Advertising And Its Development Of Graphic Design In Indian Print Media

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Abstract:
Advertising has its charisma in the field of communication and marketing. Due to the wide competitive market, the advertising industry has developed immensely. For the demand and supply companies and marketers never hesitate to try numerous options to grab the attention of the viewers, consumers and people. In such a way some professions become the most essential part of the advertising industry; consequently, graphic design turned into the major central line of the ad. World, especially in print media. The study has drawn the line around the development of graphic design in Indian print media. The study highlights the growth of advertising, graphic designing and the category of the pre-existing method of print advertising in India. These media types are being developed for ages with strength and popularity. Print advertising still has an important place in comparison to electronic media and the newly emerging technology of e-newspapers in India. The purpose of this research is to extend the analysis of print advertising and its importance. Advertisements accordingly are very trans generic and multidimensional whether it be any form or type of it. The artefacts of advertising media operate several aspects like cultural, religious, social, economic etc.

Keywords: Graphic Design, Print Media, Advertising, Newspaper, Magazine.

Introduction:
Advertising is the best way to communicate with customers. It is done using various media types with different techniques and methods. Advertising plays an important role in today's age of competition and helps in increasing sales as this provides the opportunity to cover factors like target audience also covers different types of readerships. Advertising helps to educate people. Advertising is an element of promotion and helps in promoting the product. Building a strong brand name is always important

for business. Nowadays advertising has become an integral part of one's life. Designing graphics involves synergizing the complexity of a topic or a brief with visual simplicity. It converts the process of design thinking into actual business results. Graphic designing is a powerful marketing tool. Designers devote time to understanding the psychology of the audience. They try to convey the message through a visual medium. The visual presence decides the design's fate. A form of marketing using physically printed media to reach customers in Print advertising. Various types of print media are available. Nowadays as digital media has taken over print media but it still holds great importance in our life. Usually, customers pay more attention to print media. Also, it triggers consumers' actions. Print media has received much higher levels of consumer confidence.

Research methodology

The study is constructed with the qualitative analysis on the projection of some Indian print advertising where it has purely stated the development of print advertising and various factors of graphic design in print advertising. this study contains the gathering of primary and secondary data to observe to understand the development of graphic design in Indian print advertising. Primary data has been collected through interviews conducted with some professionals of certain domains and field visits. Secondary data was collected through books, journals, articles and web sources so the study can properly construct the theory.

Growing media in Advertising:

Advertising is an effort to use a convincing marketing strategy about goods or services to influence the purchasing decisions of consumers or clients (Ward, 2018). It is considered to be the simplest form of reaching out to customers. The customers are more informed and aware of the brands available in the market and so the diversity of things are available to them through the conduct of advertising method. Advertising is exposed to every person whether young or old. This is why it is accomplished through the employment of diverse media kinds, following the most appropriate strategies and procedures (Juneja, n.d.).Where most of the advertisements promote a variety of products available, with some similar techniques or are accustomed & to persuade society to drive and buy carefully (LaMarco, 2019).

Brief of history in Advertising:

Within the 15th &16th centuries, the invention of printing came into place, which was the major primary step toward contemporary advertising. The newspapers on weekly basis started carrying advertisements in the 17th century in London, and by the knowing 18th century, such advertising was seen as thriving and impressive (Fig.1). The vast area of development of commerce took place within the 19th century which was followed by the creation of an advertising industry; it had occurred during that ongoing period of the century that advertising agencies were founded there, the United States particularly was the area where first agencies were essentially traders of newspaper advertising space. However, by the 20th century, agencies were indulged in the creation

of the message of advertising itself, including copy and artwork, and by the 1920s, agencies started to plan and complete advertising campaigns, from the initial step to repeat preparation and placement in various media of the research.

Fig.1: A Coca-Cola advertisement, c. 1890s
Source:https://cdn.britannica.com/18/143218-050-8423BC9F/advertisement-Coca-Cola.jpg

Advertising was growing over a large range of mediums. The newspaper was perhaps the foremost the basic one, which was providing advertisers with circulations, and an audience local to the advertiser's location.

Magazines were the opposite major print advertising medium which was of general interest and was targeted at specific audiences (such as those who were curious about outdoor sports, computers, or literature. Many major periodicals create regional versions, allowing advertisers to focus on their choice of ads more precisely. Television and radio became the foremost widely used medium in Western industrial countries.

In the 21st century advertisers fiercely started being competitive in the consumer market, advertisers also increasingly switched to digital technologies to draw attention to their made products.

Advertisement's development and placement should be based on public understanding and should also be based on media that is competent for usage for it to be more effective (Augustyn et al., 2020).

Graphic Design, its aspects & significance in Indian Advertisements:
A daily approach by graphic designers is to explore visual communication and to unleash the source of creativity and importance of life skills. It is in context to meet and resolve the industrial problems by adding solid visual, strategic ideas, conceptual ways, typographical texts, and technical skills which is worth to consider the help of expanding the creative design perspectives and balance to meet the industrial and market demands

for the graphics designers (Terry, 2019). Designers when entering the sector of advertisements must grasp a staggering array and power of technology which includes brainstorming ideas and must be updated to the conditions or requirements. (Helen, 2009).

Aspects of Graphic Design
- Illustrator: Does illustrations for periodicals, novels, and books as an illustrator. The responsibility is to choose the finest visual circumstance to portray reading of the text in a book. As an illustrator, he draws for every media to effectively depict the illustration in books, magazines, newspapers, and commercials, and other visual communications.

- Typographer: This job entails typesetting in a type shop according to the designer's or layout man's specifications.

- Applied designer: An advertising designer specializes in the visual impacts of advertising layouts for media such as newspapers, magazines, and brochures by creating and selecting text, drawings, and photography. This necessitates a thorough understanding of design and colour, as well as an understanding of advertising, marketing, and display concepts.

- Corporate Designer: A corporate designer provides the initial design and final artworks for a company's mark or logo, which will be used on stationery, equipment, uniforms, buildings, cars, and advertising (Irivwieri, 2009).

Significance and Importance of Graphic Design in Indian Advertising:
The term 'graphics' comes from the word 'graph,' which means an image that has been calculated to be exact and suitable. Graphic design entails combining a topic's or a brief's intricacy with visual simplicity. It all comes down to combining analytical and creative thinking. It goes beyond imaginative ideas and pictorial representations. It's not just about how it appears or functions. It is about translating the design thinking process into tangible commercial outcomes.

- Assists in making a good first impression: The goal is to get people's attention and keep them interested. And the only way to accomplish so is via the use of effective graphic design.

- Creating a distinct brand: Your company must have a brand image to stand out from the competition and assist one to build their own identity and patent quality.

- It facilitates the communication of your message: The majority of the time, words are ineffective in conveying information so is done more intriguingly with visuals.

Graphic designers can help communicate information effectively. An effective graphic design may tell a good story (Dalia, 2020).

Importance of Advertising:
Advertising is vital because it allows firms to exhibit their products and services in distinctive selling qualities (Wee, 2020). It also enables a business to build a brand positioning in the minds of its target customers by linking their brand with an idea or category of what their customer want (Patel, n.d.).

Role of graphic design in Indian print advertising:
Print design is a category of graphic design that is widely used. It isn't simply books, periodicals, and newspapers that are involved. The print design may be found almost anywhere (Djordjevic, 2020).
Print ads can also be considered environmental ads because they are spread across India. Graphic designing helps designers to print enhanced quality designs by which people's overall experience towards advertising is more memorable, instructive and simple to comprehend (Singh, 2020).
People when studying a certain type of periodicals, it is considered to be known as a prevalent sort of advertising which precisely catches public interest. The main goal of advertising as in printed form is to persuade the reader or the consumer and also the buyer to initiate the purchase of a product.(Austin, 2020).

Print advertising and its evolution:
Print advertising is a sort of marketing that's physically used, printed media to succeed in an outsized number of individuals. Print ads earlier were used a definite and actual format for innovative advertisements. There are printed ads which are in a hard form & in the category of newspapers, brochures, etc (Fig.2)(Oetting, n.d.).

Fig. 2. Printing press
Source: https://cdn.britannica.com/85/171285-050-12311890/Printing-press.jpg

Several methods for reproducing designs, in black or coloured, on an outlined surface are

now specifically defined as printing. Therefore, there is no reason why this wide definition should not be kept because printing's whole history has been a movement aloof from the things that defined it at its inception: lead, ink, and also the press (Lechene, 2020).

Historical background of Print Advertising:

China was considered to be the one who introduced moveable type and form of paper, while the primary existing book printed was made in Korea within the 14th century. In 15th century Europe, printing became automated for the primary time. The press is mostly credited to a printer. the contribution to technology within the 15th century was ground-breaking, with the mass printing of books and therefore the quick transmission of knowledge regarding printing across Europe. Around 1439, Johannes Gutenberg of Germany is alleged to own the invention of printing technology. Gutenburg also developed an oil-based ink. In 1450, he produced a Latin-language Bible with 1282 pages. (Augustyn et al., 2020).

Fig.3. Johannes Gutenberg in his workshop
Source:https://cdn.britannica.com/70/74370-050-07DC0A6E/artist-visualization-workshop-proof-Johannes-Gutenberg-sheet.jpg

Print Advertising emerging in India:

In 1556, printing technology was introduced to India, this method was given to our nation by Jesuit missionaries. In Old Goa, the primary book printed in India was in Portuguese. An Englishman named James Augustus Hickey founded and edited India's first newspaper. Bengal Gazette or the Calcutta General Advertiser (popularly referred to as Hickey's Journal) began as a two-sheet weekly on January 29, 1780, in Calcutta. Raja Ram Mohan Roy is credited with founding of the Indian press. The Bengal Weekly Sambad Kaumudi (moon of intellect) first appeared in Calcutta in 1821. In 1822, he founded the Persian journal Mirut-Ul-Akhbar (news mirror). To fight the missionaries' indoctrination, Roy founded the Brahminical Magazine (History of Print Media).

The role of the press evolved after independence when it had been forced in-tuned national reconstruction obligations. Jawaharlal Nehru, India's first Prime Minister, was a staunch supporter of press freedom and had a key influence in developing the media within the country. On September 23, 1952, the primary Press Commission was established to research the case of the Indian press. Then came the 1971 war, which was followed by the establishment of Bangladesh. On June 25, 1975, then-Prime Minister Indira Gandhi did something unprecedented, she declared a state of emergency in India and took away journalistic freedom. During the Emergency, 3,801 periodicals were confiscated, 327 journalists were imprisoned under the MISA legislation, and 290 journals had government ads removed. Editors had surrendered to the authorities at that point period. Even the control placed on media was defended by 47 editors from Delhi who professed their support altogether of Indira Gandhi's actions on July 9, 1975. Then during the Kargil Conflict of 1999, first-time citizens of the country were able to witness a live webcast of war from the comfort of their own homes. This was also a time when the web was spreading in India, and individuals with internet access began reading in-depth about the conflict on the net. The 9/11 attacks within us occurred in 2001, and for the primary time, India's media covered such a large-scale worldwide event. Meanwhile, the standards for calculating TRP had been established. Then came the time when a segment of the identical media, additionally as commanders, began transferring and posting police. Some journalists went on to become media moguls, and therefore the media became a business. After the media, social media and over-the-top (OTT) platforms have emerged, which are now affecting people's opinions furthermore. India now publishes over 1 lakh newspapers and periodicals. Every day, around 17 thousand newspapers in various languages are published in India. Every day, 10 crore copies of them are printed. India has the world's largest newspaper market. In India, there are around 400 channels that provide 24-hour news. These are the tallest on the globe similarly. With 56 crore social media families, India is considered to be the second-largest in the world's market, after China (Chaurdhary, 2020).

Approach, types & effectiveness of print advertising:
Print media enables you to present your business and products in an exceeding style of ways. Many of us still prefer physical products above digital ones. Customers are more likely to retort to print advertising as they need something substantial to understand in their hands.(Linton, 2019).

Approaching methods
- Make printed materials dynamic: Retailers have started making print advertisements more interactive, from QR codes to scratch-and-sniff ads.

- Allow the image to try and do the talking: When businesses wish to market their stores, they'll likely flood customers with information. However, this is not the sole viable print marketing strategy. In print

advertising, less is usually more, and a desirable advertisement can just entice clients with its intrigue.

- To locate an audience, use data: Retailers are on the front lines within the age of huge data. Sometimes all a store must do is check through the demographics, get some consumer feedback, and determine where the best place to hand out flyers or hang posters to form the proper print ad. (Ditching digital: 4 unique approaches to print ads for retailers).

Types of Print Advertising

- **Newspaper:** In the ongoing era newspapers are considered to be the widely and effectively-known source of advertising. It is an efficient marketing method for reaching out to a specific target audience. Readers connect through this media. Newspaper advertising is most effective because of its cost, which is why it is sometimes dependable, and most importantly it has a long-term influence on the audience (Fig. 4.).

Fig. 4. Newspapers
Source: https://i.dawn.com/primary/2017/02/58af13c7c2cbc.jpg

- **Magazine:** In popular magazines, it's observed that the main brand name is front and centre in the region-specific. It is also reviewed that a specific audience covers the success of magazines widely because of its approach accordingly (Fig. 5.).

Fig.5. Magazines

Source:https://bestmediainfo.com/timthumb.php?src=/wp-content/uploads/2019/08/India-Today-English-and-Hindi-retain-top-positions-among-magazines_2.jpg&w=620&h=350&zc=1&q=100

- **Brochures:** They are good in demonstrating your authority and reputation. They will store an oversized amount of knowledge that may be distributed to many individuals in a very single sitting (Fig. 6.) (Ranjhaa, n.d.)

Fig. 6. Flyers and brochures

Source:https://www.redpixels.in/wp-content/uploads/2018/07/A5-Flyer-Printing-01-600x400.jpg

Effectiveness of print advertising: Digital advertising has somewhere overtaken print

advertising because the preferred type of marketing within the countries, but print isn't effort anytime soon. Print's distinctive interactive format, high conversion rates, solid audience demographics, brand reputation, and high conversion rates maintain it within the marketing mainstream year after year.

- **People are reached in an exceedingly unique way by print advertising:** Print advertising is different from digital advertising in terms of how people reply to it. A viewer's likelihood of recalling a print advertisement is substantially beyond that of a digital advertisement. A glance at the subsequent marketing fads:
  I. When it involves print advertisements, the number of knowledge absorbed by a buyer is larger.
  II. A print advertisement elicits a considerably stronger emotional response. After seeing a print advertisement, customers can trust the brand by better means.
  III. Print advertisements are seen as valuable by viewers unconsciously.

- **High conversion rates for print ads:** The explanation that why print marketing is costlier than other marketing like digital is because it requires a commitment which is larger and bigger in purpose. Every form of print advertising, leads to substantially greater conversion rates.

- **Print advertising establishes credibility and trustworthiness:** Print ads are authentic and considered to be trustworthy as it approaches large number audience so authentication is required itself by the company.

- **Demographic targeting for an oversized audience:** It is a standard misperception that print advertising doesn't target certain demographics. However, in print advertising, an excellent amount of research and marketing strategy goes into targeting a target population (What is print advertising?).

Conclusion:
From the beginning to the contemporary era Print media is the oldest form of advertising that has grabbed a huge number of populations, communities and domains. In India, mostly people from all age groups are directly and indirectly connected with the advertising industry. Advertising in its correct form is of displaying the seller's products and their ideas through different means. Graphic design combines aesthetic and professional skills to convey a message to people. An effective graphic design may tell a good story. Print advertising aims to persuade a reader to purchase a product advertised in a store or newspapers, or online on a company's website. India has the world's largest newspaper market. However, in print advertising, an excellent amount of research and marketing strategy goes into targeting a target population. Hence print advertising is

essential with the present forms of online advertising. So we should include print media in our daily lives to stay connected with the things happening around us.

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