

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
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**BASICS OF GRAPHIC DESIGN,
MARKETING AND ADVERTISING**

lecture notes

for students training direction 19 "Architecture and construction"
specialty 191 "Architecture and Urban Planning"
specialization "Architectural Environment Design"

Kyiv 2021

UDC 72.012

O-75

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Approved at the meeting of the Department of Design of Architectural Environment, Minutes №9 of March 25, 2021.

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O-75 Basics of graphic design, marketing and advertising : lecture notes / O.V. Olkhovska. – K .: KNUCA, 2021. – 36 p.

Overview contemporary experience creating objects of graphic design and advertising and implementing the advertising message in the built environment.

Узагальнено сучасний досвід створення об'єктів графічного дизайну і реклами та впровадження рекламного повідомлення в архітектурне середовище.

Designed for students in the direction of training 19 "Architecture and Construction", specialty 191 "Architecture and Urban Planning", specialization "Architectural Environment Design".

Призначено для студентів напряму підготовки 19 «Архітектура та будівництво», спеціальності 191 «Архітектура та містобудування», спеціалізації «Дизайн архітектурного середовища».

UDC72.012

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INTRODUCTION

Modern advertising is so actively changing the urban environment that there is a need to form aesthetic, orientational and structured properties of the advertising message in the architectural space.

As one of the components of the design environment, advertising requires a comprehensive approach to the design and selection of artistic means. When developing an advertising message, as well as its media, the designer-advertiser enters in the field of architecture. Architectural space requires a professional approach as advertising is involved in creating, adjusting and changing both urban interiors and interiors of public buildings. That is why, architects and designers of the architectural environment have to master advertising media.

The purpose of this lecture course is to study the means and methods of advertising organization in the architectural environment.

Course objectives are as follows:

- to study the advertising features and specifics to identify the characteristic types and forms of advertising in the architectural environment
- to study historical stages of advertising development to determine the role of graphic design
- to study the advertising psychological features in the architectural environment
- to study the advertising morphological features in the architectural environment
- to study the advertising artistic and graphic features in the architectural environment.

Practical classes of the discipline involve the consolidation of the basic theoretical principles of the lectures through the development of advertising elements for the formation of corporate identity in the interior of a public building.

Lecture 1.

Topic 1. Advertising in marketing communications system

Legislative basis, purpose and objectives of advertising and marketing.

Advertising is a non-personalized communicating of information, usually paid and capable of persuading the consumer to use products, services or ideas via various media.

The main legislative act regulating relations arising in the process of production, placement and distribution of advertising in Ukraine is the Law of Ukraine "On Advertising" of 3 July, 1996. This Law defines the basic principles of advertising in Ukraine, regulates legal relations arising in the process of creation and distribution of advertising.

The main goals of advertising in market conditions are to inform, convince and remind.

The purpose of advertising is to advertise both new and already well-known goods and services, to highlight their advantages and to advertise a new hero.

Advertising and marketing functions.

Marketing function. Advertising is a sales organization tool. Marketing is a strategic process used by business to meet the needs and wishes of a consumer. Marketing also includes a mechanism for communicating the information to the consumer. This mechanism is called marketing communication or promotion, and advertising is one of the elements of this mechanism.

Communicative function. Advertising works as a process of communicating information. Advertising doesn't only inform the customer of the product, but also transforms it into a certain image which becomes inseparable from the actual information about the qualities of the advertised product in customer's mind.

Educational function. Advertising teaches new technologies and encourages to use them.

Economic function. Advertising boils down to popularizing, increasing the demand and turnover as well as production. It also contributes to the growth of capital investments, increases employment and supports competition.

Social function. Advertising stimulates the improvement and development of new products.

Advertising types, forms and media.

Classification of advertising activities according to:

- target audience (consumer, business)
- territory coverage (national, regional, local)
- function and purpose (commodity/non-commodity, commercial/non-commercial, direct/indirect)
- means of communicating (outdoor, print, television, radio, etc.)
- means of presentation (static, dynamic).

There are eight main types of advertising according to the way of communicating:

1. Outdoor advertising.
2. Transport advertising.
3. Print ads.
4. Radio advertising.
5. TV and film advertising.
6. Direct mail advertising.
7. Souvenir advertising.
8. Advertising in the Internet and other computer networks.

Features and specificity of different advertising media.

Print advertising. It is the most common form. It includes press advertising (newspapers, magazines, journals and digests), book advertising, booklets (issued to give information about a company or products), flyers, catalogue, posters, price lists, brochures, press release

(reports on a particular event held for advertising purposes), calendars, labels and other small products.

Radio advertising. The advantages of radio advertising are its cost-effectiveness, flexibility, speed, mental images, the possibility of using slogans, jingles (short rhymes and song inserts) as well as music. The disadvantages of radio advertising are absence of visual images, advertising overload of radio broadcasting and problems with planning advertising and buying advertising time.

Advertising on television and in films is one of the most effective and widespread types of advertising.

Outdoor advertising is the oldest form which still remains one of the most widespread one. In foreign countries, spendings on it amount to 15% of the advertising budget and is second most expensive after press and television advertising. It includes: billboards of various sizes and shapes, light installations, so-called "roof installations", electronic boards, tickers, video walls, decorative street clocks, signs; installation and cross-street banners, kinematic installations, volumetric-spatial installations, outdoor advertising at public transport stops, outdoor advertising on sports facilities.

Transport advertising. This type of advertising is marked by massive character, but this is also its disadvantage — lack of certain target audience. Therefore, the transport advertising should be used for promoting mass consumption goods and services.

Souvenir advertising. T-shirts, fountain pens, calendars, etc. which work the same way as bulletin boards and signs.

Direct mail advertising — is divided into addressless and address mail advertising.

Internet advertising is one of the most convenient and effective types of advertising. The Internet is not limited in time. Therefore, Internet advertising is available 24 hours and allows you to receive information about the advertised product at any convenient time.

Modern forms of advertising.

Interactive advertising. This type of advertising has already existed in the Internet in a form of pop-up banners. The usual billboards and

bulletin boards have been replaced by interactive video projections. They work as dynamic or static video sequences with various effects and are projected onto the surface. A person who gets into the projection zone activates the system, and the projection around him begins to act, opening an advertising presentation in a form of a game and an interactive show.

The interactive video projection system consists of a powerful video projector, an infrared camera and a computer. The image changes dynamically it can be projected onto any surface, be it a floor, a wall, a ceiling or stairs. The infrared camera, in its turn, monitors people's movements and immediately changes the projected image so that a full interactivity effect is achieved.

Interactive projection systems don't only allow to reproduce multimedia content but also to create an individual video sequence of any complexity, combine installations, use any surfaces in the architectural space, using a set of standard special effects.

Arbitron company research has proved that interactive advertising is highly effective. 55% of displayed brands are well remembered.

The advantage of interactive advertising is that it does not cause such annoyance as television since it acts in a form of a game and unobtrusively attracts the visitor's attention to the advertised object. Such advertising is entertaining, and a visitor gets a stable set of positive associations with the advertised product.

In recent decades, a new form of advertising has appeared — **Indoor** advertising, i.e. advertising in public places. Indoor advertising combines the advantages of television and point-of-sale (**POS**) advertising. According to advertising media and events it can be classified as follows:

- static indoor media, audio-video indoor media
- promotional events
- advertising and trade equipment
- illuminated indoor media.

Indicators characterizing the effectiveness of advertising media are rating, reach, audience profile, responsibility index, frequency of advertising release and cost of one contact.

In terms of the architectural environment design, advertising can be conditionally subdivided into internal and external ones. This classification is independent of the types of advertising media and it can be used in both cases.

Literature: [6, 12, 15, 33, 39].

Questions:

1. Define the concept of advertising.
2. What are the main functions of advertising?
3. What are the main types of advertising depending on advertising media?
4. What are the modern types of advertising?
5. Determine effectiveness indicators of advertising media.

Lecture 2

Topic 2. Historical and cultural analysis of advertising (history of advertising)

Evolution of advertising: stages of advertising development.

The history of advertising goes back thousands of years and its origin is associated with the appearance of commodity production. Throughout the history of the advertising development, its task of informing and convincing remains unchanged. The development of advertising activity can be divided into the following stages:

Stage I (ancient times). As a process of providing information, advertising originates in ancient civilizations. The prototype of modern announcements of losses and finds existed in ancient Egypt: archaeologists often come across papyri that promise a reward for returning fugitive slaves to the owner. In Greece advertising inscriptions were engraved on stones, metal and bones, and carved on wood. In ancient Rome advertisements were placed on purpose-built whitewashed walls "ambus" as well as on the walls of residential buildings. Most historians believe that street signs carved in clay, wood and stone were used by ancient Greek and Roman traders as an advertising medium.

During this period, the convincing side of advertising hardly existed. Advertising was only used for communicating information.

This situation continues into the Middle Ages. However, due to the fact that the majority of the population in the Middle Ages was illiterate, goods and services were depicted by symbols which stimulated the improvement of graphics quality.

Besides, craftsmen put special personal marks on their goods. This made it possible to recognize the work of a certain master. Nowadays this function is performed by a logo or a trademark.

This entire period was characterized by absence of mass goods production, so there was no need for advertising as a means of stimulating mass demand. Besides, there was no mass media, which in its turn affected the artistic quality of advertised units — signboards and personal signs.

Thus, outdoor advertising has become an important channel for information spreading.

Stage II (mid XV—early XVII centuries). The next stage in the development of advertising is associated with the invention of book printing: In 1440, Johannes Gutenberg invented the removable print. This invention contributed to the emergence of a new advertising medium and new forms of mass advertising which included posters, postcards, newspaper ads.

This new type of advertising was intended for a limited circle of people who were literate. However, outdoor advertising still continued to dominate, so this stage can be called intermediate.

Stage III (1800—early XX century). The nineteenth century went down in history as the century of fundamental scientific discoveries: numerous inventions contributed to an increase in labor productivity. The Industrial Revolution led to mass production of goods, which required mass marketing. Advertising becomes a means of stimulating sales in the mass market, a new type of advertising appears — journal advertising. Another major technical invention that affected advertising in the early 19th century is photography which is irrefutable proof of the advantages of the advertised product. The expansion of advertising activities in the 19th century was directly influenced by the following factors: accelerated population growth (expansion of the sales market), an increase in the number of literate people (by the end of the 19th century, the literacy rate reached 90%), which created the audience capable of perceiving an advertising message. This active spreading of advertising led to some incidents that undermine the credibility of advertising as a true source of information.

Stage IV (XX—XXI century). Advertising flourished in the twentieth century, and the United States of America played a significant role in this process. The invention of new means of communication (telegraph, telephone, printing press and cinema) leads to the emergence of new types of advertising. Television became the second most popular advertising media after newspapers. The amount of advertising information requires a transition to quality. In the 1930s, a powerful movement of

consumers for their rights (consumerism) arose and developed, which resulted in appearance of laws that prohibited the open mind manipulation and mental control in advertising. This circumstance caused the formation of legal basis for advertising which stimulated its dynamic development in favorable conditions.

1950s — the period of consumer goods advertising as the post-war years are characterized by an increase in their production.

1960s — the transition to the period of *image* advertising ("Be equal to the Jones, don't live worse than them"). The focus is shifting from the consumer qualities of the product to its image. The original image: *Cadillac* — luxury, *Marlboro* — courage, etc.

1970s — the period of *positioning* advertising, which means a new approach to the strategy. While recognizing the importance of consumer properties of a product and its image, the focus is on how the product compares to competitors' products in terms of consumption.

1980s — a new direction in the tactics of advertising activities — *demarketing*, i.e. a decrease in demand for products, which leads to the segmentation of unwanted audience.

Since the 1990s there is a process of globalization which affects, among other things, advertising activities.

As the market for goods and services grows, the quality and originality of advertising improves. Its new forms are developing. The main criterion that determines the quality of advertising is its effectiveness. The main parameters affecting the effectiveness are the planning of the advertising campaign, the creativity of the idea and design, as well as the technical development of the idea.

Thus, the historical process of advertising activities development allows us to make sure that, as a tool for organizing the sales of goods and services, advertising has come a long way from ordinary providing of information to a powerful means of propaganda.

The role of marketing in advertising strategy.

Modern advertising has become a part of marketing which arose with the emergence of the market economy and develops in the conditions of its functioning.

Marketing is a strategy of making profit by means of so called four "Ps": PRODUCT, PRICE, PLACE, PROMOTION (sales promotion). Advertising is an element of PROMOTION and works as one of the most powerful sales promotion tools in conjunction with personal sales, sales promotion, public relations, sponsorship, exhibitions, fairs, etc. Advertising is a sales organization tool in the marketing communications system.

Marketing provides customers with products and services that meet their utilitarian needs in convenient locations and at affordable prices.

A complex system of events related to production of different kinds of services, the study of demand for them and their being provided to the consumers constitutes the concept of marketing.

Marketing involves the interaction of the following processes (Figure: 2.1):



Figure: 2.1. Interaction of marketing processes

Philip Kotler, the author of the fundamental work "Principles of Marketing" [21], states that marketing is not so much about selling, but about learning what to produce. Companies achieve market leadership when they can understand customer needs and find the ways to meet them in order to enable the companies to provide the most appropriate products and services so as to make a profit. No amount of advertising or sales can compensate consumer dissatisfaction. Information about goods and services is one of many types of necessary information and if there were no advertising, it would have to be invented. That is why advertised

information itself is perceived positively by a person, since he intuitively associates it with facilitating access to the object of ownership.

Place of graphic design in advertising activities.

Turning to the recent period of advertising development, one can see that in the post-war forties, the market needed to be saturated with goods and the main criterion in this process was their quantity. After the market had been saturated with the necessary goods and services, the quality became the next criterion for the development of demand. The growing needs and opportunities of consumers raised the level of quality of products and services. The expansion of the market led to the appearance of new firms and manufacturers who saturated it with new goods and services. In this case, the criterion is the variety of product offerings. Due to the competition, the basic standards of goods and services reached approximately equal level, and the design becomes the main factor that distinguishes one company/firm from another.

Within the same price range, services offered by a chain of hotels, airlines, banks, insurance companies, retailers, etc. are very similar. But proper use of design can give one firm an advantage over its competitors by identifying and researching a specific area of the market.

Graphic design **is the last but not the least important stage** of advertising creation. A successfully implemented advertising idea is an integral part of a successful business.

Graphic design creates visually informative product, carries an emotional load aimed at attracting attention, active perception and memorization by the audience; stimulates potential consumers to opt for the company.

Graphic design is widespread in the fields of commerce, communications and entertainment. For example, advertising design of posters, advertising brochures and advertisements, leaflets, booklets, calendars, etc. associated with a particular advertising campaign.

Graphic design interacts very closely with the architecture and urban design and this contact manifests itself in different ways. An example of this type of graphic design is archigraphy, which includes a system of

techniques and means of visual perception of supergraphics, visual signs and symbols (ideogram, tonic sign, pictogram), graphic elements of interior (shopwindows, exhibitions) and open architectural spaces.

Graphic design plays a special role in creating a corporate identity. The main goal of corporate identity is the appearance of a definite and permanent visual image of everything that is remembered and associated with the enterprise, its activities and products.

Literature: [3, 18, 20, 22, 41, 44]

Questions:

1. What are the stages of advertising development?
2. What is the concept of marketing and the place of advertising in the marketing communications system?
3. What is the place of design in advertising?

Lecture 3

Topic 3. Emotional and psychological characteristics of advertising in the architectural environment

The role of psychological processes in the advertising images building.

Psychologists' researches have shown that the perception and processing of advertising information are affected by cognitive, affective (emotional) and conative (behavioral) factors.

Cognitive factor is related to a person's perception of advertising information and involves the analysis of such information processing processes as sensation, perception, attention, memory, thinking, representation, imagination, speech, etc.

Psychological studies have found that the sensations experienced by a person experiences obey Fechner's psychophysiological law. This law states that at very high values of a stimulus, a person experiences smaller changes in sensations than at low values. This proves that high pressure (loud sounds, bright colors, verbose texts, etc.) is not always the best for perception. Sometimes an appeal to a person, performed with less intensive stimulus is more effective.

An important role in the perception process is played by cognition. In the perception of advertising information, an extremely important role belongs to the building a perceptual image which has (or does not have) a significant impact on the behavior of the buyer.

According to the type of reality perception people can be divided into three groups: "hearers", "visualists", "sensualists".

The main ways of attracting attention are change, movement, contrast, highlighting a figure from the background, etc. Highlighting an advertised product means drawing attention to it. A person's attention is focused on what he likes or what frightens him, alarms him. Attention grows as the person becomes involved in the selection process. Attention can be voluntary and involuntary.

Studies have proved that a person remembers faster and better what his future activity is connected with, that is — with the future, with his tasks, as well as with what a person has a pronounced interest in. Therefore, advertising that takes into account people's interests and plans is more effective.

It is also important to take into account the period of time during which a person is exposed to the advertisement. Depending on the creativity level, this period can range from 1-2 weeks to several years. It is believed that the interval between the advertising message appearances should be lengthened gradually but not longer than up to 2 months.

There are many types of mental operations, such as comparison, abstraction (distraction), concretization, analysis, synthesis, generalization, analogy, association, opinion, conclusion, etc. All of them are actively used in advertising, especially associations. The volume or quantity of information has a great influence on the perception of information and on purchasing behavior. It is known that the excess of information in advertising, as well as its shortage, negatively affects the sales goods.

Affective (emotional) factor of the advertising influence determines the emotional attitude to the advertising information object: whether the subject treats it with sympathy or antipathy, whether his attitude is neutral or contradictory, which ultimately forms a desire or unwillingness to buy it.

Besides visual memory, people have emotional memory which is very stable. It works according to the principle: pleasant/unpleasant, liked/disliked.

It has been found that emotional memory, which is much stronger than other types of memory, influences a person's decision to buy. Emotional memory is strongly influenced by brightness of impressions.

Behavioral (conative) factor of advertising impact. The study of this mechanism involves the analysis of a person's behavior under the influence of advertising. The behavioral component includes both conscious behavior and behavior at an unconscious level. At a conscious level, consumer behavior reflects motivation, needs, and personal will. At an unconscious level — intuition.

Effective advertising should be targeted (at both unconscious and conscious levels) at thoughts, feelings, attitudes, behavior. Thus, it affects the actions of the potential consumer: convinces, pushes, attracts and forces to accept the offer. It is a strategy for precise and creative planning.

Characteristics of advertising in the urban environment.

A characteristic feature of outdoor advertising is that it has a multimillion audience and is quite inexpensive. It is necessary to take into account the psychological characteristics of advertising message perception in urban environment.

The Three Seconds Rule. In the street we have about three seconds to inform the audience of our product/service. In the street people are almost always in motion and advertising structures are rarely in the line of sight and, as a rule, can only be sight by peripheral vision. As a result, the contact time with advertising information is extremely short.

Besides the time restriction, full contact with advertising is hampered by the one-time use of this contact, so outdoor advertisement should be fairly simple both in form and content. Excessive information distracts attention and interferes with influencing the audience effectively.

The distance is huge. Another characteristic feature of the advertising message perception in the urban environment is the distance from which information is perceived. A typical outdoor advertising medium is perceived from a distance of tens or even hundreds of metres. It's obvious that in this case a person will be able to perceive only large-sized letters, contrasting images and bright colors. Readability of information on an advertising medium is a necessary condition for an advertising message to work.

It should be borne in mind that visual images of goods are perceived by an eye much faster than inscriptions and are better remembered.

Since billboards are not only installed along highways but also in crowded places, near department stores, local attractions, etc., pedestrians in a crowd must be able to read them. Therefore advertising message should be placed higher than usual.

For outdoor advertising such parameters as "viewpoint" and "point of view" are extremely important.

Advertising media for drivers and pedestrians have their own psychological features. Information and advertisements for drivers should be developed differently than for pedestrians.

Features of the advertising perception in transport. Transport advertising has an exceptional advantage: continuous exposure to the same audience for about 20 minutes or more during each trip. In subway trains, on a bus or trolleybus, as well as at public transport stops, people have enough time to read the text. In such places you can inform and explain in detail. Humorous or detailed images that take time to study carefully are effective enough.

Advertising on transport can be placed in two ways — outside and inside the cabin. Advertising outside the vehicle must be visible and recognizable in traffic conditions. The letters should be large enough, so that the words composed of these letters could be read at a glance from distance.

Of all types of passenger transport, the metro is the most convenient for advertising. Advertising in the metro is the third most effective one after television and press.

Features of advertising message in the interior.

Psychological features of store design. The integrity of the store image is created by everything that surrounds the buyer — from the walls to the shop windows. Almost all areas of a store should serve one purpose — displaying and selling goods.

The interior design of a store often depends on the product that the store is selling. When decorating store premises, it is necessary to consider the following:

- a big number of commodity elements is very poorly perceived — many of them are lost on the shelves and simply cannot be read by the customers
- the main element, which should be the main focus of the buyer, should be placed in a larger space than other elements. This means that the

rest of the elements should be placed at a slightly greater distance from the main one than from each other

- the premises for storing the most popular goods should be located near the place of their sale and customer service
- within each section, it is necessary to analyze the routes of sellers in order to optimally arrange counters and places for storing a small stock of goods.

Psychological features of a shop window as an advertising medium. Shop windows primarily determine the look of a store. A shop window is a buffer zone, a link between the interior and the exterior. The peculiarity of a shop window is defined by its individuality. It usually provokes interest to the product and therefore to the store.

Displaying products in a shop window has some advantages over advertising in the media:

- advertising is located directly at the point of sale and nothing prevents direct familiarization with the product and the terms of its purchase
- in a shop window the product is presented in its natural form, which makes it possible to immediately have an idea of it (color, shape, size, function)
- a buyer can be significantly influenced by the presence of other buyers who are considering the same product.

Literature: [9, 24, 28, 29, 30].

Questions:

1. What are the main components of the cognitive factor of perception and processing of advertising information?
2. Give definition of the affective (emotional) factor of advertising impact?
3. What are the basic provisions of the conative (behavioral) factor?
4. What are the psychological characteristics of advertising messages in the urban environment?
5. What are the features of advertising message in the interior?

Lecture 4.

Topic 4. Morphological features of advertising in the architectural environment.

The composition of the advertising message. Features of compositional solutions of graphic design.

Creating an advertising message involves solving three problems: what to say (the message content), how to say it logically (the message structure), and how to express the content in the form of symbols (the visual message form).

The main tool in the visual form of an advertising message is graphic design. It is its possibilities that are used in the development of an advertising message. The compositional solution is developed as follows:

- Defining the subject area
- Developing the image
- Picking up means.

The role of composition is systematization and organization of elements — signs (graphic, geometric, font) and shapes (point, line, plane, 3-dimensional) using the following means (symmetry/asymmetry, dynamics/statics, meter/rhythm, proportions/scale, texture/color, material/construction).

The basic principles of graphic design composition are as follows:

- balance
- proportions
- sequence
- unity
- accent.

In graphic design compositional solutions are diverse:

- spatial
- 3-dimensional
- linear
- color
- textured.

Signs and sign systems.

A sign is a simple, universal form that can be considered as a graphic symbol. As compared to letters, signs are understandable, recognizable, not associated with a specific language.

The science that studies the properties of signs and sign systems and discovers the differences between them is called semiotics. Semiotics consists of three parts semantics (studies the meaning of signs), syntactics (studies the structure of signs combination) and pragmatics (studies the function of signs). In semantics, all signs are divided into three classes:

- symbols (signs in which there is no external connection between the sign and the meaning)
- indexes (signs that represent scheme and image stylization)
- icons (signs that represent a documentary image).

There are illustrative signs that have a figurative and semantic, sensual and associative form, visual appeal. These include exlibris, monogram, trade mark, logo, brand name.

When developing illustrative signs, the following techniques are used:

- transformation of a pictorial image into a symbolic one (the spot of the sign and its background, interaction of form and counterform)
- font expressiveness (letter-image, word-image, color).

The information content and artistic image in the advertising message (typography, logos, posters, etc.).

According to the categories of tasks to be solved graphic design can be classified as follows:

- typography, calligraphy, fonts, including the design of newspapers, magazines and books
- corporate identity, including logos, brand names
- visual communications, including reference systems
- poster products
- visual solutions for packaging
- the task of web design

- visual style of media products.

Typography is the art of placing type and other components of a typeset in a certain area or in a certain space.

The logo is the original graphic image of the name of the company.

A trademark is an additional graphic identifier for a composition, a unique identifying graphic element, sometimes used in conjunction with a logo.

Brand block — the original arrangement of the logo and brand name relatively to each other.

The corporate identity is a set of techniques (graphic, color, plastic, acoustic, etc.) that ensure the unity of all products of the company or organization, advertising events. The corporate identity is associated with the concept of image.

Literature: [4, 7, 17, 35, 42].

Question:

1. What are the main sections of the advertising message?
2. What are the main functions of graphic design?
3. What is the difference between a logo, a brand block, a corporate identity?

Lecture 5

Topic 5. Means of advertising organization in the architectural environment

Compositional methods of advertising organization in the architectural environment (urban communications, environmental elements, etc.)

Modern advertising does not only use architectural structures and technical devices in the urban environment, but also transforms them and makes them its constituent part. Technical spaces and elements of the urban environment, such as escalators, passages and stairs, technical hatches, urns, turnstiles, lampposts, bus stops, greenery, billboards and street markings, become advertising media.

The urban environment becomes the structural basis of advertising in which ordinary things acquire new meanings. Advertising is not just located on the surface but emphasizes the design, functional or topographic features of objects and space.

The urban space used to be separated from advertising, but today they are merging and their semantic borders are blurred. This creates a new urban environment in which all objects, regardless of their scale and value, can become an advertising entity, and advertising information is located where it was impossible to imagine before.

Modern advertising messages go beyond traditional methods, which allows advertising to penetrate into the urban environment, in order to physically affect the consumer. Modern advertising agencies are a clear example of the latest practices associated with the qualitative expansion of advertising space.

Ecological aspects of advertising message organization

Modern advertising continues to use graphic design as one of the main artistic means of visual communication. But today's pressing social challenges require other, new means of expression which artists and designers solve in accordance with modern possibilities.

The method of technical implementation uses already existing technological solutions including the ones for advertising. The creative interpretation of existing technological possibilities has the greatest impact which doesn't depend on economic costs, but on the creative idea and its artistic solution in unusual ways in border areas.

In modern advertising there is a tendency to be environmentally friendly. Firstly, its content should cause the least damage to the environment: in this case, the advertising message uses already known artistic means of graphic design, while giving the new meaning to the advertising message. Secondly, its form should cause the least damage to the environment: in this case there is a practical benefit from the creative transformation of the environment, in which advertising uses new opportunities of both modern technological means and new types of fine arts.

Artistic means of advertising solutions

An advertising message that takes full advantage of the creative potential of its creators can have a powerful impact, using artistic means of expression, including modern forms of Fine Arts. It should be reminded that the financial aspect of the solution of modern advertising messages does not always require **maximum costs**, besides many of them are aimed at solving pressing social problems with minimal intervention in the environment, which in this case gains more than loses. In this aspect, the ecological direction of advertising in the choice of means of artistic expression, in some sense, corresponds to a set of means in Contemporary Art. Creative transformation and liberation of the environment from unnecessary man-made wastes of civilization since the 1970s have been the main theme of *Land-Art*. For this form of contemporary art social tasks have higher priority than academic skills which are a priori possessed by a lot of famous contemporary artists. It can be exemplified by the works of such authors as Robert Smithson, Richard Long, Herman de Vries, Michael Heiserbb, Andy Goldsworth, Jacek Tilicki, who touch upon current social issues in their works. Ukrainian artists – representatives *Environmental Art* direction, such as Anna Gidora, Andriy Bludov, Petro

Bevza, etc., who are using the natural environment as an artistic means, discover new possibilities of expression in the interpretation of creative tasks.

In the advertising practice of the last decade, there are two main directions in which the search for new artistic solutions and forms take place. The first of them is formed on the active theatrical building of the advertising image. The solution is based on an original conceptual design, and, what is very typical of modern design, a high level of conceptual, architectural, artistic, functional and executive quality (including materials and technologies). Such solutions necessarily include a concept and a scenario. The messages in this direction, as a rule, are formed with the involvement of artistic and constructive developments specially made for them. The system of the equipment, made with the use of the cutting edge technologies acquires great value. Such messages are characterized by their game nature and **ambiguous** exhibition plan.

The second direction is more traditional and familiar. This design is characterized by greater functionality, clarity of the compositional scheme, conciseness and a high level of graphic design. Such advertising messages are more traditional in terms of artistic expression. Similar to the messages of the first group they have common development trends with modern design but are more dependent on graphic design. In such cases, the artistic solution is not based on the conceptual level of action but is limited by the flatness of composition and coloristics in order to most accurately express the nature of the overall idea.

The choice of advertising artistic and graphic means is determined by the criterion of emotional influence, which takes into account the essence of advertising, so the choice of attractive and unexpected advertising image, adds a figurative character to the architectural environment.

For greater expressiveness of the advertising message in the architectural environment it is necessary to use the method of image solution which gives the architectural environment a new sound. In this case, the most effective technique is to artificially increase the overall image size. This technique differentiates the overall solution of the

advertising message, creates an artificial perception of scale, which emphasizes the content. In this case, space plays a particularly important role.

An important method of advertising organizing in the architectural environment is dramatization, in which both the advertising and the consumer become participants of performance. The introduction of moving elements in the advertising message is one of the means of performance. In some cases, the object itself, set in motion, becomes the center of the action. If it is not possible to set the whole object in motion, it is placed on a moving base or a moving element is introduced. Sometimes there are good reasons for this (for example, the need to see the object from all sides, at different levels), but more often the movement helps to attract attention.

Such means allow to strengthen the artistic image of the message using the general physical qualities of the material, thus enhancing the personal expression of the advertising object.

In some cases, advertising uses a graphic, photo, or animated image, sometimes a model — a replica of the object. This concept of expression by artistic reduction, sign-image, is used when it is impossible to display the object itself, when the graphic image has an advantage over the text, when you can use the freedom of interpretation. The **depicted** object creates more opportunities for interpretation of the image.

The artistic solution of advertising is increasingly based on using the installation in one design of the advertising message regarding both the urban space as a whole and its component parts. Installations become emotional centers — they cease to play the role of advertising only, and acquire the general symbolism of the space as a whole. Installations are the most modern type of international advertising practice. The problems of their organization in the urban environment are typical of modern advertising.

Not all advertising messages can be classified as this type. Some of them are based on traditional principles of graphic design. This approach is similar to the development of a poster for displaying information which has played a major role for centuries. Poster design is still used to solve

many advertising tasks and the art of graphic design in this case plays a leading role.

The analysis of various advertising message solutions allows to reveal all complexity of the architectural environment organization by means of advertising. The main criterion for selecting examples of advertising design was the desire to consider the options demonstrating where the most obvious was the nature of modern advertising as a single multifaceted phenomenon that has its own image expressiveness, compositional structure and specific functionality.

Literature: [8, 9, 10, 13, 17].

Question:

1. What are methods of advertising organizing in the architectural environment?
2. Which trends in modern advertising are related to the environmental aspect?
3. What are two main directions within which the search for new artistic and image advertising solutions takes place?

Lecture 6

Topic 6. Methods of advertising organization in the architectural environment

Formation of advertising content.

The purpose of advertising is to persuade the consumer to buy the product. This should be always kept in mind while developing an advertising message. Therefore solving the customers' problems should be the designer's priority. First of all, it's necessary to find out what the advertising offers: a product, a service or an idea. Before starting work on advertising, he has to solve a number of tasks. To solve them, you need to answer the following questions:

Does the advertiser want to hold existing customers or to expand their circle?

Does he pursue an immediate goal or a new perspective?

Will this ad be a single one or a part of a whole series of ads?

What is its topic?

What are the motives?

What is the target audience of the advertising?

What is the best way to choose the target audience?

What advertising means to use?

What are the pros and cons of the means used?

What are the characteristics of the artwork and font?

What is the advertising budget?

In what season will the advertisement be released?

The process of advertising design is a continuous search for new tools that could attract attention of potential consumers and get them interested in the subject of advertising.

A designer borrows, accumulates, coordinates and interprets materials, knowledge and opinions of other designers, artists and his own. Creativity in advertising design is largely determined by the ability to find connections between things that at first glance have little in common, but as a result you can get an interesting solution.

Sometimes advertising just informs of the product availability and its price. But, as a rule, the designer faces more difficult tasks: to dispel false rumors about the product or to add uniqueness to the product in order to distinguish it from competitors' products, or to inform the consumer of additional features of the product, or to expand the range of consumers.

The designer makes decisions related to the form and content. And he is assisted by a copywriter, who usually works closely with him. Regarding the form, the designer is completely independent, he decides what image is needed in advertising, whether it is needed at all, whether the text is needed or it is possible to do with just the headline.

The creative activity of the designer is stimulated by the following methods:

Borrowing. With the help of borrowing the designer uses artistic ideas, images and forms from other areas. For example: borrowing natural forms is often used in design — the nature itself is an inexhaustible source of ideas.

Addition. This method involves the use of a simplified layout of the advertising message as a basis for a more complex compositional solution that includes additional elements.

Extraction. This method allows you to use any element of an existing advertising message as a basis for creative interpretation.

Remake. This method allows to remake the layout of the existing solution of the advertising message.

Exaggeration. This method allows to intensify a successful sample of the design solution of the advertising message.

Comparison. This method allows to use the approaches opposite to the mainstream. For example, using angular shapes while round ones are in trend.

The rationale for the choice of advertising media and forms of spatial solutions.

The sequence of actions in the organization of advertising in the system of urban planning determines the type, stages of attracting interest

and the advertising structure at all spatial levels of its action: from the city square to the interior and pocket directories.

Involving people into the orbit of advertising influence and leading them to the direct contact in the form of sales and acquisition operations is performed as follows:

1) Placement of general static installations, mobile agents (balloons, cars). For solving the initial task of attracting attention and generating interest, such kind of information design as a logo is used. It is easy to remember and is repeated many times in time and space.

2) Creation of a wide network of advertising locations in public areas in a form of stands, light boxes, posters, which are part of the visual content of the environment, where the logo (already recognized) is accompanied by more detailed verbal information.

3) Issuing printed products: trade catalogs, calendars, newspaper ads, small-format posters and leaflets, which contain the information about the advertisers' addresses, working hours, etc. In this case the content of the advertising offer often overlays the advertisements of other useful information, such as subway maps, pocket calendars, plastic bags, etc.

In addition, audiovisual advertising media are of interest as objects of design development.

The unconditional quality of successful advertising is its harmonious composition in which, on the basis of already known compositional means, associative motives of the image, the text and color are used.

The context of advertising may be extremely positive or attract attention by clearly negative content.

Quite often the creative idea operates with clear absurdity of the image interpretation with its subsequent refutation, absence of images, witty comparisons of images and texts, humor. The stand with cut out contour of the stolen car can advertise the anti-theft devices.

Images of excessive content, texts that require careful reading and reflection, vagueness of the idea of advertising, paintings that stimulate erotic arousal, cannot be placed on the roads of heavy traffic and crossroads due to the danger of accidents.

Besides placement in places that are sure to provide interest in advertising (crossroads, eaves, etc.), attention is drawn by large scale, illumination, use of neon circuit, gas-discharge and pulse lamps, pulsating glow, rhythmic repetition of the image, rotation of a three-dimensional element, a running line, etc.

When developing a three-dimensional solution it is necessary to solve the following tasks:

To save spatial parameters of the architectural environment, which ensure the safety of functional processes of this piece of the environment.

To determine individual parameters and the location of the advertising installation, which do not contradict the artistic and aesthetic qualities of the architectural environment.

To develop corporate identity elements within the spatial boundaries of advertising influence.

To adapt the corporate identity elements to the conditions of objects perception in the architectural space.

To observe correspondence of advertising information to the characteristics of the spatial environment.

The purpose of font and decorative compositions, supergraphics, art design, image solutions of spatial advertising installations is a purposeful artistic organization of subject-spatial environment, creation of emotional-artistic effect, which provides novelty of solutions, non-standard images, filled with subtle associations.

Literature: [4, 5, 9, 10, 26, 38].

Questions:

1. How is the advertising content formed?
2. What is the sequence of actions for justifying the choice of advertising media?
3. What tasks are solved when developing a three-dimensional solution of an advertising message?

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Навчальне видання

**ОСНОВИ ГРАФІЧНОГО ДИЗЙНУ,
МАРКЕТИНГУ І РЕКЛАМИ**
Конспект лекцій

Комп'ютерне верстання *Р.В. Шушпанової*

Підписано до друку 28.12. 2021. Формат 60 × 84 ^{1/16}

Ум. друк. арк. 2,09. Обл.-вид. арк 2,25.

Електронний документ. Вид. № 19/I-21.

Видавець і виготовлювач

Київський національний університет будівництва і архітектури

Повітрофлотський проспект, 31, Київ, Україна, 03037

Свідоцтво про внесення до Державного реєстру суб'єктів
видавничої справи ДК № 808 від 13.02.2002 р.

