Psychology of Graphic Design (Media Design) For New Media

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Abstract
Communication and information revolution is one of the most important stages of historical development in the history of humanity. This revolution inspired major changes which have occurred in the media and advertising industry. This development led to a split of the media into two fields:
A- Traditional media: which includes newspapers, magazines, radio and television.
B- New media: which depends on the flow of information across the Web and mobile.
And new media is the communicative process resulting from the merger of three important elements:
1. Instrument used in transmitting and receiving (PC, mobile phone)
2. Carrier mediator through which Exchange of information happens (networks)
3. Multimedia (audio – movement – and interaction)
And the show means of the new media offer the increase of diversity, growth and overlap with rapid technical development. Some of these include: interactive channels, the Internet, electronic journalism, forums, blogs, and personal, commercial, institutional sites, social networking sites, and interactive animated ads and email and then appearance of advertising through mobile phones and tablets
It is easy to think of graphic design in terms of academic and professional. When graphic design intended for a certain class of recipients via new media, it is consider one of the hardest types of design, where it should use all technology types in design (image, sound, movement and view). Technology has contributed in simplifying, facilitating and shortening the stages of production. The digital revolution leded to tremendous revolution in graphic design for new media, so the production increased taking advantage of the most varied reception systems such as wireless devices.

Problem:-
Graphic design is the cornerstone and one of the most important technical elements used in most modern media, yet it didn’t capture the attention of research and studies. Due to tight knowledge of some designers, the do not recognize the vital role of graphic designs on new media and some drifting with huge technical and technological development in the field of design and lack of awareness of the positive and negative aspects of advertising on modern media. They ignore many tools developed to visualize ideas and concepts to develop the creative abilities for the interest of communicative and marketing aspects of graphic designs on modern media and its role in influencing the recipient as reflected on the success of the advertisement.

Significance:-
The importance of research is in studying the psychology of graphic design for new media through:
- The vital role that the new media plays in modern society.
- Graphic designs influence on the target audience or the browser via new media.
- The role of the creative process to ensure a greater percentage effect and the realization of graphic design importance in the new media on the receiver or target.
- Educate designers that are driven by enormous technological and technical progress in the design process at the expense of creativity and technical innovation
- Try to focus on the positives and avoid negatives in graphical designs of modern media.

Objectives:-
- Highlight the advantages of modern cross-media graphic design.
- Graphic design plays an important role through modern media in the process of a cognition reminder for the recipient.
- Clarify the role of new media design experts to achieve quality and attract the attention of the recipient.
Keyword:
-Graphic design –New media -Traditional media -Technological and communicational aspects Technical and graphic design marketing

New media features:-
1- (The great global institutions break the monopoly. 
2. The emerge of a new class of journalists, and sometimes from non-specialists in the media, but they became professionals in new media applications, including Excelling the practitioners. 
3. The emerge of new platforms for communication. 
4. Public information appears to audience. 
5. Emergence of new information and cultural content. 
6. Participation in the development of events: new media works sometimes shed heavily on issues about undiscussed topics. 
7. The phenomenon of virtual community and social networking. 
8. Fragmentation of public to small groups, so go to the block and specialized information media stage.) (Fahd Abd Elharman El Shemary – 2012)

Graphic design technology for the new media:
Graphic design links closely to modern technology in the design, implementation and output. The prominent role of technology is providing designers with many tools. Technology also has an effect on the style of the designer when dealing with the design idea and quality of art presented and thus affecting the society either positively or negatively. Technology has affected not only in the delivery mechanism through new media but also in the same design idea, design has been added to images, audio, text, animations and interactive designs; this can lead to noise and Visual pollution to the receiver if it is not systemized and structured. The technological progress of the graphic designs opens the door to creativity and innovation. Furthermore, it’s to help the designer to implement its work more efficiently.

Some design skills required for the new media advertising:-
1- design experience.
2. Skills involved in digital images are developed through the study of design characteristics.
3. creative thinking.
4. Ability to adapt to dealing with most of the new media.

1- Experience design to new media:
(The concept of traditional design seeks to create an experience beyond just producing a design for a good or a service associated with the emotional side of things used to describe roads through advertising, benchmarks or guidelines through which graphic design takes the user through actual experience (to user design experience through an event or exhibition or place), it is as important as interactive graphic design (Interactive Graphics). Not only to connect the idea but also stimulates physical and emotional reaction process by recognizing good graphic design and audio linked to interactive animation, size, and texture. Designing experience owes to a number of known design rules such as:- Environmental graphic Signage- Cognitive systems that help to discover graphic design - Illustration Design - Interpretive Design - Large scale graphic designs - Theater, TV and Cinema Backgrounds Design - Interactive design (Tricia Austin & Richard Doust 2007)

2- Characteristic and role of semiotics in graphic design for the new media (Semiotics):-
Design work in semiotics property is essential for design work to be creative, and transcend the property of semiotics is a catalyst for the designer who travels to a fantasy world and artistic creativity. (The property of semiotics is the study of signals and the illustrations that explains how to extract people from the carpets, sounds and images, and to help understand the semiotics stylist to instill work references to different levels of information to the reader.
One of the principles of semiotics is that when designers are creating images to connect with the receiver, when developing pictures by applying principles of semiotics. Graphic tools mean more than its first glance appears, and the type of image, style and presentation quality and how to produce-add layers of meaning to the final design, to draw has multiple meanings in which they vary depending on the topic.

(Gavin Ambrose & Paul Harris 2009).

3-Creative thinking in graphic design for new media:
Graphic design is a creative process, limitless beyond being just a response to the requirements of the employer (the advertiser). Graphic design must contain the idea of meaning and purpose to exist and the importance which the recipient understands the meaning of design. Many designers have the expertise, skill, language handling graphic and computer programs but few of them possess creative ideas and the ability to renew the ways of attracting an audience.

Some argue that the mind is the most important tool for graphic design regardless of technology. Nevertheless, graphic design requires innovation and creativity so there must be some creative thinking, observation and critical analysis for creative designs.

4-Flexibility and adaptability to deal with most new media:
The ability of the designer to understand the characteristics of each new media and what you need in the design process and select classes used to this medium to easily recognize and understand the design idea. The designer first means properties study before embarking on the design and then determines the design idea of the declaration by which they can reach the target recipient through this means it’s effective and appropriate manner.

Design of advertising in new media:
Design is the art of employing fine arts to be effective with targets, every design type of jobs and each job scientific and technological assets and technical designer must not be overlooked.

Through this technological revolution of information, the graphic designer comes into play in strengthening the design ads across web pages and mobile phones as one of the most important marketing tools for most products or services. To achieve the goal of advertising, it must be designed on technical grounds as web pages and portable phone are more new media prevalent in today's society.

The differences between the traditional design and new media design:
- Navigation:
  Navigation in web design stems from sailing through Hypertext, Hypertext Navigation. The sailing is more established in memory, leading to a stronger emotional effect of vision in print design, sailing is in the process of thumbing which is the interface used to Twitter User Ultra-simple Interface, objects.

- Response time and power of signifying and size:
  print design is preferred to web design due to speed and image quality, print characters and Visual space, but these differences are not significant.

- Multimedia and interactive:
  print design could entice the reader with high-impact Visual elements High-Impact Visualization, but eventually outperform Web design because user participation in communicative process, made possible through design elements non-persistent, Non-static Design Elements. The Web can display animated images which the user controls, the user can deal with interactive elements.

- You must respect the differences between print design and Web design:
  print design is a bad type of design which may become a good Web Directory, there are several differences between both methods. It is necessary to adopt different entrances designed to take advantage of the strengths in every way while at the same time reducing vulnerabilities.

- Influencing the reader’s eye:
  print design is based on leaving the information with the reader with selective consideration of information and topics, and using spatial juxtaposition to interpret each page’s elements, while Web design is through leaving the users move information through moving the screen.
Design and planning of new media:
Designing, planning and regulating order interested external images, writings and addresses within the page, and when we start a new design to keep the initial design charts (Grids) which divide the interior space to work and these layouts are not without modern design programs. Through these charts we can determine the outer frame to work on locating images and writings in action so be logical for the recipient.

The graphic designer's job is to attract the eye of the recipient (user) through external design (logo, images, headlines and subtitles and scripts), and through these items and put them on a top form and commitment to the work of rhythm in design.

The designer generates explicit Visual relationships clear and attractive design and make one aware evoke receiver.

(Graphic designer must pay attention to developing digital photos and especially in the new media, the majority of users are attracted by the image first and then move to the topic, and there are other ways to attract the attention of the recipient (user) metal (Kickers) is a type of line topic summary top headline, (Hammers) and is a great title explains the topic above the topic title, There is a side issue of the main theme which is a small article that appear, in a box on the side of the main theme to give a complete stranger

(Tricia Austin & Richard Doust 2007).

Advantages of new media advertising:-
• helps new media designers on innovation and creativity in the design of advertisements, through modern design, which contributes to the awareness and understanding of the recipient and the interaction with the advertisement over traditional means of advertising.
• The cost of producing and developing new cross-media ad campaigns less than traditional media counterparts.
• Online advertisers can reach a global audience outside the specified geographical boundaries to target consumers.
• You can modify or change the ad content easily at any time depending on the downstream responses and feedback for the design idea of advertising and its impact on the recipient.
• Featuring ads across new media to interact with the audience.
• Ability to direct interaction and communication between the advertiser and the customer the possibility of designing ads targeted to a specific segment of customers and their individual communication.
• Modern media is effective in estimating costs, so that separate public size cost. For example, no different cost value appears on the Internet with different number of viewers of the site.
• Advertisers can target a particular type of network users by placing advertisements at specific locations. Ad tags can appear as many times as you may choose.
• Internet advertising is available every day all year round from anywhere in the world with the same cost wherever it is used.
• One can easily find information specific to the product or service offered through advertising to further identify the ad and then make the decision to buy through interactive advertising.

Disadvantages of new media advertising:
• inability to control or surveille what is published by advertisers via new media.
• Incapable to control the types or categories of contents of ads that appear through modern media, where some companies exploit advertisements. This convinces the client that they provide a service that is quickly sent to large numbers of users without a target group being set.
• Use categories in the proliferation of marketing products and services, sometimes pernicious ideas lead to the destruction of class society.
• It is difficult to measure the impact of advertising in new media by accurately so far and the lack of standards and measurement methods are reliable.
• Difficulty in measuring market size and therefore difficult to assess things such important marketing penetration, price and repetition.
• Constant and increasing pressure on the user in display advertising through modern media that repeat this often leads to pressure negative effects of advertising on consumers even if they are the target of advertising.

Results:
• The importance of the commitment of the graphic designer with technical foundations for new cross-media design and taking into account the clarity and accessibility to the recipient can even design innovation.
• New media have reshaped business map graphic design and communication in modern societies with their technological and interactive properties and its ability to deploy and access speed and interactivity, multimedia and inexpensiveness.
• The importance of taking advantage of modern technology and multimedia update ideas ad designed to attract the attention of the recipient or the browser and therefore more aware of advertising.
• The importance of the study of modern technological media properties and how to utilize them in delivering graphic design under the latest times.
• Access to the fact the importance of the role of modern cross-media graphic design in motivating and update the human mind and interactive cognitive and communicative power of graphic design idea.

- recommendations:
• The new information revolution and technological development in the field of communication and graphic design forces the designer to study modern multimedia technological knowledge of different techniques and how to deal with it for the graphic designs on scientific bases.
• Emphasize the positive aspects of the role of graphic design in new media like the Internet and social networks on the mobile phone and tablets and dimension of negative aspects through design.
• Increased awareness of graphic design receiver that displays in the modern media through the use of design and technology productivity through multimedia in design and its impact on achieving the highest level of attention and perception and interaction with design.