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THE SUBLIMINAL FIXATIONS IN DESIGN AND THEIR EFFECTS ON SOCIETY

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Abstract

The marketing strategies playing an important role in making the best decision among the alternatives as the competition environment increases day by daybecame not understanding the consumer's attention, interest and emotional tendencies aloneandtried to obtain more information regarding the process of making decisionto purchase by human brain.

In today's world where the negative effects of the global competition and the global crises on economy are affected intensively the psychological functions and the studies made on the human intelligence became much more important in the marketing field.

The graph design artists may embed the subconscious messages into the pictures expertly. They may place the subconscious message perfectly by colouring the photograph in the digital environment without breaking the main picture. More than one technique may be applied all together in order to obtain the wished effect.

In this study the subliminal design comprehension the scope and the aim were/are examined. Their negative effects on individual and society were/are searched besides the messages causing to consumption without need or not corresponding to the ethical values.

Key Words: Design, Subliminal, Unconscious, Society

INTRODUCTION

The surviving and life rules changed and developed from past untiltoday. The communication and the other components of communication also showed change and development made change and progress evenly along this development.

The human intelligence always has the bug to the unknown one and the kept one throughout the humanity history. The subliminal techniques go back along way. It emerged as a result of discovering of the alpha brain waves by result ofthe studies of the scientist Hans Berger firstly in the year 1929. It was completed in the year 1934 as a result of the various studies.

Afterwards this technique was used as the visual and audio pulpit by the help of psychologists. The Subliminal techniques emerged in the graph design field in America in the year 1950 for the first time.The subliminal technique that is the design or pulpit was started to be used in order to send all messages wanted to unconscious without realizing it by individual.

The effects of the subliminal designs those are always discussed about whether they are ethical in order to promote and to sell the products and services were always observed by communicators and their usage became widespread.

In this study the subliminal design comprehension, scope and aim are/were examined. The negative effects on individual and society were searched besides the messages causing to consumption without any need or not corresponding to the ethical values.

1. DESIGNING GRAPH FROM DESIGN

1.1. Design

The design word derived fromthe "Desing" wordand the Romance"designare" andmeans to point out something. In the etymological meaning it may be pointing out something far away or in the pectoral meaning it may be pointing out only one thing in the environment where including more than one thing.

Design is the whole formed by the creative process including arrangement of the various components and characteristics perceived with the human feelings bi-dimensionally or three dimensionally to forward a message, to develop animage or to visualize a thought.

Design may be defined as the first case of any thought imagined and recreated in mind shortly. Hereunder the design is whole of the works of arts presented and developed as an opinion's project, draft or three dimensional image of it or developed. The first manner drawn expresses the design. The design should be maturated when it is in draft, then it should be actualized. Shortly it should maturate in mind at first. The design phenomenon is mentioned in every field and should not be limited as a comprehension handled for only the graph

arts. Designer formed his/her designs with his/her feelings or his/her scientific efforts (Deviren, 2010).

The oldest signs belonging to rising of the artistic design existing with history of humanity are people making tool four hundred thousand years ago (Landa, 1996). The magnificent Egyptian Civilization esteemed the architecture of the design wonders to cope with today's modern architecture generated the first and greatest monumental works of art of the world, blend of nature and geometry (Landa, 1996).

1.2. The Graph Design

The graph design term was used for the visual materials printed in order to be put into the metal moulds and then to be reproduced in 1950's for the first time. Then the meaning of this term also expandedconsiderably with the technological development and not only the printed materials but also the visual materials such as film, video were included in scope of the graph design (Becer, 2011).

Landa,in his book named "Graph Design Solutions",defined the graph design as the applications serving to needs of the industrial design and the communication skills (Landa, 1996).

The graph design is arrangement of the images and texts bi-dimensionally or three dimensionally in a perceivable environment to visualize a thought, to develop animage or to forward a message.

As a result, shortlywe may define the graphdesignas forwarding of a message or a visual means presenting the subject wished to be told in the way efficiently in the informative way and to be easy on eye in the open, economic and aesthetic way.

The graph design applications are forming the visual identity for companies and product; the logos, symbols, pictograms placed in publishing and the environmental signs, the letterhead for the corporate identity, envelope, business card and files, posters, book and album covers, packages. The designer communicates with receiver by uniting the words with visuals, forwards the information andpersuades. A successful graph design communication should be understandable. Becer,in his book "Communication and Graph Design", expresses his opinions related to communication in the graph design as followings: The graph design is a visual communication design. The first of his duties is forwarding the message that has to be informed or selling the service. Another duty of designer is also forwarding the message that has to be informed rightly. It means that it has no meaning if

the design does not forward the message rightly although it is as effective as it wishes (Becer, 2011).

A graphic designer starts his/her work with an empty field having the design dimensions determined previously. This empty field with limits determined is named as format. The first work made while starting a design is determining the work's format, dimensionsand manner. The effect of format in formation of feelings wished on audience is not ignored because all graph design products such as brochure, banner, business card and package have the different formats. Every format has problems and limitations particular to it. The format's manner and size increase the design's power.

1.2.1. Aim of the Graph Design

The Graph design replies the question "Why is it necessary to tell a subject effectively, informatorily and aesthetically?". The graph design is the visual communication art. Its basic function is presentation of a message and a service.

The graph design is one of the most important communication means of these days. The graph design has an aim. This effort is presentation or selling this product and service wished to be presented in the beats way by using creativity and originality. The graph design is:

- A thought product.
- A necessity.
- Arisen out of a necessity.

A design made recentlyproves its own rules completely. It has a structure particular to it. It may be better or worse than the studies until that moment. But it is surely new (Odabaşı, 1992).

If the design is thought as solution of a problem, the graph design generally solves these problems on the two-dimensional surfaces. The graph design's problem is priority and communication with importance. The designer also has to know and to consider the visual perception's nature, the visual illusion's function and its relation with the oral and visual communication besides the application methods (Becer, 2011).

The graph design has three main functions, instruction, persuasion and statement of identity. In a graph design product, these three functions may be performed one by one or two or three of them together. For example,as almost everything from a small bus ticket to a big

billboard, from the t-shirt worn to the magazine read, from the visa application form filled out to the program menu in our computer andeven from the stop sign on road to the street sign are the graph design products, they give information to us,induces us to act or not to act, to motivate or attract attention.

1.2.2. The Application Fields of the Graph Design

At the present time we may collect the applied design branches under four titles: They are the industrial design, the environmental design, the graph design and the communication design (Bal, 2015).

Industrial Design: This design group undertakes design of 3 dimensional and functional objects. The designer designs instruments, the kitchen appliances and machines here.

EnvironmentDesign: This design group undertakes the building, landscape, interior designs.

GraphDesign: This design group also undertakes the designs read, watched and displayed. The Designer produces the poster, catalogue, brochure and similar designs.

CommunicationDesign: It makes the digital communication design in every kind of media environment from Internet to the mobile devices, from television to cinema by using the new generation communication means. It dabbles with interaction of the technological apparatuses with people (Bal, 2015).

The graph design nested with the communication design. The common point of the graph design and the communication design contains the fields those are image, audio and oral communication. The graph design is designing of the two dimensional displays read and watched and forwards a message by making a visual and oral contact with audience or presents a product or service. Therefore it is a branch of the communication design (Bowers, 1999).

2. THE IMAGE DESIGN TOOLS

2.1. Photograph

Photograph may be defined as transferring of a subject's display onto a special area by the help of the chemical substances and through the machine. Photograph has a past of 150 years. As it is very new in comparison to the other artistic branches, it succeeded being able to

integrate itself with the age's technology by developing very fast (Tiryakioğlu, 2012).

Individuals perform most of the information regarding the external world with eyesight. The eyesight has a great importance for both wealth and also efficiency in the individual's whole sensory system. "The image perceptions have a greater effect rate when compared to the other sense organs in the individual's behaviours. Biologically the seeing phenomenoncannot perform without the external factor, in other words light. In this process, the physical warnings of light are forwarded to brain as a result of stimulating of nerves in eye through the optical structure of eye. The psychological way of the seeing process starts to process after completion of the seeing event as the biological process. The object or event perceivedstirs the system of sensories. In this period the biological and psychological effects integrate by affecting and completing each other" (Teker, 2009).

Photograph is one of the essential components of particularly the printed advertisements. The photographs prepared for the studies made in order to promote a product or service or to perform its sales are called the advertisement photograph (Kasım, 2005).

2.2. Illustration

The images formed with the techniques such as limning by the help of the graph programs used in the computer environment or drawing, colouring, emphasizing the subject rather than manner are named asillustration. In Green's opinion the aim of illustration is to adorn a story, poem or text or to make it understood more easily (Green, 2002).

The kinds of illustrations having a meaning relation with writing in general and used together with a graph design product consist of drawing, colouring, pictures and shapes (Kızıl, 2013). As the traditional drawing methods may be used while the illustrations are being prepared, the photograph and computer technicalities may also be used.

There may be some reasons to need the illustrations instead of photograph in advertisement. They may be: necessity to exhibit a subject having quality that photograph will not be able to show, wishing to exhibit very small parts those are impossible to see in photograph, wishing to exhibit only the imageries formed with imagination, in advertisement (Elden and Okat, 2015).

2.3. Symbol and Sign

The symbols and signs have an important place for us to arrange the social relations, to use the objects in direction of our aim, to understand our environment. The signs are the visual components showing a case, an action or an event. The most specific and distinctive than symbols is that a story or an event lies behind symbols while signs give the message directly. Signs forward their message directly and with the definite resolutions, in addition to thisthe meaning attributed to symbols may be deep and comprehensive. However if a sign has a symbolic characteristic according to place of use or convertible to a symbol, it may be evaluated as symbol (Uçar, 2004).

The shapes and symbols used in telling the message with one or a few sentences, wished to be given in respect to any subject with a simple and singular image are called pictogram. The pictograms generally having an international characteristicare/were designed in the quality to be able to be understood by everybody easily notwithstanding the language used. They are used for warning, guidance, informing particularly in the public areas (Elden and Okat, 2015).

2.4. Logo and Emblem

Emblem is the ensigns formed with letters or the intangible or objective imageries; not showing the world characteristic, bringing identity to firms or persons (Becer, 2013). Emblem enables a foundation's vision and mission placed into a simple drawing. It has an important place for the institutions to promote themselves to the external world, to make the visual contact with the external world. However, it also contributes in formation of the corporate image,the colours used in emblem is also effective at perception of institution by the target mass, evoking and being permanent (Teker, 2009).

Logo is the ensigns formed by gathering of two or more typographiccharacters in words, promoting the qualities of a brand or a product, an institution. Logo emerged after the emblem and other signs historically as it appeals to a literate mass (Becer, 2013). Logos are also one of the important components attributing image to institution by presenting an institution's visual identity in and out oforganization as in emblem.

3. UNCONSCIOUS AND THE SUBLIMINAL MESSAGES IN DESIGN

3.1. Unconscious

Unconscious is the mind region where the ones in its scope may be called to conscious besides unconscious. Unconscious is subjective while conscious is objective

and non-subjective. Conscious contains the perceptions and memories, is under control of person. Unconscious stores all experiences and thoughts depressed. The wishes and requirements those may not be reached, out of awareness are in decree of unconscious (Key, 1992).

The human brain is opposite to approximately two thousand stimulants daily. Acceptance of the stimulants received from outside performs the perception. But only very little part of these stimulants is perceived by brain consciously, every kind of events not noticed by our conscious is sent to unconscious in order to be stored (Izgören, 2009).

Thus the researches made elicited that 10% of our mind consists of conscious, 90% consists of our unconscious and the unconscious mind is 30.000 times stronger than the conscious mind.

3.2. Ways of Using Unconscious

Senses is always present to collect information in order to forward it to conscious and unconsciousthrough the process passed from births of people to their deaths. Our senses send millions of information to brain through our life. Person may hear the touches and events in life senses through his/her senses even in the time slice where he/she is in sleep, his/her name if they call him/her, the voices and react.

In the researches made pertaining to brain they noticed that brain perceived a little part of the data inputs obtained by it through senses at the conscious level but sent the remained part to unconscious completely and kept. Many researchers and theorists tell that the human brain's perception limit consciously is only at 1/1000 level of conscious, the data perceived from unconscious areat 999/1000 level (Eldem, 2009).

Advertisers try to send prompts with alignments towards consciouses of consumers firstly while they prepare advertisement. What consumers see in an advertisement consciously is at rate of 1/1000. The remained 999/1000 is the details not meaningful such as pictures, shapes, symbols and the human brain keeps these details in unconscious in a specific index according to its own importance order(Eldem, 2009).

It is required the product that is promoted to send the right and necessary displays, sounds and prompts related to product to unconscious to be able to consider an advertisement successful. It is kept in a specific arrangement with our sense organs. This arrangement is shaped according to order of importance of information. A system is established according to the very important

one to the little important one. The data obtained by them from environment and not noticed by them are placed at rearmost.

3.3. Subliminal Design

The subliminal design is a sale technique recorded under our conscious and perception level by fixing with our sense organs, in other words aimed at our unconscious (Bişkin, 2014).

The subliminal designs are based upon the unconscious perception and the message should absolutely remain under threshold of conscious. Target is to trick unconscious of people. In another saying it is mentioned that people's thoughts, feelings and behaviours are affected through the stimulants under the lowest perception level (Tığlı, 2002).

We may also determine the subliminal message as a mental case affecting the human brain. Consequentlyit is a complex case contained by the psychological field. Unconscious is a part where the human brain forgot. This part is always within the effort to remind itself. The messages coded in the subliminal design works are not perceived by receivers directly. They are given with the secret pictures, sound files and various background pictures (Yucel and Cubuk, 2013).

Employers and designers apply to the advertisement works aimed at unconscious targeting perception at the subliminal level in order to be able to prefer the products or services to be promoted by them among the equivalent products and to be able to notice them by receivers.

3.4. Place and Importance of Subliminal In Design

Firms slog in marketing of their products or services given by them day by day because the differences among the products were minimized thanks to technology. Consequently they had to create difference in the sales strategies as the products look like each other. They try to provide these differences by benefitting from the psychological extent of event. They run to unconscious with the various methods in order to make the product wished became prominent in selections of the possible receivers.

Firms prepares the brand images in the way to agree with the identities of consumer, designers presents their works in the way to appeal to people's feelings, promise to people while performing purchase. Namely; they force people's feelings such as a new identity in society, new image, being different and ability to gain prestige when the product is purchased. Theyprove their differences between their competitors and faith against advertisement

of product upon customer with these forces (Darıcı, 2013).

Some impulses of people stir by directing by unconscious even though not required while they go shopping for them. The message that they will survive from all impulses not satisfied, their missings, fears lie in case they prefer that product in the contents of design. Certainly these messages are not forwarded to people directly.

4. THE SUBLIMINAL MESSAGES IN DESIGN AND THEIR EFFECTS ON SOCIETY

The relation of the graph design with the subliminal method is available mostly in logos. At first it is necessary to understand the subliminal messages well.It is required not to perceive the ensigns such as the arrow in the Fedex logo, the dancing bear hidden into the Toblerone writing, the peacock ofNBC as the subliminal message. It does not mean that logos attribute to the brands of logos with the various designs secretly that we will be affected involuntarily when we looked at it. I wish the case had been as innocent as the arrow existed from A went to Z used by Amazon to create the perception "everything from ato z is findable". The Subliminal messages are formed by targeting the common instincts. It contributes to the brand in the various ways involuntarily, makes its place in mind reinforced with the indispensable codes. It does not get permission from society while making them, either.

It caused to the optical illusion by using the letters "U" and "N" in order and this is illusion, the one it wanted us read actually is the writing ''SUN''. Our unconscious makes us read the sun writing although the one written in logo is un.

Picture 1."Sun" logo consisting of the letters "u" and "n"

It means that every kind of your needs from a to z and a smiling face in logo of the online shopping site named

Amazon will be seen here and will be able to meet all requirements of you.

Picture 2. The Arrow sign in the smiling shape reclined between the letters "a" and "z"

The word on the cover of the science fiction magazine named "SFX" is perceived like "SEX". Our mind perceives the letter "F" here as a letter "E" as if it is continuation but not appear.

Picture 3. SFX magazine

Sexuality of the actress in the advertisement take a front seat more than the product and the sexuality component aimed at unconscious is fictionalized with slogan "never be contented with less one".

Picture 4. Magnum "Never be contented with the less one"

Humankind is in the consumer status from the day when he/she was born until now. This status transformed to a case used or controlled in the oncoming times. Person started to exhibit the behaviours out of his/her own wish by being imposed by someone anymore whenever the settled life was started after the foraging was left. People made the information taught to them both in order to be approved by society in their lives or not to be against society, whether they wish or not.

RESULT

A pleasure is formed against that insisting on people by using the very imposing methods while directing the societies to something. This pleasure also puts the message into practice very easily, so that an external motivation is not required.

In the years after the industrial revolutionpeople's works became much more difficult. Anymore variety of products, increasing of the competitive environment directed firms find the different methods. Certainly the methods always used are not simple, plain and innocent.

They send the necessary messages by using the ensigns "SEX", "BIRTH" and "DEATH" made a taboo by society literally in the subliminal designs. Human reacts to these words simultaneously in the way coded in his/her brain and performs the necessary attempts.

The subliminal designs bomb the society every minute with the mass communication means. The advertisement sector tries to cheat the society by applying the unconscious design techniques obliviously and to control. The advertisement on a billboard that we see on roadmay

be ignored. But the mind games played with the society's unconscious by designers may not be comprehended. The scary way of work is that the designs may capture whole control before the society could not notice it.

Usage of the subliminal designs or usage of them in the uncontrolled way continues to affect the societies negatively. Especially these games played on children are qualified as very serious. Usage of this design technique is forbidden in many countries as in our country. But it remains incapable at audit subject.

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