, draws attention to a word or phrase and creates a contrast between the font elements [4]. Contrast makes the composition more interesting. Balance is an important part of design. Balanced elements look calm and natural.

There are many important elements in the composition that affect the success of advertising. Color is one of the most universal elements of advertising, with which it is possible to attract attention and create a mood. The color can be applied differently depending on the product and the advertising call. Advertising at Nuprin was investigated. In this company, the market share was expanded due to the apparent difference, the yellow color of the pills. The idea to use color was born at a time when the creative director poured a bunch of different painkillers on the table and found that only Nuprin is yellow. What is not a visual demonstration of the award? Thus, was born the advertising campaign "Yellow Pill". One ad was a black-and-white photograph of human palms bearing two yellow Nuprin tablets. The headline explained that it is a remedy for the most severe pain. Research shows that color is extremely important in advertising, colors and contrast – can enhance the attractiveness of advertising.

Successful advertising should have a white space that adds air and innocence to the work. But if there is too much white inside the ad can destroy the unity of the composition: the reader will not understand in which direction he should look. Advertising should be simple, it is necessary to catch the eye as soon as possible, deliver appeals faster and release the reader faster. Advertising, which fills the page to the brim with many illustrations and fonts of different sizes and styles, does not allow to stop to look at something or relax eyes. This scares away the visual excess of "fussy" advertising readers, as expected, will pass by it, spending a little time on it or not reading at all. In addition, in the design of successful advertising it is necessary to understand that it is not the product that is sold, but the benefit of this product. Advertising is mostly descriptive: it explains what is a product or service. Good



advertising directly addresses the problems that a product or service solves, and suggests how solving these problems will improve the lives of potential consumers.

Successful advertising makes the consumer believe in the quality of the product and the reliability and stability of the company.

CONCLUSIONS

Advertising is a very important part of the company, it surrounds us on all sides, it is an integral part of modern business. Large organizations understand the need for quality advertising, so create departments where specialists are engaged in marketing. An effective advertising campaign helps to make the brand more recognizable and increase the company's profits several times. But not all advertising brings success to the company, to create successful and high-quality advertising is needed to follow some principles in design. It is thanks to graphic design and advertising that it becomes unique and special, thus attracting new customers to the company, supporting the interest of consumers who already use the product or service of this company, and attracting new investors. Advertising can increase the value and rating of the company, or vice versa, if the advertising is of poor quality and distract customers with their appearance. That is why advertising is one of the most important components of any company.

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ДУБРІВНА А., ЧУМАК О.

ГРАФІЧНИЙ ДИЗАЙН ЯК ЧИННИК УСПІШНОЇ РЕКЛАМИ

Представлено результати дослідження впливу графічного дизайну на підсилення успішності рекламного продукту. Було визначено основні принципи та підходи проектування у створенні якісної реклами. Виявлено можливості реклами та її основних функцій для просування товарів на ринок. Проведено аналіз графічної складової рекламної кампанії Nuprin з метою визначення співвідношення у використанні контрасту і кольорів в дизайні реклами. Підкреслено позитивний ефект кольорових гармоній на рівень сприйняття цільовою аудиторією рекламного продукту.

Ключові слова: реклама, дизайн, колір, компанія, успішність.