



ПЛАТФОРМА 1.
МИСТЕЦТВОЗНАВЧІ ТА КУЛЬТУРОЛОГІЧНІ
ЧИННИКИ ДИЗАЙНУ

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COMMUNICATION WITH TYPOGRAPHIC PRODUCTS THROUGH SATIRE AND HUMOR

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Humor and satire are formidable tools in capturing interest in various printing products and promoting them: advertising products, book editions, leaflets, labels, packaging, etc. in correlation with their predestination. The humorous approach to the graphic solution of typographic products can be diversified using various style figures and techniques: allegory, metaphor, zoomorphy, exaggeration of human physical features, anachronism, etc. In order to identify their effectiveness, a case study was conducted.

Key words: satire, humor, style figures, typographic products.

INTRODUCTION

Printing products (book editions, magazines, newspapers, posters, advertising banners) must surprise, amaze the user with novelty, originality, efficiency, utility and productivity. This task falls to the graphic designer because he, through the results of the creative activity, must "respond to new needs or needs and balance the individual with the collective, of society" [1]. In the creative process, which is a complex one, given that it "involves intellectual, emotional, voluntary and character components" [2], the methods and techniques of creativity and innovation offer opportunities to try new ideas and new ways of thinking. This circuit includes "style procedures and figures" or so-called "techniques" specific to satirical graphics (satire and humor) in the act of graphic design of printing products [4].



PURPOSE

Attention appears as a primary condition for the development of knowledge processes, self-analysis and self-assessment, as well as motor behaviors. Studies conducted in the field of stimulating consumer attention lead us to the idea that, in the process of creating printing products, two processes can be used to attract attention: 1) extrinsic, which involuntarily provokes attention: intensity, contrast, spatial position; 2) intrinsic, which creates a voluntary disposition of attention: humor, illustration, chromatics, novelty.

RESULTS AND DISCUSSION

There are advantages, but also disadvantages in resorting to satire and humor in the field of graphic creativity of printing products. The advantages are: funny illustrations and messages are attractive; humor is convincing when the product is known; has a greater effect in a funny context. The disadvantage derives from Gossen's law according to which the magnitude of the intensity of a pleasure decreases progressively to saturation, if that pleasure is satisfied continuously and uninterruptedly " [3].

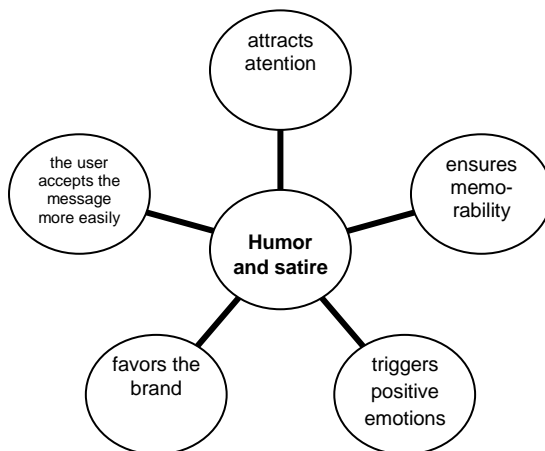


Fig. 1. The importance of satire and humor in the graphic solution of printing products

In order to achieve original humorous aesthetic concepts of compositional, chromatic and ideational order, one can resort to the involvement of procedures and style figures (table 1).

The effectiveness of using the techniques of satirical graphics in creating typographic products based on online advertising products has been identified considering the social media evaluation techniques according to Sweeney (tabel 2).



Table 1 - Examples of communication of typographic products through satire and humor





No.	The technique (style figures) used, its role	Aesthetic concepts obtained by involving satire and humor
1	<p><i>Zoomorphy and Allegory</i> - intensely reflects the individual characteristics of the characters.</p>	 <p>"The Ship of Fools" by S. Brandt. Illustrations by Isaie Cârnu. Woodcut. 1982</p>
2	<p><i>Zoomorphy</i> - provides an immediate and irrevocable description of the states, as well as character traits; marks analogies that create a humorous effect.</p>	 <p>„Pășunile de aur” comic book album, Mihai Grăjdeanu</p>
3	<p><i>Allegory</i> - human vices, through allegory, are embodied in the being of the characters: Hunger, Eye...</p>	 <p>The story of Arap Alb by Ion Creangă, illustrated by Filimon Hămuraru, 1991</p>
4	<p><i>Exaggeration of physical features</i> - generates fun that is a favorable context to attract the attention of the potential user.</p>	 <p>Street advertising with the advertising slogan "All ears are at Metro"</p>



Table 2 - Evaluating the effectiveness of involving satire and humor in creating posters / advertising posters

Nr.	Evaluation indicators	Advertising posters arranged by graphics	
		traditional	humorous
1	Number of visitors who impacted the information	546	689
2	Number of visitors who interacted with the promoted message	214	367
3	Number of distributions	7	32
4	Number of product information requests	6	22

CONCLUSIONS

Humor easily attracts attention and does not jeopardize the process of understanding speech, but on the contrary, leads to a better memory of the message transmitted. Arguments in this regard are presented by the case study undertaken according to which the humorous graphics showed 20% more impact interest than the traditional one, interaction with 41%, after the frequency of distributions with 78% more, and after the informational interest with 72% more a lot. So humor and satire can be successful ingredients of creativity.

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