Evaluating the role of creative thinking methodologies in the expression of ideas in advertising design

(A Case study on violence against women publications)

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Abstract:
"Creative thinking is the ability to find unique and authentic ideas, that are appropriate and socially acceptable. It is the result of the interaction of mental and psychological process. The creative thinking methodologies based on a set of mental processes such as analysis, criticism, imagine, abstraction, comparing and logic... etc. Each methodology does not necessarily require a combination of all these mental processes, but rather one of these mental processes, that depends on other processes in smaller rate. The dominant mental process distinguishes each methodology. The main objectives of the present study has been to explore the most relevant creative thinking methodologies that a designer can use to express an advertising ideas. And as the case study title expresses, it was intended to find out which methodology is the best to express violence against women. Accordingly, the study objectives are to establish the role of creative thinking methodologies in the expression of the ad idea. Also it was intended to evaluate those methodologies to decide the most acceptable one on bases of the recipient's preferences. Therefore, it was rather crucial to recognize the most successful creative thinking methodology that provides a designer with full control on the design process, to help in influence the recipient in an efficient manner.

Throughout the reviewed literature a set of creative thinking methodologies that are commonly used by designers to express their ideas with concern to the study problem were set and tested. It was also established in the course of the experimental work that the best methodology which expresses the violence against women was the creative thinking methodology as a critical activity, according to the research sample preferences.

Keywords:
Creative thinking, Design methodology, Published Ads, Violence against Women Publications

Introduction:
The creative thinking is one of the important styles of thinking, which are used by designers to express their ideas, and transmit information of an advertising message to a recipient.

Published ad Design:
Institutions and bodies use publications “to transfer the information and ideas in the form of logical letters to recipient and develop their mental image about the institution,” (3 - p10) “The success of the publications design based on the availability of accurate information about the recipient’s preferences, the culture, the demographic information, and other preliminary information which represents the basis for the excellence and effective publications.(1 - p18) This information help the designer to follow the right way of thinking to express his idea, and choose the best methodology according to the recipient’s preferences.

The creative thinking:
"Creative thinking is the ability to find unique and authentic ideas, appropriate and socially acceptable solutions for the problems in advertising; it is the result of the interaction of mental and psychological process” (1 - p 17)

Creative thinking methodologies:
The creative thinking methodologies based on a set of mental processes such as analysis, criticism, imagine, abstraction, comparing and logic... etc. Each methodology does not require a combination of all these mental processes, but each methodology is mainly based on one of these mental processes, while depends on some other processes in small rate, so the dominant mental process distinguishes each
methodology." (2-p 38 ) There are many of creative thinking methodologies; such as:

1- Creative thinking as a critical activity
"It is the accurate translation and correct evaluation of our life, in this methodology "the designer must use the persuasive images because of its ability to achieve realism and credibility" (1 - p 228), and view the pros and cons of the problem. Figure (1).

Figure (1): the Design expresses the cons of violence against women. (13)

2- Creative thinking as a logical activity
"Creative thinking starts as logical activity to find out the reasons and the ills that lie behind things, it based on evidence and proof theory to substantiate things or deny" (11). So the graphic elements must be efficiency, reasonable, and identify the root of the problem.

3- Creative thinking as an indicatory activity
It is the conclusion of the correct of particular provision based on the correct of other provisions; the successful indicator leads to achieve confidence in the results that we reach." (2- p37). Figure (2,3).

4- Creative thinking as a meditative activity
The designer depends on meditation of the surrounding world to solve any problem, especially social problems. (11) This methodology combines between thought and conscience, with focusing on the feelings of the recipient. Figure (4,5).

Figure (2): The designer used Gandhi as a sign of freedom to mean that we want freedom for women. (12)

Figure (3). The designer used the dove as a sign of peace means that we want peace for women. (12)

Figure (4): The enjoyment of girl with playing can prevent the violence against women. (12).

Figure (5). The happily family is helping to prevent the violence against women. (12)

Figure (6): Suppression of women's opinion one of the manifestations of violence against women. (14)

5- Creative thinking as an abstract activity
"The designer notices the most important characteristic of the problem" (2 - p 36) and displays it in indirect way. Figure (6).
6- Creative thinking as an imaginative activity
The designer expresses his idea based on the imagination to solve a problem, in an imaginary and not realistic style.

7- Creative thinking as a comparative activity
Creative thinking uses the comparative method "to provide evidence and arguments, which compare between pre-and after the phenomenon." (1 - p 232). Figure (7).

8- Creative thinking as a symbolic activity
The designer uses the symbolic elements in order to create concepts and express his idea, "which helps in remembering and reincarnation." (1 - p 232) Figure (8).

Objectives:
The present study has emerged in an attempt to answer the following set of questions:
- What are the creative thinking methodologies that can be followed by designers to express an advertising ideas?
- Which one of those methodologies is the best to express violence against women?

Accordingly, the study objectives are to establish the role of creative thinking methodologies in the expression of the ad idea. Also it was intended to evaluate those methodologies to decide the most acceptable one on bases of the recipient's preferences. It is rather imperative to acknowledge the most successful creative thinking methodology, which provides the designer with full control, planning and effective management of the design process, to avoid errors of design, and to help in influence the recipient in an efficient manner.

The phenomenon of violence against women has been studies because of the increasing reports about the violence against women. This has been a great motivation for the author to begin thinking about the problem, so, a set of advertising leaflets was designed, representing different methodologies of creative thinking, in an attempt to measure which creative thinking methodology is the best, to make this study as a guide for the designer during the design process, and helps him to avoid attempts and wrong experiments.

The research sample consisted of 100 adult subjects (50 male and 50 female) aged 20 years or more. Subjects were selected to be 50 professional subjects and 50 non-professionals).

A questionnaire was used. It was judged by a group of arbitrators to make sure of the seriousness, and unaffectedness of the questionnaire. Judges offered expert modifications in the wording of the questionnaire.

Experimental study:

The author has used an Inductive approach in addition to experimental work in the advertising publications design about the phenomenon of violence against women. A questionnaire has been used as a research tool to get the response of the research sample on which creative thinking methodology is best used.
**Leaflet information**

<table>
<thead>
<tr>
<th>Design 1</th>
<th>Leaflet design</th>
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<tbody>
<tr>
<td>Thinking methodology</td>
<td>Creative thinking as a critical activity.</td>
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<tr>
<td>Slogan</td>
<td>The violence is difficult sense</td>
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**Explain the idea**
The idea was displayed critically which shows the cons of the phenomenon, so a lot of images were used to reflect the manifestations of violence, and the shape of bloodstained hand, to achieve the realism and credibility to the content of the advertising message.

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<table>
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<tr>
<th>Design 2</th>
<th>Leaflet design</th>
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<tbody>
<tr>
<td>Thinking methodology</td>
<td>Creative thinking as a logical activity.</td>
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<tr>
<td>Slogan</td>
<td>The girl like the boy</td>
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**Explain the idea**
The idea was displayed to know the reasons and the ills that lie behind the violence against women. This phenomenon in Egypt returns since childhood, when we prefer having a male not female, so, the boy arises with a sense that he is much better, so, the persuasive elements were used such as the seating of the man, some proverbs about having male and female, and women behind prison bars.
### Leaflet information

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<th>Design 3</th>
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<tr>
<td>Thinking methodology</td>
<td>Creative thinking as an indicatory activity</td>
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<tr>
<td>Slogan</td>
<td>The Women is root and branch.</td>
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</tbody>
</table>

**Explain the idea**

The tree was used because of its positive meaning, it references to growth, and goodness, where the roots are the start of existence, and the leaves are the basis for the young youth. So we cannot live without women, and we must honor the women and prevent violence against her.

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### Leaflet information

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<th>Design 4</th>
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<tr>
<td>Thinking methodology</td>
<td>Creative thinking as a meditative activity</td>
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<tr>
<td>Slogan</td>
<td>The successful family is the best solution</td>
</tr>
</tbody>
</table>

**Explain the idea**

The love between the husband and wife is the ideal relationship model and the only way to prevent the phenomenon of violence against women. So, the family (husband, wife and children) was used that holds a heart which combines between man and woman, and Nizar Qabbani poems about women.
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<td><strong>Explain the idea</strong></td>
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<td><strong>Slogan</strong></td>
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<td><strong>Explain the idea</strong></td>
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<td><strong>Design 7</strong></td>
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<td><strong>Thinking methodology</strong></td>
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<tr>
<td><strong>Design 8</strong></td>
<td>Leaflet design</td>
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<tr>
<td><strong>Thinking methodology</strong></td>
<td>creative thinking as a symbolic activity</td>
</tr>
<tr>
<td><strong>Slogan</strong></td>
<td>Our hands in your hands</td>
</tr>
<tr>
<td><strong>Explain the idea</strong></td>
<td>The hands was used as a symbol of helping for the women who have experienced violence. The hands came in different colors to indicate that, whatever the nationality of the women, she will find the United Nations team, which will help her.</td>
</tr>
</tbody>
</table>
Results of the experimental study:

1. The highest preferences of professional males and non-professional females were for creative thinking methodology as a critical activity.
2. The highest preferences of professional females and non-professional males were equal for creative thinking methodology as an indicatory activity.
3. The highest preference of 20:30 years was for creative thinking methodology as a critical activity, the second preference was for creative thinking methodology as an indicatory activity, the third preference is for creative thinking methodology as a logical activity.
4. The highest preference of 31:40 years was equal in creative thinking methodology as a critical activity, as a logical activity and as an indicatory activity.

5. The highest preference of 41:50 years was for creative thinking methodology as a critical activity.

6. The highest preference of 51:60 years was equal in creative thinking methodology as a logical activity, as an indicatory activity and as a comparative activity.

7. The highest preference of 60 and more was for creative thinking methodology as an indicatory activity.

8. The highest preference of professionals and non-professionals was equal for creative thinking methodology as a critical activity and the second preference was for creative thinking methodology as an indicatory activity.

9. The highest preference of male was for creative thinking methodology as a critical activity, the second preference was for creative thinking methodology as an indicatory activity.

10. The highest preference of female was equal in creative thinking methodology as a critical activity and as an indicatory activity; the second preference was for creative thinking as a logical activity and as a comparative activity.

11. Age groups 20:30, 31:40, and 41:50 preferred equally (all of these), while 51:60, 61: and above preferred (idea).

12. The professionals and non-professionals had chosen (all of these).

13. The high preference of the research sample was for (all of these) in rate 42%, which confirms the need to integrate the role of all components of the design to express the content of advertising message.

14. The idea was chosen in second preference in rate 26%, which means that the idea has a great role in the expression of the content of the advertising message.

15. The results of the experimental study demonstrated that the methodology of creative thinking as a critical activity is more acceptable for research sample in rate 28%, due to the ability of this methodology to display cons of the phenomenon of violence against women.

16. The second percentage of the research sample preferences is for creative thinking methodology as an Indicatory activity in rate 26%, due to the positive meanings of graphic elements in design.

17. The third percentage of the research sample preferences is for creative thinking methodology as a logical activity in rate 15%, because this idea showed the underlying causes of the phenomenon of violence against women.

18. The fourth percentage of the research sample preferences is for creative thinking methodology as comparative activity in rate 12%.
19. The preference for the rest of the four methodologies (creative thinking as a meditative activity, abstract, imaginative, and symbolic) recorded low rates from 7%: 2%, which indicate to the lack of suitability of these methodologies for the expression of the phenomenon of violence against women.

![The research sample preferences according to gender](image1)

**Figure (12): The research sample preferences according to the gender**

![Age groups preferences according to the design components](image2)

**Figure (13): Age groups preferences according to the design components**

![Professional and non-professional preferences according to the design components](image3)

**Figure (14): Professional and non-professional preferences according to the design components**
Results: It was found out that creative thinking methodologies had a set of mental processes. These mental processes are similar sometimes, but each methodology has a main mental process that distinguish it from other methodologies. It was also found out through experimental work that the best methodology which expresses the violence against women was the creative thinking methodology as a critical activity, according to the research sample preferences. Throughout the reviewed literature a set of creative thinking methodologies that are commonly used designers to express their ideas.
with concern to the study problem, these include:

- Creative thinking as a critical activity.
- Creative thinking as a logical activity.
- Creative thinking as an indicatory activity.
- Creative thinking as a meditative activity.
- Creative thinking as an abstract activity.
- Creative thinking as an imaginative activity.
- Creative thinking as a comparative activity.
- Creative thinking as a symbolic activity.

The methodology of creative thinking as a critical activity was more acceptable for research sample with a percentage of 28%. The second preference of the research sample was for creative thinking methodology as an indicatory activity with a percentage of 26%. The preference for the rest of the four methodologies (creative thinking as a meditative activity, abstract activity, imaginative activity, and symbolic activity) recorded low with a percentage ranging from 7% to 2%. So we can’t use them for expressing of the phenomenon of violence against women.

The research sample preference for creative thinking methodology as a critical activity based on the role of integration between advertising idea, slogan, and graphic treatment.

Discussion:
Designers can use a set of methodologies that combine a sub-set of mental processes, in order to achieve renewed outcome. These mental processes are similar sometimes, but each methodology has mental process which distinguishes it from other methodologies. Any methodology can be used by designers provided it serves up the idea to be expressed, depending on the subject characteristics and the target group. Two or more creative thinking methodologies can be combined in the design.

The research sample preference was for creative thinking methodology as a critical activity, which confirms the ability of this methodology to express the cons of the phenomenon of violence against women. The preference for creative thinking methodology as an indicatory activity was in the second place because it carried the positive meanings.

There aren’t significant differences in the selection of creative thinking methodology as a critical activity between males and females or between professional and non-professional, or between age groups 20: 30, 31: 40, 41: 50. Categories 51: 60 years old preferences were for the creative thinking methodology as a logical activity, an indicatory activity and comparative activity, and the groups 60 years and over preferences were for the creative thinking methodology as an indicatory activity, which confirms the rejection of this group to see the violence in the designs, and the preference for designs based on the positive meanings.

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