

Sayyora Zakirova

*PhD Technics, Associate Professor of the Department Informatics and
Management National Institute of*

Fine Art and DESIGN named after K.Behzod Uzbekistan, Tashkent

THEORETICAL ISSUES OF ADVERTISING DESIGN

Abstract: This article analyzes the theoretical issues of advertising design. It is based on the fact that advertising plays a very important role in the development of any production.

Key words: design, advertising, production, creative advertising, digital media, digital media

The scientific study of the cultural and aesthetic component in advertising design aims to systematize visual media and comprehensively determine their functional specificity in modern society, which is much broader than thirty years ago. Advertising graphics are presented as visual art, visual culture and visual communication. Creative advertising technologies are considered using examples: metaphors, hyperboles, associations, allegories and metonymies using color and graphic figurative means. The orientation of goods towards regional consumer groups and a significant change in market policy implied a radical change in the objectives and nature of advertising: socio-psychological, cultural, artistic and aesthetic indicators were updated. Defining imagery as a specific creative tool in terms of various aesthetic ideals is key to understanding the artistic design process. So, our comprehensive study summarizes the style of advertising graphics in the context of cross-cultural communications from posters to new advertising forms - digital media [1].

Creative advertising is a creative method that helps shape the image and recognition of a brand. To create creativity, marketers use unusual and original

solutions. It is difficult to attract the attention of the audience only with a beautiful picture without a strong plot.

Creative advertising attracts and holds the attention of the audience in a saturated and competitive market. They serve as a powerful means of communicating a brand's message, values and identity in a memorable and engaging way.

Creative advertising attracts viewers' attention, evokes emotions and makes a lasting impression, making the brand more recognizable and memorable. In an era when consumers are bombarded with information, well-executed creative advertising sets a brand apart from the crowd, promoting brand recognition and loyalty. In addition, creativity generates discussions and promotes the exchange of information on social networks, increasing the reach of the advertising campaign and increasing the overall impact on the target audience [3].

Creative advertising campaigns are the brainchild of advertisers who are not afraid to innovate. They use the power of visuals, words, and emotions to connect on a deeper level. Whether it's a print ad that makes you want to do a double take, a TV spot that lingers in your mind, or a viral social media post that you can't help but share, these are all creative ads designed to make an impression.

Creative advertising helps differentiate a brand from competitors. It promotes brand awareness and builds loyalty by making the brand more relatable and meaningful. Creativity is presented as a dynamic process that requires a search for new ideas and a willingness to adapt to change. The most effective creative advertising methods often break new ground. They offer fresh perspectives and unique ideas that capture the audience's attention and create a strong connection with them [2].

Creative advertising graphics, billboards, commercials and social media ads are all around us. They compete with each other for our attention using techniques that have been proven to evoke an emotional response. Help your brand rise above the average with creative advertising ideas and the right tools to achieve your goals.

Some of the most common advertising techniques include emotional appeal, group pressure (aka group advertising), endorsement and social proof, and endearments.

The first example is the conscious use of color. This technique is used every time, in any form of visual marketing.

The advertising technique of color psychology is easy to misunderstand or make mistakes. A slightly different tonality of any color may end up evoking a different emotion than the design was intended to achieve.

Color is present in the background, photography, fonts, visual accents and branding elements. That is why it is important to think through the color palette every time. How important is each color and does it do its job? Creative advertising relies on interesting color schemes to convey a message without words. Simple solutions like using a bold color for your call to action button can significantly increase click rates. Sometimes one color in a brand is so important that it becomes its own entity, such as Coca-Cola red or Tiffany Blue.

The ad below uses the brand color Tiffany Blue and has a black and white photo to complement it. Note that the model is also looking at the viewer with a "direct gaze". We'll talk more about this later. A black and white photo next to a color photo, highlighting the blue color of the Tiffany brand. As with color psychology, balanced composition is extremely important for any type of visual. Composition is the way all elements are placed in visual space [4].

A composition can have many different purposes, from drawing the viewer's attention to one specific point to creating a top-down visual flow. There

are many ways to create a balanced composition. The basic rules for creating a good composition are called Gestalt principles. These include visual rules such as simplicity, synchronicity and association. Customize your composition and design with your own AI-generated images. In the near future, creativity in many areas of activity, communication skills and digital literacy will increase. In our opinion, this is especially relevant for design and advertising in the context of cross-cultural interaction. One of the priority areas of research is creative advertising technologies and artistic imagery in advertising in the interaction of local, regional, global and transnational cultures.

References:

1. Сметанина, С. И. Медиатекст в системе культуры (динамические процессы в языке и стиле журналистики конца XX века) [Текст] / С. И. Сметанина. – СПб. : Михайлов В.А., 2019. – 382 с.
2. Савенкова, И. В. Основы рекламной деятельности [Электронный ресурс] : учебно-методический комплекс / И. В. Савенкова. – Белгород : НИУ БелГУ, 2022.
3. Кузнецов, В. Ф. Связи с общественностью: теория и технологии [Текст] / В. Ф. Кузнецов. – М. : Аспект Пресс, 2019. – 304 с.
4. Чумиков, А. Н. Реклама и связи с общественностью : Имидж, репутация, бренд [Текст] / А. Н. Чумиков. – М. : Аспект Пресс, 2018. – 159 с.