

Demakova Yana

Kyiv National University of Technologies and Design (Kyiv)

Supervisor – PhD N.M. Syromlya

THE IMPACT OF GRAPHIC DESIGN ON SOCIETY

Nowadays, in the sphere of design, especially concerning marketing the specialties of impact of advertisements on customers is widely discussed. Many researchers investigated this issue: Elizavetta Kolesnikova, Lexielu, Steven Heller, Glibenko N.V., Basova S.N.

There exist many questions to be answered to realize the importance of advertisement and means it is created with. Some of them are described below. What drivers your mind when you choosing things? What creates the prospect of buying anything? What motivates you to purchase? Why does your choice stop at a particular brand of car when you are standing into a car dealership choosing one of them? Why do you buy products that you see for the first time in the store, but at the same time, deep down in your soul, you feel like you have used this thing all your life? Why does an inveterate reader buy a book by an unknown author only after just once looks at the bookstore shelving?

Some researchers consider that beautiful cover can prevail over your consciousness and your inner feelings. A beautiful cover sets a spark of thought, turns on person`s imagination and plowing desire to look inside. When the salary is not be soon, but you go to the clothing store on your home, why? The desire to lead healthy lifestyle sinks into the emptiness and dissolves only by seen a juicy burger or steak with ruddy meat decorated with fresh herbs and sauce as it has painted with gouache on a canvas. What is the main temptation that brings you to the point when you find yourself next to something that you did not own before? Why is this happening? [1].

There is no need to go far for an answer. A lot of critics and experts agree that all of these questions come up in people's minds because of the impact of advertising! Everything that seduces our brains provoked by advertising.

There is such a point of view that advertising is like a tempter: "The consumer chooses the brand that promotes his lifestyle, brand that is closer to him. Today, design is not just a beautiful picture and not just a visual concept or a marketing tool, it is the embodiment of consumer values, taste and psychological attitudes" [1].

To our mind, person chooses a brand not only because of his lifestyle and in proximity, as it is written in this article, but in opposite, the psychological aspect of advertising makes a person move in the same direction as advertising channel moves, regardless of desire and person's needs. Advertising tempts a person, just the same regardless of his needs, adding new desires that person did not and should not have.

When new product arrives to the market, it is accompanied by enticing packaging and catchy slogans or words that make us stop and take a closer look. Often, these words and catchphrases influence customers with going for one product in favor over another.

Let's analyze how a beautifully designed graphic design influence the choice of a person, his views, and his priorities. We suggest some views on the impact of graphic design researched by us and supported by the following examples.

Graphic design is a means of visual communication. Expressing own ideas and values, the author thereby imposes his opinion on people and draws their attention to his product.

An example of how design, as the embodiment of advertising, can positively influence large masses of people is the active fight against smoking. For example thanks to the various anti-smoking videos, around 100,000 people made the decision to stop smoking. The straightforward design of the ads and the commercials had a big impact on society [2].

There is also another example, «When Metro Trains wanted to remind people to be careful around their trains, they decided to use a bit of humor to grab the attention of passengers. They came up with a cartoon commercial titled “Dumb Ways to Die” and used a bit of “black humor» to grab attention. After the campaign, a 21 percent decrease in accidents resulted” [2]. As usual, videos designed to inform people of danger or prevent any danger are created without any taste and just with the monotonous voice of speaker. But in the case of a creative clip using the experience of design and psychology, the probability of attracting people is much higher.

There are some examples when people also look 'at situations of misperception. In fact, person does not always perceive the picture as a designer wanted. “Whereas, when I see the sunflower symbol, with which goverment sought to convince us that it is a sensitive, environmentally responsible oil company,” the author explained, “I think of the tragic consequences of the Deepwater Horizon oil spill” [3]. It is normal, about 75 % of people think the same way, but there is a different percentage – for which the perception is completely different.

The research based on popular psychologists conclusions, confirms that most of all affects in graphics design affects person’s subconscious, and attracts their views. These are detailed works in which the viewer is interested in “solving the riddle”, with large and completely bright (contrasting) elements, especially those that are in the foreground, and, importantly – color. Even before the addressee reads and understands the text, the color scheme manages to postpone the information on subconscious level [4].

It is easy to dismiss design as unimportant but that is because we simply do not perceive the influence it has on us. Its effects are largely unconscious or subconscious. No matter whether that is well or bad issues, you cannot deny the importance it plays in our world’s experiences.

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