STRUCTURAL AND SEMANTIC TRANSFORMATION OF PRINTED PRODUCTS: USING OF DETACHMENT METHOD

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Abstract. *In the study we reveal the essence of printed products design with the using of detachable elements, such as cut and perforated, post-it notes and stickers. We show that detachment method provides structural and semantic transformation of the message image and involves people to interaction. We emphasize on the strategic ways for the efficiency increasing of detachable printed production due to the created classification and analysis of the methods of dynamical image formation.*

Keywords: *detachable printed production, dynamical visual communication, post-it notes, stickers.*

Introduction

The In the time of global computerization printed production is still the main means of communication and source of rapid information. Taking consumers' attention has always been an essential issue for manufacturers of printed production. Among the variety of printed media we often see usual detachable advertising on the boards in the urban environment that is simply lost in the huge information flow. Designers search different ways of interaction with printed products and it leads to the necessity of designing of new methods for the creation of dynamical visual images that can be interesting for people.

One of such methods is detachment that is widely used for the creation of low-budget forms of visual communications, such as advertisements, calendars, note sheets, etc. [1]. Many creative images make it possible to organize the information in a new way due to the detachment method. It determines the necessity to research different kinds of detachable visual messages and using of their structural and semantic transformations methods in design.

Methodological part

To conduct the study we chose over 200 samples of printed production that contains elements for detachment. Main methods of the study are analysis and synthesis that made it possible to highlight typical technological, compositional, and artistic features of detachable visual messages. Their theoretical justification is aimed at the analysis of conceptual approaches to the creation of dynamical images of printed products that are related to structural changes of image. We used the method of generalization and systematization for the compilation of classification of detachable elements and their correlation with the dynamical image creation. We formed strategic directions of printed products designing using the prediction method.

Results

The result of the study is selection of two groups of detachable visual messages: 1) printed products with detaching of cut or perforated elements; 2) printed products with detaching of elements with sticky base.The analysis of the technological features of the first group shows that there are many kinds of products, for which detaching method is necessary, in printing industry. These are detachable calendars, advertisements, invitations, coupons, business cards and even toilet paper. Usually, manufacturers use cutting method to produce advertisements. They use perforation to make better printed products. Perforation as a postprint processing of printed products is number of repetitive holes on the material that make detaching easier.

Designers often use detaching method to advertise services of dentists and hairdressers [1]. The element of accidental detachment of paper strips is positive factor for the image creation. The advertisement of stylish hairstyles that consumers create themselves by message elements detaching is the creative example of printed products with detachable parts. Thus various hairstyles are formed on different types of printed production, which are located in the environment. So, detachable printed products show versatility of the visual message image. The essence of its structure is plurality.

The second group of detachable printed products consists of post-it notes and stickers [2]. Post-it notes are small paper pieces for notes that have sticky back. This popular visual communication carrier became general name for all sticky pieces of paper for notes. Designers create mosaics from such papers by placing them in different order to form certain image or print one whole image on them. Such methods of paper compositions creating are associated with the product or service. Moreover, the appearance of new pictures that is different from previous ones, which are formed by post-it notes detachment, make it possible to create of the new image. Each detachable piece of paper opens the part of the hidden image. Then the transformation of the structure and image of the picture happen simultaneously.

One more effective method to attract attention to the information is rupture of glued parts on the magazine to read it. The transformation of the paper structure, which is ruptured, also causes the image transformation.

In addition, stickers, which are placed on the pavements, are included to the second group of the detachable printed production. Reershemius (2019) considers stickers as localized communicative events that represent social practices and form a specific layer of urban communication. The typical feature of their design is that they merge with the environment and people step on them by accident. People can read the message after they remove the paper from shoe sole. In the urban environment, where people are in hurry all the time and do not pay attention to the advertisements, this method of Guerrilla Marketing belongs to the easiest and cheapest means of communication [3].

In general, using the detaching method leads to the creation of the dynamic visual message that attracts a consumer to active interaction.

Discussion

The study shows that the detaching method, which is used in printed products, adds dynamics to the visual communication by the transforming of image structure and content. Furthermore, structural transformation causes transformation of message meaning. They cannot be separated; they are the artistic integrity – dynamic gestalt [4].

The base of the dynamic detachable messages designing is associative and metaphorical connections. That is why the main design concept is to connect the detaching method and message content due to creation of associations and metaphors that are the universal way for solving artistic and design issues. The detaching method is the process demonstration, the essence of which is contained in the verbal and visual message. For example, it is the visualization of processes of weight loss, tooth extraction, alopecia, depilation, etc. However, human involvement to communication converts this process to the close interaction. So, the metaphor that is based on the interactions similarity is formed (e.g. the perception of paper rupture as pain, ruptured money as termination of the contract). Impossibility of the structural transformation as the design concept reveals new object features. For instance, in the toothpaste Crest advertisement (advertising agency Saatchi&Saatchi, UAE) the poster is printed on the paper that cannot be broken, thus people's attempts to tear the message off shows that teeth cannot be ruined. Consequently, artistic images for detachable printed production contain metaphors of process structures and interactions similarity [4].

The strategic direction of design of printed products with detachable elements is the necessity of accounting of two communication types, such as individual and collective. The example of the individual communication is the dynamic image concept that is used in note sheets and calendars. Prolonged detachment action forms subconscious experience of using the product or service every day during certain period of time. Consumer becomes the part of planned campaign by papers

detaching. As a result, dynamic visualization of the perfect product look (e.g. daily trainings in gym form perfect body) or its work (e.g. using of sharp knives Wüsthof changes the onion image every day) is formed.

Collective interactions are activated during the detachment of advertisement elements or stickers from mosaics. Each paper piece or sticker detachment by different people gradually transforms the structure of the integral image. Designers can expand the spectrum of detachable information functions in order to strengthen its efficiency. So, the activation of people's sensory sensations happens by using of flavored stickers (e.g. advertising stickers of Rexona deodorant) [5]. Detachable elements can contain seeds for planting as well. In addition, stickers are not only used as information carrier, but they can organize places for design practice. Designers integrate stickers into the environment with the purpose to organize work surfaces in design-studios or apartments for realization of creative designing methods. Mosaics of stickers on walls have functional and inspiring features [6].

The temporal parameter allows you to predict the duration of dynamic visual message existence. Visual states of the message fix time moments that form an integral image. From this point of view, detachable printed production exists as the linear space that is subordinated to the only communicative goal.

Conclusions

As a result of the study we claim that using detaching method in printed products design makes it possible to create dynamic visual communication with minimal economical costs. We highlighted two groups of detachment printed production that has cut of perforated elements and elements with sticky base in the image structure. The base of their design concept is structural and semantic transformation. At the same time a person becomes the participant of planned campaign. Use of the detachment method is the strategical direction for the increasing of information perception efficiency and continuation of the printed products existence in the environment.

The materials of the study can be used as the theoretical base for the creation of detachable visual communications in design practice.

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