

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

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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:

Visual graphic design elements are one of the essential components in environmental awareness campaigns for sustainable tourism in Iraq. They play a crucial role in attracting the attention of the target audience and effectively conveying a specific message in an engaging manner. These design elements rely on the innovative and impactful use of symbols, colors, and images to stimulate positive behaviors towards the environment and promote sustainable tourism. Designing logos and symbols for environmental awareness campaigns is vital, as these symbols must be able to quickly and effectively convey the campaign's idea, be simple and easy to remember, and use colors that symbolize nature and sustainability. They should also be compatible with local values and culture to ensure acceptance and positive impact on the targeted community(. Anderson, C. A., & Bushman, B. J. (2002))

Moreover, the design of advertising and awareness materials should be innovative and attractive to capture the audience's attention and arouse their curiosity. They should contain images that reflect the beauty of nature in Iraq and its importance, along with short and impactful texts that encourage participation in supporting sustainable tourism. Additionally, they should be meticulously designed to be compatible with various communication channels, whether print or digital.

Visual graphic design elements are considered a powerful tool in environmental awareness campaigns for sustainable tourism in Iraq, as they play a vital role in effectively and attractively conveying the campaign's message .(Bandura, A. (1973).

The problem of research:

In the modern era of today, one of the main challenges facing environmental campaigns, especially in the tourism sector, is effectively conveying messages of environmental awareness. This is particularly crucial as tourism heavily relies on nature and natural resources. Visual graphic design plays a pivotal role in creating awareness and positive interaction towards environmental issues. The problem of the research revolves around the following questions:

1. How effective are these visual cues in this context, and how can they be improved to have the maximum impact on shaping the environmental behaviors and attitudes of the target audience?
2. Can we explore ways to develop these visual cues to support sustainable tourism awareness campaigns more effectively?

The importance of research and the need for it

1. The importance of visual graphic design in environmental awareness campaigns directed towards tourism lies in its ability to attract attention and convey information in an innovative and attractive way that carries sufficient power to achieve the desired impact.

2. In the context of ecotourism, carefully designed visual cues are an important tool to encourage environmental awareness and responsible behavior. They work to promote positive messages and correct environmental behaviors. In addition, these cues can overcome language and cultural barriers, making them a key to reaching a wider audience of tourists from around the world.

The aim of the research

1- The current research aims to analyze the role of visual graphic design elements in enhancing the effectiveness of environmental awareness campaigns and shaping environmental awareness among tourists and beneficiaries.

2- The research also sheds light on the importance of attractive and expressive visual elements in influencing environmental behavior and motivating tourists to make responsible decisions towards the environment. Thus, the research focuses on the desired interaction with awareness campaigns and their impact on preserving the environment for tourism.

Limitation of research

Temporal boundaries: 2000-2023

Spatial boundaries: Iraqi tourist areas

Thematic boundaries: Awareness campaigns for sustainable tourism environment

Research methodology:

The researchers will follow a descriptive-analytical approach to analyse the research samples.

The Signification

Connotations

Linguistically:

Ibn Faris said: (Al-Dal and Al-Lam are two roots: one of them is the indication of something by a sign that is learned, and the other is the disturbance in the thing; so the first is their saying: I guided someone on the road. And the evidence is the sign in the thing. It is clear in the indication and the guidance), and Al-Johari said: (The indication in language is the source of his indication on the road, indication, and guidance, in the sense of guiding him) . (Berkowitz, L. (1993).

Technically:

Other scholars, as for the modernists, one of them defined the science of indication as: the knowledge that studies meaning, or the study of meaning, or that branch of language science that deals with the theory of meaning, or that branch that studies the conditions necessary for the symbol to be able to carry meaning, and some made it synonymous with the study of meaning, and defined it as Laingz: The search for meaning in a general sense, and accordingly; The science of indication is concerned with meaning in the first place, and focuses on its study. (DeWall, C. N., & Anderson, C. A. (2011))

Graphic Design

Linguistically:

graphic design is an essential part of the process of visual communication and communication with the target audience. This type of design aims to convey the message effectively and be clearly understood by the recipients, through the use of fonts, colors, symbols, and images in a way that expresses the concepts and ideas to be communicated. To achieve this, linguistic graphic design requires advanced skills in understanding language, culture, and communicating visually, in addition to striking a balance between aesthetics and functionality. It must also be consistent with general design principles and specific communication objectives. Therefore, linguistic graphic design is an essential element in building brand identity and enhancing interaction with the target audience . (Finkel, E. J., DeWall, N., Slotter , 2012) .

Technically:

Graphic design is a visual means used by the designer to achieve the client's desire to convey a specific message to the target audience. The origin of graphic design dates back to ancient times and has evolved with human progress. Designs vary according to cultures and designers, and are considered a form of creativity, innovation, and expression of ideas in various ways. Graphic design includes...(Dodge, K. A., & Coie, J. D. (1987)).

Chapter One

Visual Graphic Design Significance

Concept of Significance

The science of significance is the study of how to use signals, whether visual or linguistic, in human communication and the interpretation of these signals as a result of communication products, such as advertisements or product packaging. It consists of verbal

elements (letters, words, and messages) and non-verbal elements (colors, shapes, and font styles), intentionally integrated during the conceptual and graphic design process to create strong signals for the audience. The interpretation of these signals varies based on the cultural and historical context in which they are shared. (Huesmann, L. R., & Kirwil, L. (2007).

Visual graphic design significance in environmental awareness and sustainable tourism campaigns is essential for preserving the environment and promoting sustainable tourism. It is one of the important elements in the success of these campaigns, and this term refers to the visual elements, graphics, colors, and fonts used in the design of awareness materials . (Vitaro, F., Brendgen, M., & Tremblay, R. E. (2002).

Visual graphic design significance plays an important role in attracting the attention of the target audience and conveying a clear and powerful message about the environment and sustainable tourism, as it helps stimulate interest in the environment and take necessary measures to preserve it(. Huesmann, L. R., & Kirwil, L. (2007)

An important element in visual graphic design significance is the use of appropriate colors. Colors can carry different symbols and meanings. For example, the color green is considered a symbol of the environment and sustainability.

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)

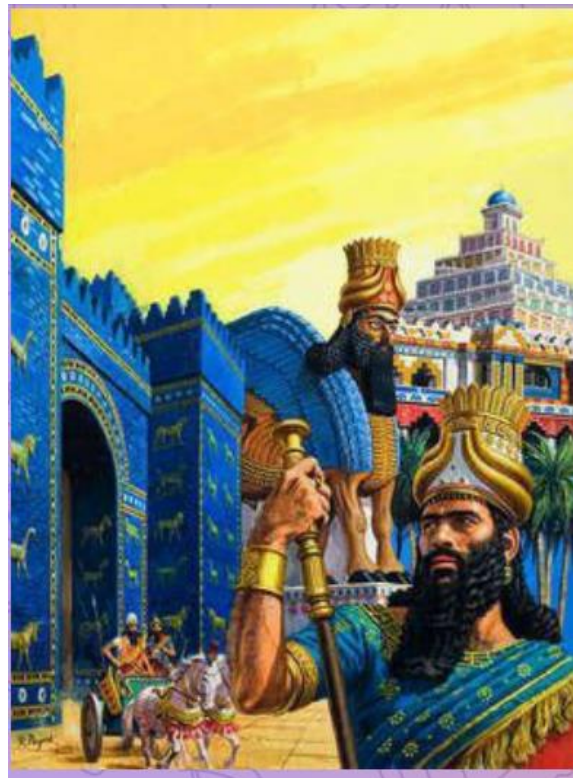


Figure (1)One of the tourist attractions in Iraq is the ancient city of Babylon

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).

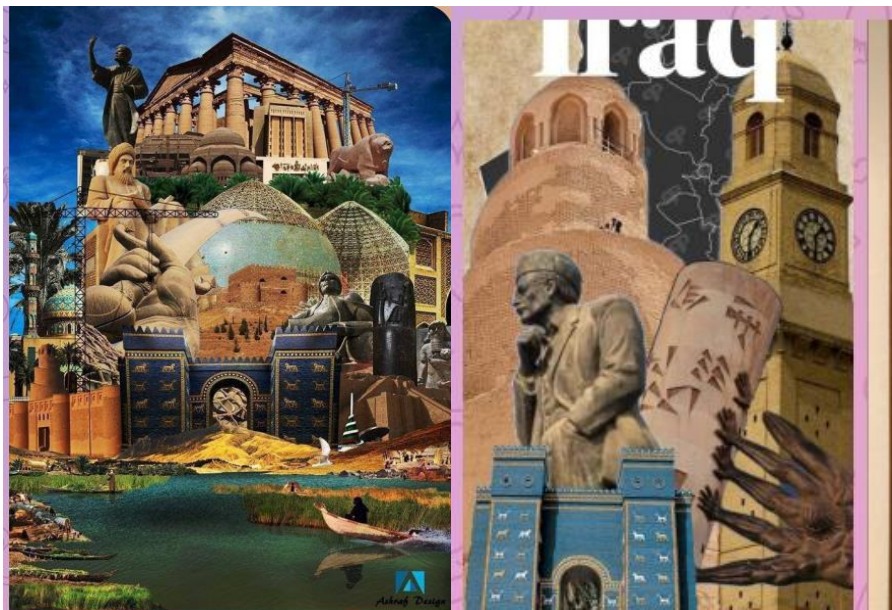


Figure (2): Represents one of Iraq's landmarks

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)

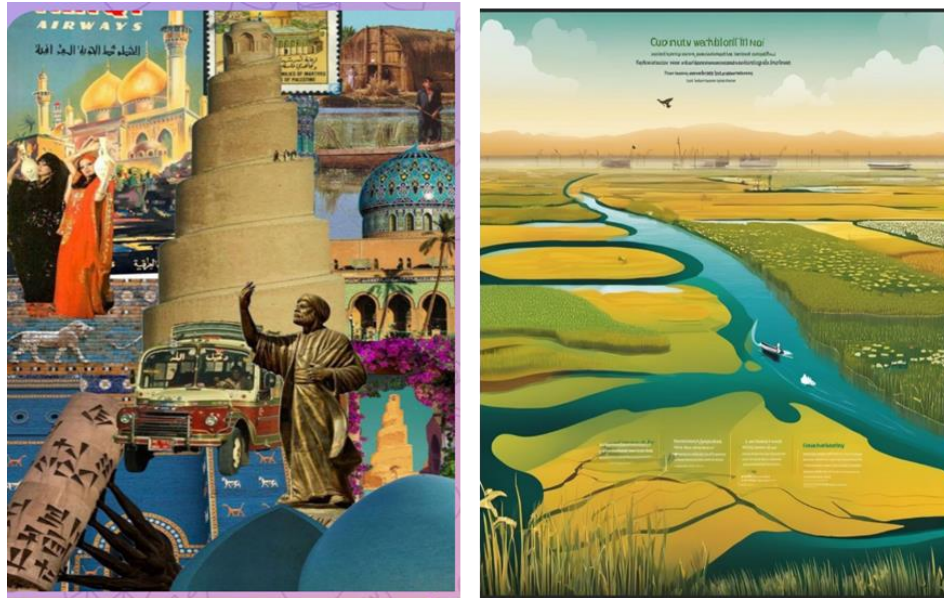


Figure (3)One of the tourist attractions in Iraq is the ancient city of Babylon

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

In addition to graphics and colors, illustrative texts can be used to clarify key concepts and convey the important message of the campaign. The text should be clear and easy to read, using different fonts to highlight key texts and achieve the desired focus. (Ttofi, M. M., Farrington, D. P., Lösel, F., & Loeber, R. (2011).

Additionally, using various text formats such as headings, key points, and explanatory labels to improve information organization and make it more clear. We should not overlook the importance of including relevant information sources and statistics in infographic design. Using charts and graphs to illustrate important numbers and statistics in a simplified and understandable manner adds credibility to the presented information and clarifies the importance of issues related to sustainable tourism in Iraq. (Van Goozen, S. H., Fairchild, G., Snoek, H., & Harold, G. T. (2007).

By using infographic design for the sustainable tourism awareness campaign in Iraq, a strong impact can be made to effectively convey the message to the audience.(Vitaro, F., Brendgen, M., & Tremblay, R. E. (2002).

This can be achieved by distributing the infographic through social media, websites, and printed materials to raise awareness about the importance of sustainable tourism in Iraq and encourage people to participate in preserving the environment and local culture while exploring the natural beauty and cultural heritage of Iraq. Taking full advantage of

infographic design capabilities can generate interest, engage the audience, and achieve the desired impact . (Zimbardo, P. G. (2007)

Chapter three

Samples Analysis

Sample (1)

Awareness campaign for tourism in Iraq (the marshes) using infographics

Poster name	Tourism in Iraq (the marshes)
Size	90 × 130
Technology	Graphic design, printing design
Software	Photoshop, , InDesign
Design type	Infographic poster
Purpose of the design	Awareness campaign for tourism in Babylon Design



Poster Analysis

The poster design possesses several elements that contribute to making it a beautiful piece of art and have an emotional impact on the viewer. We can observe the composition, which represents a balance between the water and the sky with the boat positioned at the bottom, creating visual equilibrium and drawing the eye to the center of the image. The perspective in the design is notably evident, giving depth to the scene with the boat appearing close, while the birds and the horizon seem distant, creating a sense of three-dimensional space. The role of light and shadow adds vitality and realism to the scene, with the light seemingly coming from the horizon, giving shadow effects to the boat and a glow on the water.

The colors have been used skillfully in the design, with warm colors such as gold and orange primarily used to create a sense of warmth and tranquility. The use of dark blue for the boat creates a beautiful contrast with the warm colors of the scene. Lines are also used in the design, where horizontal lines express calmness and stability, while vertical lines give a sense of height and aspiration towards the sky. The movement in the scene gives a sense of life, with flying birds and water reflections giving a feeling of gentle waves. The painting evokes a sense of serenity and clarity, which comes from the choice of subject, lighting technique, and colors used.

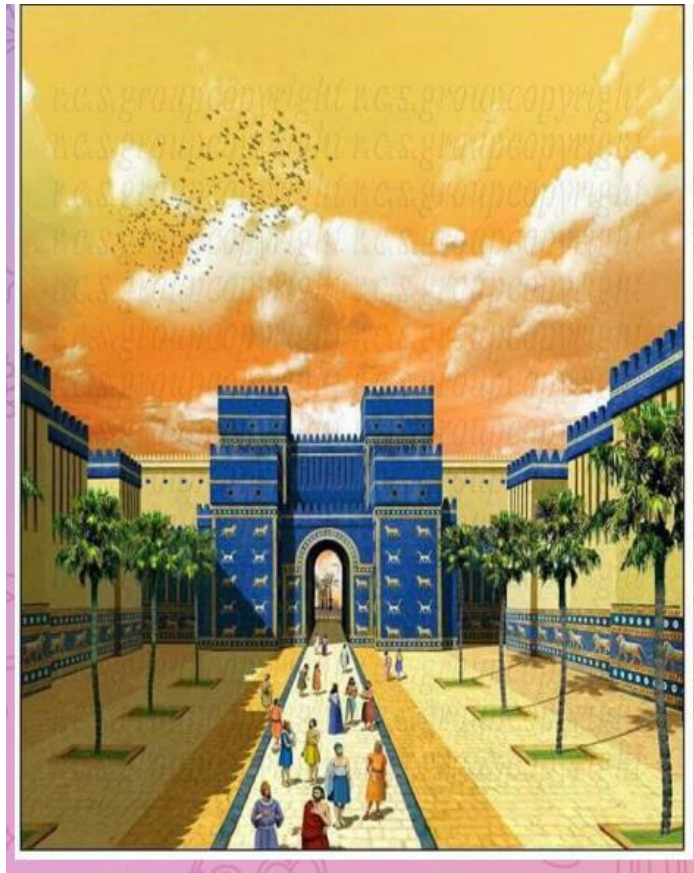
Finally, the boat may have a special symbolism, such as contemplation of existence or reflection on the tranquility of life. These elements together contribute to the viewer's sense of the beauty of the design and its emotional impact.

The marshes are considered wonderful tourist sites in Iraq due to their unique natural beauty and rich cultural history, aiming.

Sample (2)

A awareness campaign for tourism in Iraq (Babylonian ruins) using infographics

Poster name	Tourism in Iraq (Babylonian ruins)
Size	90 × 130
Technology	Graphic design, printing design
Software	Photoshop, , InDesign
Design type	Infographic poster
Purpose of the design	Awareness campaign for sustainable tourism in Babylon, and promoting environmental protectionDesign



Poster Analysis

The design showcases a central composition where the blue gate is the focal point that attracts the eye. The gaze is directed through the central passage towards the gate, creating depth and a sense of perspective. The use of vibrant and warm colors gives the design a lively character, suggesting life and activity. The blue color of the gate contrasts with the warm colors of the sky and the ground, emphasizing the architectural importance of this element. It appears that light is coming from the upper left part of the design, creating shadows on the people and trees, enhancing the sense of scale and space. Linear perspective is used, with lines converging towards a vanishing point on the horizon, giving a sense of depth and three-dimensional space. The depicted individuals give a sense of movement and daily life, contributing to the storytelling of the design and providing insights into culture, time, and architectural details. The warm colors of the sky and nature photography enhance romantic or nostalgic atmospheres. Overall, it represents a blend of historical accuracy and artistic creativity to present an attractive and information-rich image of the place and time it represents.

The city of Babylon in Iraq is considered one of the most important and attractive tourist sites in the region. Its rich history and magnificent cultural heritage make it a

unique tourist destination. Therefore, the awareness campaign for tourism in Babylon, Iraq, using infographics aims to increase awareness of the beauty and importance of this historical city.

Sample(3)

Awareness campaign for tourism in Iraq (Lake Habbaniyah) using infographics

Poster name	Tourism in Iraq - Lake Habbaniyah
Size	90 × 130
Technology	Graphic design, printing design
Software	Photoshop, , InDesign
Design type	Infographic poster
Purpose of the design	Awareness campaign for sustainable tourism in Lake Habbaniyah and environmental protection Design



Poster Analysis

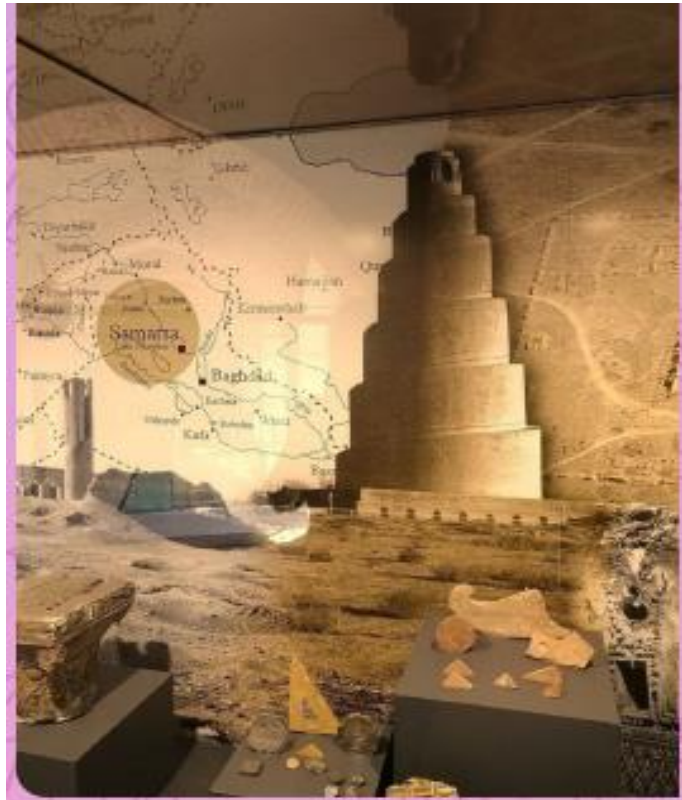
The main element in the design is a map of Lake Habbaniyah, which usually indicates a specific geographical location or the distribution of certain features in an area. The map is colored with different colors indicating different types of lands or environmental areas. The image shows environmental elements such as trees, bodies of water, and a boat. It is characterized by the color green, which usually symbolizes nature and the environment. The prominent use of green can indicate agricultural nature. The color blue for water suggests rivers, lakes, or water bodies. The presence of symbols and icons can represent concepts or specific locations on the map, such as cities, landmarks, agricultural activities, or nature reserves. The text used in such works is to provide detailed information about the map or the presented topic. In this case, it appears that there is Arabic text, indicating that the target audience is Arabic speakers. The design appears to be carefully thought out to present information in an easily understandable and visually appealing manner. In terms of layout and organization used in presenting the information, it makes it easy for the viewer to comprehend the content. If there are interactive elements such as links or buttons that allow the user to interact with the information in different ways, the purpose of the design is to serve an educational or awareness-raising purpose, aiming to disseminate knowledge or encourage specific actions towards a particular issue. All of these elements come together to form a media piece that may be part of an awareness or educational campaign for sustainable tourism in Iraq.

Based on the provided description, it seems that the design carries symbolism related to the theme of sustainability and environmental protection

Sample(4)

A awareness campaign for tourism in the city of Samarra (Al-Malwiya) in Iraq using infographics

Poster name	Tourism in the city of Samarra (Al-Malwiya)
Size	90 × 130
Technology	Graphic design, printing design
Software	Photoshop, Corel Draw
Design type	Infographic poster
Purpose of the design	A sustainable tourism awareness campaign for the city of Samarra (Al-Malwiya) to promote environmental protection



Poster Analysis

The design appears to be part of a museum or educational exhibit aimed at highlighting the architecture and civilization of the ancient Mesopotamian region. The prominent feature is the large model of a building in the center of the image, which looks like a ziggurat, a type of towering temple built in ancient times in this area. Artistically, the ziggurat model is centrally placed, making it the main focal point, drawing attention to the significance of this building in the region's history. The lighting appears natural and well distributed throughout the scene, allowing clear visibility of details without creating sharp shadows that may obscure aspects of the display. The map in the background serves as an auxiliary element to provide geographical and historical context, and the use of maps adds an educational dimension and helps convey information visually.

The use of colors is limited and tends to be natural and earthy, aligning with the historical nature of the exhibits. The warm colors contribute to creating an atmosphere of history and authenticity. There also seems to be great attention to detail in making the ziggurat model and the surrounding pieces, indicating a desire to showcase historical accuracy. The presence of signs or informational circles indicates that each part of the exhibit has accompanying explanations, enriching the viewer's experience and providing knowledge about each element.

Overall, it appears that this exhibit is well designed to educate visitors about the importance of historical and cultural landmarks in Mesopotamia, emphasizing their continuous influence on the region's history and culture. The Malyia region in Iraq is

considered one of the beautiful and interesting tourist destinations, characterized by its stunning natural landscapes and rich history

Sample(5)

A awareness campaign for tourism to the hanging gardens in Iraq using infographics

Poster name	Tourism in Iraq - The Hanging Gardens
Size	90 × 130
Technology	Graphic design, printing design
Software	Photoshop, Corel Draw
Design type:	Infographic poster
Purpose of the design	To raise awareness for tourism in Iraq to the hanging gardens and to encourage environmental protection Design



Poster Analysis

The design presents a rich artistic vision with detailed elements and includes artistic elements. The image is well divided, with the towering buildings in the background and the river in the foreground, creating visual balance and directing the viewer's gaze towards different parts of the design. The skilled use of perspective gives depth to the scene, making the river appear to flow from the front to the background, enhancing the sense of depth and three-dimensional space. The soft morning light indicates that it is almost dawn, giving warm colors and gentle shadows that create a peaceful atmosphere. The rich use of colors reflects the natural and cultural diversity of the scene, emphasizing the blue and green shades that highlight the beauty of nature and architecture. There is a clear use of lines in the design of the buildings and decorations, giving a sense of order and detail. The details are very precise, especially in the building decorations and boat designs, indicating a high level of craftsmanship and precision in envisioning these scenes. There is an atmosphere of history and legend surrounding the scene, with the architecture and decorations reflecting a rich culture that may be based on ancient civilizations such as Egyptian or Babylonian. The boats moving along the river add a sense of movement and life to the scene. The image embodies an ancient civilization in a style that combines imagination and historical accuracy, making it highly attractive to viewers and arousing curiosity about the story or history depicted in the design. Overall, this design is an artistic work that celebrates the beauty and richness of ancient civilizations through skilled artistic techniques and intricate details.

The hanging gardens in Iraq are considered one of the unique and stunning tourist landmarks in the country, and...

Results

The Study Results

Environmental awareness campaigns for sustainable tourism in Iraq are very important to preserve the natural environment and encourage environmental responsibility among tourists. One of the crucial factors for the success of these campaigns is the visual graphic design elements used in the design of awareness materials, such as colors, symbols, graphics, and fonts. These elements aim to attract the attention of the target audience and convey a clear and powerful message about the importance of the environment and sustainable tourism. The results can be summarized as follows:

First: The study showed that colors play a prominent role in attracting attention and effectively conveying the message. For example, using green symbolizes the environment and sustainability, while using blue symbolizes clean water. The study demonstrated that

tourists positively interact and respond more to colors associated with the environment and sustainable tourism.

Second: The study showed that using symbols and graphics related to the environment and sustainable tourism contributes to delivering the message more effectively. For example, using images of green nature enhances awareness of the importance of preserving biodiversity and protecting wildlife in tourist areas. The study showed that these symbols and graphics are well-received and positively interacted with by the audience.

Third: The study showed that using clear and easy-to-read fonts contributes to facilitating the understanding of the message and motivating tourists to take sustainable environmental actions. On the other hand, using complex and unclear fonts reduces the understanding and impact of the message on the target audience. Based on these results, it is recommended to provide written messages in clear and...

The conclusions

After conducting a study on the role of visual graphic design cues in environmental awareness campaigns for sustainable tourism in Iraq, the researchers reached several important conclusions that enhance our understanding of the subject.

First: The study proved that visual graphic design cues play a crucial role in the success of environmental awareness campaigns for sustainable tourism in Iraq. When appropriate colors, symbols, graphics, and clear fonts are used, a strong and effective impact is achieved in attracting attention and efficiently conveying the message. This enhances environmental awareness and motivates tourists to contribute to environmental protection and sustainable tourism.

Second: The study highlighted the importance of colors in conveying the message and promoting sustainable behavior. Using colors associated with nature and the environment, such as green and blue, helps emphasize the importance of sustainability and preserving natural resources. The study also showed that vibrant and bright colors enhance attention and reflect vitality and enthusiasm for participation.

Third: The study illustrated that symbols and graphics related to the environment enhance environmental awareness and stimulate interest and interaction with awareness campaigns. Using images of nature, plants, and other environmental elements contributes to more effectively conveying the message and enhances the emotional connection of the audience with nature and the environment.

Fourth: It was concluded that using clear and easy-to-read fonts enhances message comprehension and audience interaction. Using appropriate and clear fonts ensures the

correct and effective delivery of the message, while using complex and unclear fonts may hinder message comprehension and reduce its impact.

In summary, the study confirmed that visual graphic design cues play a role

Recommendations:

- Conduct evaluative studies to measure the effectiveness of awareness campaigns.
- Enhance cooperation and partnership between relevant entities.
- Provide the necessary resources and support to implement awareness campaigns.
- Direct campaigns based on research and best practices to achieve the desired impact and promote environmental awareness and responsibility.
- Design awareness materials carefully and select appropriate visual graphic design elements.
- Provide training and guidance for graphic designers.

Suggestions

The researchers propose a comprehensive approach to graphic design, integrating technology, collaborating with local artists, implementing long-term sustainable campaigns, conducting evaluation studies, and aligning research to enhance environmental awareness campaigns for sustainable tourism in Iraq.

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