

Evaluation in Order to Produce a Successful Advertisement in Educational Learning in Malaysia

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Abstract

Times now, most educators only emphasized the theory in producing a display ad. Whereas for the successful display advertising, an individual needs to know in a variety of media to produce a layout, typography and use the ad in terms of formalistic concept used. Therefore this study is made to the layout of experts and the public in assessing a successful ad served on community.

1. Introduction

Albert Lasker (in. Mohd Saidin and Noorbathi , 2000: 20-21) noted the Salesmanship in print advertising is the art of selling in print . This indicates that advertising is among one of the areas that need to be taken care of aspects of the art. This is because if the art of advertising is not interesting and satisfying the audience, then it is considered a low artistic level in the eyes of society. Arens et al. (2009) states that advertising is best seen as persuasive communication and is designed to respond to and help achieve marketing objectives. If an ad does not reach the level of ability of the audience and does not affect the audience the ad was not successful to persuade the audience to buy the goods or use the products marketed. According to Bovee et al. (2002: 7-8) advertising is non-personal communication of information usually paid for and be persuaded about the products, goods, services or ideas by identified sponsor , and performed through a variety of media . Therefore, an ad designer should be sensitive to the layout made by them to an audience understood the advertisement and bring profit to individuals or sponsors. In advertising, typography plays the most important role. Typography or character art is an important aspect to humans. Without its existence is so difficult for humans to live in the era of modernity. Typography is the work process or the process of organizing and preparing materials for printing stationery. Rabinowitz (2006) and is also considered a father typographer typography state typography not picture something, it stands for a sound language and express ideas that can be understood.

Typography design can change the meaning of a sentence. It can be produced by hand or digitally. Typography has three categories of numbers, letters and symbols that play an important role in ads. An ad that does not contain typography considered unsuitable and difficult to read further to understand, so the message cannot be fully communicated to the audience. Therefore typography in advertising is a combination that can have a purpose and charm of introducing a product. With the combination of an ad typography, visual communication between audience to be effective. The effectiveness of information delivery of ads to the audience depends on typography used regardless of the types typography used, the colours used in typography or concept and layout used in the ad. Thus, typography in advertising is a key factor that drives the audience to understand and is attracted to good and effective ads.

2. Literature review

In a billboard design, typography plays the most important role. Without the typography on a billboard, the ad will not reach the audience. As an example can be seen if inside a billboard just have a picture of a woman wearing a towel in the bathroom and did not include him typography standing together. Then the audience does

not know the purpose of the advertisement is displayed whether the ad was intended to advertise soap products or otherwise. However, if the advertisement typography and not just use a visual image for example just put the motto, name or logo of the company is sufficient and it is up to the audience to see the ad. Typography is subject verbally conveyed through writing. According to Arens et al., (2009: 525) "the recommended maximum for outdoor copy is seven words". Therefore, the characteristics of a good billboard are using typography of not more than seven words. Typography used on billboards consistent use San Serif font. Audience can easily read the message because of its much simpler than letters Serif types are better suited to be on the surface of the paper. More prominent character and can be used on billboards are bold face type the letters in bold that indicate emphasis. It is suitable for use on a billboard just use a simple message, but the message that we want to get noticed.

Typography is the font use for conveying information by means of letters arranged in a layout vocabulary in visual communication (Rabinowitz, 2006). 34 According to Graham (2002) typography can also be defined as the arrangement of the font groups unite unity between information and art artistic value in a layout that. Typography can consist of handwritten calligraphy to the digital type designed by using computers. Typography also includes three characters of letters, numbers and punctuation symbols. The letter consists of the letter 'A' to 'Z', consists of numbers 0 to 9 and symbols and punctuation marks consisting of a question mark, exclamation, comma, period, and all the symbols used in completing a sentence. In the communications media, particularly the print media, readers see and understand the information conveyed by the image of the picture and type. On some design or layout of the picture image cannot convey information clearly, this role had to be assisted by type (Clair, 1999). Unlike television, the print media has no sound or special effects can help in communicating information effectively. It depends entirely on the printed elements. Therefore, the type of role compiles this information in a form that is easily understood by the reader. All these elements come together in print typography like the design or layout of posters, brochures, catalogs, print ads, packaging, logo, and others. In this case, font be stacked and arranged according to the suitability of print media to facilitate the reading audience and further understand the information that we want to.

Indeed, a billboard is not meaningful and useful without the image and messages. Thus, in a billboard image is used to convey the message. However, an image is difficult to understand if there is no message that stood with him. Thus, the image and the message must stand in in a billboard. Landa (2006), billboards is not a place to use subtlety but the billboards are a bold media. It submits ideas quickly and will remember those. In addition, the message is placed on billboards should be brief and avoid using words and pictures that are not useful and focus on the important areas and use a picture only. Although the picture and the words used in simple billboard, but it brings great meaning and makes the audience is always interested to read and remember the ad's message. In addition, the ads will be more effective if it has a short advertisement, simple and dramatic. To get a more dramatic advertisement, images and messages must always relate to each other. In addition to viewing the 'Gestalt theory', see the study from two aspects of the utilization typography in a design that is easy to read and legibility readability appropriate. Readability and legibility is important to understand and feel comfortable when reading the information in a design. It refers to the compilation of the text used in the overall visual. Readability refers to a style of type, thickness type, spacing between words, lines and paragraphs. Be interesting reading if it is difficult to understand and uncomfortable. Among the methods used by a production to make a billboard is sure readability a billboard is to use sans letter because it is easy to read because of its more simple (Dondis, 1973: 89). Legibility or an appropriate emphasis on typography design and refers to the overall visual appearance of each typography character used. Suitability seen how quickly the characters identified. Speed in getting to know a character can typography help the reader to continue reading Impact on the character of the

letters physically able to state the message delivered. Some able to picture the characters symbolize strength or softness. Suitability must also be seen to the suitability of goods and place (Evans et al., 2004).

In an advertisement, color plays an important role in producing ad attractive and stand out and easy to read. Landa (2006) states one of the main advantages of outdoor advertising is that there is a range of colors complete that can be printed with a light. A poster or advertisement light with red, green, yellow, and blue can produce effects that cannot be reached by other media. When choosing colors for outdoor advertising, designers must find a color that has a noticeable difference to the pattern and measure the value of evidence or darkness of the color. Different colors are used for distance good outside view while not different colors will blend and blur the message. Therefore, the combination of the most readable color is black on yellow. In addition, the color that is used on the billboard is the main color. Designers should always be careful not inverted colors used (Rawson, 1986).

According to Graham (2002) in the areas of design, layout arrangement plays an important role in visual influence. Therefore, it is important in which it can affect the visual readers in reading an article effectively. Layout is a sketch showing the design and position text and illustration in describing an article, news, information etc. san (Rabinowitz, 2006). Saidin Mohd Ishak and Noorbathi Haji Ahmad Badaruddin (2000) layout is very important in the publishing and advertising as well layout arrangement can facilitate the presentation and understanding of a message to the reader. While the layout of the attractive graphics, images and text to attract the reader's interest to read an article or information. Similarly, if an element of the excesses of the graphics used in advertisements are misleading. This type of layout will clearly disrupt the message. In providing an attractive layout, seamless and high-quality, two important aspects of a good disposition and use of attractive graphics elements must be balanced (Clair, 1999). However these two aspects need to be balanced. If a layout well organized and easy to understand but use graphical elements that are not suitable, then the audience or the reader will easily feel tired. They will also be difficult to read and understand articles or information that is trying to convey. According to Bovee et al. (1994) in contemporary advertising says map layout is signified by the artist as a blue print. Additionally artist also define the position and size of this element is included visual images, headlines and various presentation aids such as block copy, 'caption', 'signature', logo and various complements such as boxes, lines and coupons on advertising layout. Prior to the actual layout of the generated layout in the process serves as a communication tool to translate visual concepts and ideas can all be discussed and treated before money is spent on production. After all the verification, layout submitted as a guide to those who handle typesetting production, final works, photography and others. But after it was printed and published, the resulting layout will help the audience to read and understand the contents of the publications. Division of space for text, images and graphic elements both in the layout also helps the audience identify different topics in a page (Landa, 2006).

Although there are various concepts, layout and method of producing the layout for a variety of publications, the main elements that should always be there in the layout should be taken into account is the grid, illustration and photography, typography, white space, headline, Subhead, body copy , caption (Evans et al., 2004). Apart from the elements, the layout also has its own format. There are several types of layout format that is often used by designers for a variety of publications and advertising. Among them is the Mondrian, picture windows, circus, multi-panel, large type, rebuts, copy and silhouette compact frame. Gestalt theory is used as a guide to assess typography available on billboard. Theory Gestalt sees in figure and background, balance and means equilibrium and cover principles and means 'Closure'. Figure and background are the fundamental laws of perception in which it allows us to read the image (Dondis, 1973) it can exist with the contrast between figure and background. Figure is a positive element that is defined by the relationship space, where exist between all

sections. It exists in the foreground or back. Background while the other hand is format the background, surface, white space and negative space where it brings the visual image. Equilibrium is something that leads to perfection order, balance and maximum effectiveness. They look to the achievement of the design on the billboard has a balance in its entirety. Principles also cover is complete drift into a less complete experience which means we see things as a whole and not the parts separately and less meaningful. It happened in the figure is a close look like observers have a tendency to narrow the figures position the located near or complete an incomplete figure of in style.

3. Research methodology

The study involved 150 respondents of which is to see the level of achievement of visual communication on billboard ads to users located in the vicinity of the city of Sabah in particular focus on Kuala Lumpur . Respondents who used divided into two groups of professionals and non-professionals, namely those who are not of the people know the art of advertising. Students learn advertising, tourists and advertising players who are in the city will be used to obtain the results of this study. The study design used in this study are distributed Questionnaire using the method of distributing the questionnaires to the audience that were used for the samples in this study. For effective data collection and effective, it is done in two stages. The first stage was a questionnaire distributed to a predetermined audience. After that, an assessment will be done by the researchers themselves for a decision on typography and layout on the tour billboard. Data collection was based on a questionnaire that was given to two groups of professionals and ordinary. It is about understanding the audience in interpreting billboard in their views using the questionnaire provided. Upon completion of data collection complete. Researchers will use SPSS (Statistical Package for Social Sciences) for analysing such data. It aims to find the correlation of understanding in interpreting the billboards, delivery of messages directly to the audience, the opinion of two professionals and the general or common and the level of audience understanding of the existing ads.

4. Conceptual framework

Framework research shows an overview of research undertaken by researchers. Based on this framework, the objective of this research is made on the feasibility of application typography in tourism advertising board, identifying the organization and layout typography used in advertising boards meet formalistic conception and production analysis in the context of tourism billboard message effectiveness.

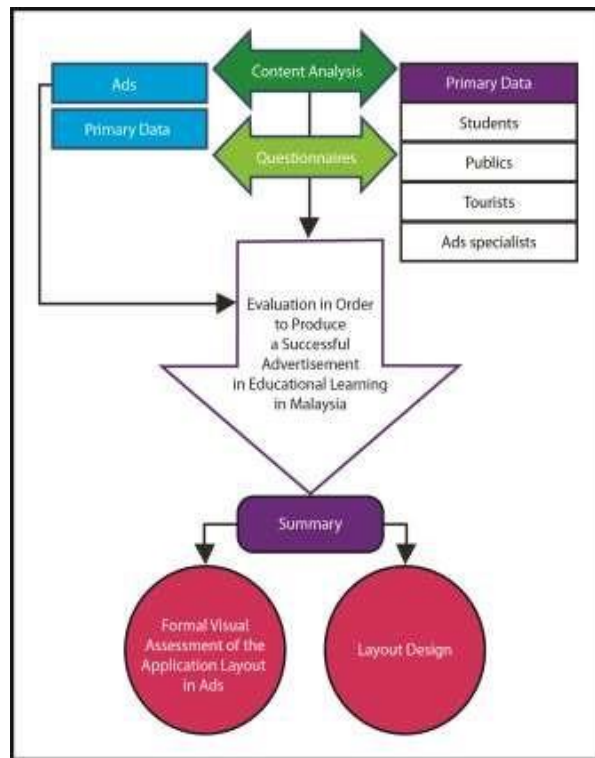


Fig. 1 Sample of Framework Review

Based on this framework, it shows the research will be done in two data of secondary data and primary data. For secondary data, researchers will obtain information from secondary sources, which are collected through a review of literature sources such as books, magazines, sources from the internet, articles and journals related to the typography, layout and advertising. After getting the secondary data, the researchers will take some guidelines for assessing the billboard image content analysis made by the researchers. Content analysis was carried out to evaluate the billboard photographs of the existing printing based on the theories of art derived from the literature review Based on the research objectives. For primary data, the researcher obtains information from the respondents, the students, the public, visitors and advertising specialists. Information obtained from the answers given by respondents Based on questionnaires that have been made by researchers. Questionnaires are made based on content analysis is made with the objective of study is required. Once both data obtained through secondary data and primary data, the researcher will make a summary of the data collected by the survey literature researchers and research. The instrument is also divided into two content analysis and questionnaires. The conclusion is made based on three objectives required by the researchers of the effectiveness of the message, layout arrangement formalistic aspects and effectiveness of existing messages on billboards printing applications.

5. Conclusion

The conclusions that can be taken in this study, when viewed from the formalistic conception, tourism printing billboards located around the city are mostly not meet formalistic concept. Only a few achieve the correct formalistic conception. This can be seen from the content analysis was made by the researchers guided by the theories and basic layout of an advertising board printing. This is reflected in the scores were given only a few display only the best score and the rest scored less and not good. Here we can see that the level of achievement in producing a good display of billboards and meet formalistic concept has not been fully realized to compete with developed countries. It takes time to change and get a good level of improvement and international

standard. In terms of valuation is different. Respondents in the vicinity of the City satisfied and feel comfortable with billboard display existing tourism. This is because, researchers looked at the respondents preferred that the message conveyed over concerned about in a formalistic concept layout. Thus, the researchers hope the respondents would be more sensitive to the formalistic concepts in a layout other than to take cognizance of the visual arts and advertising. This is because, researchers worry that one day this advertisement into a field that is only concerned with a profit and is not concerned in terms of beauty, neatness, appropriate layout and so that should be on a display ad. This is because the beauty of the layout of a display is reflective of the thinking and the art of the class or a group is far more advanced or otherwise.

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