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### EMPLOYING THE STYLES OF POP ART IN THE ADVERTISING POSTER

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#### ABSTRACT

The major European and American role was prominent in defining the characteristics that art was interested in, the most important of which was the popular art that appeared at the end of the twentieth century, which was characterized by many data on all social, political, and economic levels. Pop art had a direct and noticeable reflection on all design arts. The current research is concerned with the most important methods and their artistic and technical implications in the poster for my advertisement and is summarized in several chapters. The first chapter is concerned with mentioning the research problem: **What are the effects of popart on the methods and techniques of the advertising poster?** The importance of the research is formulated as follows: It benefits students and researchers in the same Specialization is to adopt it as a reference in the field of design in general and advertising design in particular, and the aim of the research was: to identify the most important methods and trends of pop art used in the design of advertising posters, while the second chapter included two topics, the first topic dealt with the concept of pop art, its origin and characteristics. The third chapter was concerned with the procedures that included the methodology of the research in which the researcher adopted the analytical descriptive approach because it is a methodological method based on analysis and discussion. The mind of the recipient is about an endless set of mental implications for interpreting the subject as in all models. The most important conclusions: The color values have an expressive, aesthetic and other distinctive artistic value in Pop Art and in the final design achievement, as they have an expressive dimension that mimics the recipient emotionally through their psychological impact.

## Introduction

*Research problem:* The commercial advertisement is a fictitious message that contains a set of design elements that carry a style of art, as it is the designer's fingerprint or known as the designer's style. Pop Art has become one of the methods and premises used by workers in the design of advertisements, especially commercial ones, which need to attract the attention of the recipient towards the commodity to be advertised. There are multiple methods and trends that differ from one country to another and from one designer or artist to another in design and implementation. From this point of view, we can determine the following question: What are the effects of popular art (POPART) on the methods and techniques of poster advertising?

The importance of the research: it may benefit workers in the field of design in general. It may benefit students and researchers in the same specialization to adopt it as a reference in the field of design in general and advertising design in particular.

*Research aim:* to reveal the most important methods of pop art used in the design of advertising posters

*Research limits:* Objective limits: the effects of (pop art) on the methods of advertising poster design and materials, (commercial advertising). Spatial limits: (international network sites, the Internet). Time limits: (2016-2017)

## Literature review

### 1. Definition of terms

**First:** The style: the style is language: the line from the palm is called a style, every extended path is a style, and the style is the way, the face and the doctrine. It collects styles. And the art style of saying or doing. (Faik, 1989)

Idiomatically: it is the way of writing, or the way of choosing and composing words to express meanings with the intention of clarification and influence. (Ahmed, 1976), procedural definition: It is the ways that the artist or designer takes to express his own trends, opinions and ideas through his works.

**Second:** Pop Art: It is (an art movement whose owners called for the return of art to popular culture or the culture of daily life, using various drawings extracted from advertisements, commercial advertisements, advertisements, magazines, food boxes, drink bottles and other things to express the lifestyle of consumer societies) (Mark, 2012)

**Third:** Pop Art: The artist Louie called the word pop on the experiences of some artists and it became widespread (1961-1946), taking from surrealism its rejectionist form and its bold modern themes, and benefiting from the Dada movement in rejecting traditional art with an insistence on linking art with contemporary industrial themes. (Zuhair, 2012), procedural definition: It is an artistic style used to express the spirit of the age, which we can formulate with modern methods that reject environmental traditions and link them to industrial and commercial subjects.

### 2. Pop Art concept

It is considered a new, more comprehensive artistic movement linked to social reality and characterized by the use of less aesthetic things that guide its artistic direction, as

the pioneers of this art expressed their desire to return to a life that deals with social issues, and it is “one of the constants of American artistic expression according to Hofstadter\*” (Mahmoud, 1996). That is, this art, which they considered by its American pioneers, headed by Hofstadter, Roy\*\* is a visual evaluation of the forms that man deals with, and pop art was linked in printed advertisements for its aesthetic and artistic value, as it gives its own style expressing the idea and content of the advertisement and an example of that. Many artists used it in their artwork, most notably Andy Warhol\*, according to a new method, in which he relied on the method of repetition with the addition of simple modifications to the repeated shapes in the same design as in Figure (1). Samuel Adams mentioned in an exhibition he held in Philadelphia, in which he mentioned the style of Warhol's "pictorial language consists of repeated patterns" (Edward, 1995) and the purpose of using the repetition method in his advertisement designs, such as the picture of Marilyn Monroe... He wanted to give dynamism to the shape by printing successive picture bars. The message that remains imprinted in the recipient’s mind draws his attention to the billboards scattered either on the roads or in newspapers and magazines, as in Figure No. (1, 2)



Figure No. (1)



Figure No. (2)

We conclude through Warhol's work that he used opposite colors such as black and gray, blue and yellow that draw the attention of the recipient towards the subject, and he chose to be his themes of normal daily life (Mahmoud, 1996). The American of justice or equality is between the important and the vulgar, or between the poor and the precious.

### 3. Concept of style

Art scholars have made a great effort in reading the history of the arts in order to enumerate fields through which they determine what styles are aesthetically, artistically, and technically. Or a work done by a specialist in a technical field in a distinctive and unique way and in its own way, through which it aims to treat or diversify one of the components of the artistic work or a group of them” ([https://mawdoo3.com/technical methods](https://mawdoo3.com/technical-methods)), which often results in the artistic style, From the interaction of a set of factors surrounding the specialist and within his environment, whether these factors are within the natural, social, or cultural environment. And the style, according to Plato, “style is similar to a personal trait” (Masoud, 2017), and here we understand that the style is the one that resembles the identity of the artwork, which makes the recipient recognize the artist through the

style used in the design work, and for the style to be distinct. The design achievement must fulfill several things, including: That the style has a philosophical dimension: a. meaning that the style followed by the designer belongs to a particular school or one of the artistic movements in determining its basic rules, and this is done through (the collection of those ideas generated through generations and their unification to serve the design achievement to generate a new idea) Andre, 2012), that is, reviewing previous achievements and being familiar with them to generate and invent new ideas that are influential in the recipient, as shown in Figure (3). (Abdul-Jabbar, 2018)



Figure No. (3)



Figure No. (4)

b. Selection of the idea and the material of manifestation (Abdul-Jabbar, 2018): meaning choosing the original idea by singling it out and working on it to give a positive impact on the recipient, as well as the material or material on which the design achievement will be in its final form, and there are different types of eclecticism (Saliba, 1982)

c. Voluntary selection: that is, directed to achieve a specific goal, or the so-called industrial selection, which is the selection of the material that is part of the implementation and success of the idea to show the design achievement in its final form.

d. Natural selection: that is, working on choosing the successful method that leads to the recipient's acceptance of the announced idea and material as a choice of meanings that links the idea of the advertisement traditionally to the place to which the recipient belongs, and this would create an emotional impact on the recipient's soul.



Figure No. (5)

### Indicators of the theoretical framework

1. The difference in the methods of contrast and its uses is based on the difference in the adoption of the main focus in the design of the artistic form, as the adoption and employment of one of the elements or design relations to a greater degree than the others.
2. The visual and directing design technique is part of the creative skills that result from the experience and awareness of the artist designed to formulate his work and give it a unique style.
3. The use of contrasting binary colours such as black and grey, blue and yellow draws the attention of the recipient towards the subject, as his themes are from normal daily life
4. The artistic style followed by the designer artist is subject to the nature that he is in, and the environment surrounding him, if it is directly involved in determining the method he adopts in renewal and innovation. Pop Art has many methods directly involved in organizing its visual form, so that it is subject to the technique of the basic rules of these methods.
5. The artistic method refers to every method or work carried out by a specialist in a technical field in a distinctive and unique manner and in a way that is unique to him, through which he aims to treat or diversify one of the components of the artistic work or a group of them.

### Methodology

*Research Methodology:* The researcher has adopted the descriptive approach because it is an approved method to reach certain characteristics in an objective way based on analysis and discussion (Mwafak, 2005).

*Research community:* The current research community represents a group of completed advertisements on the website (Pinterest) for the year (2016-2017) that included a group of commercial advertisement designs with (130) design



accomplishments, (82) accomplished, were excluded, so the research community was (48) accomplished, Designed by the community as a whole.

*Research sample:* The research sample was chosen in an intentional manner in line with the objectives of the research, which amounted to (5) five models from the total research community, which amounted to (48) forty-eight designs (in which there are objective reasons in each design, which are related to the title and goal of the research, as well as the selection of designs Advertisements in which Pop Art methods are available directly) i.e. 10% ad design from the entire community for the purposes of analysis, after the researcher excluded some ad designs, duplicate ads about the same commercial product.

*Research tools:* In order to reach the goal of the current research, the researcher: Prepared a (form) to determine the axes of analysis based on the theoretical framework and its indicators. Presenting the form to a group of experts and specialists to make amendments to it through deletion or addition to develop it based on their opinions for the purpose of achieving the goal of the research

*Validity of the tool:* The validity of the analysis tool was confirmed after it was presented to a number of experts with precise competence and specialists in scientific research methods before its application, and consensus was reached on the validity of its vocabulary after making some minor modifications to it, thus it gained its apparent validity in terms of research.



Model No. (1)

**Description and analysis of the sample:**

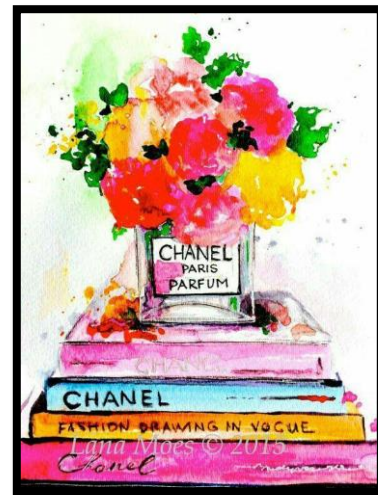
**Model No. (1)**

**Ad type: commercial**

**Source: Pint REST Year: 2016AD**

**Size: 1280 x 1144**

General Description: An advertisement design that includes a commercial product, and it is a subject in a virtual space. The company logo was not specified in the design, and the name of the producing company in the design, as well as an image (sports shoes), the design included several different shapes taken from reality with different



Model No. (2)

color values that came with the value of (color). Orange, and the degree of gray (which represented the base color of the product, and on displaying the advertisement space from the bottom and its background the value of the walnut color)

Analysis: The content of the advertising design was characterized by a direct realistic content, through the use of various realistic shapes, including (bird wings with the drone), and this bears an indication that this sports product is light in weight, as well as the balloon in the form of a horse indicates speed, strength and lightness as well, and the shape of the skull is dressed Virtual reality glasses and this is significant, transfers the recipient to the world of imagination through design, in addition to his embodiment of the shape of the tree with a group of skulls that gives an indication of the desert environment and this is an indication that the product bears the atmosphere of this environment, this is one of the characteristics of the pop art in which the design space is used, as well The shape of a medical pill that carried an indication that this product is medical, and this is what was mentioned in the formal reflection of the use of symbols in the pop design to give indication and awareness to the recipient, in addition to the pieces of glass scattered in the right part of the design, which indicate the strength of the product, and also the bucket of water in it to clarify that it is used In a wet or water environment, or water-resistant and not damaged, the feather pillow that was placed under the product gives an indication of the lightness of the product, the design provided an additional advantage to the product by suggesting a single feature It was distinguished as one of the stages of successful advertising in order to create a positive behavior towards the product. The product image expressed an ideal reality. The designer did not explain the consequences of not using this product. The designer did not employ a picture of a famous star. The graphic images were not used. Using the color contrast in the two color values, yellow and gray, with gradations of walnut color in the background of the design, and no title was used for the product, but the design was limited to the use of realistic shapes such as guitar, skulls, treatment pill, and others to address the recipient and all of this came to express the content of the idea in the advertising design. As shown in Figure (1)



Figure No. (1)

**Model No. (2)**

**Advertising type: commercial.**

**Source: wordpress.com**

**Year: 2016AD**

**Size: 448 x 796**

**General Description**

An advertising design that includes a graphic for a commercial product of the CHANEL perfume group placed in a natural space environment, the product logo was placed in the center of the product, with the design included a written material with a color value (black) in the center of the product, as well as a background with a color value (white.)

**Analysis:** The advertising design was characterized by a direct realistic content represented by using the product image, placed in a space and background with a white color value that seems comfortable to the eye and the soul when looking at it and at the same time attracts the recipient, the product is wonderful with the splendor of this nature and the splendor of flowers that is inspired by it, in addition to its embodiment A visual identity in the name of the company and its approved logo in all its advertisements, as it was employed in the middle of the perfume and given the color value (black), and the designer used a suggestion and an additional feature to show a single feature of the product as one of the stages of successful advertising in order to create a positive behavior towards the product. During the planning and drawing, which is one of the methods of pop art, through which the product is expressed to evoke the emotion of the recipient, and the chromatic values were employed using contrast and contrast color gradients (pink, yellow, red, cyan, and light violet degrees and using the green color of the leaves), the designer intended to highlight The natural colors of flowers to give an indication that this perfume is inspired by the components of natural flowers approved in the production of this perfume, the designer's use as a headline because the company has more than A product, so the designer explained the name of the company and the country of origin in the English language and wrote the name (parfum) that this is the perfume, as it was adopted as a logo for the product in a more convincing way with the aim of changing the behavior of the recipient, as it was with one color values which are (black), (Chanel group), at the bottom of the perfume box a drawing The designer has several packages to show us that it has several products, starting with cologne, which is men's shaving products, colored with the value of the color (pink) and the other package with the color (yellow), which was written in the (black) line (fashion) that denotes fashion, and the other first package has a color value (Light Cyan and Light Pink) on which the Chanel company name was written was the color of the font (black and light gray gradation). As in Figure (2)



Figure No. (2)



## Results

- 1- Pop Art was distinguished when it was used that it had no fixed or specific aesthetic rules, principles or classifications, as in all models.
- 2- Some designs if he employs a written material or a title and compensated for it with realistic pictures as a communicative message that addresses the recipient as in Form No. (2).
- 3- The designer worked to break the expectation of the recipient through the use of different methods, as each part of the work leads the recipient's mind towards an endless set of mental repercussions to explain the subject as in all models.
- 4- Pop Art has taken a link between consciousness and the subject as a central principle, in creating multiple artistic structures with an associative appearance that preserves the difference and separation as in all models.
- 5- The employment of color values using contrast, harmony and gradation contributed to giving aesthetic designs as stated in all models.

## Conclusions

In light of the research results, the following conclusions were reached:

- 1- The adoption of Pop Art in advertising formats has acquired its artistic and aesthetic value through its methods that are not subject to a certain rule.
- 2- Pop Art has a distinctive character that expresses the idea and content through which the written material can be dispensed with and expressed with symbols only.
- 3- Pop Art can create visual illusions and mental repercussions for the recipient that led him to interpret the content of the design idea in several forms.
- 4- Pop Art relies in most cases on an ensemble appearance style to maintain pluralism and difference in forms, so this has an impact on the aesthetic appearance of the design achievement in general.
- 5- Color values have an expressive, aesthetic and artistic value that is distinct in pop art and in the final design achievement, as it has an expression dimension that simulates the recipient emotionally through its psychological impact.

## Recommendations

By reviewing the sources for the content of her research, the researcher recommends the following:

- 1- Developing the design methods used and getting them out to the innovative technical method that works to attract the attention of the recipient within the principles and rules of design.
- 2- The use of multiple modern design techniques in presenting a variety of design methods that maintain high accuracy in work and achieve aesthetic outputs with an effective and clear effect on all design.

## Suggestions

The researcher suggests conducting studies with the following titles:

- 1- Developing the technical methods of pop art and working with them in the designs of printed advertisements.
- 2- Collage is one of the artistic methods used in promoting print ads

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