



Effectiveness of Typographical Elements in Attracting the Recipient

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Abstract

The typographical elements work significantly in engaging a recipient and attracting his attention to the idea and content of the printed work with all its types and goals for which it is designed. This is because of the fact that the typographical elements have tremendous expression capabilities that reflect the content of the artistic work in a simple way without any complexities. These elements have a special effect in achieving a clear, readable design, besides their effective contribution to the reception and understanding of the designs by the recipient. Accordingly, the designs of the electronic advertisement poster with their promoting goals of its products are considered among the graphic achievements that have effective contribution in attracting the recipient and persuading him of the importance of satisfying his needs through purchasing different products that serve the needs of all family members without exception.

Keywords: effectiveness, typographical elements, attraction, recipient, electronic advertisement poster.

1. Methodology

Introduction

The importance of the modern graphic discourse message is represented by its positive effect on a recipient and his perception concerning a specific subject. This importance is also represented by the content of the graphic designs and the efforts of the designer to employ designing elements and bases and artistic and production styles through the typographical elements to convey a graphic message that has convincing discourses. The aim of these discourses is to attract the recipient to specific products rather than others and to persuade him to buy them.

The problem of the research: the researcher found that the following question can summarize the problem of the current study: what is the effectiveness of the typographical elements in attracting the recipient?

Hypothesis

The graphic design has a power in influencing and attracting the recipient by employing its typographical elements for the sake of promoting and marketing of the products with all their types.

The importance of the research: the research has importance in two aspects as follows:

1-The theoretical aspect:

A- Shedding light on the effectiveness of the electronic advertisement poster on the recipient as a person or as an audience through making a scientific study that deals with the effectiveness of the typographical elements in attracting the recipient.

B- Taking into consideration what these studies and scientific researches may achieve in building artistic, graphic paths. The importance of the graphic designs is represented in the contemporary designs by visual discourse through sending and receiving.

2- The application aspect:

A- The current study may contribute to the enhancement of the graphic designer's role and his work in designing graphic discourse in the form of posters delivered to the recipient.



B- This study can benefit the Iraqi ministries whose work is in a direct contact with society. The ministries can follow the same procedures used by foreign countries that the researcher discusses in her study as she chose posters that serve the subject matter of the research, especially that the Iraqi society with its different ages interacts very well, in the age of technology, with social media and electronic publishing.

Aim of the research

This research aims at discovering the effectiveness of the typographical elements in attracting the recipient.

The limits of the research

The subject limit: studying effectiveness of the typographical elements in attracting the recipient.

Time limit: studying the graphic designs of selected electronic advertisement posters published through internet for the year 2021-2022.

Place limit: the graphic designs of selected electronic advertisement posters published in the Republic of Iraq/ Baghdad and Basrah.

Terminology

The researcher uses the following terms in discussing the effectiveness of the typographical elements in attracting the recipient.

1- The poster

In language, the word "poster" comes from the verb "post" that means "to paste" (Alrazi 598). In other words, it means to fix something on a wall, for example, to advertise and publicize products, using a piece of clothes, papers, cartoons, and other materials that can be hung on walls, just like the seven pendants (Mu'allaqat) in history. The word "poster" is known also as a printed poster which is the artistic means that is used to advertise films in cinema theaters.

As a term, "poster" means a way of communicating an idea and delivering information about a specific subject to the recipient by the sender (the designer). The recipient can be a person or an audience to whom the sender delivers his ideas. The posters are put in shopping areas and streets on metal or wooden surfaces (Abu Tuama 119).

The poster is considered one of the graphic advertisement means with all its types and uses. The graphic advertisement has the capability of delivering the designer's ideas clearly to the recipient in a clear, simple, and readable way, depending on an expressive language that is easy, simple, and clear that can be understood by the community with all this language's typographical elements and their arrangement in a certain organization.

The researcher agrees and follows the definition of Husam Fatehi Abu Tuama because it goes along with the current study.

2- Attracting

In language, "attracting" comes from the verb "attract" that means to draw attention (Basil 75). The researcher finds that the meaning of "attracting" is engaging the recipient in a particular subject. "Attracting" is the process of drawing the attention by the sender to convince the recipient of what is displaying in front of him.

As a term, "attracting" means "the method of persuasion that aims at engaging the recipient and stimulate his purchasing behavior through beautiful and functional shapes in a space's structure to control his behavior through his desires and needs" (Ibrahim 6).

The researcher agrees to Ban Ahmed Ibrahim's definition of the procedural definition of the concept of attracting because it is in harmony with the topic of the current study.

2. The Theoretical Framework

The Visual, graphic discourse has elements and effects. These are the typographical elements that have effects "represented by the capability of delivering knowledge to learners, especially the qualified ones. These elements have the capability to achieve the greatest in experience and knowledge in the field of design" (Enad 148). The experience and knowledge are important to strongly deliver the idea of the design in general and the electronic advertisement in particular. Electronic advertisement "means the advertisements that depend on using technological communication as a method. It also means a method of electronic contact to convey special information about a certain product or service to persuade the recipient to buy it" (Ahmed 162). The decision of purchasing a product requires attracting the recipient by the graphic designer and then to persuade him to buy it. The tremendous technological advance in the field of global communication and the great openness of publishing methods of the products' advertisement with all types and origins of the products open the way to attract recipients and market products. Attracting the recipient is "influencing his position and behavior without a direct pressure; it is to work on his emotions and passions and to stimulate his psychological and environmental needs (social, cultural, and economical) by addressing his senses through sending a visual message that has expressive, aesthetic, and functional meanings that appear in a space to attract and engage the recipient" (Ibrahim 27). This is achieved by the process of the direct contact with the recipient through designing an advertisement poster directed to him. This poster shows the idea and content of the product or the service meant to be marketed to the audience. The poster has types and fields. Among which is the economical field, and it includes:

- A- An advertisement poster about a product.
- B- An advertisement poster about a service (Alweshi 711).

The current research focuses on studying the poster within the economical field and the advertisement poster about a product, such as studying the design of the electronic advertisement of Jekor.food. The electronic advertisement is a broad field and has many types and forms that all aim at attracting the recipient and drawing his attention to the content of the design. The electronic advertisement is divided into: "text advertisement, image advertisement, popup advertisement, video advertisement, and email advertisement" (Ahmed 167). The current research would focus on the second type (the image advertisement) in Jekor.food image advertisement in particular. The electronic advertisement posters are considered visual, convincing messages that contain typographical elements that work on inducing the recipient by an attracting process directed purposefully to him by the sender, represented by the designer and the owner of any kind of products that are required to be marketed to the audience simply and without any complications. These typographical elements are:

- 1- Image
- 2- Text
- 3- Drawing
- 4- Color
- 5- Symbol (Ghazwan 74).

There are also other typographical elements that are not mentioned in the above classification. There are important items that should be there in any design of any electronic advertisement poster such as space and logo. Therefore, the typographical elements are seven and they are as follows:

- 1- Image
- 2- Text
- 3- Drawing
- 4- Color



- 5- Symbol
- 6- Space
- 7- Logo

The typographical elements used in the graphic design are various, and accordingly, the designing visions and ideas related to the subject and content of the electronic advertisement become various as well. The image is considered one of the elements of designing any artistic work. Without images, the designs will not be a perfect artistic process, and "the reason could be the great ability of the image in expressing ideas clearly; additionally, it is an easy way to understand and comprehend in comparison to words that depend on the awareness of the recipient and his ability to read" (Mu'nes 118). The text is considered a visual element that contains headings and sub-headings. It comes to complete and understand the subject matter of the image. The text or the heading is considered "one of elements that contribute in the success or the failure of the communicative message because it is one of the main factors that is capable of attracting the recipient and drawing his attention towards the subject of the communicative message" (Jasim 65). The text is a tool of communication among different peoples and nations. The content of the design cannot be understood completely and directly without a text appeared at the bottom of the image for clarification and avoiding any misinterpretation. The drawing is one of the printing elements that can be employed in designing the poster. "The drawing includes mostly lines and shades. The lines are drawn, using black ink and white sheets to show clear difference between the lines and the base. These images are considered the oldest printing elements and they appear in many ways such as caricature, portraits, illustrations, and expressive drawings" (Abu Debsa 120). Color is one of the typographical elements that has a significant effect in designing any graphic, printed work because colors have psychological effects on the eye: "color is the tool that gives every shape, line, and dot a different soul that evokes the spectator's feelings differently, and sometimes, colors are used to give meaning. Colors create a psychological condition that makes the recipient ready to receive the message or makes the message have a big meaning" (Al-Zubaidi 93). The graphic designer takes care of selecting symbols that would represent his ideas in general. Symbols are the language of the graphic designer that he uses to deliver his ideas to the recipient who is, in turn, aware of the types of symbols and signals that culturally agreed to as the language of conversation shared between the designer and the recipient in order to deliver the designer's ideas quickly and easily to the recipient and make the latter comprehend and perceive it. "The most important subject in the artistic work is its symbols that represent the work's third dimension in order for the viewer's unconscious to move in its space and live inside its depth unlimitedly with all the shapes inside it and also for the unconscious of the viewer to interact with the symbols, understand each other, and talk to each other using one language" (Itten 30). The space of the two-dimension design and of the graphic design means the space which includes all the items of the design in general and the items of the electronic advertisement poster's design in particular. The space is considered "as the extent determined by materialistic shapes that represent its base. The extent is considered empty when it does not contain any shape and is called vacuum. When the extent contains shapes, it is called space. The typical space is the one that contains shapes, forms, place, and dimensions that can be seen within standard relations. The spaces appear visible through their elements" (Al-Asadi 9). Finally, the logo is the distinct feature of the two-dimension design that determines the identity of a certain company or corporation that is committed to design posters and advertisements as a way of services presented to the recipients. The logo is defined as "the design that distinguishes an approach, family, or people and is formed with a brief, meaningful statement or with an image such as the lion to represent Iran and the sword to represent Saudi Arabia (Ghazwan 9). The logo is a small drawing that contains a name, a shape, a symbol, and a color. It appears at one of the prepared design's corners and expresses the identity of the sender of the communicative message with all its different types or the identity of the concerned corporation that sponsors the design of the electronic advertisement posters.



3. Research Procedures

Research Methodology: the researcher depends on the description as a method in analyzing the content of the samples.

Society of the research: the current research includes samples of electronic advertisement designs of Jekor.food*. 40 designs were selected for the year 2021-2022.

Sample of the research: a number of designs were excluded for their similar designing ideas and for their unclear printing. Four systematic, purposive samples that represented 10% of the whole society of the research were selected because they contain subjects that have meaning and content that serve the purpose of the research in discovering the effectiveness of the typographical elements in attracting the recipient, and also because these samples address purposively the children between 6 to 18 years old. During this range, children are able to express their desires and needs for specific things: "the designer seeks for making the children between 6 to 18 years old able to notice, perceive, and decide what to choose. The design is prepared according to a demand and a necessary need in order to develop children's character and their taste and choice to purchase. Drawings and printed designs are the stimulating factors that affect their culture. They are the method of conversation between the artist and the kid and the method of reinforcing his confidence, identity, and individuality (Noor 233).

*Jekor is an Iraqi food company that is collaborated with Fusteka Company for Food Industry that started in 2001. Today it has a large, various production line that reaches 50 products of frozen food with different shapes and forms with the highest standards of quality and safety and with pure Iraqi ingredients. Fusteka Company uses the most modern techniques in the world, and it keeps pace with the continuous development in the food industry, using original Iraqi spices and flavors. The company aims at developing itself within the food industry sector and reaching the most costumers in all the cities of Iraq and Arab Gulf countries through offering what is new in food industry and innovating new kinds of food productions in the local markets. For more information, you can visit their website at

<https://www.findglocal.com/IQ/Baghdad/139010399788535/%D8%AC%D9%8A%D9%83%D9%88%D8%B1-Jekor>

The reasons behind choosing the samples: the researcher justifies choosing the systematic, purposive samples that they satisfy the goals of the research:

- 1- Form variables of the electronic advertisement designs' content.
- 2- Variety in the styles of displaying and artistic production.
- 3- The effectiveness of the typographical elements in attracting the recipient.
- 4- Reflecting the reality in delivering the idea of the electronic advertisement poster's design as a way of attracting the recipient, depending on both goals: the aesthetic and the functional.

Sample Analysis

Sample (1)

The subject: back to schools, Jekor soundly nurtures your kids and enhances their concentration.

The recourse: <https://www.instagram.com/jekor food/?hl=ar>.

The analysis:

- 1- The resources of the typographical elements in designing the space of the electronic advertisement poster: the above sample shows how the graphic designer uses the space of the electronic advertisement and shows the methods used in distributing the typographical elements to attract the recipient and draws his attention towards the form

and content of the food product. The graphic designer divides the space as 1:3 in a linear way. In the first third of the poster's space, the logo of the food company appears on the upper right of the poster's space. In the other two thirds, the other typographical elements appear. The space affects and is affected by the typographical element with all its types: one time the space moves along the element and vice versa in another time, depending on the importance of the features of a specific element over other elements.

2- The resources of the typographical elements in attracting the recipient through the idea of the electronic advertisement poster: the above electronic advertisement poster is designed to employ merged photographs, using the modern tools and technical programs. These photos are merged with drawings of kids ready to go to school as the building of the school appears at the background. Nature also is employed here at the background, showing the park that the kids used to play in and some digital pictures of butterflies moving in the space. In contrast, the text occupies the left part of the space with the following statement: back to schools, Jekor soundly nurtures your kids and enhances their concentration. This is the heading of the advertisement that is considered one of the important typographical elements that attracts the recipient and draws his attention to the subject of the advertisement poster.



(Translation: back to schools, Jekor soundly nurtures your kids and enhances their concentration).

Sample (2)

The subject: keep them active and nurture them from Jekor!

The resource: <https://www.instagram.com/jekor.food/?hl=ar>

The analysis:

1- The resources of the typographical elements in designing the space of the electronic advertisement poster: the space is divided as 1:3 in a linear way. In the first third of the poster's space, the logo of the food company appears on the upper side of the poster's space, in addition to the pictures and the heading.

2- The resources of the typographical elements in attracting the recipient through the idea of the electronic advertisement poster: the resources of the typographical elements are represented by photographs that show a kid and his mother. The kid appears as if flying in the sky as an airplane to imitate the shapes appeared in the real food package. The shapes of an airplane, star, duck, and dinosaur are inspired by the natural and educational environment of kids. Similarly, two dinosaur toys are used here to enhance the imagination of the kids, in addition to other geometric shapes. The statement (keep them active and nurture them from Jekor!) appears in red color in contrast to the color of the company's logo in green and yellow. Colors should have reciprocal concepts and forms with pictures and drawings because this is the major reason behind failure or success of the communicative message.



Translation: (keep them active and nurture them from Jekor!)

Sample (3)

The subject: kids have a strong smell sense for delicious food! Especially, Jekor nuggets!

The resource: <https://www.instagram.com/jekor.food/?hl=ar>

The analysis:

1- The resources of the typographical elements in designing the space of the electronic advertisement poster: the graphic designer means to divide the space as 1:3. In the first third of the poster's space, the logo of Jekor.food is put on the upper right corner.

2- The resources of the typographical elements in attracting the recipient through the idea of the electronic advertisement poster: a photo of a kid with a plate in front of him is used. The plate contains the jekor food product for which the advertisement is made. The poster is designed to attract the kids and draw their attention to the displayed food. In the space of the poster, there are tiny drawings in the shape of triangles in red color to stimulate the recipient to the shape and content of the package's design to complete the semantic relation between the package and the heading of the advertisement poster. The main text appears in the upper left part of the poster: kids have a strong smell sense for delicious food! The text appears in white color, while the sub-heading (Especially, Jekor nuggets!) appears in yellow color, and at its end, an exclamation mark appears in red color to achieve the semantic relation between the statement and the red triangles in order to stimulate the taste sense of children.



(Translation: kids have a strong smell sense for delicious food! Especially, Jekor nuggets!)

Sample (4)

The subject: Jekor nuggets snack is a complete meal!

The resource: <https://www.instagram.com/jekor.food/?hl=ar>

The analysis:

1- The resources of the typographical elements in designing the space of the electronic advertisement poster: the space of the poster is divided as 1:3. In the background of the poster's space appears the natural environment where the kid lives that is the environment of the family house.

2- The resources of the typographical elements in attracting the recipient through the idea of the electronic advertisement poster: The logo of the company (Jekor) appears in the first third of the space in both English and Arabic language in green color. A photo of a kid in school uniform is employed. The uniform is something known and community members are familiar with to indicate the importance of this food product to children and their nutrition in school. This is clear through the lunch box that the kid is holding and that contains the product. The heading (Jekor nuggets snack is a complete meal!) appears in white color to create a balance in colors inside the space of the poster as a whole and to intensify the expressive meaning. The colors also appear in harmony with the colors of the kid's clothes that have a vital, effective role in making the white color parts as rest areas for the recipient's eyes as they move around the poster's space.



(Translation: Jekor nuggets snack is a complete meal!)

4. Findings and conclusions

Research's Findings and their Discussion

After finishing the research's sample analysis, several findings are reached concerning the effectiveness of the typographical elements in attracting the recipient. Many important issues that the design depends on are located. They can be classified as follows:

First: the resources of the typographical elements in designing the space of the electronic advertisement poster.

The findings of the research concerning the employment of the space are as follows:

A- The writing elements vary in the posters' design through texts that meant to attract the recipient. The headings appeared in the space have an influence in reading the designed work. These texts and graphic messages have symbolic meaning and semantic values that work on evoking the emotions and feelings of the recipient because they hold the meaning summary of the content of the advertisement poster that conveys its designed idea to the recipient. These headings have great indications and semantic scope, in addition to the shapes and images.

B- There are varieties in filling the space with texts and images that together give the symbol of the open, unframed space.

Second: the resources of the typographical elements in attracting the recipient through the idea of the electronic advertisement poster.

The findings of the analysis are as follows:

A- There is a variety in the digital images represented by symbolic drawings. They appear at the posters' background, advancing the poster's space to create this mutuality between the shape and the background.

B- The color techniques of the graphic design are used by employing a group of colors that has an effect in showing the designed idea of the electronic advertisement poster in its current form such as the green color and its shades, yellow color and its shades, the white color, and other colors that contribute in displaying the posters in their current forms.

C- The expressive and semantic values that are indicated by using symbolic shapes inside the poster to lead the recipient's eyes towards the poster's content are represented by the processes of finishing the visual reading of content of the poster in order to attract the recipient. The goal is to complete the processes of perception, understanding, explanation, and interpretation of the poster and thinking about it.

D- The effectiveness of the typographical elements in designing the electronic advertisement posters through using the suggestive images in order to attract the attention of the recipient and engage him. The posters' designs have implications directed to audience to achieve a graphic, communicative message that contains a good number of shapes and symbols inspired by nature.

E- Employment of the characteristics of the graphic design has an effective role in attracting and evoking the attention of the recipient by using typographical elements that are graphic texts or graphic drawings and images that appear as direct or indirect implications.

F- Most of the designs whose implications are directed to the recipient to stimulate him and convey a graphic, communicative message contain a good number of shapes and symbols inspired by nature.

G- The ideas and goals of the marketing campaign are conveyed in the form of a graphic, communicative message that carries acquired information and knowledge because the recipient is displayed to visual stimulants through the visual reading of the products' posters of the electronic marketing campaign of Jekor. food products.

Conclusions

The study of the electronic advertisement's designs of Jekor. food in Iraq plays a significant, cognitive role in shedding light on this type of visual discourse that the designer uses in order to attract the recipient and stratify his needs in the first place. The study reaches the following conclusions:

1- The employment of the typographical elements in the graphic design results in conveying the subject and the idea of the visual discourse to the recipient through following the easiest and the simplest ways.

2- Choosing the position of the main heading inside the space engages the recipient and attracts his attention. The position of the heading becomes a center of attraction of the recipient to continue his visual reading to the poster's headings because of the variety of the headings' size that distinguish one over the other in a clear way.

3-The photographs help in directing the recipient's eyes towards the idea of the poster and making the recipient pay attention to the importance of the marketing campaign of Jekor.food. This happens through using pictures that have expressive meanings about the product in a direct way.

4-Employing the pictures of the electronic advertisement poster of Jekor.food products aims at engaging and attracting the recipient in order to urge him contemplating the designed work in detail.

5- In order to stimulate the recipient's taste and achieve the product's marketing goal, the designer seeks through the design processing of most of the shapes and the drawings to attain the direct marketing function of the product inside the designed work.



Recommendations

- 1- Avoid exaggeration in employing the techniques of design processing.
- 2- The importance of putting the heading of the electronic advertisement poster both in Arabic and English language.
- 3- Reducing the expressive, symbolic meaning of the shapes.
- 4- Ordering and organizing the process of presenting the typographical elements to the recipient to realize his engagement.

Suggestions

The researcher suggests undertaking the following study: studying the functions of the realistic pictures in enhancing the goals of the foreign and Arabic electronic, marketing campaigns (a comparative study).

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