Typography and Its Effectiveness in Contemporary Graphic Design

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ABSTRACT

Typography is the technique of arranging words and alphabets in a way that seems appealing and readable. The study focuses on the importance of typography in advertising. Typography is used in advertising to make the content look stylish, therefore enhancing the arrangements and appearance. The arrangement of letters in the way it is written defines the idea of the creator. With the growth in digitalization, typography has become the essence of advertising. Thus, the aim is to understand its effect on the advertisement and to understand its usage to convey the message of the advertisement. The methodology used in the study is based on secondary data and sources. Therefore, designers must aspire to continue learning, experimenting, adapting, and expanding type as visual communicators to engage audiences in powerful and stylish typeface capable of meaningful communication and culturally appropriate expressions.

Keywords: Typography, Graphic Design, Visual Communication, Advertising. Creative Design

INTRODUCTION

Typography can be defined as the visual attribute of a written language. Typography can be seen all around us. It is on the phone, the books we read, the websites we visit and even the advertisements that we see around us. Typography is the art of arranging letters and text such that the reader may easily understand it and find it visually pleasing. Font style, font size, and structure are all typographic components.

Typography has always been around us since ancient times. The scripts used in civilizations like that of Mesopotamia, Indus valley and Egypt are all examples of typography. Back then symbols were used to reach out to the reader. Today we have alphabets, numbers, drawings patterns and many more. Designers and craftsmen are devoted to this art and consider typography the essence of any advertisement.

With the correct arrangement, typography becomes the space identity. The arrangement of letters in the way it is written defines the idea of the creator. When the letters are bold and big, they usually have a strong message to convey. Cursors are used to add beauty to the text. Comic style is used to

represent casualness in the text.

Typography also depends on age. Typography is different when the creative wants to reach out to children. The content for children is written in more bubbly and colourful designs. To reach out to an audience in the youth a more sophisticated and well-arranged pattern of typography is used.

Typography is based on the motive to reach out to the audience and hence it is modified in a way that the audience finds appealing. The aim is to make the audience understand the idea and objective behind a product or a service. Thus, the importance of typography in advertising increases. Even in digital advertising good typography establishes a strong visual impact. It gives brands recognition, influences decision-making and always holds the attention of the reader. Typography elements, especially font and font size, should largely be emphasized when reaching out to the audience.

In terms of arrangement the hierarchy, colour and alignment should highly be considered. Sometimes typography is overlooked, which is a big mistake as the audience remembers their favourite brands, the restaurants to eat in and even the names of famous buildings by their logos and taglines which are all written in a specific font. It is a part of typography that influences their mind and decision making.

RESEARCH METHODOLOGY

The methodology used in the study is based on secondary data and sources. At first, the term typography was emphasized to understand its meaning and scope. The secondary sources are then used to understand the importance of typography in advertising. The study is done in a way that the concept of typography and its importance is understood both in traditional as well as digitized advertisements. Last but not least the emphasis is given on how to use typography so the message of the advertisement is reached the audience. The sources used are citations and articles based on typography and its usage.

ABOUT TYPOGRAPHY

The art of typography involves organising words and other material in a way that makes it aesthetically appealing to the reader. Font style, look, and structure are all part of typography, which tries to evoke particular feelings and communicate particular meanings. The Gutenberg Bible is the premier example of typography, and it is responsible for the western world's typographic revolution. (Carton, 2020).

Today, the typeface type used in the Gutenberg Bible is known as Textura, and you may find it in the font drop-down option on most desktop programmes. In the present day, typography is typically associated with print and the digital sphere. The invention of the internet brought to an inventive explosion in the field of typography, resulting in greater variety than before. There are three basic types of typefaces, serif, sans-serif and ornamental. To induce a start in typography, you initially have to get to grips with the eight essential typographical design elements and to stay the interface uncluttered and streamlined, a decent designer will never use over three fonts. Many people mistakenly consider typeface and typefaces to be the same thing, which causes some misunderstanding. In simple terms, a typeface may be a family of related fonts. Typography is

usually overlooked, but it's an important component of program design. Making the correct choice depends on more than just seeing what looks nice. Effective typography will create a strong visual hierarchy, balance the website's graphics, and establish the overall tone of the product. To induce started in typography you initially must get grips with the eight essential typographical design elements. Isn't it true that, when it comes to advertising, how something is expressed matters more than what it is said? This is frequently especially true for typography-based advertising, which are common in print and are becoming increasingly common in television and other video mediums. Typography may be used for everything from providing information to grabbing attention, and in the commercial world, getting it right can be the difference between mediocrity and greatness. (Hannah, 2020).

ABOUT GRAPHIC DESIGN

Graphic design is essentially the skill of creating graphics on a surface through the use of different mediums. Graphic design can be practised on canvas, stones, and dust commonly used on a computer screen. With the aid of a lot of graphic tools, the creative style of graphic design incorporates visuals ranging from drawings and symbols to graphs and charts, logo design, book cover design, and more. The history of graphic design is lengthy and storied, going back to the beginning of art. This is how graphic design got its start and developed into what it is today. (*A brief history of graphic design,*)

When the graphic design came into consideration with the invention of the medium in 1440, every individual was practising graphic design unknowingly. The cavemen were accustomed to drawing illustrations on the walls to represent their thoughts and existence. The medium was generated after the invention of paper by the Chinese in 105 AD. It will be referred to as the foremost contribution to the success of graphic design in the present. In 1800, the press was introduced to the commercial Revolution. With the assistance of the press, manpower power manpower was reduced to 90% and therefore the information given was more specific and detailed which might be done on a bigger scale (Ellis, 2018).

Graphic designing today is completely different from what it used to be a long time ago. Now graphic designers use technology as their main medium. Graphic design can be seen in digital posters, magazines, book illustrations, billboard advertisements etc.

Graphic design plays an important role in the fields field of advertisement by helping in making the message that needs to be conveyed more pleasing, eye catchy, simple and understandable to the customers. The advancement in graphic design has no boundaries and the level to which it can lead the advertising industry cannot be calculated (*Graphic Design*).

ABOUT ADVERTISING

In today's competitive world where everyone wants to represent themselves and showcase their ideas so that they can reserve their position in the market, advertising plays an important role. Engaging with a product's or service's users is the process of advertising. Consumers are intended to be informed or persuaded by advertisements, which are messages that have been paid for by the senders. Despite the fact that most people are ignorant of it, advertising is always there. In today's

world, advertising employs every instrument at its disposal to spread its message. To do this, a variety of media are employed, including television, print (newspapers, magazines, journals, etc.), radio, press, the internet, direct selling, hoardings, mailers, competitions, sponsorships, posters, apparel, events, colours, noises, and even people. (endorsements) (*What is Advertising*).

The advertising industry is made up of businesses that advertise, agencies that create commercials, media that airs commercials, and a variety of people that transport the message to the client or recipient, including copy editors, visualizers, brand managers, researchers, creative minds, and designers. A business that needs to advertise itself or its products hires an advertising agency. The client gives the agency details about the brand, its visuals, the concepts and principles that guide it, target audiences, etc. The agencies transform the concepts and ideas into visuals, text, layouts, and themes in order to communicate with the user. According to the reservations made by the agency's media purchasing unit, the advertisements air when the client approves them. (*Advertising Basic of Advertising*).

GRAPHIC DESIGN AS PART OF AN ADVERTISEMENT

Before producing a new design in advertising, graphic designers consider factors such as the client's needs, the design's intended message, and the attraction to consumers or users. Meeting with customers, creative or art directors, and conducting their research are all ways graphic designers obtain knowledge pertinent to their designs. Graphic designers use this information to produce drawings or layouts, which they can do by hand or on a computer, to establish their design vision and incorporate aspects like colours, music, artwork, photography, animation, typestyle, and other visual features. The graphic designer then decides on the element's size and placement on the website or screen, creates graphs and charts from the data to be presented, and consults with copywriters on the language that will accompany the design. Clients or art/creative directors are then shown have then shown us the polished concepts for approval. Whenever a product is submitted to be published or printed, graphic designers confer with printers to identify the best type of paper and ink for the job and then evaluate the proposed final copy for faults before it is published (*Graphic Design*).

Graphic designers frequently work in advertising, printing and related support operations, newspapers, periodical publications, directory publishers, and creating computer visuals for companies that create computer systems. Due to a rise in demand for projects involving interactive media, graphic designers with experience in website design and animation are being prioritized. As advertising firms produce print and digital marketing and promotional materials for more products and services, particularly in internet marketing, the necessity for graphic designers in the advertising industry will increase. Candidates who have a comprehensive liberal arts background and expertise in marketing and business management, such as those who have completed a liberal studies degree in advertising and graphic design, are better qualified for roles developing communication strategies.

TYPOGRAPHY AS A PART OF ADVERTISING

Advertising is the technique of drawing the attention of a consumer towards a product or service. Therefore, to make an advertisement attractive, typography is very important. Typography is the

style or appearance of a text that is closely related to art. It is essential in the modern era of digital advertising since it informs the customer of what they are reading and why it is significant to them.

Typography largely impacts how information provided to a reader or viewer is processed. The more successful the typography the more it will engage a consumer. Some of the techniques that are mostly used are large fonts, which make the text look impactful. Similarly, transparency makes letters ambiguous and highlights the meaning of an advertisement. These are small details that grab the Reader's attention. While making advertisement typography should be minimal yet informative. When there are too many fonts, colours, lines and Heights the advertisement becomes a complete disaster. This can be considered asana an example of bad typography. In such kind of typography all the text is emphasized which leaves the Reader confused and uncertain of which part is more important. As a result, there is no clear direction of how the information should be read.

Typography in advertising is the first step to grab grabbing the consumer's attention. Therefore, typography as a part of advertisement plays a key role in the marketing and sales of the product. Even in a logo or a poster one should make sure to use typography that represents the service or the product. Comics and magazines are excellent examples of typography. They both use fonts and their arrangement in such a way that it not only brings out the idea but also conveys that message to the reader or viewer. Eventually, the individual is encouraged to buy them (Hannah, 2020).

IMPORTANCE OF TYPOGRAPHY IN ADVERTISING

Typography is a medium of communication. The arrangement of content, colours, and font used are small details that communicate with consumers. The basic approach of typography is to attract the consumer. Therefore, it is important to make the typography clean and as clear as possible. The font should not be very small but easy to read and presentable.

Typography is also vital for attracting the attention of the audience. Therefore, one can play with words and make the text captivating. Using effective typography, the content can be made attractive. Typography is not just an art it is a medium of conveying an idea or feeling. If the content is serious, the fonts should be simple and plain. If the content is frolic, then the font used should be playful.

Typography is also important for creating a hierarchy of information. Typography can be used to categorize the text or the content according to its importance. For this different font sizes with bold or Italic effects can be used. This will help to reach out to the audience easily. Typography can make the content look harmonious. If they are in a similar font and the same pattern, it creates harmony. Harmonic typography adds artistic effect to the advertisement. The alignment of the font with the correct proportion helps to organize the advertisement. While advertising, professionalism is of great value. Typography is the foundation of a professional advertisement as it defines the importance of the content. While making an advertisement the font should have a rhythm which will add great value to an advertisement for the brand the audience always remembers the fonts that one uses in the visuals. Typography is important for advertisement. It is not only important for profit-making but also to attract and attract the audience socially and emotionally (Corrigan, n.d.).

ROLE OF TYPOGRAPHY IN ADVERTISING

Considering the importance of typography, it has a great role to play when it comes to advertising. Brochures, flyers, logos, apps, graphic designs or web pages, are mediums of advertising that need to be eye-catching. They can be attractive only when they are put together well and typography is an excellent way of doing it (Holmstrom, n.d.).

All the famous brands and franchises have developed their logos and carried out marketing campaigns throughout the year. They all have one thing in common: a well-blended combination of fonts, colours, and texts. This is the reason why they are memorable and we recognize them easily.

The role of typography in advertising is to create a hierarchy and maintain consistency and alignment. It is because of the desired typography that reading becomes easier. Since people have a very fast life, they have less time to read so all they want to do is grab the necessary information from the advertisement. This balance of the message in the advertisement is made by using appropriate topography.

Typography is also important to establish brand recognition. Think of a logo and we do not remember its motto or its long list of values and vision. All we remember is the image of the colours used and the size of the fonts that have been used in it. For example, we remember the capital yellow M of McDonald's and its red background.

Typography tends to generate the hierarchy for an advertisement, ensuring that the most important information of an advertisement is displayed first. This helps in brand promotion and recognition. Typography is the basis of the theme of the advertisement. It represents the idea of different people as one. Hence it helps to reach out to the feeling of the audience. For example, the fiery grilled chicken of KFC is written in bold red letters with the background of Fire. This brings out the theme of KFC and also reaches the audience as they are in the mood to try something new (Krause, n.d.).

CONCLUSION

Today, typography is becoming increasingly important for corporate branding and identity communication, enhancing a company's reputation. The use of appropriate font and graphic components helps create a distinct design, showing the clarity of informational hierarchies and messages that match the voice, tone, and image of the organisation's work. As known, each typeface carries a particular meaning and message, and the goal of selecting and applying the most appropriate typeface from among these numerous is to generate successful communication. Likewise important as what we say is how we communicate our emotions, thoughts, and information. Font selection is a visual expression strategy in this regard. Typography has its vocabulary and notions. Font management serves as a guide for good design as well as a communication tool. Reading is made easier by typography, which emphasises the importance of choosing the right font once more. In a nutshell, typography is essential to design and even stands alone as an aspect. A typographer's responsibilities include creating new characters, assuring legibility appropriate for the purpose, and simply designing appealing typefaces. Designers must aspire to continue learning, experimenting, adapting, and expanding type as visual communicators to engage audiences in powerful and stylish typeface capable of meaningful communication and

culturally appropriate expressions.

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