



Intellectual Approach in Corona Pandemic Designs

Asst.Prof.Dr. Raghad Fattah Radhi

*Student Activities Section, College of Languages, University of Baghdad, Baghdad, Iraq
raghadfattah89@colang.uobaghdad.edu.iq*

Abstract

The intellectual approach is manifested in communicating information and achieving it in the best ways and methods, and that the philosophy of the approach falls under the sociological dimensions on the one hand and on the other hand is linked to the visual language presented by graphic design through an informative visual discourse that includes behavior and prophecy as two main axes for integration in presenting social, guiding and indicative educational topics to complete the picture of the achievement. In front of the recipient, the goals of the design were achieved in addressing the topic (Corona Pandemic), which took a social and cultural turn, and also included politics and economics, and went beyond the limits of human thinking.

Keywords: intellectual approach, Corona Pandemic, design, communication, graphic.

Introduction

The approach represents the method used to come close to the studied thing. The intellectual method in the graphic design plays a crucial role in forming the visual discourse of the present world. For designers, understanding the importance of the critical thinking and problems solution allow a communication that is effective and attractive. This method does not only enhance the visual experience, but also it enhances a deeper communication between the audience and the intended message (of Corona Pandemic).

Methodology

1- Problem of the research

Graphic design is considered an important method of communicating ideas through various techniques that go beyond the old, traditional patterns. Graphic design has put different paths and lines in developing the human thought by intellectual approaches that are characterized by directing the thought to certain values where ways of representation are overlapped and propaganda and misleading are crumbled. The intellectual approach uses language as way to communicate and exchange knowledge, and it is used in the graphic design according to the subject matter about Corona Pandemic that took many different forms and highly affected the health sectors specifically. This subject matter affected communities, among which was the Iraqi community. In this community, the matter took paths that contributed in broadening knowledge to determine information about the Pandemic, and this is the problem that this research treats. The main question here is: what are the paths of the intellectual approach of Corona Pandemic through the graphic design?

2- The importance of the research

The importance of the research is revealed through the following:

- a- It represents the practical characteristics of philosophy in building strategies that include styles of social knowledge that reflects the reality of Corona Pandemic. These social reflections put the Iraqi people in front of many options that came from different ideas that favor what is positive and renounce what is negative.
- b- The graphic design represents an important element in the intellectual approach that shows and explains the process of renouncing the negative side of Corona Pandemic in order to refine the manners and to build a thought that elevated people to cooperate with all the social parties.



c- It follows the logic in bringing up graphic designs that are characterized by the intellectual approach that displays medical and developing protocols to strengthen the Iraqi community in front of the challenge of this Pandemic.

3- The goals of the research

The research aims at the following: revealing the intellectual approach in the graphic design of Corona Pandemic designs.

4- The limits of the research

The research is limited as follows:

- a-The object's limits: a study of the intellectual approach of Corona Pandemic designs.
- b-The place's limits: graphic designs circulated in the Iraqi Universities (Baghdad, Basrah, Diyala).
- c-The time's limits: year of 2020, which was the year when Corona Pandemic reached its peak.

5- Determining the terminology

- a- The intellectual approach: it is the application of a theory in the thought that is based on goals and content; it is based on the interaction among the essential elements of education (Saeed, 2020).
- b- It is meant by "approach" the general and special methods and principles of education that are used in teaching; in other words, the educational philosophy that is used to describe the beliefs about the method of educating people: a science of principles of teaching at a high level, following a broad approach between work and philosophy (Darweesh, 2021).
- c- The procedural definition: the intellectual approach is the strategy that shaped the elements and the principles by focusing on goals, content, and the interaction between the design and the audience.

Theoretical Framework

First: The intellectual approach and its relation to the visual discourse

1- Introduction

The approach represents the method used to come close to the studied thing. Through adopting this mental method in the intellectual approach, the graphic designers would be able to elevate the level of their achievements and creativity and to contribute to build an environment that is more thoughtful and visually attractive, because this method allows merging the critical thinking and analysis in designing by exploring items that have influential visual elements that affect the audience. This method enhances the visual experience, and it allows a deeper communication between the audience and the intended message. Through adopting this intellectual method, the graphic designers would be able to elevate the level of their skills and to contribute to build an environment that is more thoughtful and visually attractive, taking into consideration the continuous communication and the adjustment in forming ideas and their approaches. This process would keep the designs in contact effectively with a world that is continuously developing in order to deal with important matters like Corona Pandemic.

Embracing an intellectual method of the approach pushes designers to explore the new ideas, techniques, the points of view continuously. Hence, this would open other possible doors in the visual communication and the ways of developing it. The intellectual method in the graphic design plays a vital role in the continuous development of forming creative ideas and in affecting the whole society.

2- Types of the intellectual approach and its connection to the graphic design

The various philosophical methods of designing or the intellectual approach can be divided into two categories according to the theories of psychology that direct the design in the



social field and seek to achieve a harmonious relation with the incident. These theories allow the designer to make decisions in building the idea. Concerning the styles of the approach, there are two important theories in the field of designing:

1- Behaviorism: it is considered a traditional educating method that depends on the methodological orientation of the critical approach. In the behavioral theory, the designer acts as an educator, and he uses the direct education, self-development method, and behavioral refinement to build the self.

The designer uses the behavior in separating between the intellectual approach and the educational method, in order to make this behavior as activities in stages of clear explanation and organized repetition whose effectiveness is emphasized in shifting the center of the mental activity to make education process accessible, depending on the outputs of the idea of the design (Altomi, 2008).

2- Constructivism: it is the theory that puts the designer in the center of education, and this is called the non-visual education. It is a theory that can be learned through experiences and thinking, and it is based on making projects and asking questions. This theory depends on introductions and images as plans to determine the subject matter of the intellectual approach and to put it in the visual form (Saeed, 2020).

The activity that relies on the connection according to the behaviorists is considered basically a physiological activity according to the approach (stimulation and response). The relationship between stimulation and response is the clearest title of the behavioral approach (Saeed, 2020), while we see constructivism emphasizes the previous ideas that were based on experiences and a shared understanding and based also on the accordance of concepts and their comprehension to reach facts and match them (Qatami, 2013). That being said, the intellectual approach centers around conceiving and building a project that can be achieved under the light of an effective plan or a strategy in accordance with all the intermingled factors in achieving the effective performance through the characteristics of the effective means and the communication procedures.

Both directions appear and embrace the idea as a whole in order to interpret the behavioral phenomenon and the existence of mental, innate bases that an individual has and that direct his experiences and knowledge (like structure and organization). This is supported by the hypotheses that: the individual likes by nature to organize the situation to be able to understand and comprehend it, besides organizing the ideas, perceptions, and experiences in the form of structures in the individual's mind. These structures would develop by experience and interaction. The knowledgeable structure is composed of images, concepts, or ideas that are organized in the mind of the learners, and they are identified with the concepts that formed the individual's knowledgeable storage (Qatami, 2013).

The intellectual method in graphic design that is based on the determiners of the effect on the audience requires an accurate understanding of psychological and emotional factors that include reactions towards the difficult situations. The visual communication has the ability to attract the attention of the audiences, educate them, and convince them through using various elements of design such as printing, coloring, and planning, and through this thoughtful and strategic mixture of elements, the designers would be able to create a convincing, effective message in the representation of the idea of design and its harmony with the subject matter, incident, or phenomenon. Additionally, the comprehension of the targeted audience and his cultural approach plays a vital role in designing a visual language that affected them and stimulate the required emotional response as it comes in a harmony with their emotions.



The intellectual approach according to Piaget's theory in emphasizing the education as it is an auto-cleaning process that leads to understanding the relationship among elements of the one determined concept and understanding how this specific concept is related to the concepts that are previously learned (Hajaj, 1983). The understanding of the audience depends on organizing the cognitive situation in a way that helps to solve problems. These solutions are the following:

- 1-The direct solutions: this solution does not require the audience's comprehension of the problem in order to reach a solution, but to live the problem with the masses.
- 2- The sudden solution: this solution starts with some mental activity, then the body, and then the activity stops and the audience lives a time of complicated thinking and perplexity, and then suddenly reaches the logical solution.
- 3-The gradual solution: in this type of solutions, the audience makes several attempts and activities, sometimes randomly, without understanding, but eventually, he reaches the solution.
- 4- The fixed solution: the audience reaches the goal after steps with full understanding of each step and discovering what relations are there in each situation and how to reorganize them gradually and cognitively till he reaches the final solution (Qatami, 2013).

3- The Principles of the visual discourse in the intellectual approach

The principles of representing the intellectual method require a mental level that includes the principles of representation, borrowing, and identification. This would enable us of moving among the details and the complicated concepts that would be discovered deeply in the whole design through putting the bases of the structure of the incident and the phenomenon (Covid-19). The audience would be able to have a descriptive reading required to expect the later discussion and to have a mental ability to interpret the incident, which allows a comprehensive understanding of the subject. Additionally, this method of designing keeps the content clear to the big audience (because the incident is universal), and it encourages the accurate and various dialogue in enhancing the discourse that is enriched with evidence. In the world today, we find fast steps towards knowing about and caring to the phenomenon. It becomes increasingly crucial to adjust and develop to stay in the front frontier of the competitions among the companies of design. With the fast development of technology, individuals and institutions should change and seek always to realize their goals through new, innovative strategies to control the dialogue. Communication plays a crucial role in achieving that in the visual discourse, because it could be the clarity and accuracy are the causes of either succeed or fail by understanding the necessity of being able to adjust and the importance of contact in this changeable situation. The individual is the one who can succeed and develop in the coming years. During the last few decades, the technological developments change rapidly the various aspects of daily life. These innovations do not only enhance the development of the new industries, but they also pave the way to a world that is more connected by the achievements of the graphic design as a pictorial, visual discourse. While we continue achieving progress in this age of technology, one of the important aspects that should be considered in creating the balance between rest and safety of the community's members is the human existence. It is necessary to build safe systems that contain the sensitive circumstances and keep the trust of the user by providing easy services in usage and healthily effective.

The intellectual approach and the role of the graphic design

1-Design building and the intellectual approach

The graphic design depends on cognition and sensation in the rhetoric of the idea to access it in its ultimate scope that stimulates the audience to be aware. And here the design would focus on Gestalt Theory, a German theory that means comprehending the whole and not only its composed elements. This has many meanings:



- 1-The Formula: form, figure, option, model, and structure.
- 2-The Structure: it is determined according to the relations between the connected parts in the whole, so the structure changes with the change of the relations even if the whole's parts remain as they are.
- 3-Reconstruction: exclude all the details that hinder the perception of the essential relations in the situation.
- 4-Meaning: it is the outcome of perceiving the relations among the whole's parts.
- 5-Insightful: the complete understanding of the whole's structure through perceiving the relations among its parts (the whole form), and the reorganization of these relations in a way that gives the implied meaning in this form. This would happen suddenly and decisively in one moment and not gradually or by approaching the required performance (Qatami, 2013).

The elements of the graphic design are seen as an intellectual starting point to frame the creative process in the field of the visual contact. This method shows the importance of understanding the visual language and using it in having an effective dialogue with the targeted audience by stimulating the thought. The designers use several principles of designing, printing, and planning to build standardized and convincing constructions. This thoughtful usage of the elements of the graphic design enhances the solidarity among the members of the educated, creative audience, passing the abstract limits of the aesthetics to make the design a strong tool of communication. This connection between the thought and the design provides more attractive and richer experiments to the audience and enhance the general effect of the final work.

This method also allows designers to see in a critical way how to distribute the visual elements and their relations in a wider way through using the conceptual theories and putting a strong, solid base in influencing and stimulating. The elements of the graphic design can effectively convey a coherent message; therefor, they can make a successful visual communication. This process reinforces developing innovative solutions that have a purpose in the design by the integration of thought and creativity. This vision depends on the field theory in psychology and its relation to the intellectual approach in the designs of Corona Pandemic as a collective behavior; it means the intellectual intermingling and the visual, educating images of the designs that are:

- a-The collective behavior: any change in the knowledgeable, psychological, and vital field.
- b-The vital field: the whole group of the factors that determine the behavior of the individual in a moment at the field.
- c-The psychological environment: anything in which an individual makes any motion toward it or away from it.
- d-The motion: a change in the position in the vital field or in its structure.
- e-The individual: it is a distinguishable spot in the vital field and represents the polarization circle (Qatami, 2013).

The researcher sees that mental turn of the audience is side by side with the principles of design as a structural construction that shows the audience directions they can follow to realize a stable world in which the sphere becomes in harmony with perception. This stable world is created by safety and security that are the outputs of the important relationship in the vital field of the human existence.

2-The visual characteristics of the design according to the intellectual approach

The multi-ideas used in treating the form and its visual characteristics provide privileges that are reflected in the creative process of designing the graphic. This would reinforce the intellectual method in understanding the different elements of the design according to an innovative mentality. This also encourages exploring different visual languages and techniques. The perception's processes play a significant role in evaluating the aesthetics

of the design and developing it. These processes help also the designers in communicating their intended message in an effective way. This solidarity does not only contribute to the intellectual method and the perception's processes in the development of the graphic design as a system, but it also helps in composing attractive images that have their echoes in the targeted audience's orientations that are not easy to be ignored. The intellectual method and the perception's processes of the graphic design do not only represent the aesthetics of the functional expression and the best performance, but they also play a decisive role in conveying the complicated messages and enhancing the basic values of the subject matter. The understanding of the emotional and the knowledgeable elements of design allows the practitioners to put visual images that communicate in a more effective way, enhance the contact with the targeted audience, and achieve eventually the desired goals. Hence, the mixture between the visual perception and the mind proves to be an essential base of the effective graphic design, and this might be related to the type of the incidents. The approach is a methodological application of awareness, and mostly it depends on the goals and contents or on an interaction between the elements and the subjects of the design and the process of contact (Bakah & Saad, 2020), in addition to the relations connected socially to the incidents and as follows:

- 1- All incidents, knowledge, ...etc. in the universe happen always in a certain domain.
- 2- Each domain has its own structure and characteristics according to which the local incidents are interpreted.
- 3-The characteristics of any element of a domain's elements depend on the different forces of the domain that affect it.
- 4-The present is actually more important than the past and the future. The past experiences affect the present situation in the form of remembering, and the remembering in turn is influenced by the condition of the individual's condition at the time of remembering.
- 5- The vital domain of the individual comes as a result of the interaction of forces appeared as a result of the nature of the situation's structure itself and organizing its relations and the individual's pushing force represented by his needs, desires, orientations, and values.

These points include consensual relations between the vital domains and the intellectual methods in the graphic design and include making a coordinating research, determining the preference of the targeted audience, and using different design strategies that enhance creativity and innovation. Using a wide, knowledgeable base of techniques and historical events ensure making unique designs that are put to respond various needs by giving the priority to constantly developing the skills and merging the advanced techniques. The designers seek to raise the standards of industry and re-identify them to represent originality and efficiency. In other words, they represent the path of the comprehensive understanding of the visual text, leading to the perception of the relations among the elements of the readable text that make it in harmony with the other structures of the design (Bakah & Saad, 2020).

The intellectual approach is in harmony with constructivism in communicating the spontaneous reception that is of an auto-structure that we find in forming the concepts in a natural way that cannot be taught to the audience. This happens in an effective way in building the relations that do not exist and could not exist in the environment. This theory has its implications on the theory of human learning and the theory of perception; these implications include the representation and stimulation. Besides these concepts, there are two concepts: the stimulus (stimulant) and the response (the reaction) (Hajaj, 1983).

The creative process is reflected in the variety of designs and the aesthetic styles. The intellectual perception plays a vital role in the graphic design because it enables the designers to understand the core of the idea and determine the whole structure that represents the whole meaning of the visual text that is characterized by coherence,



formulating the meaning, which is general, comprehensive, and clear, and the superstructure. The whole structure is connected also to the internal structure of the constructive meaning in its narrative and descriptive forms (Bakah & Saad, 2020). This structural knowledge helps in knowing the purpose, function, and the creative limits that should be considered during the designing process. This happens through the comprehensive understanding of these elements. The graphic designer can make designs that have innovative, coherent visual items and aesthetics that carry the intended message in an effective way. This message has three functions:

- a-The representing function: it is descriptive and related to the subject matter of the incident and the original content.
- b-The expressive function: it is related to the designer and his emotional and intellectual condition as measured by the subject matter of the incident and by employing its items.
- c-The vocative function: it is related to the audience and his communication as a party that is connected with the meaning of the message and its goal in achieving contact between the audience and the items of the design (Ghazi, 1985).

The ability of delivering the information and the message effectively is determined by the intellectual methods according to the approach with the creativity in designing the graphic. These methods affect everything, starting from the initial brainstorming to the final implementation. Perception contributes to the how by which the audience interprets the design and to the mental identification to realize a certain visual contact. Moreover, this combination of these aspects and the concerned aesthetics makes the final work an attractive, harmonious piece of art to the targeted audience according to functional dimensions represented by the idea of the educational design as follows:

- a-The emotional function (expressive): it depends on the designer and his goal in the direct expression of the incident or the phenomenon.
- b-The rhetorical function: it tries to educate the audience by the message and its content in a direct way.
- c-The poetic function: it works on the message and its content that address the feelings.
- d-The explaining function: it concentrates on codes and their interpretation and clarification.
- e-The attentional function: it works on keeping the attention by keeping the relation between the design and the audience.
- f-The reference function: it is about the incident and its role and influence on the audience (Jacobson, 2008).

The researcher sees that dealing with the elements of the intellectual approach in the evaluation of graphic production reflects the efficiency of its performance that is required in treating the crisis of Corona Pandemic as follows:

- 1-The designs should reflect positions and problems of the approach in daily life and how to treat them.
- 2-The ideas should be comprehensive that include all the skills and the acquired efficiencies as approaches and display them in suitable formulas.
- 3-The language of contact should be evaluated, clear, accurate, easy to understand, and correct; it should have an intellectual approach.
- 4- There should be a balance between the amount of information and the time required to spread awareness as a way of an intellectual approach.
- 5-The designs should tackle the subject matter of the incident or the phenomena in an effective way to achieve quick understanding and response that are suitable to reach the goals of the intellectual approach.

Procedures of the Analysis

1-The methodology of the research

Description is used for the sake of analysis.

2-The society and sample of the research

Only the designs of Corona Pandemic on social media as part of spreading awareness about the Pandemic were used. They were 33 designs: 10 designs from University of Baghdad, 18 designs from University of Diyala, and five designs from University of Basrah. Three designs were chosen (approximately %10) to represent the sample of analysis. The choice was based on the diversity of the subjects that contain intellectual approaches and contain high stimulation, clarity, and prominence.

3- Description and analysis

The ways of analysis were chosen from the theoretical framework as the bases of the intellectual approach because of their descriptive nature, and the ways are:

- a- The intellectual approach and its relational variety in the structure of the design.
- b- The intellectual approach and the role of the visual discourse in the design.

1- The first sample

The publisher: College of Arts, University of Baghdad.

The title of the awareness post: Health Awareness Campaign against Corona Pandemic.

Date: 5 May 2020

The link of the post: <https://coart.uobaghdad.edu.iq/?p=20597>

(Translation of the post: Symptoms of Corona Pandemic and Ways of Protection. Symptoms: fever, dizziness and headache, coughing, and shortness of breath. The Pandemic transfers through people, air, infected personal items, and animals. To protect yourself against the Pandemic, wear a mask, use tissues, wash your hands well, visit a clinic, be careful in dealing with animals, and avoid crowded places)



- a- The intellectual approach and its relational variety in the structure of the design

The vocabulary of the design was chosen according to an intellectual construction related to the bases of the creative method in dealing with the subject matter of Corona Pandemic; this construction's intellectual approaches are inspired by the effect of behaviorism and constructivism in organizing the vocabulary and the images in a visual style in which the components of the mental cognition flow smoothly.

The intellectual approach relies as a way of providing a direct solution on some movements and shapes that appeared to describe the suitable ways that should be used in spreading awareness and warning against Corona Pandemic. Additionally, some phrases and explanations were put to describe the sudden solution; the series of images was identical with what should be done to fight the virus and being protected by it. The design contains a high level of effectiveness in selecting that vocabulary that is suitable to the Iraqi society



and the human behavior of the Iraqi audience. The design includes some symbols that refer to the logo of the publisher (College of Arts, University of Baghdad), the Ministry of Health in Iraq, and the UNICEF to gain the trust of the audience and to be more convincing and attracting to him. The dependence was on the contact achieved between the two parties in the process of designing, aiming at expressing the message of the design with all its elements and content clearly to the audience; it is all about educating the community about the virus and how to avoid it through the steps shown in the design in the shape of square icons that contain symbols and texts to form by the visual and written a full comprehension.

b- The intellectual approach and the role of the visual discourse in the design

The visual discourse achieves intellectual approaches in the graphic design according to the function of representation whose items follow an important logic in treating the subject matter that would be displayed to the audience and reaching at the expressive function related to the matter, incident, and the phenomenon that occurred because of the virus and its effect and dangers on the society. Another thing that has been embraced is the intellectual logic of the simple facts and the series of the mental order that the audience comprehends through the visual text in distributing the shapes within the space of the design to send the visual message and achieve the contact and the communication with the community as a community and as individuals. The intellect of designing focuses on the elements and items that enhance the functional requirements because they are the requirements on which the intellectual approach relies on as a method to follow. It is important to follow this method as it is a cognitive logic that conforms to the human mind, taking into consideration the closely related theory such as Gestalt theory that reinforces the process of the mental, visual cognition and achieves the understanding and questioning.

As one can see, the emotional function is an essential base from which a designer can start to organize these shapes in a position that achieves the human interaction of the audience in general, taking into consideration that important, informative function. The function of the design is to address the community and its individuals through educating, warning, and guiding. This could be also achieved through the poetic function when the design moves the human feelings and ethics. This is realized by important strategies medically speaking, besides explanations that clarify most of the designs in this respect, in general, such as this sample about Corona Pandemic that spread and developed quickly. It explains many causes of infection that were related to food, goods, and others. This information pushes the attentional function to explain and prove significant facts in this perspective. Additionally, there are resources that have been used as part of logic and mind to stimulate and attract, besides the verification approach through scientific facts that are necessary to display these shapes as educating and directing posts whose content is important to be considered by the audience as a whole: as an individual and as a community.

2- The second sample

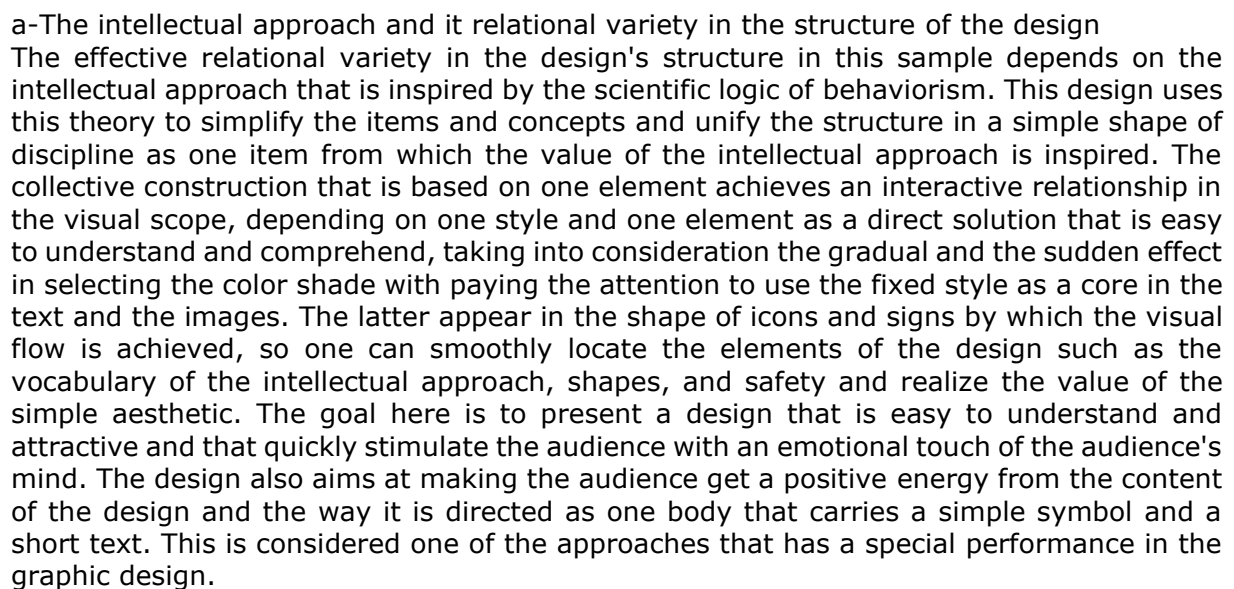
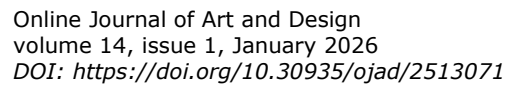
The publisher: College of Sciences/ University of Diyala

Name of the campaign: Protection against Corona Pandemic

Date of publishing: 27 March 2020

The link of the post: <http://sciences.uodiyala.edu.iq/archives/16975>

(Translation of the post: To protect yourself against Corona Pandemic, sterilize your hands, stay at home, help our country stay healthy, stay at home for your city Diyala, and cooperate to help families against the Pandemic).



b- The intellectual approach and the role of the visual discourse in the design
The echoes of the intellectual approach in this sample are shown through the procedural, functional role that the design takes care of to achieve a quick visual discourse and to attempt transforming the structure with all its shape to a unified body in an open space that enables the audience understand and respond quickly. It has also a special characteristic of using the expression as a performative function to communicate the idea as fast as possible even with a glance and deliver the content of the design. This design might appear different from other designs through its way of displaying as one body besides the vocative function of the content of the intellectual approach through the text and the shapes, especially that the eye of the audience is limited by looking at one place; therefore, his eyes are attracted quickly, drawing his attention and stimulating his perception effectively.

Such a design that concentrates on the performative function moves the emotions of the audience and warns him. This function is used in the design's style as a stimulus through the intellectual approach that conforms to reality and the incident and communicates through its connections to the rhetorical shapes represented by vocabulary and elements. The intellectual approach stimulates the feelings towards the danger and warns against this danger as a part of the health protection against the Pandemic. It is noticeable also that the explanations are very clear and easy to understand; in this case, the intellectual approach takes us to the other side of the attentional function and the aspects existed in this design in its variety and reliance on the logo as a way to verify the identity of the publisher, which is a performative function that contributes to the fast attraction and stimulus of the audience in order to realize the fast response, generally speaking.

3-The third sample

The publisher: University of Basrah

Name of the campaign: Protection against Corona Pandemic

Date of publishing: 10 June 2020

The link of the post: <https://uobasrah.edu.iq/news/alaqwd-alhkwmyh-almnaqsat?page=6>
(Translation of the post: Dear housewife, please follow the steps below to protect your family against the Pandemic, especially if you suspect that a family member is infected).

- 1-Wash your hands regularly
 - after coughing or sneezing
 - before, during, and after cooking
 - before eating
 - after using the restroom
 - before and after caring for the infected person
 - before and after taking off the mask and the gloves
- 2- Use paper towels.
- 3- Wash grocery, vegetable, and fruit with water only or with water and Clorox.
- 4-Avoid direct contact with infected or recently healed people unless it is necessary with wearing masks and gloves. Do not touch masks as you are wearing them).



a-The intellectual approach and its relational variety in the structure of the design

The intellectual approach is prone to relational variety through the structure of the design according to the vision of the logic of the behavior and the logic of the construction besides the stimulus of the design and the communication that depend basically on the elements of the design and how the post works to educate people during any incident. This sample aims at directing the behavior of the audience according to the construction pattern that uses special meanings and expressions that solve the problems and respond to the direct needs according to the intellectual logic, depending on the text, visual element, and drawings.

The visual discourse is achieved through a set of logical solutions that conform to the mentality of the audience and respond to his needs. This set would raise the rate of the audience's reception to the post. He would look at the vocabulary and elements to learn how to behave in a better way and to follow them as a guide to be protected against Corona Pandemic. The elements of the design that are organized horizontally from the highest to the lowest, besides the repetition of shapes and spaces and the shades of the green color are all used to create a stable design whose content shows a certain strategy that one should follow to reach the way of protection against Corona Pandemic, which is the main goal that the designer aims at in his intellectual approaches. These approaches become



modal approaches that are characterized by being stimulating, guiding, and educating the individual.

b- The intellectual approach and the role of the visual discourse in the design

The functional dimensions have been reached in treating the role of the visual discourse and the vocative announcement that indicate that the design's elements is taking a repetitive shape as one repetitive shape that contains drawings and some model applications that transform the approaches to be an analytical description that appeared in the representation function. The shapes conform to their meanings and express, according to an expressive function, the required characteristics and goals of this design. The aim of the design is to warn and spread health awareness against the danger of Corona Pandemic. This vocative element appears positively to reach all levels of the intellectual approach. One should consider the effect of the behavior of university teachers and students because it is related to a university's formal platform such as the University of Diyala. The mental logic in treating the model elements means to use both a certain text with the shape of a flower that has eight leaves in front of the text on the other side of the imaginative, horizontal form in order to emphasize various functions, such as the emotional function, that are related to the meaning embodied in the intellectual approach through achieving the required contact to individuals and delivering the subject matters, facts, and accurate information, this is in addition to the poetic dialogue that addresses feelings. This emphasizes that the explaining function comes to complete the expressive, vocative, and representative functions, taking into consideration that the attentional function is a function that raises the level of the intellectual approach. We can also find that the design follows a descriptive way that reflects the experiences related to the meanings of the design's content, as it carries formal logos. Therefore, the publisher that supports this awareness is an official institution, which means it is a trustworthy resource. The source here plays a role in the rhetoric of the text and its conformation to the intellectual meaning in the approaches of these texts and drawings as icons to express the incident and the phenomenon.

Results and Recommendations

Results of the analysis and their discussion

The following results are reached:

1-The effect of the intellectual approach is realized through the shape of the design between the objective accuracy and the clear designing idea in dealing with the element of the Pandemic, besides using simplicity and shorthand in the drawings and controlling the multi-approach of the model connection between information and data in all the samples.

2-The clear diversity is used to employ the elements of the design, including its cartoon drawings, in making the phenomenon influential depending on behaviorism and constructivism that require using several, various shapes.

3-The shapes have special characteristics as they have the elements of the health awareness through abstract ways of visual representation that contribute to the clarification and interpretation of the expressive, functional, and performative approaches to reach a direct, sudden, and gradual solution in all samples.

4-The functional aspect is realized through the performance to communicate the idea of the design as an appearance treatment (structure, meaning, and visual) and as an intellectual approach that has a direct and inevitable relation to the subject matter.

5-The intellectual approach is realized by using simple shapes to reflect the meaning of the subject matter in order to warn the community in successive steps as a visual discourse that relates between the vocative, expressive, and representative functions in all samples.



6-The intellectual approach depends on the shapes of the multiple meanings that address the feelings and the emotions by detailed, documented, and attentional explanations in reforming the drawings that show the steps of the gradual awareness in all samples.

7-The design's informative characteristics are reached through the rhetoric of the subject matter and the shapes used through ways of stimulus by magnifying, minimizing, and coloring. These characteristics attract the audience and achieve the audience's response that contributes in spreading the design in all samples.

8-The focus on the relations of building and designing the shapes through the balanced construction and whole installment as one connected unit to demonstrate the statement that is both warning and guiding in all samples.

Results

1- Attention is paid to accuracy and clarity of the shapes of the elements through the intellectual approach that stimulate and communicate the health awareness and enhance providing the community with information and data that direct and warn it.

2-The ideal usage of systematic variety found in behaviorism and constructivism in dealing with the designing elements contributes in realizing the interactive communication and contact by presenting direct solutions through the design's subject in a way that suits the aesthetic, functional, and performative requirements.

3- Focusing on the direct solutions through the intellectual approaches' control over cognition and feelings in the mechanics of perception and through reinforcing the designing items as basic elements to support the visual discourse.

4-The idea of building the shapes through following the schools of art and the various styles contributes effectively in enriching the intellectual approach in delivering the health awareness by the direct functional and expressive dimension to reach the aesthetic dimension.

Recommendations

According to the above results, the research recommends the following:

1- Paying attention to building of the design's shapes according to the intellectual approach and using elements and rhetoric expression that achieve a comprehensive contact and visual discourse as a base in health awareness.

2- In order to achieve diversity in the designing shapes and distribution of elements, the mental maps should be employed because they are the basics of moving the sensational cognition of the audience in comprehending the intellectual approach of awareness.

3- Using the images in the functional diversity to attract the audience through the aesthetic appearance of colors, considering the psychological appeal of the audience.

4- Focusing on the approaches of the knowledgeable communication between the graphic designers and the designers who seek to achieve awareness in health sector and stimulate the imagination to understand the intellectual approach.

5- Employing the subject matter of the intellectual approach in philosophical messages by the warning, guiding, and directing posts to deliver information.

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