


DEVELOPMENT OF VISUAL COMMUNICATIONS IN GRAPHIC DESIGN

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ABSTRACT

The role of the existence of graphic design as one of the most important ways of conveyance of visual communication in modern society is determined. Visual communications are considered as a process of the need to study the totality of problems, especially those connected with the interaction of the “person – environment” system, meant for conveying visual information. The paper supports the statement that visual communications should be considered as a visual language, by using, it is possible to significantly diversify communicated information in society. The article identifies three types of communication: visual, audiovisual (the image is accompanied by sound content) and animated (a static image becomes dynamic, accompanied by sound). It is concluded that the development of visual communications will help improve the quality of perception of information, which is often associated with a flawlessly elaborated graphic design. The brand creation methods as one of the most important factors in the development of visual communications today in modern society are considered and described in detail.

Keywords: Graphic design. Visual design. Visual communication. Visual information. Brand.

DESENVOLVIMENTO DE COMUNICAÇÕES VISUAIS EM DESIGN GRÁFICO

DESARROLLO DE COMUNICACIONES VISUALES EN DISEÑO GRÁFICO

RESUMO

O papel da existência do design gráfico como uma das formas mais importantes de veiculação da comunicação visual na sociedade moderna é determinado. As comunicações visuais são consideradas como um processo de necessidade de estudar a totalidade dos problemas, especialmente aqueles ligados à interação do sistema “pessoa - ambiente”, destinado à transmissão de informação visual. O artigo corrobora a afirmação de que a comunicação visual deve ser considerada como uma linguagem visual, por meio do uso, é possível diversificar significativamente a informação comunicada na sociedade. O artigo identifica três tipos de comunicação: visual, audiovisual (a imagem é acompanhada de conteúdo sonoro) e animada (uma imagem estática torna-se dinâmica, acompanhada de som). Conclui-se que o desenvolvimento da comunicação visual ajudará a melhorar a qualidade da percepção da informação, o que muitas vezes está associado a um design gráfico elaborado de forma impecável. Os métodos de criação de marcas como um dos fatores mais importantes no desenvolvimento da comunicação visual hoje na sociedade moderna são considerados e descritos em detalhes.

Palavras-chave: Design gráfico. Design visual. Comunicação visual. Informação visual. Marca.

RESUMEN

Se determina el papel de la existencia del diseño gráfico como una de las formas más importantes de transmisión de la comunicación visual en la sociedad moderna. Las comunicaciones visuales son consideradas como un proceso de la necesidad de estudiar la totalidad de los problemas, especialmente los relacionados con la interacción del sistema “persona - entorno”, destinado a transmitir información visual. El documento respalda la afirmación de que las comunicaciones visuales deben considerarse como un lenguaje visual, al usar, es posible diversificar significativamente la información comunicada en la sociedad. El artículo identifica tres tipos de comunicación: visual, audiovisual (la imagen va acompañada de contenido sonoro) y animada (una imagen estática se vuelve dinámica, acompañada de sonido). Se concluye que el desarrollo de la comunicación visual ayudará a mejorar la calidad de percepción de la información, que a menudo se asocia con un diseño gráfico impecablemente elaborado. Los métodos de creación de marca como uno de los factores más importantes en el desarrollo de las comunicaciones visuales hoy en la sociedad moderna se consideran y describen en detalle.

Palabras-clave: Diseño gráfico. Diseño visual. Comunicación visual. Información visual. Marca.

INTRODUCTION

Visual communication as one of the most important forms of communication is becoming more important in this day and age. The amount of information today is huge and the problem of its visual compactness is relevant today. Visual information in graphic design takes a quite bright and compact shape to be ingrained in memory. However, today the attentiveness of modern science to the study of visual forms of communication is insufficient. Modern science concentrates on studying the aspects of information perception, logic of building information and impact of information on society. Disconcertingly, often and often, the artistic and graphic part of information is out of sight since these forms of communication of information are at the border of many disciplines, thereby making them extremely complicated to study.

Thus, the purpose of this article is to study graphic design as a science which comprises the directions such as design, psychology, marketing, publishing. Graphic designers who are involved in media design, printing are visual communicators. In connection with this, today the domain of graphic design has turned into communication design. The task of a graphic designer is not only to convey specific information to the audience, but also to arrange and present it in a certain way. A graphic designer today is a designer who knows how to choose the means for solving communication goals and objectives successfully, a psychologist who knows the laws of visual perception and a marketer who is guided in the information market and represents it properly (MUHAMETZYANOVA, MARDIEVA, 2017, p. 150).

METHODS

To study this issue, it is necessary to analyze the works by researchers in design and scientists dealing with various sciences. They are W. A. Dviggins, K. M. Kantor, C. E. Shannon, W. Weaver, F. Meggs, C. Wear, D. Aaker, I. A. Radchenko, T. Walton, A. Wheeler, and others.

The term “graphic design” was introduced by American designer W. A. Dviggins in 1922. He is the father of the term graphic design, an outstanding designer of lettering, advertising layouts and posters (<http://www.liveinternet.ru/community/1726655/post157357339>).

Theoretical and conceptual research of graphic design is K. M. Kantor’s statement about the need to develop the scientific foundations of design activity, without which it is impossible to practise design (KANTOR, 2004, p. 29).

In the 20th century, the development of many sciences was greatly influenced by the linear communication model. It was put forward by American mathematician C. E. Shannon and further elaborated by W. Weaver. This communication model was based on five elements: encoder, decoder, message, source and destination. However, design historian F. Meggs overturned the theory on graphic design. In his judgement, this development cannot be a model of “graphic communication”, for its definition does not support the “content” and “purpose” of communication (MEGGS, 1989, p. 162).

K. Wear gave prominence to the possibilities of visualization. In his opinion, the visual presentation of information simplifies the process of reading large data volumes. Meaningful data comprising a myriad of details become immediately available for reading (MUHAMETZYANOVA, MARDIEVA, 2018, p. 120).

Visual brand communication researchers D. Aaker, I. A. Radchenko, T. Walton in their definitions believe that brand is an original name or symbol (logo) that serves to link goods or services with their sellers. They also associate the concept of brand with a name, symbol, design, which designates a certain type of product or service. Brand is a relationship between elements of corporate reality and design elements, meant for conveying a symbolic image of this reality.

It is also worth mentioning A. Wheeler who has described the classification of the stages of brand design in her book *Brand Identity*. Brand developing comprises 5 phases: research and analysis, strategy selection, concept development, search for means of expression, assets management (WHEELER, 2004, p. 38).

RESULTS AND DISCUSSION

The word “graphic” is rendered as a sign, a mark of solution, inscribed. “Design” stands for drawing, sketch, planning, plan, project, drawing, construction. There are similarities in the meanings of the words “graphic” and “design” in various translations. The literal translation of the term “graphic design” allows for characterizing it in respect of two aspects, as signs, sketches, drawings, pictures and processes for their “planning”, “developing”.

There are currently no design researchers who do not use the term “visual” to characterize graphic design. A widely used definition is “graphic design is a visual design” (KANTOR, 2004, p. 346). This definition contains the main idea that graphic design ensures the social need for visualization of culture to be realizable.

Visual communication is an individual area of design, formed in the 1950s. The purpose of visual communication was the need to study a complex of problems, especially those related to the interaction of the “person – environment” system, meant for organizing spatial information.

In post-industrialized society, visual communications are directly dependent on the time required to process a visual message. The nondecreasing quantity of information required the search for new productive methods for its graphic solution. This facilitated the search for accurate and understandable text components and visual images and furthered the change of design process in graphic design (BELKO, DLYASIN, 2010, p. 227). A new stage of development in visual communications is associated with the advent of the Internet. A new model of the communication process comes to exist. It implies a change in the roles of the source, information carrier and addressee. The Internet is recognized as the most suitable place for visual communication and is also the basis for most of the media communication processes. The means of communication have changed not only the communication processes, but also the evolutionary transformations taking place in the media sphere. Having studied the above, we can conclude that “media” is a set of means of social communication. They are used to convey comprehensive information to the consumer using a variety of technological means, in time and space for various purposes (ISHMAKOVA, RAUZEEV, 2018, p. 232).

Research activities in the field of human perception characteristics lead to the evidence that, on average, the eyes account for up to 80% of information. From this it follows that the visual perception of information prevails in the contact between visual systems and man. In modern terms, visual communication is the communication using the visual language, which is the transfer of material in the form of information that is justified in the process of reading or viewing. Visual communication relies entirely on vision and is formulated using 2D images. Visual communication comprehends signs, drawings, fonts, illustrations, graphic design objects, advertising, animation (MUHAMETZANOVA, MARDIEVA, 2018, p. 121).

Thus, we can conditionally distinguish three types of communication: visual, audiovisual and animated.

Today, it becomes more difficult to orient oneself in a huge amount of information, so the most important task of visual communications is to find the optimal solution to visual and textual material.

The main goal of visual communication, the need to study the complex of problems associated with the interaction of the “man – environment” system, remains relevant. Design visual communications are an important component of the modern consumer market. They find an application for advertising and economy (WHEELER, U36.2004, p. 5119).

Modern approaches to the definition of visual communications are treated from the standpoint of combining composition elements with the help of communicative connections, which is reflected in the process of their development. It should be noted that the final product of design is not only a sign or a sign system inherent in a graphic design product, but also the quality of the visual message, the proficiency in graphic language and the contextual feeling of the message. Modern art designers of graphic design use many techniques for visualizing images from many types of visual arts, technology, cinema, modern printing, computer technology. Thus, the visualized representation of images is a necessary tool for working with a mass audience, and visual communications which are a combination of content and message form fill the visual content of the enterprise. Visual communications help the designer to express a strategy and idea of the company, to form a positive image, a holistic and harmonious image of the company among the target audience when creating a brand.

Brand visual communications fall into two categories. The first category includes the basic elements of the visual transmission of brand information: logo, color, typeface, shape. Derivative elements of the first can be comprehended in the second category: brand style, advertising hero, advertising, navigation system. The consumer should have associations with the brand in the absence of a logo. To do this, the designer designs a brand color, an advertising image, a navigation system, which should direct the consumer at choosing a particular brand.

SUMMARY

Theoretical studies of visual communication in graphic design must take account of historical background. The treatment of the notion of “graphic design” has undergone changes, so if in the 20th century there was a dismissive attitude to commercial design, then in the 20st century advertising design being a kind of applied design has been ranked high among the design projects (OVCHINNIKOV, 2015, p. 113).

Thus, the visual language of graphic design, which is made up of “point, line, spot”, is both an object of design and a communication link (MUHAMETZYANOVA et al., 2017, p. 92). So, the most important thing is to find an optimal solution for visual and textual material for various types of visual communication. Analyzing the influence of design on visual communication in the process of designing brand, it is necessary to consider the visual components of the brand as information about its parameters and goals that determine the brand on the market via graphic elements.

The elements of a brand, being embodied in design, form a system of visual communications, begin to perform the functions that the corporate and marketing strategy has laid down. They are:

- 1) involvement of visual brand communications;
- 2) memorization of visual brand communications;
- 3) identification of visual brand communications;
- 4) informing visual communications about the brand.

Today, visual brand communications in graphic design is a multidimensional and multifaceted phenomenon, covering a wide area of design, scientific research, and also determines professional personnel training.

CONCLUSIONS

Specialists in graphic design use a variety of techniques to visualize images from a variety of types of fine arts, modern printing, computer technology. Currently, consumer behavior depends on many factors. This knowledge must be considered when developing visual brand communications, which are then transmitted via visual means. Research into visual communications helps drive brand image-building. Consciousness of the role of perception of visual brand communications allows for analyzing the influence of brands not only on social groups, primary audiences, but also on social and cultural changes taking place in modern society.

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