

The Techniques of Pop Art Employed in the Design of Commercial Advertisements

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Abstract

The technology has been associated with the designer's ability and skill in handling, modifying, and shaping materials in line with artistic expression. It involves effectively utilizing all available tools, resources, and capabilities, whether tangible or intangible, in order to accomplish artistic works. Technology has added aesthetic value to commercial advertising designs. Moreover, it enables the designer to easily express and execute their ideas in a way that is easily comprehensible to the recipient. It also helps in capturing and attracting attention towards the advertisement.

Keywords: *Pop Art, advertising design, commercial advertising, Pop Art techniques.*

Introduction

1- Research Problem:

The problem with the research is that the emergence of Pop Art is considered the most revolutionary and contradictory. Its main objective is to express real-life through humorous methods and self-acceptance. It combines the contradictions of life. Pop Art emerged after the revolution that occurred among the American people, as they rejected the reality they were living in. Artists started to depict forms that represented their comical lives and realities, using vibrant colors and different materials. This attracted significant attention from the audience, leading to the widespread use and wide popularity of Pop Art among its enthusiasts. Pop Art became heavily used in commercial advertising, newspaper and magazine designs that expressed and criticized popular culture and the lives they were living. It presented the problems of consumerist society in a simple way, which captured the audience's attention through the embodiment of the design concept and the way they portrayed commercial products, supported by words that conveyed the advertising idea. Hence, the following question arises:

What are the Pop Art techniques used in commercial advertising design?

2- Importance of the research:

The significance and need for the current research are as follows:

1- The benefit it can provide to numerous researchers and beneficiaries in understanding the Pop Art techniques used in commercial advertising design.

2- Providing a cognitive and practical dimension to professionals, scholars, and students in the field of advertising design by introducing the concept of Pop Art techniques used in commercial advertising design.

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3- Research Objective:- To identify the Pop Art techniques employed in the design of commercial advertisements.

4- Delimitation research:

1- Subject Delimitation: Pop Art techniques used in commercial advertising design.

2- Time Delimitation: Commercial advertising designs executed by companies in the year 2022.

3- Geographical Delimitation: Commercial advertisements found on Pinterest and the internet (food products, restaurant advertisements).

5-Defining Terminology:

Pop Art as a Term:

1- Andrem Hallus Dictionary affirmed the concept of Pop Art by defining it as a distinctive style of drawing that evolved in the United States in the early 1960s. It is characterized by forms and images derived from commercial prints, such as book illustrations, advertising posters, and more (Osterwold, 1999, p74).

2- It is also defined as a popular drawing movement whose content consists of artistic commercial drawings, which were highly familiar and inspired by daily life, forming the basis for the subjects of the drawings. These artworks are known for their satirical content, humor, and various techniques. Artists did not adhere to a single method of drawing; some used prominent and simplistic styles from commercial art, while others primarily employed advertising and promotional art as the basis for their intricate designs characterized by a humorous touch (Al-Rubaie, 2011, p18).

The researcher adopted Al-Rubaie's definition as it aligns with the study's objectives and procedures.

- Commercial Advertising as a Term:

Commercial advertising is defined as a non-personal communication process aimed at influencing the buyer by the seller. The advertiser discloses their identity, and communication is conducted through various communication channels, such as newspapers, magazines, the internet, and other means (Mohammed, 2009, p9).

- The researcher operationally defined commercial advertising

as the dissemination of information and data about consumer goods and products intended for the recipient through various communication channels, in exchange for a paid fee.

The Theoretical Framework

Design Techniques in Commercial Advertising

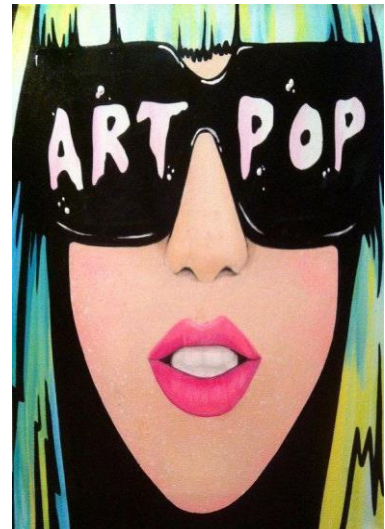
Technology is a collection of materials, tools, machines, methods, and systems that are involved in the production process of artwork (Ayad, previous source, p197). With the evolution of technology and industry, the modern technology and technological advancements have blended to shape innovative artistic outputs that differ from traditional works, regardless of material or processing methods, linking them with other elements. Diverse design techniques are used in commercial advertising, reflecting the idea of achieving aesthetic and functional values, as well as obtaining diverse advertising information for presenting the advertising message. Technical diversity emphasizes the distinctiveness of commercial advertisements, imparting an effective communicative impact on the audience. Diversity can be seen in the materials, typographic elements, methods, and means used in advertising design to achieve creativity, pleasure, and visual appeal in commercial advertising, thus conveying the message clearly to achieve the

advertising objective. Advertising designers employ a variety of tools and materials (representing effective power, and the secret of creativity lies in balancing these forces) (Nassif, 2015, p28). The purpose of diversifying design techniques employed by designers in their advertising designs is to keep pace with their desire for continuous diversity in the technologies that serve as sources of attraction and captivation for the recipient. It serves to eliminate monotony and repetition in designs, which can cause boredom in the audience. As a result, designers consume various techniques to meet the needs of commercial advertising design. This allows the effectiveness of technology in design in general and in commercial advertising design specifically, by utilizing different techniques to achieve utilitarian objectives. The diversity in techniques is a fundamental and effective factor in advertising design, enabling different visual transitions for the audience.

One of the most important design techniques is:

1- Abstraction: It is a technical process used by designers to express the advertising content related to the design. Designers use it to present various variations to achieve visual changes, especially since the design framework consists of several forms relied upon by the designer to embody the idea and achieve the desired outcome through the abstraction processes employed by the designer (Nobler, 1987, p87). Consequently, the advertising content (is selected from the surrounding elements, which the designer imagines as serving his idea, and conveys it to the recipient in a different form) (Jacques, 1981, p5). This is done by abstracting diverse design elements into a set of external lines without displaying any details, or making them a single color space. As seen in Figure 1, the designer can use alternatives, such as lines, colors, or textures. These alternatives serve as abstractions of the real element, resulting in multiple variations, whether in texture, color, or shape. Designers use these variations to create the components that achieve the aesthetic and functional objectives of the advertisement.

Figure (1).



The process of abstraction often begins with simplifying detailed lines of shapes, which could be a portrait of a famous personality or some well-known consumer products, everyday items in circulation. This simplification is achieved through a gradual process of removal, resulting in external and diagnostic lines for the shape. It turns it into a layout expressing the designer's idea without the use of colors and images, making its impact more effective than other uses because of its lack of detail and the ability to create contrast between the simplified form and the advertising design (Abdul Jalil, 2008, p14). Image or shape abstraction can also be accomplished through division or segmentation (as the space is filled with a set of points or geometric shapes that can be added to the overall space), giving it aesthetic, expressive, and attractive value (Abdul Jalil, previous source, p13).

Abstraction, as a technical process, achieves the following (Nassif, 2001, p49):

- 1- Capturing the recipient's attention towards advertising designs.
- 2- Departing from the conventional use of photographic images in advertising designs.
- 3- Integrating complex and diverse styles to showcase artistic skills.

4- Quick comprehension by the recipient due to the simplicity and visual clarity of the design.

2- Intensification: This is dealing with a technique that reflects repetition, diversity, or exaggeration in the use of design vocabulary in advertising design. Intensification in the visual elements of advertising design can lead to the viewer's distraction, and the effect of intensification is to display more diverse and unusual visual stimuli to stimulate and satisfy the viewer's psychological desires. This is achieved by presenting a contrasting state with the homogeneity of prevailing designs (Al-Jubouri, 2005, p38), adding diversity to the design, which contradicts the monotony of composition. In the realm of Pop Art, intensification relies on the presence of collages, allowing for the multiplication and diversification of the vocabulary, materials, and elements present in the artwork. Intensification has a direct impact on advertising, aiming to create visual harmony that supports the structural strength of the advertisement, objective unity, and the coherence of dissimilar and diverse elements. The technique of intensification in the design of commercial advertisements or posters is associated with several features, including (Al-Nasser, previous source, p72).

1- The multiplicity of elements and selected vocabulary according to the perspective of Pop Art in advertising design.

2- Repetition of an element or a group of elements in the design space in an exaggerated manner, which negatively affects the perception and reception of the design. This includes intensification, multiplicity, and repetition.

3- Collage :- or what is known as the art of assemblage, is an art form that involves the arrangement of paper, fabric, or two-dimensional objects by gluing them onto the surface of an artistic work or design with the aim of transforming ordinary materials into artistic creations. Collage is a versatile process that encompasses a variety of materials and techniques, resulting in different meanings and descriptions as interpreted by various artists and writers. It involves the assembly of more than one raw material to create new and expressive compositions, establishing a new relationship between form and color. Pop artists used everyday life aspects and the means employed by American and British popular culture. They utilized widely circulated and less aesthetic means to represent life and the events experienced by American society after World War II in the 1950s, such as photographic images and the assemblage of materials like soup cans, ice cream, and hamburgers. These materials became part of their lives and were used directly through pasting and assembling. This technique diversified the sources and methods used by artists in their artworks. In addition to the diversity of materials and objects used in Pop Art, including newspapers, magazines, buttons, and strings, the material reflects the consumer culture. It signifies the purpose of everything that is environmental, daily, consumable, and prone to damage since it loses its utility when used and is susceptible to damage and destruction, holding unique and unexpected artistic and aesthetic values.

Collage as a technical action achieves the following: (Al-Nasser, same source, p73)

1. The artistic use of collage can create various aesthetic values and judgments for the audience. It accomplishes this through contrast or harmony in texture, suggesting three-dimensionality, movement, spatial tension, and more.

2. Collage captivates the viewer's attention through aesthetic values. It goes beyond merely representing an idea; it enhances it through refining cutting and pasting processes and adding visual effects that connect reality with imagination, convincing the viewer of the advertising design as a communication message.

Formal Metaphor in Advertising Design

Formal metaphor in advertising design has an impact in line with the Pop Art perspective. Symbols acquire their meanings from popular culture, forming a tool in the arsenal of design concepts. They hold persuasive power, capturing the viewer's attention and influencing their emotions by translating reality into images or symbols. This tool can be used to either enhance or distort reality. Formal metaphors in design aren't limited to depicting facts but can also utilize formal coding. These symbols are reflections of images that describe individuals' experiences in society but in a different way, achieving an exotic and attractive quality for the viewer. Design requires ideas and cannot be executed without metaphors for formal elements or structural relationships, be they direct or indirect, material or symbolic. The first can completely change the second impression, while the second can establish a tangible presence in the first impression. Enhancing both functional and aesthetic aspects is crucial to design ideas. These ideas transform into a set of vivid images and visual scenes that bear various considerations related to the viewer, their impressions, and their inclinations, requiring the use of metaphors to reinforce the idea. As shown in Figure 2, it illustrates the formal metaphor in design concepts. In this design, a piece of orange-flavored candy is integrated into the candy bag, conveying the impression to the viewer that this candy has an orange flavor. The formal metaphor in the design is manifested through the designer's use of the orange piece to symbolize the flavor of the candy. (Figure 2)



Research Procedures

1. Research Methodology:

The researcher employed a descriptive-analytical approach due to its suitability for the current study's procedures and research objectives.

2. Research Population:

The current research population consists of a collection of commercial advertising designs from various companies published on several websites on the internet in the year 2020. This collection comprises approximately 30 advertisements from the year 2018.

3. Research Sample:

The research sample was selected to align with the current research's nature and objectives. A deliberate sampling method was used, representing 30% of the total population, resulting in 3 sample models from the total of 30 advertisements. These models are representative of the research problem and cover its temporal and spatial boundaries.

4. Research Instrument:

To achieve the research objective, the researcher prepared a survey form for axis analysis. The form relied on the theoretical framework, literature, previous studies, and the exploratory study that met the research requirements and achieved its objective. It was reviewed by experts and specialists. The survey form consisted of 3 axes, as follows:

1. Types of design ideas in executing commercial advertisements.
2. Design techniques used in the design.

3. Typographic elements used in designing commercial advertisements.

Model Number (1)

Ad Name: Fanta

Type: Commercial advertisement for the Fanta soft drink.

General Description:

A commercial advertisement for Fanta, a company that prominently displays a plastic bottle of the soft drink, which is one of the company's products. The green apple is also positioned behind the soft drink bottle. Furthermore, the primary title, represented by the company's name, is placed in the middle of the bottle. The overall design plays a crucial role in attracting the audience since it represents the initial impression before focusing on the ad's content and details.



Analysis

1. Type of Design Idea in the Execution of the Commercial Advertisement:

In this advertisement, the designer employed a conceptual idea by utilizing an interplay, presenting a light green bottle shape superimposed on half of a green apple, a combination that cannot exist in reality. The designer managed to employ these elements in a different style from what is conventional, providing the audience with an opportunity to contemplate the ad. By presenting it to the consumer in an unconventional manner, using the same color value but with different shades, the designer aimed to capture the viewer's attention.

2. Design Technique Used in the Advertisement:

The designer employed the technique of visual metaphor in the advertisement, borrowing half of a green apple and giving it a central position within the design. This positioning makes it stand out prominently and appear in a large size to capture the viewer's attention. The designer's use of a green apple in the ad serves the purpose of signifying and informing the viewer about the flavor of the advertised carbonated beverage.

3. Typographical Elements Used in the Commercial Advertisement:

The designer's use of typographical elements in the advertisement is evident through the textual content, including the company's name in English, written in blue color, using a larger font size and a different style to distinguish it from the rest of the details. This enhances the viewer's attention toward the advertised product. Below the company's name, the product details were written in a slanted manner with a smaller font size, maintaining the same color as the company's name. In terms of visual elements, the designer incorporated a visual metaphor by using a half apple shape in the advertisement, positioned centrally within the design space to capture the viewer's attention. The designer's use of a half apple and its placement behind the glass bottle aims to create a visual attraction for the viewer. The logo was used for brand recognition and product identification, employing a larger, prominent font size in a distinct blue color placed in the middle of the label strip for viewer attention. In regards to color, the designer utilized some of the primary and secondary colors often associated with Pop Art. Green dominates the entire design space and serves to link it to the color of the apple and the glass bottle. This choice makes the concept clear for the viewer, indicating that the carbonated beverage is apple-flavored. Furthermore, a white halo surrounding the apple and part of the textual content representing the company, as well as the shape behind it, is added to create vibrancy and brightness to the design. As for the orange shape representing an orange fruit, it was given an orange color.

Model Number (2)

Ad Name: Coca-Cola.

Type: Commercial advertisement for a carbonated beverage.

General Description:

An advertising design created for Coca-Cola, the carbonated beverage company. The ad features a dominant red space that occupies the entire area. In the middle of the advertisement, the designer placed a glass bottle for the carbonated beverage with the company's name written in English. In the lower part of the advertisement, the image focuses on white ice cubes that fill the entire space. as that's how it is typically presented in their advertisements.



Analysis

1. Type of Design Concept in the Commercial Advertisement:

The designer employed a straightforward advertising concept, relying on realistic shapes designed within the advertising space, prominently using the color red to highlight these shapes. The company's logo was utilized to identify the advertised product.

2. Design Techniques Used in the Advertisement:

The designer utilized the techniques of condensation and figurative borrowing in the advertisement. This is evident through the placement of white ice cubes at the bottom of the design, which holds a central position in the visual design to create visual interest and capture the viewer's attention. The figurative borrowing is also evident through the designer's use of ice cube pieces that give the lower part of the advertisement a pyramidal shape, upon which the Coca-Cola bottle is prominently displayed.

3. Typographic Elements Used in the Commercial Advertisement:

The designer employed a variety of typographic elements in the advertisement, which were evident through the utilization of the Coca-Cola bottle shape, prominently positioned in the center of the advertisement to attract the viewer's attention. As for the colors, the designer used the color red in the design space to create visual interest and capture the viewer's attention. The product itself had a dark brown color. The company's logo was lettered, relying on the company name (Coca Cola). The word appeared in white, in English, with clear, bold font. The designer placed the logo in the center of the advertisement, focusing on the Coca-Cola bottle.

Model Number (3)

Ad Name: NIVEA Crème

Type: Commercial advertisement for skin cream.

General Description:

This is an advertising design for NIVEA Crème, a company specializing in skincare products. The advertisement is characterized by a deep blue background, and on the left side of the ad, there's an overlapping image of the advertised product, forming a semi-circular shape. In the center of the ad, there's an illustrative drawing of half a girl's face in blue and white. The company's name appears on the metal lid of the product's container to familiarize the viewer with the advertised product.



Analysis:

1. Type of Design Idea in Executing the Commercial Advertisement:

The advertisement utilizes a direct idea by featuring a realistic depiction of a girl's face, which dominates the advertising design. Additionally, an image of the product is placed on the left side of the ad .

2. Design Techniques Employed:

The designer employs the technique of simplification in this advertisement by reducing the girl's face to an illustrative form, associating it with the advertised product to convey the idea clearly to the viewer.

3. Typographic Elements Used in the Commercial Advertisement:

The designer uses typographic elements in the advertisement by employing a symbolic representation of the girl's face, prominently displayed in a large size with a dark blue and white color scheme. Additionally, the product's packaging is incorporated into the left side of the ad to attract the viewer's attention. The designer primarily uses blue, inspired by the product's packaging, for the background color throughout the ad . The company's logo consists of the word "NIVEA Crème" in relatively large English letters in white, ensuring ease of readability due to its size and clear font.

Presenting Results and Discussing Them:

First - Type of Design Idea in Executing the Commercial Advertisement

The virtual idea, which was realized through the use of interplay, as seen in Model (1), emerged. In Models (3, 2), the type of design idea was direct and clear in presenting the shapes.

Second - Design Techniques Used in the Design

1. The technique of simplification appeared in Model (3) through the designer's simplification of the expressive shape with details while leaving a key indicator that conveys the intended meaning to the viewer, in line with the advertising concept.

2. Condensation technique was used in the ad by the designer through the formal condensation of the elements used to highlight the advertising idea and make it an integral part of it. Additionally, the advertised product was highlighted, creating a visual appeal for the viewer, as in Model (2).

3. The technique of figurative borrowing was evident through the designer's appropriation of some shapes derived from reality and their utilization in the advertising design in a manner that corresponds to the advertising concept. This approach aimed to create an element of novelty in the advertising design, in addition to capturing the viewer's attention, as in Model (1).

Conclusions

1. A successful advertising design concept elicits a response from the viewer towards the advertisement.
2. Realistic utilization of pop art techniques by employing design elements in advertising.
3. The impact of color variables, simplification technique, and illustrations positively contributed to the clarity of the advertisement in pop art.

4. The presence of pop art led to the use of modern design methods that align with reality and captivate the viewer.
5. Colors play a pivotal role in advertising design, aiding in capturing the viewer's attention and conveying diverse meanings and connotations that the designer utilizes to communicate the advertising message.

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