

The Effectiveness of the Principle of Symmetry in the Print Advertisement (Media poster)

Nadia Khalel Ismaeil¹, Oday Abdul-hameed Majeed², Rosul Hamid Azeez³, Nabaa Jasem Mohammed⁴

Abstract

In accordance with the principles and basic design features several and a variety of options to establish the structure of the advertisement to ensure the understanding of the subject is all flexible and easy, and trust these principles, and the foundations of the design have rules that the designer should follow to ensure successful design and reach as many people as possible, the way of treatment is one of those principles which is worth the beauty and (consideration).I selected the research challenge by asking: What is the effective viewing principle in the advertisement?

Keywords: Media poster, advertisement.

Introduction

Requirements search

In accordance with the principles and basic design features several and a variety of options to establish the structure of the advertisement to ensure the understanding of the subject is all flexible and easy, and trust these principles, and the foundations of the design have rules that the designer should follow to ensure successful design and reach as many people as possible, the way of treatment is one of those principles which is worth the beauty and (consideration).I selected the research challenge by asking: What is the effective viewing principle in the advertisement?

To promote government institutions, private sector institutions, and companies, as well as to provide and reflect libraries with resources on the theme of the principle for the benefit of many researchers and workers in the field of production design, it is important to conduct research in order to discuss the key to the success of the announcement. The research is broken down into four sections; section one covers the literature review, section two covers the research methodology, section three covers the results, and section four covers the discussion of advertising packages. To analyze models for the year (2019-2020) and adult numbers (40) modeled through data structures, the researchers adopted a number of ads displayed on the site Design Global (Pinterest) online in Chapter 3 to identify models (type viewing, function improvement viewing, and element viewing), which were presented to experts and experts. To continue, please click the link below: conclusions:

¹ Media Technologies Department, College of Applied Arts, Middle Technical University, nadia.khalil@mtu.edu

² Media Technologies Department, College of Applied Arts, Middle Technical University, oday_majeed@mtu.edu.iq

³ Media Technologies Department, College of Applied Arts, Middle Technical University

⁴ Media Technologies Department, College of Applied Arts, Middle Technical University

The importance of research lies in:

1. It benefits workers, scholars and students in the field of advertisement design by demonstrating the effectiveness of the principle of symmetry in the printed advertisement
2. It contributes to supporting government institutions, private sector institutions and companies.
3. Providing the library with resources that are of interest to many researchers and workers in the field of printed design production.

Methodological framework

The problem

The printed advertisement is one of the important means of displaying the commodity at the present time, as it should be characterized by complete mastery and formal distinction of the design elements that achieve an effective balance in conveying information through visual stimuli and achieving visual attraction for the formal components, whether they are letter forms or icons. Therefore, most designers resorted to searching for new ways to keep up with developments in poster design.

The research problem can be summarized by the following question: What is the effectiveness of the principle of symmetry in the printed advertisement?

Search target

Demonstrate the effectiveness of the principle of symmetry in the printed advertisement.

Search limits

Objective limitation: How effective is the symmetry principle in print advertising?

Spatial limit: pinterest designs

Time limit: (2019-2020)

Define terms

Effectiveness in language (Bin Issa., 2014:p2).

(The linguistic origin of the active form is the verb "act" whose derivatives are "'Verb" whose derivatives are "active" and "effective", and the active form indicates the description of the action with activity and mastery).

Efficacy, idiomatically:

The researcher adopted the definition of Malik bin Nabi as a procedural definition (Malik bin Al-Hajj, 2011, p55; Malik bin al-Hajj., 2010, p55).

Malik bin Nabi defines effectiveness as: the movement of man in the making of history. He said, "If a person moves, society and history move, and if he is still, society and history will live."

Label definition:

Language: Using a photograph or sketch to decorate or advertise means it has been glued or hung.

Idiomatically: Posters in their modern sense are "a large illustrative image that displays an idea or an advertising message illustrated by writing on it," according to the dictionary (Al-Raed., 2005,p89). They are also referred to as any piece of art that is plastered, pasted, or hung on walls, in public highways, squares, and other locations.

Procedural Definition: The researcher adopted Al-Awadi's definition of the poster (Al-Awadi.,2004 ,p14). It is a banner with photos, drawings, signs, symbols, and colors on wood, cardboard, or glass for advertising (Al-Khulaifi.,2008,p248). It is put in sports facilities, shopping malls, street walls, and city centers that connect streets. It conveys a notion. It also communicates with a diverse audience of all ages and genders in a captivating way.

Definition of advertisement:

Language: display and publication.

Idiomatically: It is a communicative-persuasive activity, carried out by a specific party, paid in advance, in order to promote a commodity or product, using visual or printed methods (Hijab., 2004,p53).

The researcher adopted the definition of the American Shopping Association:

Procedurally: The American Marketing Association defines advertising as the various activities that lead to publishing or broadcasting visual, audio, or written advertising messages to the public to encourage them to buy goods and services or accept the good ideas of an advertised person, persons, or establishments (Gibran, 2005, p112).

Theoretical framework

The first topic

Symmetry

Symmetry is one of the most important basic principles in design (as it is considered one of the symmetric types (symmetrical) is the symmetry of a woman's body, for example, for everybody form (symmetry and symmetry) with its spectrum reflected in the mirror, so symmetry or symmetry that is not different from that at all is the body's symmetry). Right and left individuals are identical) (Al-Moselhi., 2018, p20), that symmetry, symmetry, or consistency is present in all realms of life, such as in human bodies, crystals, hexagonal ice crystals, and salt crystals that form cubes. Symmetry exists everywhere and has countless embodiments in (the infinite number of patterns that nature provides us with, it is an element of utmost importance as it is the basic foundation of art, music, dance, poetry, and architecture, as well as all sciences), (Jonathan.,2016,p91) gives us multiple options and benefits us. Advertising design should utilize one of these designs to avoid monotony. When we look at the horizon line between the sky and the sea and the sun and moon at night or day, we see perfect symmetry. These demonstrate symmetry as time passes. Architecture used symmetry extensively because thousands of years ago, humans naturally associated symmetry with perfection. Ancient architects considered their designs and buildings should have diverse symmetries, whether it was a Greek temple, a pharaoh's tomb, or a medieval cathedral (Jonathan. 2016, p22).

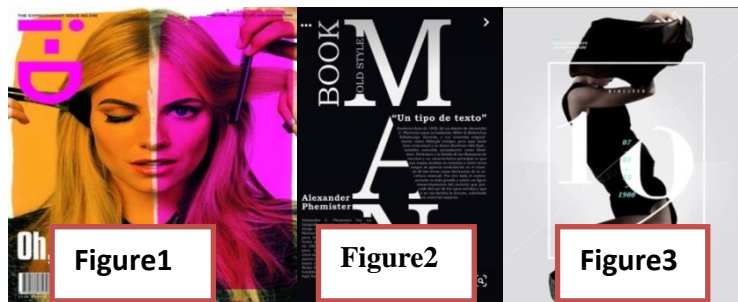
Symmetry in design: The creative idea alone is not enough to reach a good design, as the application of any design depends on the idea in its creation and the diversity of ideas pursued, and the absence of the correct distribution of elements loses the value of the idea and reduces the quality of the design, so one of the ways design elements are distributed is by planning for symmetry (Al-Musawi.,2010,p10) which is “a state of visual balance, and it is diagnosed or treated as such It is stability produced by the equal distribution of visual weight on both sides of the center axis and between all compositional parts (Robin.,2017,p309). The upper and lower halves of the design are similar, or the left and right, or the work consists of units of similar shapes distributed uniformly within the design space. Symmetry is considered a balance of harmony and proportion, and beauty appears in symmetrical shapes and people.

The importance of symmetry in advertising design:

(The importance of symmetry in advertising design emerges through the effective contribution to carrying out many functions that serve advertising, whether aesthetically or functionally. visual perception).

How to use symmetry in design: When looking at any work of art, one of the conditions for creativity is that the elements and their relationships be chosen well (and the presence of these elements within the work of art must be within the design rules and foundations that require them to be linked, and the principle of symmetry is considered one of these rules or principles that are used in the advertising poster to organize the elements). To complete the poster design and establish symmetry, we will analyze some of these elements and how to use them:

1. Photo: The advertisement poster's image conveys meaning and achieves design goals. Images can convey the designer's message directly. This design uses symmetrical symmetry by employing half of the shape or image vertically or horizontally. Visual elements can be similar in color, shape, size, and number in symmetrical design. When creating a formal or stable design, most designers use this (symmetrical) type.



2. Photometric value: Colors are among the most important manifestations of nature that draw human attention (Ahmed Daadush, 2014, p158), and when used in design, they have the same effect on the recipient because humans naturally gravitate toward colorful and beautiful things because they comfort the soul. In Figure (3), the contrast of white and black or the harmony and compatibility of red and orange create stability and symmetry in the design (Reem Omar.,2017,p276).

Color symmetry is achieved by supplying two color values that are equivalent in effect in terms of their link to the shapes that make up the design (colors achieve depth, breadth, weight, and lightness) (Ahmed Dadoush, 2014, p. 16).

3. Lighter colors create depth and dimension. The opposite of the light color that creates a sense of breadth and closeness is color symmetry, which attracts attention, performs symbolic functions, provides comfort and beauty, and reminds customers of the product (Reem Omar.,2017,p276).

Written material: (The font is one of the most significant aesthetic foundations that offer the design aesthetic value and attracts the recipient's attention by leading his eye and moving it freely and comfortably, giving a sense of comfort and tranquillity) (Reem Omar.,2017,p277),

The second topic

Advertising posters

Label definition: A poster educates or influences consumers by addressing a group. Design elements—symbols, shapes, and signs—make it up. Many companies, big and small, use it to differentiate their products. Comparable goods. Pictorial paintings on huge

paper glued inside wooden or metal frames and hung on special posts or roadside exhibitions.

Search procedures

Research Methodology.

Research community.

Research sample.

Search tool.

Validity of the tool.

Analyze the sample.

First: Research Methodology: The researcher used the analytical descriptive approach because it was best for this study's procedures, defined as "a description of what is an object and includes a description of the current phenomenon, its composition, operations and prevailing conditions, recording, analyzing and interpreting that." (Abu Talib., 1990, p. 94).

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Second: the research community: The current research community consists of advertisements displayed on the pinterest designs site for 2019–2020. The researcher thought her selection should be diverse in proportion to the research content, so she obtained 40 samples.

Third: Research Samples: After excluding:

1 .Repetitive designs. 2. Asymmetrical designs.

Fourth, search: A form was created to determine the axes of analysis (Alaa Jaseb.,2016), which included axes of the theoretical framework, resulting in basic indicators representing the literature of specialization and self-observation in collecting information according to the axes listed below, which benefit the research requirements and achieve its goals.

Fifth: Tool Validity: A group of professionals was shown the analytical tool to verify its applicability and validity. This form was presented in its initial form, which included five questions, and the committee showed the tool's validity after supporting what was stated in it, taking into account the researcher's consideration of the expert committee's opinions and valuable notes in amending the wording of some questions and deleting others, so the form took its final form. Including (3) thus, her research tool was validated.

Sample analysis

Form No. (1)

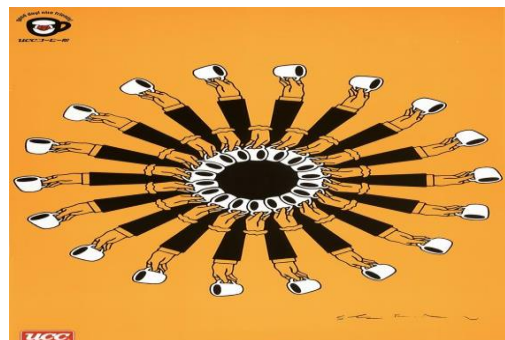
Ad name: UCC COFFEE

Release date: 2020

Ad Type: Commercial (ucc coffee company)

Designer Name: Shigeo Fukuda

General Description: The design value of the ad contained the basic space with the color value (yellow) gradient from dark to light, and the basic theme contained a group of hands carrying (coffee cups) as it occupied the visual center, which relied mainly on formal and color sovereignty with black and white, while the top of the design is from black and white. The left side shows the logo (coffee cup) with the company's logo (UCC COFFEE) in white on a yellow background above it.



Analysis: 1. Symmetry type: The designer used radial symmetry, represented by the shapes of hands organized in a balanced manner in the space, to show how much coffee can keep a person awake. The circular or radial shape represents endless continuity and balance and repetition, which gave the design vitality. Moving between its sections, in addition to the permanent movement he added to the design, which connects all the elements into a coherent unit, attracts and arouses the recipient's interest and achieves the main purpose. This strategy may exaggerate and confuse visual and mental perceptions and hinder sequential and flexible information acquisition.

2. Design Function of Symmetry: The design function of symmetry was achieved through the color values of the shape of the hands that are in harmony with the space with the basic space and commensurate with the design idea embodied in the written material (coffee ucc) and the graduated space from dark to light to highlight the shapes within the design structure, which resulted in balance and aesthetic presentation of the main subject. Modern and harmonic movement made the advertisement more appealing.

3. The element of symmetry: The designer adopted the use of symmetry elements by showing the shape of the hands in a radial (circular) arrangement.

Form No. (2)

Ad name: kizo

Release date: 2020

Ad Type: Promotional (Movie Poster)

Designer Name: Krzysztof iwanski

General Description:



The poster design features a photograph of a woman's head (actress) divided into two halves, with full display throughout the design, in medium gray color on the main space, in white color value, and the prominence of the movie's name (kizo) in the center in light turquoise color. The written material is represented on both sides of the design from the right and left with white color values, which are the names of the film staff.

Sample No. (3)

Ad Name: JAZZATLAN

Release date: 2019

Ad type: promotional

Designer Name: Jose Guizar

General Description:

The general shape of the design is represented by the musical instrument (the guitar), vertically in the middle, with the black color value, which appeared in the form of a tree with leaves with orange and yellow color values. In addition to the written material, it appeared in a variety of colors, including red, yellow, orange and blue.



Analysis: 1. Symmetry type: The designer placed the guitar on the vertical axis and scattered foliage and birds on it. Each right element matches a left element. This offers the design visual equilibrium on sides, creating stability and balance through shape and color.

2. Design Function of Symmetry: The designer highlighted the aesthetic function through the use of various color values (yellow, orange, and black), which attract the recipient's attention

and affect their feelings, and some may prefer them and others may reject them, as the principle of rhythm appeared between the distributed shapes (birds and leaves) on both sides of the musical instrument and then distributed them. This conveys the machine's strength and durability.

3. The element of symmetry: The elements of symmetry were represented by showing the shape of the musical instrument (the guitar) as a tree with the color value black and on either side of it are birds on the base space with the color values yellow and orange, which gives a feeling of happiness and emotional energy, which has a great and important visual impact on the recipient and the written material that was distributed to them. The balanced musical instrument has red, yellow, orange, and blue colors.

Sample No. 4

Ad name: Lay's Gypsum (Have a taste in it)

Type: commercial

Date: 2020



General Description:

The basic space was light green and white, and the hot pepper occupied the left half of the design with the color value red on the gradient space from green to white, while the right half had a potato chip with a yellow color value and pieces of lemon with a green color value. In the upper middle of the design, the Lay's emblem was yellow and red, while the word Lay's was white. The bottom of the design included four bags of gypsum on the left and a red message (Taste... Get lost in it) on the right, flavors and colors.

Analysis: 1. Symmetry type: The designer used axial symmetry, as the pepper appeared in the middle of the design around one point, maintaining a distance and placing it in a way that is not similar to the left half, which contained a crispy potato chip and half a lemon to indicate the flavor of the gypsum with hot pepper and lemon, as it was distributed and equalized. The middle of the design achieved formal supremacy while showing contrast and color contrast in the color values between the shapes distributed in the center of the logo at the top of the design.

2 .Design Function of Symmetry: The design function of the symmetry of the (pepper) shape located in the left half of the design was achieved, as well as the color contrast and contrast commensurate with the design idea, which highlighted the shapes in a clear and distinctive manner, achieving the aesthetic function that works to attract the recipient direction emerged in the boring (pepper shape) that gave the advertisement vitality.

.The element of symmetry: The element of symmetry was represented by showing (the pepper shape) half red and another half a yellow potato chip, and the logo appeared at the top of the design in red and yellow and the name of the commercial company (Lays) in white on a gradient space from light green to white color value, and at the bottom, the logo The right side had red text (Taste... Get lost in it) and the left side had four bags of gypsum in red, orange, yellow, and green flavors, Which added a kind of vitality, contrast, and color harmony as well as the falling lighting on the (logo and pepper), which gave a soft texture and prominent clarity in the shape and affected visual perceptions to show the color contrast between the color values of white and the colors red, green, orange, and yellow, which caught the recipient's attention, thus achieving the basic design goal.

Results and discussion

Presentation and discussion of results

The researcher reached a set of results through the sample analysis and discussion procedures to achieve the goal of the research, and the most important of these results that she came out with according to the approved research axes (*), namely:

First: the type of symmetry: The type of symmetry was achieved in subtracting shapes in models (1, 2, 3, 4), i.e. 100%, as radial symmetry was achieved in model (1), achieving 75% of the design, asymmetric and axial symmetry appeared in model (4), achieving 37.5% for axial symmetry and 37.5% for asymmetric symmetry, achieving 50% of the design, and symmetrical symmetry appeared in model (2,3), achieving 50% in model (1), and 50% in model (3), or in model (4), 50% of the overall design was used to create the fictitious symmetry.

Second: symmetry design. The design function of symmetry emerged through the aesthetic value (sensual pleasure) of using different types of symmetry and light values as in the model (3, 4) by 25% for each model, while balance, stability, and stability were achieved in the samples (1, 2, 3, 4) by 100%, and a monotonous rhythm was achieved in model (1) by repeating the shape, size, and location by 50% of the design. Model (1) and models (2,3) achieved 50% movement and 25% direction.

Third: Symmetry: Design components were used in models (1, 2, 3, and 4) by 100%, with 25% written material, 25% light value, and 25% image. 25%, 50%, and 25% for each model, respectively.

Conclusions

1. Symmetry in printed designs attracts and excites recipients, achieving the design's principal purpose.
2. The symmetrical balance pattern aligns identical design elements on both sides of the vertical axis, making it ideal for posters of official events, art exhibition visits, and information collecting.
3. Radial symmetry, which repeats element size and shape, created a repetitive rhythm.
4. Asymmetrical symmetry draws the recipient's attention because it uses multiple shapes that complement or contrast in idea, color, or size.
5. The amount to which symmetry features are used correctly in the design helps recipient access and understanding.

Research recommendations.

- 1-The amount to which symmetry features are used correctly in the design helps recipient access and understanding.
- 2-Educating all advertising personnel on the need to use inventive, non-traditional methods to amaze, influence, and persuade.
- 3-Interest in color effects and symmetry in advertisement design.
- 4- Its adoption in all educational institutions due to its clarity and topical knowledge.

Suggestions:

After presenting the results, conclusions, and recommendations, the researcher suggests studying:

1. Advertising symmetry techniques.
2. Advertising design rhythm's effectiveness

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