

## **The Impact of Infographic Design Creativity Techniques on Advertisement Appeal for Health Awareness; a Case Study of the Saudi Ministry of Health's Awareness Competition**

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### **Abstract:**

This research aims to investigate the impact of creative design elements on the attractiveness of health awareness infographics. A mixed-method approach was employed, including a theoretical analysis of 10 infographic designs and a survey of 100 participants to assess their perceptions and preferences. The results revealed that creative design elements, such as innovative visual elements, colors, and storytelling techniques, significantly enhance the attractiveness of health awareness infographics. Furthermore, the use of interactive and dynamic design elements, such as animations and 3D graphics, further increases engagement and recall of health messages. The study highlights the importance of incorporating creative design elements in health awareness campaigns to effectively communicate complex health information and encourage positive behavior change. Recommendations include encouraging designers to use innovative visual elements, promoting the use of interactive design elements, and providing training opportunities for designers to enhance their skills in creative design and advanced techniques. Collaboration between health organizations and designers is also emphasized to ensure the development of innovative and effective health awareness campaigns.

**Research Problem:** What are the key visual elements in infographic designs that enhance the attractiveness of health advertisements? Is there a relationship between the diversity of creative methods used in infographic design and the attractiveness of health advertisements? How can the attractiveness of health advertisements be improved by applying various creative design methods? What artistic techniques can be used to enhance the attractiveness of health advertisements and make them more diverse in creative methods?

**Research Objectives:** Identify the main visual elements that contribute to increasing the attractiveness of health advertisements based on infographic designs. Understand the relationship between the diversity of creative methods in infographic design and the attractiveness of health advertisements. Analyze how various creative design methods can be applied to improve the attractiveness of health advertisements. Explore different artistic techniques that can be used to enhance the attractiveness of health advertisements and achieve diversity in creative methods. Study the impact of creative methods in infographic design on the ability of health advertisements to attract attention and interest. Provide a comparison between creative and traditional design methods in terms of their impact on the attractiveness of health advertisements and their effectiveness in conveying health information.

**Importance:** Analyzing creative methods in infographic design and their impact on the attractiveness of advertisements enhances a deep understanding of how these methods affect the ability of health advertisements to capture the audience's attention and motivate them to interact with health messages. Identifying the key visual elements in infographic designs that contribute to increasing the attractiveness of health advertisements provides a detailed insight into how to use these elements to effectively and attractively convey health messages. Understanding the relationship between the diversity of creative methods and the attractiveness of health advertisements contributes to developing multiple design strategies aimed at improving the attractiveness of health advertisements and increasing their impact. Analyzing how various creative design methods can be applied helps discover innovative ways to improve the attractiveness of health advertisements and increase audience engagement with them. Exploring different artistic techniques that can be used to enhance the attractiveness of health advertisements contributes to directing research towards discovering effective ways to make health messages more appealing and impactful.

**Hypotheses:** There is a positive relationship between the diversity of creative methods used in infographic design and the attractiveness of health advertisements. Applying multiple creative design methods can contribute to improving the attractiveness of health advertisements and increasing their effectiveness in conveying health information. Using different artistic techniques can enhance the attractiveness of health advertisements and make them more diverse in creative methods. A comparison between creative and traditional design methods can be achieved to determine the most effective methods in conveying health

information and capturing attention.

**Research Limits:** The research focuses on analyzing and exploring creative design methods in infographic designs participating in the Waai competition by the Saudi Ministry of Health. The visual and design elements in these designs are evaluated and analyzed to understand their impact on the attractiveness of health advertisements and their effectiveness in conveying health information. A precise scientific methodology is used to analyze the designs and provide necessary recommendations for developing innovative and effective health advertisements. The research identifies the relationship between the diversity of creative methods and the attractiveness of health advertisements and provides a comparison between traditional and creative methods in terms of their impact on the effectiveness of health advertisements. The research focuses on exploring different artistic techniques that can be used to enhance the attractiveness of health advertisements and achieve diversity in creative methods.

**Methodology:** The research adopts a descriptive analytical approach by describing and analyzing some samples of infographic designs participating in the Waai competition by the Saudi Ministry of Health. The visual and design elements used in each design, such as colors, graphics, and texts, are evaluated and their impact on the attractiveness of the advertisement is analyzed. Alongside, an experimental approach is used to present design ideas to test the validity of the hypotheses.

**Results:** The influential visual elements in health advertisement designs play a crucial role in attracting attention and understanding health messages. The research shows that using clear fonts and selecting appropriate text sizes contribute to improving readability and comprehension by the target audience. Diverse creative methods stimulate positive interaction from the target audience, increasing the effectiveness of conveying health information. Applying multiple creative design methods enhances the attractiveness of health advertisements. Using various artistic techniques, such as animations and 3D graphics, enhances the appeal of health advertisements. Creative methods outperform traditional methods in capturing the audience's attention and motivating them to engage with health messages. Traditional designs lack innovation and visual appeal, reducing their effectiveness in conveying health information.

### **Keywords :**

Health awareness, infographics, creative design, visual elements, engagement, behavior change

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### **Paper History:**

Paper received April 22, 2024, Accepted June 20, 2024, Published on line September 1, 2024.