

Research in Practice Essay

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Introduction

In this era of highly developed information people receive more and more information faster and faster, more and more, the source of information is also more and more extensive, with the development of the times graphic design has been the depth of interoperability and integration of the arts, nowadays people will be known as the graphic design of applied art (Graphic Design vs. The Arts: Visual, Fine, and Digital, no date). What remains unchanged is that graphic design is still one of the main means of conveying information between people, and the elements of graphic design are slowly penetrating into people's lives to play his influence. This article will examine three keywords (Badge design, Propaganda, Impact on society) from the perspective of a graphic designer. This article will analyse and examine, through the graphic designer's perspective, how badge design and badge culture play a role, how graphic design works as a tool for propaganda, and the impact of artists' work on society. impact on society.

Badges Design

The rough beginnings of the badge culture we now encounter date back to the late nineteenth century, and the most popular type of badge today is the button badge, although cast and enamelled badges have been produced before this time, but were not widely available due to the complexity of the process. Button badges got their name from the fact that they were manufactured in a similar way to cloth bag buttons and were patented as "badge pins or buttons" by an American company called Whitehead & Hoag Co. in 1894 and 1896, by which time the production process for button badges had been changed to consist of designs printed on paper, pressed onto a metal backing, and then enamelled. Pressed on a metal backing and protected by a transparent cellulose film coating, and the use of metal rings to fix it, people through the pin on the back of the badge fixed to wear on the clothes, with the development of the times,

although the material with the progress of the times has changed but this design is still being used today (Powell, 2023). Then from the 1960's pin culture began to develop further and more versatile, during the time of war and the popularity of the hippy movement, badge culture was designed by young people to be able to represent their own beliefs or wills (e.g. against the war), and often they expressed their will by wearing designs with peace symbols (see Fig1) and flowers and other elements that were counter to the dominant culture of the time (Powell, 2023).



Fig. 1: Badge - Peace Symbol, 1980

As time progressed more and more new elements were incorporated into badge design, in 1963 the emoticon was invented when the Massachusetts Mutual Life Insurance Company in the United States of America found that their employee morale had diminished, so they were looking for a way to boost employee morale to solve the dilemma that they were facing. They hired a graphic designer named Harvey Ross Ball, and the graphic designer came up with a solution by combining the then-new and popular emoticon with a badge design by adding an oval black eye with a sunny, positive smiley face on a plain yellow background (see fig2).



Fig. 2: Harvey Ball Smiley Badge Design, 1963

Thus the smiley face emoticon, which we still use today, was born. Although the design has changed over the years from the original design, you can still see some hints of this design in most of the smiley-related emoticons of today (Matos, 2016). The design was created with a graphic designer's perspective to analyse the impact of colours and design elements on people's attraction and the feelings they convey to people, according to (Fane et al., 2016) Exploring the use of emoji as a visual research method for eliciting young children's voices in childhood research suggests that people are already aware of emojis in early childhood. The designer's use of the smiley face, which is one of the things that people have learned to recognise from a young age, would also imply that it is something that has been incorporated into our human instincts, and according to (Hussain, 2021) the effect of colours on people's moods suggests that colours can affect people's moods to a certain extent. For example moderately saturated warm colours can make people's moods more positive and help to stabilise unstable moods, such as light yellow, light green and lake blue, whereas over saturated colours can make people's moods tense, such as deep red and dark blue. He then used this minimalistic depiction of the human face expression with a bright yellow background combined with simple emoticons to directly communicate to people through instinctive human reactions the happiness and positive intentions created by the combination of colours and patterns in his work. Through these analyses, he has designed a way to convey positive energy to people in the simplest and most direct way possible.

People wear badges as jewellery in their lives so that not only the wearer can see them to receive the information expressed in the badge, but also other people around them who see the wearer's badge to be attracted to the attention of the wearer is also very likely to receive the information in the design, which is why I think that the design of the badges is a very powerful design, they are through the process of the wearer to use them, to wear them to display them in front of people around them so as to The most admirable thing about badge design is that a badge may

be small but it grows because humans are social creatures and it can attract people's attention and curiosity through socialising with people to learn about the message in the badge design and spread it, just as many anti-war organisations are still handing out badges. to expand their power and raise their voices.

Propaganda

Graphic design is a technique used by professionals to convey information through the creation of visual content. Graphic designers use visual structure, visual hierarchy, visual layout and visual typography, images to meet the needs of their clients. Nowadays, graphic design basically covers people's lives (e.g., advertisement design, web design, poster design, book design, user experience design, etc.), and graphic design is commonly used in the field of publicity to convey a certain message or tool, such as promoting a new film, a company's new product, or promoting important information that affects people's lives. Graphic design is now commonly used in the field of publicity as a medium or tool to convey a certain message, such as the promotion of a new film, a company's new product, or an important message that affects people's lives. Take for example the design of a Coca-Cola advert (see fig3).

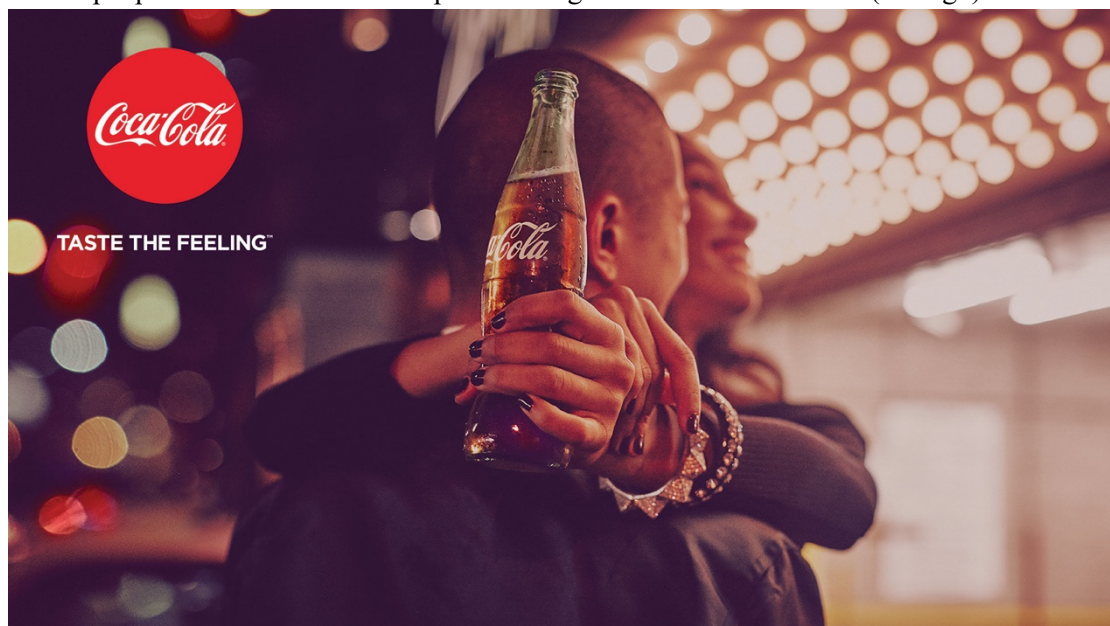


Fig. 3: COCA-COLA TASTE THE FEELING POSTER, 2016

This is an advert designed and placed by Coca-Cola in 2016 called TASTE THE FEELING advert design, the tagline wants to convey the idea that people can not only taste but also enjoy the sensation given by the bubbles when they drink Coca-Cola, the design uses the method of creating visual layers by contrasting bright and dark elements and contrasting the background by bokeh or blurring to highlight their products and brands. You can see that the two people in the picture are wearing dark coloured clothes and with the contrast of the bright lights in the background people will first notice the happy couple in the picture and can see that it matches with their slogan TASTE THE FEELING to transmit to people the effect of creating and reinforcing the impression of happiness and enjoyment of their product and brand that they want to convey. Then you can see the Coke bottle in the clearest part of the

contrasting background and in the middle of the figure. Moreover, the Coca-Cola logo is placed on a black background in the upper left corner in line with the order in which people read it in life, and the red colour of the logo contrasts well with the black background to highlight their brand logo. In the picture you can also notice the repeated use of the logo can be seen twice to do so can this strengthen the viewer's awareness of the brand, typography designers will be the Coke bottle and the couple is located in the middle of the position and the camera from the middle of the start from clear to blurred, so that the bottle is located in the middle of the design according to the visual hierarchy to emphasise the importance of the main body.

According to the research of (The Graphic Design Project, 2014) graphic designers can convey different elements in the design according to different themes and customer needs such as recruitment adverts designers can create a sense of persuasion, power, sense of mission and other feelings in the advert design through their skills to convey to the people to promote people to join the army. Based on the above analysis, it can be found that designers through professional technology to design works to attach information, design user experience, so as to serve as a platform to promote products, but also through graphic design in the simple product images on the basis of increasing the feeling to enhance the customer's memory of the brand, highlighting the product, product advertising to convey the feeling to people to create the impression of the brand to match the manufacturing and to achieve a more powerful publicity effect.

Impact on society

According to (Mudassar Khan, 2023) graphic design is a very powerful visual language that has the ability to influence people's thoughts, shape beliefs, and influence decisions, for example, when people see a well-designed logo they associate it with trust and credibility, which is the terrifying influence of graphic design. Graphic design can give an edge to the competition in the marketplace by creating an image and helping the organisation to create a brand impression on the customers. The influence of graphic design basically covers people's lives, such as large billboards that people see on the highways, product advertisements that can be seen everywhere in shopping malls, and product packaging that uses a combination of images, typography, and colours to create an eye-catching and memorable message. In addition graphic design has a great impact on society in specific scenarios such as (Mudassar Khan, 2023 also mentions examples in political issues and natural disaster news where designers use typography, images, and colours to help people understand the main points and details of the events in an easier and more effective way, the article also mentions graphic design in the educational field of society such as books, textbooks, and infographics to help students to learn and understand the importance of the message. The text also mentions that graphic design has a positive impact in the educational sector of society, such as books, textbooks, and infographics, by helping students to learn more easily and effectively. It was also mentioned that graphic design has the greatest impact on society in terms of raising awareness and inspiring change, and that designers use their designs to draw attention to social issues (e.g. human rights, environmental issues, political activism) in order to get people to take action to improve that social issue.



Fig. 4: We Can Do It! , 1943

The poster created by J. Howard Miller in 1943 is called "We Can Do It!" (see fig. 4). The background of this work is that at that time, in 1941, due to the increase of the war, war manufacturing industry began to emerge and thousands of women joined the industrial labour force to fill the gap created by men joining the army. the labour gap created by men joining the military. Women workers soon replaced the traditional male roles and gave rise to the cultural phenomenon of 'Rosie the Riveter', which overturned the image of women as housewives and showed that women could be strong and powerful, thus encouraging women to join the labour force and take an active part in well-paid jobs (Newbold, 2017).). The designer uses bold colour contrasts in this piece of artwork to draw the eye, using the primary colours of red, yellow and blue as vibrant colours, and the balance of brightness of the colours is such that the lower blue just cancels out the higher red and yellow to create a sense of professionalism, trustworthiness and industry. The blue colour at the top and bottom of the poster adds a sense of weight to the design, the strong muscles of the characters and the hair coiled on the head by the silk scarf, the movement of the muscles on display, the confident expression shows the audience that women can be strong, capable and powerful, and that they can do what men can do, and then with the dark blue thick shirt to emphasise again the sense of weight and power of the design, and the shape of the text bubbles creates The text bubble shape creates the feeling that the woman in the poster is having a conversation with people, where the white of the text is right inside the blue bubble creating a good contrasting reaction thus highlighting the slogan in this work, as if she is really telling you that we can do it with a sense of realism, a sense of realism that can easily bring people into the scene and thus affecting their emotions and promoting their moods to participate in the labour work. The design had a great impact on the society at that

time, and received a lot of responses from women, overturning the traditional image of women and promoting the development of women's human rights in the society at that time.

Synthesis

By looking at the three keywords (Badges Design, Propaganda, Impact on society) above although they are presented differently for example the shape, size and space of a badge design is different to that of an advert or poster which is more commonly used in the promotional field. Also, promotional design is more focused on selling a product or promoting something and can encompass more information than badges can, but badges also have many special attributes such as social, portability, and commemorative value. The difference between advertising design and social impact design is that they are designed for different purposes. For example, advertising is designed more from a personal or corporate perspective, but social impact design is designed to address a problem in society. But in general they are all tools to communicate information to people through the medium of design. Based on the above research we have learnt that design has many ways of communicating information to people. So in conclusion my question 1: Graphic design as a tool to convey information is very powerful and can even change people's minds, so is the emergence of such a powerful technology a good thing? If there is a bad effect, what is it? Question 2: Nowadays, badge design hasn't changed much for a long time, how can we innovate more with modern technology (e.g. some games have added virtual badges for achievements)?

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Fig1. *Badge - Peace Symbol, 1980* (no date).

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Fig2. Harvey Ball Smiley Badge Design, 1963

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Fig. 3: COCA-COLA TASTE THE FEELING POSTER, 2016

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Fig. 4: J. Howard Miller's "We Can Do It!" poster, 1943 , Wikipedia contributors (2024) We

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