THE VISUAL GRAPHIC DESIGN CONNOTATIONS IN ENVIRONMENTAL AWARENESS CAMPAIGNS FOR SUSTAINABLE TOURISM

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Abstract:

This study aims to explore the benefit of graphic design in awareness campaigns promoting sustainable tourist destinations and to determine its contribution to the success of campaigns in terms of increasing the protection of natural and economic resources of the destination. The study applies semiotics to the field of social marketing to build a conceptual model that links graphic design of a campaign with public environmental awareness and destination preservation. The aim is to preserve the natural environment and pastoral activities, and that the semiotics of graphic design affects public environmental awareness. This innovative framework for graphic design can be adapted to marketing campaigns or other brands to improve the images of destinations.

Tourism activities are closely linked to the environment. It is important to increase awareness among tourists, local residents, and stakeholders about the importance of adopting sustainable practices to ensure the sustainability of the tourism industry and the preservation of local resources. This is crucial in enhancing the reputation and competitiveness of tourist destinations. The increasing demand for new tourist experiences has led to the popularity of natural areas as tourist destinations, offering unique and authentic experiences for visitors seeking to escape their daily routine.

The research consists of three chapters. The first chapter addresses the research methodology, which is the study of the effectiveness of these indicators in this context and how to improve them to support environmental awareness campaigns for sustainable tourism in Iraq more effectively. The importance of carefully designed graphic indicators as a tool to encourage environmental awareness and behavior lies in their ability to attract attention. The current research aims to enhance the effectiveness of environmental

awareness campaigns and refine environmental awareness among tourists and beneficiaries. It includes temporal, spatial, and objective boundaries in addition to the methodology and introductory words. The second chapter discusses visual graphic design indicators in sustainable tourism environmental awareness campaigns. It also addresses the design of infographics for the sustainable tourism awareness campaign in Iraq. The third chapter covers research samples, followed by results, conclusions, recommendations, proposals, and sources.

Key Words: Significance, Graphic Design.

Introduction:

(. Anderson, C. A., & Bushman, B. J. (2002))

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.(Bandura, A. (1973).

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Limitation of research

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Linguistically:

. (Berkowitz, L. (1993).

(DeWall, C. N., & Anderson, C. A. (2011))

Linguistically:

. (Finkel, E. J., DeWall, N., Slotter , 2012) .

(Dodge, K. A., & Coie, J. D. (1987)).

. (Huesmann, L. R., & Kirwil, L. (2007).

. (Vitaro, F., Brendgen, M., & Tremblay, R. E. (2002).

(. Huesmann, L. R., & Kirwil, L. (2007)

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The use of green color should be widely implemented in environmental awareness campaigns for sustainable tourism. Additionally, using graphics and images to convey powerful messages, displaying environmental issues and sustainability strongly and effectively. Using an image of a beach polluted with waste to illustrate the necessity of maintaining cleanliness and preserving the oceans. The font also plays an important role in effective communication, being clear and easy to read, as well as avoiding complex and unclear fonts, ensuring that the text is clear and understandable to all audience members.

Visual graphic design elements play a crucial role in conveying the message of environmental awareness and sustainable tourism in Iraq, through the use of appropriate colors, clear graphics, and fonts, motivating the audience to take positive actions to protect the environment and enjoy sustainable tourism in Iraq. (Moffitt, T. E. (1993)

Visual graphic design elements in environmental awareness campaigns for sustainable tourism are a crucial necessity for preserving the environment and promoting sustainable tourism. When we talk about visual graphic design elements, we mean visual elements such as graphics, colors, and fonts used in designing awareness materials. These elements play a crucial role in conveying the message of environmental awareness and sustainable tourism through the use of appropriate colors, clear graphics, and fonts, motivating the audience to take positive actions to protect the environment and(... Olweus, D. (1993)
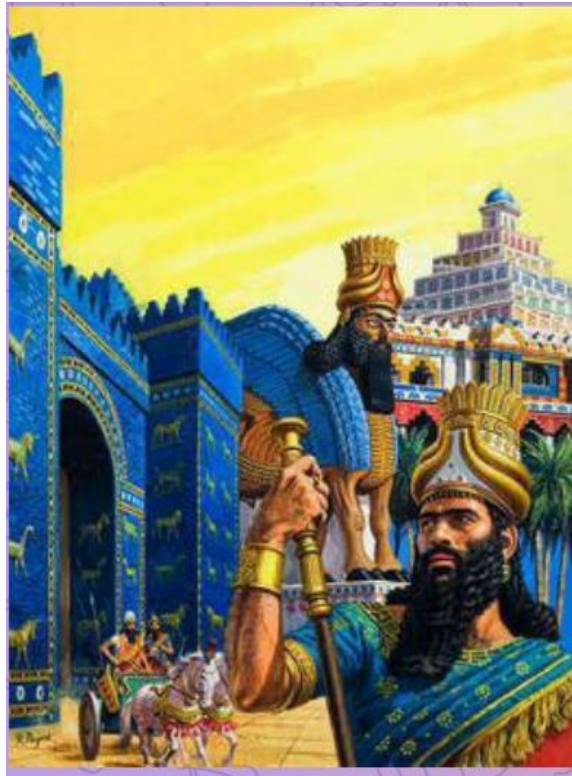
One of the tourist attractions in Iraq is the ancient city of Babylon

The marketing and awareness

The marketing experience refers to the set of impressions that are personally generated on an individual from promotional campaigns of the brand, and these impressions essentially stem from the campaign design, and despite the existence of other social and environmental contextual factors that affect the audience when exposed to the campaign, others have recommended targeted awareness campaigns for tourists and residents to improve their appreciation of the area, because people with low appreciation for national parks had more negative attitudes towards natural resource conservation. Based on the link between the concepts of awareness campaigns and marketing campaigns and brands, the concept of marketing experience can be adapted to the concept of awareness campaign. (Piquero, A. R., Farrington, D. P., & Blumstein, A. (2003).


Figure (2): Represents one of Iraq's landmarks

This campaign will specifically impact the ability of the campaign to motivate positive changes in its audience's behavior in a broader sense of awareness, including awareness within the framework of social marketing and awareness campaigns. Not only behavioral changes, but also changes in unrealized intentions to change behaviors. Awareness is defined as a set of intended actions to cause a change in attitudes and behaviors towards a specific issue, generating knowledge and changes in thinking about the behavioral element of the campaign. (Raine, A. (2002).

The design of advertising and communication campaigns plays a crucial role in evoking emotional responses from the audience, whether promoting tourist destinations or increasing awareness of social issues. Graphic design elements such as images, effects, and music are used to evoke positive emotional responses, which impact the audience's interest

and cognitive experience. Additionally, in the context of sustainable development, public awareness campaigns can focus on promoting positive behavioral changes and environmental awareness. Infographics, as part of design semiotics, are effective in conveying environmental issues to the target audience(. Schacter, D. L., Gilbert, D. T., & Wegner, D. M. (2011)
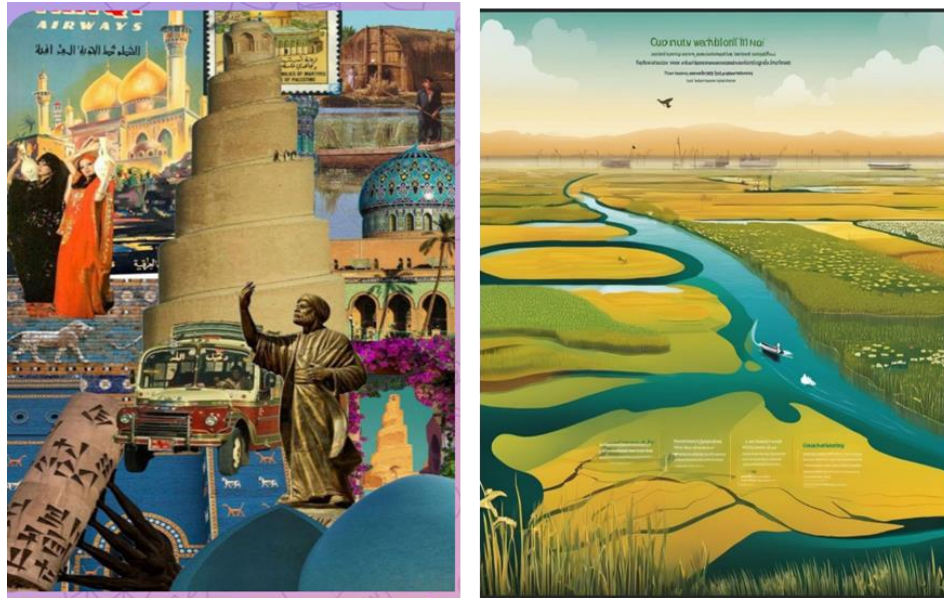
One of the tourist attractions in Iraq is the ancient city of Babylon

Therefore, the semiotics of graphic campaign design significantly influence the

sensory, emotional, and cognitive experience of the audience, as well as the preservation of the destination. (Staub, E. (2003).

Design an infographic for the awareness campaign about sustainable tourism in Iraq. The infographic design is an effective and attractive way to spread information related to the awareness campaign about sustainable tourism in Iraq. The design aims to clarify the benefits and main objectives of the campaign and to raise awareness about the importance of preserving the environment and local culture in the tourism industry.(Straus, M. A. (1979).

The infographic design for the sustainable tourism awareness campaign in Iraq can include various visual elements such as illustrations, colors, and symbols to convey information in an easy and simplified manner. The infographic can include information about sustainable tourist sites in Iraq, the importance of preserving biological and cultural diversity, best practices for sustainable tourism. When designing the infographic, the focus should be on using appropriate colors that reflect the stunning nature of Iraq and enhance the feeling of enthusiasm and interest. The use of green color to represent . (Swearer, S. M.,

Espelage, D. L., Vaillancourt, T., & Hymel, S. (2010).

nature and sustainability, blue color to represent water and rivers, and brown color to represent cultural heritage and history, as well as using illustrative symbols to facilitate understanding of the information and make it more engaging and interactive.

Figure (4) :Represents one of the landmarks of Iraq

(Ttofi, M. M., Farrington, D. P., Lösel, F., & Loeber, R. (2011).
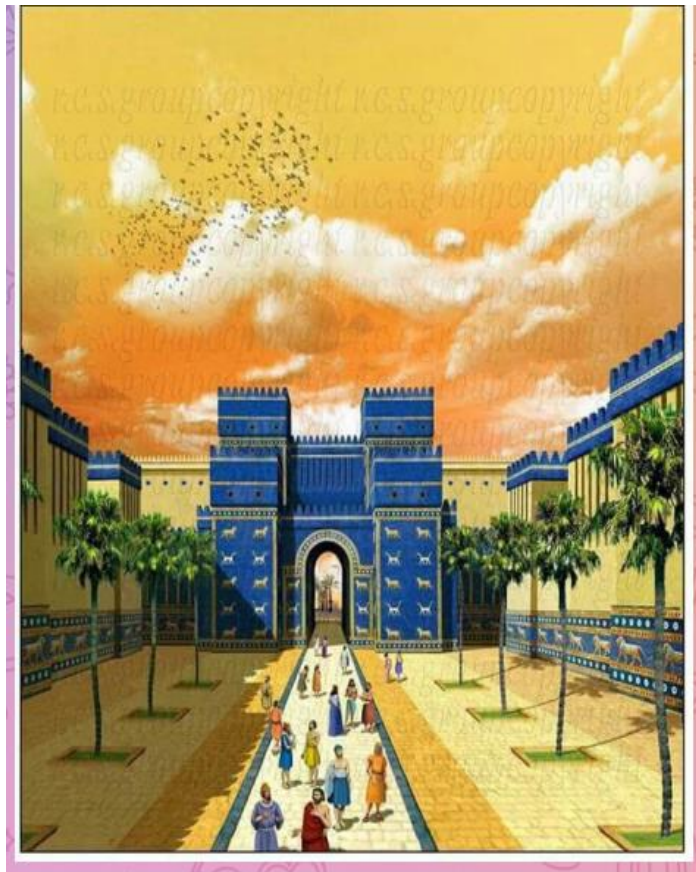
. (Van Goozen, S. H., Fairchild, G., Snoek, H., & Harold, G. T. (2007).

(Vitaro, F., Brendgen, M., & Tremblay, R. E. (2002).
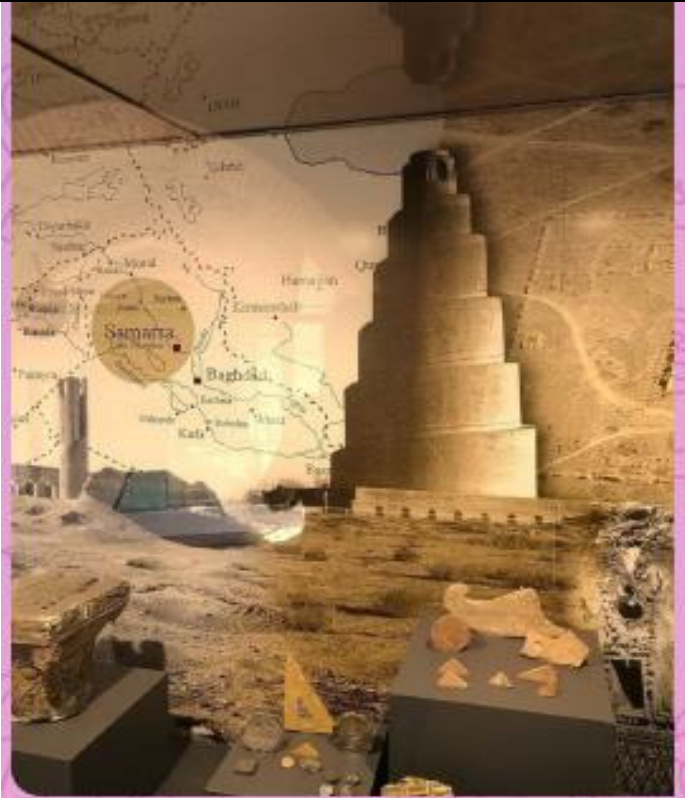
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