

# HYBRIDITY IN PRESS ADVERTISEMENTS AS A GRAPHIC DESIGN ELEMENT

## Bir Grafik Tasarım Ögesi Olan Basın İlanlarında Melezlik

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### ABSTRACT

Graphic design is a very comprehensive and versatile field of study. The increasing number of products as a result of the developing technology has dragged people into the search for the market. The appearance of the same or similar products in a wide variety of ways has made it necessary for designers to introduce different ways of advertisement over time. Trademarks and companies existing in the current communication conditions want their products to be distinguished from the other products and to be reflected as different. The quality results of different disciplines such as motion graphic, collage, desktop publishing used in the creation of today's design are very important. The aim of the present research is to examine the effect of hybrid media in the design process of press advertisement used in brand and product promotion that developed with the industrial revolution and how press advertisements have changed with hybridity. Within the scope of the study, hybrid media techniques used by graphic designers while creating advertisements are discussed and related hybrid media examples are described. As a result, it is found that hybrid media techniques used in press advertisements, which are among the graphic design elements, make the design works much more remarkable. Hybrid techniques used in design create a positive connection between the consumer and the advertised product in press advertisements as in every other field.

**Key Words:** Graphic design, Hybrid, Press advertisement

### ÖZET

Grafik tasarım geniş kapsamlı ve çok yönlü bir çalışma alanıdır. Gelişen teknolojinin sonucunda artan ürün sayısı devamında insanları pazar arayışı içine sürüklemiştir. Aynı markaların çok çeşitli şekillerde karşımıza çıkması zamanla farklı tanıtım yollarını tasarımcılara zorunlu hale getirmiştir. Güncel iletişim koşullarında var olan ticari markalar ortaya çıkarttıkları ürünlerin, diğer ürünlerden ayrılmasını ve farklı olduğunun yansıtılmasını istemektedirler. Günümüz tasarımları oluşturulurken kullanılan hareketli görüntü, kolaj, masaüstü yayıncılık gibi bir araya getirilen farklı disiplinlerin ortaya çıkan çalışmalarda oluşturduğu nitelikli sonuçlar oldukça önemlidir. Araştırmanın amacı sanayi devrimi ile gelişme gösteren marka ve ürün tanıtımında kullanılan basın ilanlarının oluşturulma aşamasında melez medyanın etkisini ve melezlikle basın ilanlarının nasıl bir değişim gösterdiğini incelemektir. Yapılan çalışma kapsamında grafik tasarımcıların reklamları ortaya çıkartırken uyguladıkları melez medya teknikleri ele alınmaktadır ve ilgili melez medya örnekleri betimlenmektedir. Sonuç olarak grafik tasarım çalışmalarından olan basın ilanlarında kullanılan melez medya tekniklerinin çalışmaların çok daha dikkat çekici olmasını sağladığı görülmüştür. Tasarımda kullanılan melez teknikler her alanda olduğu gibi basın ilanlarında da tüketici ile tanıtılan ürün arasında olumlu anlamda bir bağ kurmaktadır.

**Anahtar Kelimeler:** Grafik tasarım, Melez, Basın ilanı

## 1. INTRODUCTION

The industrial revolution, which took place in the 19th century and affected the whole world, changed people's lifestyles drastically. With the abundance in products owing to the mass production, the importance of advertisement and press advertising as a normal consequence. The search for the market, which emerged due to the increased production, brought along the efforts to introduce different products with the help of advertisement. Therefore, mass communication has gained a lot of importance besides verbal communication. "Mass communication (Communication de Masse (French), Massenkommunikation (German)) constitutes a small but important part of the communication phenomenon in the spectrum of various and complex techniques, and mass communication is the transmission of information, thoughts and attitudes to a large and scattered audience with tools developed for this purpose (Ault, 1960: 3). Today, the media is among the places where mass communication is most effective. Media is the most basic tool that draws attention in the

age of digital communication. Digital media consists of hybrid works consisting of multi-layered collages created by digital data produced on the computer. It is seen that the media used during the marketing of commercial products appears as creative visual structures in many different ways, such as newspapers, magazines, radio, television, etc. "Because the media is everywhere and it is not possible for people to escape from the messages that the media presents. The constant repetition of media messages is to reinforce media messages. The contents presented in the media are so similar that there are few options for selective perception (Yaylagül, 2018: 53). With the realization of the digital revolution, the concept of hybrid media has also come to the fore. In hybrid media, as there is hybridization between media, programs also hybridize among themselves and between other programs. For example, the writing, drawing, preparation of the drawings in the digital environment, the printing process of a children's storybook brought different and original designs.

The graphic design profession is among the professions that quickly adapt to hybridization. Regarding this situation, Becer (2002: 96) points out that the process of single-handed execution of design and production processes has come to an end, and states that the phenomenon of specialization has begun to gain importance. Becer (2002: 96) also states that the wide range of options offered by the lithographic printing technique adversely affects the printing houses working with the typographic printing technique.

When hybrid media is considered in the light of the related developments, "technological devices such as printing machines, cameras, radio, television, computers, tablets and telephones contribute to the emergence of the hybrid media (Ak, 2009: 3). To give an example of this situation, the photographs used in advertisement designs are quite convincing, as presenting the features of the product to be advertised with images will be much faster and more effective than describing them with words. The image of the product in question will provide ease of perception for the consumer. These photographs, produced under the name of promotional or advertising photography, are the reflection and proof of the reality (Ak, 2009: 3).



**Visual 1:** Photos for the Animal Kingdom Book, Randal Ford

**Source:** <https://photoawards.com/winner/zoom.php?eid=8-161769-18>

For example, as in Visual 1, it is possible to best describe the vividness of a flamingo's colors and the nobility of its stance with a photograph. The persuasive and explanatory power of photography is among the techniques frequently used during product promotion. The use of photography as a mass communication tool brings the interaction on the consumer, giving the desired message to the other

party, and being preferred by the designers. With the developing computer technologies, three-dimensional (3D) designs have started to show themselves more often and media, animation and advertising areas have been reshaped with the work of companies like Pixar. The Adobe company has also contributed greatly to the hybrid change that has taken place. With the innovations that came with this change, two-dimensional (2D) designs started to become three-dimensional (3D), and designs prepared as motionless have been replaced by motion and sound designs, and hybridity has been realized in design.

## 2. GRAPHIC DESIGN

“Graphic design is a visual communication art. Its primary function is to convey a message or promote a product or service. The term graphic design was first used in the first half of the 20th century for visual materials that were engraved and drawn on metal molds and then printed for reproduction” (Becer, 2002: 33).

Graphic design is an important and well-established profession that has contributed to hybridity in design and art by keeping up with the changes that have taken place from past to the present. Graphic design has reconsidered the rules it has adopted with the advertising, and sometimes it has to break it. Designers and the graphic design profession have completely changed the aesthetic perception in the 21st century with the digital revolution, as promotions in consumer societies bring about seeking new ways to influence the individuals who have been under the influence of computers and digital communication, keeping themselves constantly updated, and being affected by innovations in the field of design in the world in a short time.

Painters like Lautrec are among the first artists of the 20th century to reveal their works using different techniques. Today, it is possible to see different styles such as Pop Art in graphic design products, and besides these styles, concepts such as creative thinking and technology have also influenced design styles (Becer, 2002: 112). With the new developments in graphic design after the 1980s, motion graphic has begun to be used in design processes, and the first samples of the hybrid media designs were made.

## 3. WHAT IS HYBRID?

According to TDK (Turkish Language Association) (2020), the word hybrid is used as “the coexistence of two different power supplies.” The concept of hybrid is frequently used in many fields such as veterinary medicine, technology and biology. Hybridity used in design emerges as the name given to works created by using different forces together. Hybrid design works, which are based on many years, emerge with the use of mixed techniques and applications. The works that emerge from the application of figures such as flowers and humans with cubic shapes in Cubism and the use of different techniques in today's digital works are called hybrid works.

## 4. PRESS ADVERTISEMENT

Press advertisements have a long history. Press advertisements have existed since the day newspapers and magazines emerged. “The most common communication tools used for advertisements are newspapers and magazines. Letters and postcards that reach the masses by mail as well as small but comprehensive tools such as flyers, prospectuses, brochures and catalogues can also be added to this group. Advertisements in such communication tools are generally referred to as “press advertisements”. Press advertisements have several advantages and disadvantages compared to radio and television advertisements. It is known that advertisements made with the press have advantages such as affordability, permanence, flexibility, specificity of the readership, access to every house, appealing to everyone, repeatability, keeping and having large press areas (Pektaş, 1988: 5).



**Visual 2:** Efsina Pregnant Salt with Folic Acid, Graphx Agency (URL 2)

**Source:** <https://bigumigu.com/haber/bolge-yarismasi-odul-kazananlar-kristal-elma-2016/>

In the example of the salt press advertisement produced for pregnant women used in Visual 2, the baby design in the womb with boxing gloves is used to draw attention to the folic acid necessary for the development of babies during pregnancy. Although it seems impossible for a baby to wear boxing gloves, whose eyes have not even opened in the womb as depicted in the design, an award-winning press advertisement has been produced using hybrid media techniques to emphasize the power that folic acid salt gives to the baby.

Since press advertisements allow the readers' own imagination to emerge, there is a personal communication between the reader and the advertisement. For this reason, press advertisements have an important place in the advertisement designs of the favourite brands and products from past to present.

## 5. RELATION OF HYBRIDITY, ADVERTISEMENT, PRESS ADVERTISEMENT AND DESIGN

In the digital age we live in, the creative language used by advertisements is quite powerful. Hybridity in design is thought to be one of the most effective elements in reinforcing the creative language used. A well-designed advertisement brings creativity and strong storytelling. However, in order to bring these elements together, hybrid media techniques must be applied well within the framework of design rules. Thanks to the programs that can be used in electronic devices today, a vector-based media together with a pixel-based media or a 2D-produced moving image together with a 3D-produced media can be used in the same project. In this case, the use of motion graphic and media design together contributes to the formation of a hybrid visual language (Manovich, 2007).

Making the most of the technological developments offered by the digital age will enable us to see the effective results in design. Press advertisements are among the design products in which creative compositions are used the most. There are quite creative examples of press advertisements in the world.



**Visual 3:** Heaven and Hell Press Advertisement for the Samsonite suitcase brand (URL 3)

**Source:** <https://www.illusion.co.th/heaven-and-hell>

For Samsonite, a suitcase brand, the Drago 5 agency tried to draw attention to how durable the suitcases of the relevant brand are in the 'Heaven and Hell' hybrid press advertisement. The design of the agency, which is based on the idea that your suitcase will withstand all difficulties while you travel comfortably on different journeys, is a successful press release. The project, which was prepared by using the hybrid media techniques, is also a highly rewarded design work.



**Visual 4:** Press Release for Unilever Company (URL 4)

**Source:** <https://www.illusion.co.th/clingy-animals>

In the press advertisement titled "Clingy Animals" prepared for Unilever company, it is emphasized that liquid dishwashing detergent easily removes the toughest dirt, oils and animal wastes. Elements that cannot be seen together under normal conditions are used together in hybrid design. The sheep and pan in the advertisement do not have the chance to come together in this way. However, with 3D modelling, the designers brought these elements together and created the dishwashing liquid advertisement in a way that fits its purpose.

Creative advertising works are designed by the remarkable visualization of creative advertising ideas. Designers use hybrid media techniques to make advertisements catch the attention of the consumers. However, the final projects appear in 2D, 3D, 4D with motion and sound.

## 6. RESULTS

Graphic design products, which have been encountered with two-dimensional works for many years, appear as three-dimensional, four-dimensional, including motion and sound with the techniques offered by the developing technology. Graphic designers, who develop themselves according to today's technology and direct their design works by taking the advantage of the opportunities offered by technology, can use different hybrid media techniques on a single work at the same time. Hybrid designs have been attracting attention since they emerged.

In general, hybrid design works that emerge with the combination of two different powers are frequently encountered in current design products. Hybridity in design brings with multi-layered and diverse design works. Hybrid designs, which are inevitable with digital communication, are current and quite remarkable. Creative marketing strategies are applied in the world where consumption is very fast.

Press advertisements have attracted a lot of attention since the day they were first published. It has been concluded that the hybrid press advertisements that emerged with the opportunities offered by the developing technology are more adopted by the consumers and attracted attention. The positive reflection of the hybrid techniques on the design contributes positively in terms of creativity in the design that continues from the past to the present.

Gaining experience and effective use of programs on computers and using different techniques in the same design work according to their purposes will be effective in the emergence of hybrid design products. Creative advertising agencies and designers who closely follow current changes come up with good examples of hybrid advertising work.

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