

THE IMPORTANTE OF THE DESIGN IN MARKETING

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Abstract: *This article research into the significance of design in marketing. In essence, graphic design serves as a medium for conveying messages. It functions as a way of communication, providing a distinctive and effective avenue for connecting with consumers and online audiences. However, for a design to truly captivate its audience, it must consider key elements such as color and font selection. These aspects play a vital role in attracting and engaging people. Moreover, the synergy between design and marketing is fundamental not only for businesses but also for contemporary society as a whole. Everywhere we turn, we encounter designs strategically crafted to communicate specific information. Whether it's a logo, a banner, or a website interface, design permeates our daily lives. In essence, design is not just a superficial aspect of marketing, it is a strategic tool that shapes perceptions, influences decisions, and ultimately drives business growth. Recognizing the importance of design in marketing empowers businesses to create impactful visual communication that resonates with their target audience and drives meaningful results.*

Keywords: *grafic, strategicly, visual communication*

Introduction

Design plays a very important role in marketing, the Graphic Designer is the intermediary between business and the client, because he creates that communication through design. The human mind processes visual information roughly 60,000 times faster than written data, so even though a design may seem simple, it must include a strong and extensive information.

However, effective design extends beyond mere aesthetics, it must fit a wealth of information into an easy-to-view format. Every design element, from color choice to typography, plays a crucial role in conveying the desired message and eliciting the desired response from the audience.

Moreover, in today's highly competitive market landscape where consumers are flooded with a constant stream of visual content, the role of the graphic designer becomes even more essential. They must not only capture attention, but also hold it long enough to deliver key information and persuade the viewer to take action.

Why is graphic design the most important thing in marketing?

In today's fast-paced environment, where attention spans are brief and information overload is prevalent, graphic design holds a crucial position in communication. One significant reason why graphic design is indispensable lies in the stark contrast between how quickly we process visual information compared to text.

Studies indicate that the human brain interprets images around 60,000 times faster than text [1]. This staggering speed at which we absorb visual content highlights the effectiveness of graphic design in conveying messages efficiently. When faced with a barrage of information vying for our attention, visually appealing graphics stand out and capture our focus almost instantaneously.

Furthermore, our brains are inherently wired to prioritize visual stimuli. About 90% of the data conveyed to our brains is visual [2], illustrating the profound impact that visuals have on our cognition and perception. Given this natural inclination towards visual information, it becomes

imperative for businesses and organizations to leverage high-quality graphic design to effectively communicate their messages and capture the attention of their target audience.

Quality design builds trust and credibility

Quality design serves as the bedrock of trust and credibility. Through its professionalism and attention to detail, it conveys reliability and excellence. Consistency across various platforms reinforces brand identity, while thoughtful design communicates values and fosters emotional connections. Ultimately, investing in quality design is key to building strong relationships with audiences in today's visually-oriented landscape. For example there are companies:

Airbnb - The logo design of Airbnb underwent a transformation into the globally recognized symbol (Fig. 1), known as the "Bélo". This symbolizes four core principles: people, places, love, and the essence of Airbnb. This transition was a bold step, representing not only a company but an entire philosophy [3].

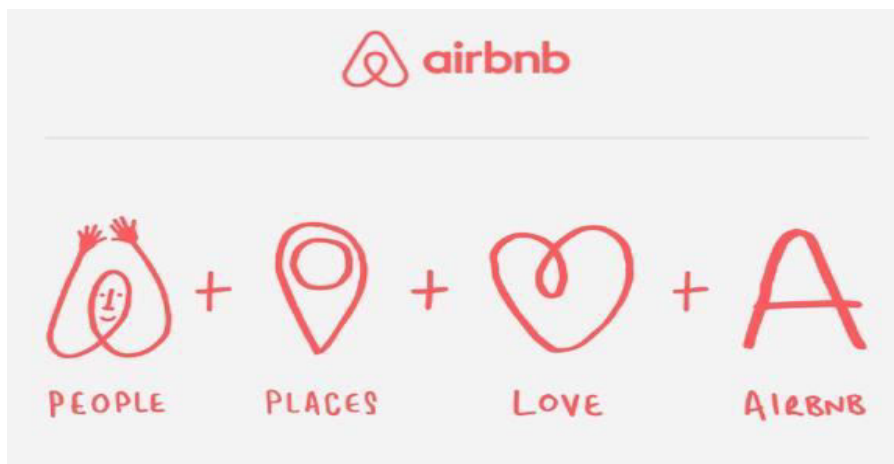


Figure 1. Airbnb logo

Hyundai - The letter H tilts to the right, indicating a forward movement into the future, yet there's more depth to it: The logo (Fig. 2) broadly corresponds to two figures engaging in a handshake [4]. This gesture acknowledges Hyundai's dedication to customer service and collaboration. Additionally, it embodies a salesperson successfully striking a deal with a customer.



Figure 2. Hyundai logo

Color theory

Some brands are easily recognizable by the color they display. The color used by a company can say a lot about it, from the trust it enjoys among customers to the quality of the products it offers.

Karen Haller, British expert in branding and the use of colors in business did a market research, after which she discovered certain connections between companies and the shades they use [5].

Figure 4. Pink Tax

- Red: Power, passion, enthusiasm, energy, and courage [6].
- Green: Money, envy, youth, and environmental love [6].
- Blue: Calmness, trust, integrity, and communication [6].
- Purple: Luxury, mystery, creativity, and fantasy [6].
- Yellow: Vibrancy, visibility, and energy [6].
- Orange: Playfulness, warmth, and comfort [6].
- Pink: Sweetness, sexiness, femininity, innocence, and love [6].
- Brown: Warmth, trust, security, and chocolate [6].

Typography

Poster design stands as one of the most favored advertising methods. Utilizing typography, you can further amplify its effectiveness. Through skillful text arrangement, typography has the power to evoke emotions, set the tone, and highlight crucial aspects, ultimately enriching the significance, comprehension, and allure of the design [7].

Target Market

A target market is a distinct group of individuals who share common characteristics and to whom a business aims to sell its products or services. Identifying a target market allows businesses to focus their marketing efforts effectively by understanding the potential customers most likely to buy a product or service. Essentially, it can be argued that every product or service available in the market today is tailored to cater to a particular target audience [8]. For instance, companies targeting young children (Fig. 3) often choose to have product packaging with lots of illustrations, such as characters or mascots and always have bright colors. Another instance is gender-based discrimination, commonly referred to as the "pink tax" (Fig. 4). This term describes the trend where the products marketed explicitly to women are priced higher than those marketed toward men [9].



25.40L



25.40L



353L



257L

Figure 3. Kids targeting

Figure 4. Pink Tax

Aesthetics and Creativity

Aesthetics and creativity in design are fundamental aspects that shape the visual appeal and effectiveness of various products, artworks and communication materials. Aesthetic considerations involve creating visually pleasing elements, while creativity fuels the innovative ideas that drive the design process. These elements work hand-in-hand to capture attention, convey emotion, and deliver messages in compelling ways. By integrating aesthetics and creativity, designers can create memorable experiences that resonate with audiences and leave a lasting impression. Furthermore, these qualities are critical to differentiating brands, fostering customer loyalty, and achieving success in today's competitive market landscape.

Conclusion

In essence, design is not just about aesthetics, it is a powerful tool for communicating messages, building trust, and establishing strong connections with customers. Effective graphic design uses the natural human ability to process visual information quickly, allowing businesses to communicate their messages clearly and effectively. With our brains processing images up to 60,000 times faster than text, quality design becomes crucial to capturing and keeping the attention of potential customers. In addition, strategic use of color and typography can evoke specific emotions and perceptions, helping companies resonate with their target audience and convey their brand values. As businesses continue to navigate the competitive landscape of marketing, investing in quality graphic design will remain essential for achieving success and standing out the market.

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