

The Role of Using Images in Outdoor Advertising Designs to Attract Attention

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Abstract

Outdoor advertising has dominated the visual landscape of cities around the world. Outdoor advertising in city streets and public places are different than the ones located in other places for many reasons. First, it is directed towards particular audience who has no option but to look at it. The research problem lies in the excessive use of images in ways that may have been randomly put without taking into consideration certain factors such as allocation, processing, design construction or some expressive and psychological aspects. Experts have defined some technical problems related to image-choice and the extent of its future impact as a communicative force that affects viewers' or consumers' decisions based on outdoor advertising. The goal of the research is to identify the role of images used in outdoor advertising designs and their impact in attracting the viewer's attention and in the same time to deliver the right message. The researcher uses the descriptive approach in studying the phenomenon of using images in outdoor advertising and to explore the extent of their impact in attracting the viewer's attention and delivering the same message. The research population constituted of a total of 200 outdoor advertisements from countries around the world that the researcher was able to obtain through the internet, 100 of which were randomly selected for the study. Key results revealed that there is specific audience who is interested in looking at outdoor advertisements. Moreover, image-based advertising, which is considered an advantage for a product, attracts the viewer's attention more than written advertisements.

Keywords: image in design, outdoor advertising, attention grabbing

المخلص

سيطر الإعلان الخارجي على المشهد البصري لمدن العالم وتختلف الإعلانات الخارجية في شوارع المدن والأماكن العامة عن غيرها لأسباب كثيرة تشمل توجهها الى جمهور شبه محكوم بالإطلاع عليها. وتتخلص مشكلة البحث في الإستخدام المفرط للصورة بطرق قد تكون عشوائية او غير مدروسة في بعض الأحيان من حيث التوظيف و المعالجة والبناء التصميمي أو الجانب التعبيري والسيكولوجي حيث تظهر للمختصين بعض المشاكل الفنية تتركز في كيفية اختيار الصورة ومعالجتها ومدى تأثيرها المستقبلي كقوة اتصالية تؤثر في قرارات المشاهد أو المستهلك في الإعلانات الخارجية، وهدف البحث الى التعرف على دور الصورة الفوتوغرافية المستخدمة في تصاميم الإعلانات الخارجية وتأثيرها في عملية جذب الإنتباه لتحقيق الرسالة الإعلانية. استخدم المنهج الوصفي لدراسة ظاهرة استخدام الصورة في الإعلانات الخارجية ومعرفة مدى تأثيرها في عملية جذب إنتباه المشاهد حيث شمل مجتمع البحث مجموعة متنوعة من مختلف دول العالم للإعلانات الخارجية التي استطاع الباحث الحصول عليها عن طريق الإنترنت وبلغ عددها (200) اعلانا و تم اختيار 100 اعلان بطريقة عشوائية لغرض دراستها. وتوصل البحث إلى مجموعة من النتائج أهمها ، انه هناك جمهور يهتم لمشاهدة الإعلانات الخارجية. وإن الإعلان القائم على الصورة والذي يظهر مزايا المنتج هو من أكثر الإعلانات اهتماما للجمهور وأكثر إثارة من القائم على النص الكتابي.

الكلمات المفتاحية: الصورة في التصميم ، الإعلانات الخارجية ، جذب الإنتباه

Introduction:

In the early 1960s, the advertising industry began to take a new direction. Direct advertising was no longer sufficient to attract the consumers' attention. This is when the search for new, better and more creative ideas has begun. Advertising became an art in itself, where advertising companies started studying their products thoroughly and launching advertising campaigns to promote them. Specialized advertising agencies also started emerging on a large scale and competing to come up with new advertising ideas and means to dominate the visual landscape of world cities, changing advertising as a global visual phenomenon. Outdoor city streets and public places advertising differ from advertising in other places for many reasons. First of all it attracts specific audience who usually do not notice advertisements at all, due to their promotional effectiveness that may be better than that of other means of advertising. Moreover, the large and growing presence of outdoor advertising in modern cities has turned it into an aesthetic and environmental element occupying municipal officials and city organization (Al-Ghanimi, 1998). What makes images, in particular, a significant means of advertising is that they easily express their messages without the need for any content, which - if present - only serves to complement the image.

Today, we can clearly see that the digital revolution has caused a significant transformation in the advertising business, enabling the production of expressive images that convey meaning not only in technical aspects or through light effects, but also through featuring elements that reflect dramatic events. Graphic images, in their own right, are not only a form of design, but are creative, innate expressions that formulate the idea of advertising and embody it into a living form. A successful graphic image is designed to convey a certain meaning that is manifested clearly in the overall design and expression. In order to attract the attention of the viewer, the content of the images must be directly linked to the idea of the advertisement to achieve its full purpose. From this perception, access to the viewer at the point of reference must adopt a direct, personalized approach that influences the data of the outside world, away from any abstraction, because abstraction eliminates the perceptible nature of the experience to be presented to the recipient (Thani, 2008).

Research Problem

By looking at the enormous amount of outdoor advertising and the excessive use of images, it may be noticed that they are randomly put without taking into considerations factors such as allocation, processing, design construction or some expressive and psychological aspects. Experts have reached to some technical problems related to image-choice and the extent of its future impact as a communicative force that affects viewers' or consumers' decisions based on outdoor advertising, which are bound to increase the need of researching ways to choose, use and measure the impact of those images.

Research Objectives

Exploring the role of images used in outdoor advertising designs and their impact in attracting attention to communicate the advertising message.

Research Hypothesis

The researcher assumes the following:

1. Images used in outdoor advertising designs have a great impact in attracting the viewer's attention.
2. Images have an effective role in communicating the content of outdoor advertisements.

Research Significance

The research significance lies in the aesthetic, expressive and cognitive function that images have on graphic design in general and on outdoor advertising in particular, as it is assumed that outdoor advertising is one of the main elements of promotion in most countries around the world.

Research Limitations

Spatial boundaries of the Hashemite Kingdom of Jordan

Time limit: 2015-2018.

Objective limits: Images in outdoor advertising.

Definition of Concepts

The Concept of Advertising:

Advertising is a form of persuasion in which a company or an organization attempts to motivate people to buy or use their products. In most cases, this is done through various channels with the help of an expert team of sales. The main goal of advertising is to spread the awareness of the benefits of the product and inform people about its availability in the market. Advertising, therefore, affects attitudes, behaviors, preferences and purchasing decisions (Borisova & Martynova, 2017), making it an indispensable media activity for economic activities such as industry, trade, services, and other activities, as well as charitable and non-profit organizations. The lack of advertising, on the other hand, leaves the business or the organization without community support and the financial funding necessary to continue their work and carry on with their mission. Communicating with people, which we can call "declaration", is the first step and its primary purpose is to convince the audience to support the organization in achieving its goals.

Advertising, naturally, has developed over time, and what we witness today is a revolution in modern advertising that leads to the spread and development of advertising practices. The term "declaration" can carry two main meanings. The first is the broad concept of declaration (the comprehensive one) called "macro advertising", which refers here to the entire advertising industry or the entire advertising sector. The second meaning includes advertising as a function or marketing activity of any origin. In this sense, it means dispersing information among the members of a certain community through a particular

means of communication. Advertising is a form of art in design and direction and production overall. It is a means of persuasion directed to a large audience; meaning that the main purpose of the declaration is to convince the public of what is being advertised. Hence, advertising speaks to a whole community of potential beneficiaries, not only to particular individuals.

Outdoor Advertising:

Outdoor advertising includes advertisements that the consumer can see on roads and streets, and its target is the public, who passes by such places. Advertisements of this type are usually displayed using billboards or banners or directly on the walls of buildings. Lightening can also be used sometimes to highlight a certain aspect of a product, a service or an idea. Outdoor advertising plays a key role in creating awareness about the product and encourages people to buy it. Scientists noted that outdoor advertising achieves this goal by influencing decisions, behaviors, preferences, and attitudes towards the product through a clear visual interpretation of what products represent. The design of outdoor advertising can increase or decrease its appeal to potential customers (Borisova & Martynova, 2017), therefore one of the most prominent methods used in advertising is large billboard set up on external roads, by traffic lights, or in public places in big cities. Such means of advertising display either attractive images or powerful advertising messages capable of attracting attention in a particular direction, rendering the experience of the product stronger and better. When the message displayed on the billboard is clear (visible), it attracts more audience at all times and this means that a fundamental factor exists (clarity - visual); hence, when a clear message is displayed, it reaches a larger number of customers. It is also possible to display advertisements in places where the item or the service is located instead of using large spaces for displaying the actual goods. In this manner, advertising amends for limited space and facilitates exposure to the intended message. In such cases, companies need to make their outdoor advertising more efficient and effective by using creativity. Some companies even invite people to visit their websites by writing the address in the bulletin, thus extending their advertising campaign to enable people to access more information about the product or the service and consequently increase their sales. This strategy is useful because it invests in the latest developments of graphic design technologies that significantly enhances image quality and are bound, if used adequately, to capture more attention and entice the public. In light of the technological development taking place today, many techniques and forms of this type of advertising have emerged, consisting of large electronic screens that are placed in large public squares and fields, as well as other types of advertising such as illuminated advertising, neon ads, animated 3D ads, and bright box ads.

The Concept of the Image:

We live in an age of visuals that surround us everywhere, conceptualizing time and place

and adding more vividness to the human life. They are meant to persuade us through visual pleasure, and to give us a clear and accurate record of real events. They communicate knowledge through the expressive compatibility of their contents, carefully selected to convince the audience and convey multiple meanings, hence having the effect of something that is almost tangible. Images play a major role in our daily lives because they express what words cannot say, or complement what words are meant to convey. They accompany our every moment to the extent that they seem to be connected to us in an unprecedented way in all aspects of life. But there is a flip side to the fact that one image can depict countless meanings, which can be remedied by accompanying it with text to avoid any possible confusion the meanings actually intended from an image. The semiotic aspect, then, becomes the only connotation on which level images express a purely semantic process and legends acquire the properties of language. In other words, images are means of communication. As designers use images to communicate by applying semiotic principles, this graphic tool acquires the ability to convey more profound meanings than those perceived at first glance. Used disproportionately, however, images can add layers of meaning that can actually drift away from the actual meaning intended (Ambrose & Harris, 2009).

Images are one of the most important communication tools adopted by designers to communicate an idea to the viewer. They could be considered a global language that does not need a translator, unlike words. Moreover, images add credibility and reality to meaning, with the ability to create a long-lasting effect in the viewer's memory that surpasses that of no illustrated text (Al-Waeli, 2010).

Image in the Commercial:

Images have more influence when employed in advertising owing to their visual effect as symbols that complement the text and convey clearer messages (Wall, 1956). In order to capture visual sensory receptors, images need to embody intuitions and internal needs. The form matters as well, and what we see in outdoor advertising gives the advantage of a space with certain dimensions to convey a proportionate message. The billboard posters of the film (Cinderella) below are one example of that, where we can see the designer using a proportionate size for each location and creatively repositioning the title to alternate between image and text in importance.

Figure (1) Figure (2) Figure (3) To view the images referred to in the analysis, please go to the links mentioned below

<https://inspirationfeed.com/most-creative-billboard-ads/>

<https://encyclomediaglobal.com/>

<https://www.google.jo/search?q=outdoor+advertising+examples+in+india&hl=ar->

The content of the images must be directly linked to the general idea of the text to achieve an unfulfilled character in it. Based on this perception, access to the recipient at the point of reference is likely to adopt a direct, personalized approach influenced from the outside world's data away from any abstraction. The reform, the need for a comprehensive approach to the development of the system is not a matter of concern (Blond, 2002). Images are of great importance in the commercial market, and they must have certain specifications, the most important of which are:

They must complement the advertising idea.

They must occupy an area proportional to the advertising area available.

They must respect social aspects such as customs, traditions, and convictions, all while not mitigating the artistic and aesthetic aspects elementary for persuasion.

They can also affect the behavior of the recipient depending on the size and amount of attraction in an image, with their main function of facilitating the absorption of the advertising idea while conveying important information (Khaireddine, 1974). Therefore, the facts and ideas provided by images in a commercial must enrich the observer's knowledge in a way that spares them reading a large amount of texts, all while evoking their feelings through color, light, and expression (Hussein, 1977). But the designer's role is not limited to creating visuals that convey ideas or sell products, but also establishing convictions in the minds of recipients (Mohammed, 2001). This is done through an aesthetic element that brings comfort in the eyes of readers or recipients and adds an aesthetic touch to it (Adham, 1988).

Images Are an Expressive and Aesthetic Form of Attraction:

The need to recognize beauty in image design represents an important element in the sensory support directed towards the viewer, with the intention of achieving a real-time effect by evoking a thrilling feeling that attracts the recipients and causes visual pleasure and comfort (Al-Saidi, 2003). The aesthetic aspect of an artwork lies not in the beauty of the subject, but in the way of expressing the subject. The aesthetic aspect of the design of a commercial depends mainly on the process of enticing attraction, enjoyment and psychological comfort, not to mention communicating with the recipient at their level of interest and taste (Mohammed, 2001). The designer must not lose sight of the design aspects through which the aesthetic factor of the images is manifested, as any defect in the spatial organization will weaken the design output and negatively impact the commercial. Factors such as the background of the images and their trends, color, texture, perspective, juxtaposition and the relationship of images with other elements and their overlap (Macheli, 1983), apart from their insinuations, give a variety of expressions of formal diversity with high intensity and distinctive value and add more expressive energy to the shape or appearance. This doubles their effect and adds more emphasis on other characteristics such as transparency and interference, according to the ability

of the designer and their skill (Knobler, 1971). This is what we note in the remarkable outdoor advertisement of Patriots Point Naval and Maritime Museum, which evokes interest through using 3D technology, as can be seen in figure (4).

Figure 4 shows an external add designed for Patriots Point Naval and the Maritime Museum, complemented by 3D extensions and a red light at the top of the ship. To view the images referred to in the analysis, please go to the links mentioned below

<https://inspirationfeed.com/most-creative-billboard-ads/>

<https://encyclomediaglobal.com/>

<https://www.google.jo/search?q=outdoor+advertising+examples+in+india&hl=ar->

The elements and connotations of a commercial have the potential of evoking suggestive or inspired mental perceptions about its design idea through the effectiveness of their design. Diversity in design can express vitality and movement, other effective factor can include:

Alarm intensity: such as the use of the elements of size, size, or bright colors.

Repeating the alarm: as an attempt to attract attention.

The sudden change of alarm: in color, size, intensity, or subject.

Contradiction: Any difference that is interesting about what is around it.

The theme of the alarm: attention attraction is influenced by the position of the alarm within the field of perception.

Psychological Dimensions in the Employment of Advertising Images:

Employing images in commercials is an important means of achieving a sense of familiarity with and attraction to their aesthetic dimensions. It is important to link the real specific advantages of the commodity with the needs and desires inherent in prospective consumers to ensure their ability to understand and remember it and determine the type of response they need to make. In order to reach an aesthetic sense that evokes visual perception, it is also important to evoke intellectual perception by communicating what interests the recipient. There is also a psychological aspect that, if used wisely, will set off all the alarms or excitement in the recipient, depending on how the designer plays on the aspect of amplitude in the advertisement (Hussein, 1977). In order to entice desire, satisfaction and enjoyment while conveying a meaningful message, the designer must use images to create a symbolic language function to stimulate the perceptions of consumers. The designer must expect the behavior of the consumer and embed this expectation in his/ her design in order to add a personalized effect to the identity of the commodity (Bin krait, 2000).

Literature Review

Researchers, such as Olga Borisova and Anna Martynova (2017), believe that advertising that attracts potential customers is more effective because it has a greater opportunity to increase product sales than ads that have no visual appeal. This study also found that outdoor advertising facilitates accurate access to data and extends ad time spent at the same place. This indicates whether customers want access to the information at any time of the day.

Researchers have discovered that outdoor ads drive customers significantly more than online ads. The attitude of consumers plays a major role in the effectiveness of this advertising medium. Their wrong attitude towards the product in the advertisement can negatively affect the company, and therefore the best images and graphics that do not reveal much are used on the billboards in case a photo of a celebrity or a brand ambassador is used. The types of images that are placed on the billboard also determine their effectiveness or ineffectiveness. An outdoor advertisement is a one-time permanent advertisement of a product and a certain period, and thus it is effective despite the high cost of its preparation because it will serve its purpose for a reasonably long period.

As for the study of Rick T. Wilson and Brian D. Till (2011), it was concluded that the growth and success of outdoor advertising are in large part due to the medium's ability to reach an increasingly elusive and mobile consumer. However, this success has come with a price. Public pressure and regulation have begun to eliminate or curtail many outdoor advertising locations, leading practitioners to question the effectiveness of the remaining outdoor advertising sites. Using associative learning techniques, these studies investigate what effect, if any, the environment in which outdoor advertising appears has on the attitudes, beliefs, and purchase intent of the advertised brand. The results of the four experiments presented here suggest that the background environment has no impact on advertising effectiveness, and the practitioner concern of such may be unfounded.

Research Procedures

Research Methodology:

The descriptive approach was used to study the phenomenon of using images in outdoor advertisements and to find out the extent of their impact on attracting the viewer's attention.

Research Community:

The research community included several countries around the world where outdoor advertising is displayed, which researchers were able to obtain through the internet. A total of (200) advertisements were used for this research as described in Appendix 1. The respondents are a total of (250); (200) are ordinary individuals and (50) are designers. Questionnaires were used to collect the responses.

Research Sample:

To reach the search results in a way that achieves the desired objectives, 100 advertisements were randomly selected for study.

Research Tools:

Questionnaire form: A questionnaire was designed to determine the viewer's preference for the elements of the design of outdoor advertising and which is more influential, as this form was based on a preliminary analysis carried out by the researcher for a sample of reconnaissance consisting of (10) different advertising models.

This form will be distributed to the respondents with an album of outdoor advertising images (research sample). Supplement (2)

Validating the Tool:

The analysis form prepared by the researcher was presented to a group of experts in the field of specialization to prove the validity of the tool used, and the form was modified based on these opinions.

Interviews:

The researcher used the method of interviewing graphic designers and advertising workers in Jordan with the correspondence of some colleagues in other countries to ask them about their opinions in the effectiveness of the use of images in outdoor advertising.

Statistical Tools:

The process of tabulation, and analysis of the data obtained from the forms were done by converting metadata into quantitative data, by encoding the answers and emptying them manually in tables prepared for this purpose.

The researcher calculated the percentages of the data through Excel, and the (Likert) triple scale was used to extract the results of the questionnaire analysis statistically.

Stability of the Research Tool

To verify the stability of the research tool, the reliability coefficient (Cronbach Alpha) was used to calculate the reliability coefficient for the research as a whole in order to measure the internal consistency of the questionnaire's paragraphs, where the stability ratio of the total tool reached (0.89).

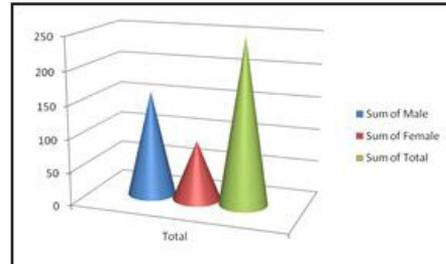
Research Results and Discussion:**Discussion**

General Information: The results of the questionnaire showed that the number of male respondents reached (160), while the number of female respondents (90), and the standard deviation reached (1.414).

This figure is normal and does not pose any threat to the nature of the results as in the table and figure Number (1).

Table and Figure (1) show the square average, the standard deviation, and the sample sex graph.

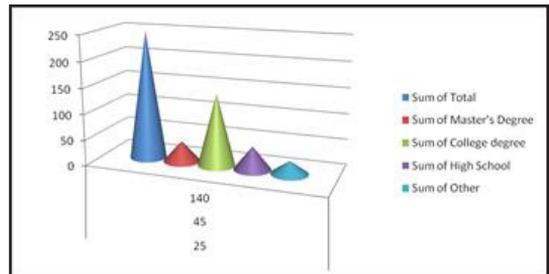
Sex	(Value-arithmetic mean) ²	Standard deviation
Male/160	11.832	1.414
Female/90		



The Scientific Qualification: The results of the questionnaire showed that 40 people hold a higher degree and (140) hold primary certificates, and (45) high school certificates and (25) other, and with a standard deviation (2.821). This constitutes an acceptable percentage among the respondents in terms of the level of education or educational achievement.

Table and Figure (2) show the square average, standard deviation, and a chart of the scientific qualification of the respondent audience.

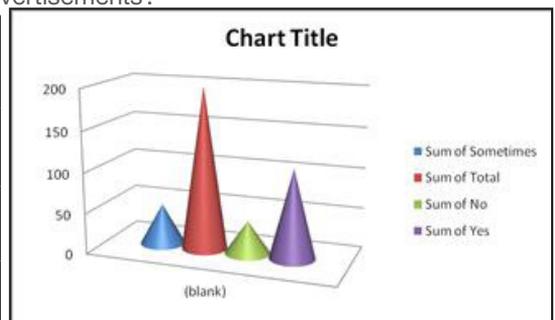
Qualification	(Value-arithmetic mean) ²	Standard deviation
Master's Degree/40	23,884	2.821
College degree/140		
High School/45		
ro/Other		



In the question addressed to the audience about observing outdoor advertisements, (110) participants (55%) answered “Yes” and (40) participants (20%) answered “No”, which may be attributed to lack of attention or need or other circumstances. The 50 (25%) remaining participants answered “Sometimes”. These figures confirmed the standard deviation of the results to 2.769, as in Table and Figure (3).

Table and Figure (3) show the square average, the standard deviation, and a graph of the item “Do you observe outdoor advertisements?”

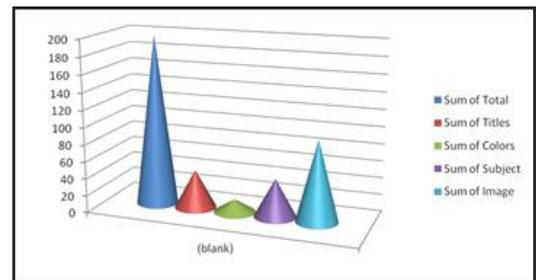
Do you observe ?external ads	(Value-arithmetic mean) ²	standard deviation
Yes/110	15.343	2.769
No/40		
Sometimes/50		



Participants were also asked about which elements draw their attention to outdoor advertisements. Results revealed that 95 (47.5%) of participants were attracted to images in advertisements, which is a very acceptable percentage and confirms the effectiveness of the use of images in advertisements. Other participants (45/22.5%) said they were attracted by the elements of title and subject, while 12 (6%) respondents said they did not care about the element of color. The standard deviation for this item was 2.385 as in Table and Figure 4.

Table and Figure (5) show the square average and standard deviation of the item “What attracts your attention to outdoor advertisements?”

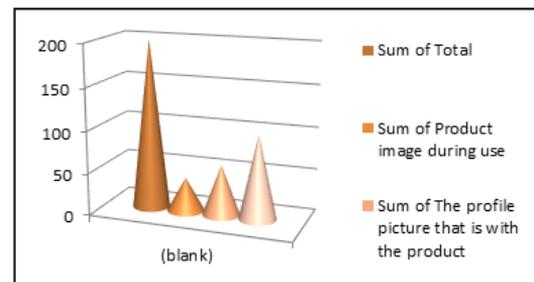
What attracts your attention to outdoor advertisements?	(Value-arithmetic mean) ²	standard deviation
Yes/110	15.343	2.385
Image/95	17.07	
Titles/45		
Subject/45		



Respondents were also asked about which images attracted their attention the most; 100 (50%) answered that the images with products attracted their attention the most, whereas 60 (30%) of the respondents answered that those with celebrities attracted their attention the most. Moreover, 40 (20%) participants responded that they are attracted to images of products during their use. Such ratios were dependent entirely on the images included in outdoor advertisements, hence achieving a standard deviation of 2.643 as indicated in Table and Figure (5).

Table and Figure (5) show the square average, standard deviation for the item “Which images attract you the most in outdoor advertisements?”

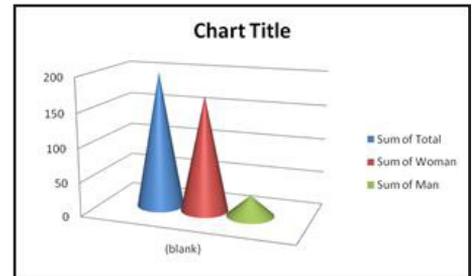
Which images attract you the most in outdoor advertisements?	(Value-arithmetic mean) ²	Standard deviation
Product Image/100	13.98	2.643
Product image during use/40		
The photo of a personality using the product/60		



Respondents were also asked whether their attention was drawn more to images of women or of men, the answers were in favor of women by 85% (170), which is a very high percentage, given that the sample shown is mixed. On the other hand, only 30 (15%) respondents said that they were more attracted to the images of men. As a result, the standard deviation of this item was 4.090, which is acceptable as shown in Table and Figure (6).

Table and Figure (6) show the square average, and standard deviation for item “Is your attention drawn more to the photos of men or those of women in outdoor advertisement?”

Is your attention drawn more to the photos of men or those of women in outdoor advertisement?	(Value-arithmetic mean) ²	Standard deviation
Male/160	11.832	4.090
Woman/170	16.73	
Man/30		



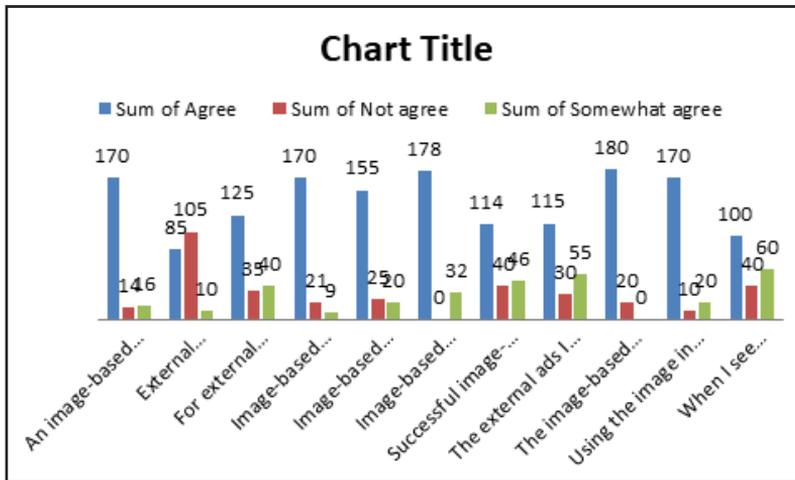
As for the set of questions addressed to the public, the ninth item (Image-based ads are more accessible to the recipient than text-based ads), 180 (90%) respondents approved to the statement, achieving a standard deviation of 2.956. This proves that images are more expressive than written statements and are the easiest to understand for observers, especially in billboards, due to their large sizes that make them more visible. The tenth item (image-based advertising shows the advantage of products and services and stimulates their acquisition) was approved by 178 (89%) with a standard deviation 2.151, confirming the statement in item 9. The sixth, seventh and eleventh items: “The use of the image in external advertisements attracts observers towards the product or service displayed”; “Image-based advertising has the deepest impact on the consumer”; and “Image-based advertising is an indispensable necessity”, respectively, were approved by 170 (85%) respondents with a standard deviation of 3.47, 3.501, 2.813 respectively, confirming that image-based advertisements are indispensable and have a direct and strong impact on the consumer. The fifth item “Image-based advertising shows more credibility and validity” ranked fourth and with the approval of 155 (77.5%) participants and a standard deviation of 3.36, supporting the statements in the previous items in terms of the importance of images in adding validity and credibility to the advertisement.

The first item “outdoor advertising has an effective role by introducing me to the products and services in my country” was approved by 125 (62.5%) participants, with a standard deviation of 3.035,. It could be considered as an acceptable percentage that confirms the Jordanian public’s understanding of the importance of outdoor advertising and the degree to which they observe outdoor advertising and express interest in it. The third item “external advertisements that I see are clear and simple” came in the sixth order with 115 (57.5%) approving to it, achieving a standard deviation of 2.86. The eighth item “A successful image-based advertisement is the one that intelligently expresses the idea needed to attract the attention of the recipient and provide the information intended”

came in seventh order with 114 (57%) of participants approving to it, achieving a standard deviation of 2.902. This specific item shows quasi-agreement between the public on the design idea and the information required to advertise as parts of its formality. The second item “when I see an outdoor advertisement, I can understand the ad’s message”, came in the eighth place with 100 (50%) recipients approving to it, achieving a standard deviation of 2.59, which indicates the clarity of the advertising message in terms of design and meaning, and finally came the fourth item “outdoor advertisements in my country are credible” with 80 (40%) of participants approving to it, achieving a standard deviation of 3.26, which is a lower approval rate compared to other items and shows a lack of public confidence in advertising in general in terms of credibility. This factor, in particular, is not determined by the designer but the marketer or the producing company.

Table and figure (7) show the square average, the standard deviation, and a diagram of the items answered by recipients.

#	Item	(Value- arithmetic mean) ²	Standard deviation
1	Outdoor advertising has an effective role in defining which products and services I buy in my country.	18.427	3.035
2	When I see outdoor ads I can understand the ad’s message.	13.51	2.59
3	The outdoor ads I see are clear and simple.	16.41	2.86
4	Outdoor advertising in my country is credible.	21.3	3.26
5	Image-based advertising is credible and realistic.	22.67	3.36
6	Using images in outdoor ads attracts observers to the product or service offered.	24.1	3.47
7	Image-based advertising is considered to be the most effective for consumers.	24.52	3.501
8	A successful image-based advertisement is the one that intelligently expresses the idea needed to attract the attention of the recipient and provide the information intended	16.85	2.902
9	Image-based advertisements are more accessible to the recipient than text-based ads.	17.476	2.956
10	Image-based advertising shows the benefits of products and services and stimulates their acquisition.	9.254	2.151
11	Image-based advertising is an indispensable necessity.	15.83	2.813



As for the questions addressed to the academics and designers, the results were as follows:

The sixth and eighth items “the use of professional images contributes to attracting attention and the success of the advertising idea” and “stating the website of the advertiser contributes to attracting attention to outdoor advertising were approved by 44 (88%) and a standard deviation of 2.060, where most designers and academics stressed the need for professional images to attract attention and contribute completely to the formal construction of the visual structure of the advertisement and thus its success.

The third paragraph came in the second place “advertising is a source of cultural information”, as a total of 40 (80%) recipients approved to it, achieving a standard deviation of (2.383). This affirms the cognitive and cultural importance of advertising in adding to the knowledge of the audience. The second, fifth and seventh items “image-based advertising is characterized to some extent by accuracy and clarity”, “The smart communication of the advertising idea is one of the main reasons for the success of the ad”, and “digital processing of images contributes to attracting attention to outdoor advertising” were approved by 38 (76%) participants, achieving a standard deviation of 2.360, 2.35, and 2.315, respectively. They all agreed that when image-based advertising is accurate and clear, it contributes to the realization of the advertising idea through the effective use of digital tools.

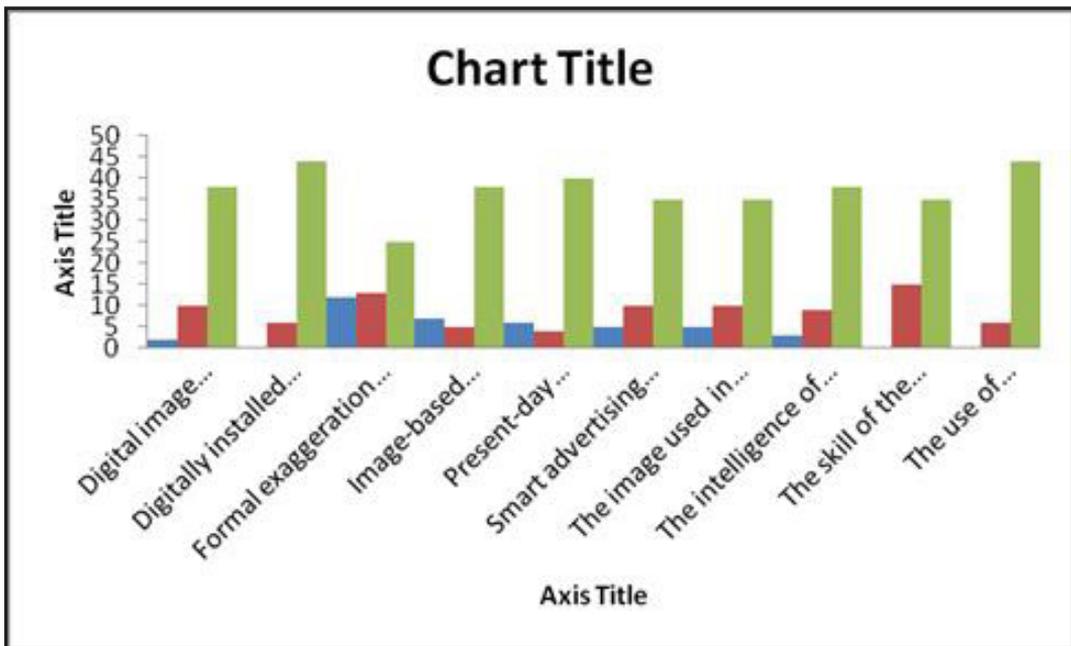
The first, fourth and tenth items “the image used in the ad is faster than the written text to attract the attention of the recipient”, “smart ads require recipients to have a relevant knowledge that qualifies him to understand the ad”, and “the skill of the graphic designer and their professionalism in processing images contributes to the success of the advertising idea”, respectively, ranked fourth in order with 35 (70%) recipients approving to each one of them, achieving a standard deviation of 2.233, 2.233, and 1.714, respectively. It is clear from these percentages the importance of images in the design of the ad compared to the written text in terms of attracting the attention of recipients, and

that those recipients need to be familiar with the culture related to the advertising idea for the advertisement to be successful. All of this requires experienced graphic designers that understand which type of advertisements attracts the audience the most.

The ninth paragraph “the formal exaggeration of the images used in the design of outdoor advertising contributes to attracting attention” came last, approved by 25 (50%) and achieving a standard deviation of 1.920. This makes the point that formal exaggeration in graphic design is not encouraged by academics because of the cultural background of the audience and the extent of its absorption of the subject. This is further illustrated in Table and Figure (8).

Table and Figure (8) show the square average, standard deviation and chart of the paragraphs for advertising addressed to academics and designers.

#	Item	(Value- arithmetic mean) ²	Standard deviation
1	Images used in ads are faster than written texts to attract the recipient's attention.	9.976	2.233
2	Image-based advertising is fairly accurate and clear.	11.141	2.360
3	Present-day advertising provides a cultural, informational source for the recipient.	11.359	2.383
4	Smart advertising requires a receptive, culturally educated audience to understand the ad.	9.976	2.233
5	The intelligence of the advertising idea attracts the attention of the recipient, and is one of the main reasons for the success of an advertisement.	11.045	2.35
6	The use of professional images contributes to attracting the attention and success of the advertising idea.	8.492	2.060
7	Digital image processing helps attract attention to outdoor advertising.	10.727	2.315
8	Digitally installed images contribute to attracting attention to outdoor advertising.	8.492	2.060
9	Formal exaggeration of images used in the design of outdoor advertising contributes to attracting attention.	7.38	1.920
10	The skill of the graphic designer and their professionalism in image processing contributes to the success of the advertising idea.	5.570	1.714



Results:

1. The results revealed that there is an audience that is interested in external advertisements.
2. The image is the main element that attracts the attention of the public, especially images of women or of products.
3. Image-based advertising shows the advantages of a product and is therefore one of the most interesting types of advertisements for the public.
4. Image-based advertising is the most interesting element in attracting the attention of the public.
5. Image-based advertising is more exciting than the written text.
6. Digital image processing contributes to the success of the advertising idea.
7. Formal exaggeration of images draws the public's attention away from an advertisement.
8. The use of professional images contributes to the success of the advertising idea.

Recommendations:

1. Attention should be given to using professional images in advertising.
2. There should be high credibility between the image of the product in the ad and its validity.
3. Refrain from the traditional use of images and pay attention to the element of digital processing to emphasize the topic and the advertising idea.

Conclusion:

At the end of this research, which is titled as “The Role of Using Images in Outdoor Advertising Designs to Attract Attention”, the researcher concludes with the importance of the role of images used in advertisements in attracting the viewer’s attention, and motivating and persuading the viewer. The researcher used interviews and questionnaires to analyze the opinions of academics, professionals and non-expert individuals. Results revealed the public’s interest in outdoor advertisements that contain images in general, especially the ones relevant to the audience. In this light, the researcher suggests that other researchers in this field study, the typographic element (titles) in terms of its visual impact, and its relationship to the image used, and achieve unity and diversity in the design of outdoor advertisements.

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Appendix (1) Research Sample Photos

To view the images that were referred to in the analysis and adopted in the research community and sample, please go to the links mentioned below.

<https://inspirationfeed.com/most-creative-billboard-ads/>

<https://encyclomediaglobal.com/>

<https://www.google.jo/search?q=outdoor+advertising+examples+in+india&hl=ar->

<https://www.google.jo/search?hl=ar->

Appendix No. (2) Shows the questionnaire addressed to the public, designers and academics working in this field.

Questionnaire form Viewers and designers

A questionnaire about the role of image use in external ad designs in the process of attracting attention.

The purpose of this study is to identify the role of the photograph used in the design of outdoor advertising and its impact on the process of attracting attention to achieve the advertising message. For the purpose of achieving this goal, the researcher seeks to know your opinions transparently, and they will be dealt with confidentially and for research purposes only.

PHD. Sattar AL- Juboori

First: General Information

SEX:

Male	Female	Total

Qualification

Master's Degree	College degree	High School	Other	Total

Viewers: 200 Person

Do you see external ads?	Yes	No	Sometimes	Total

Any elements that draw your attention to the external advertising.	Image	Titles	Subject	Colors	Total

Any images that capture your attention in external ads	Product Image	Product image during use	The profile picture that is with the product	Total

Any personal photos that capture your attention in external advertising.	Woman	Man	Total

#	The phrase	Agree	Not agree	Somewhat agree
1	For external advertising, I have an effective role in defining my products and services in the country.			
2	When I see external ads I can understand the ad message.			
3	The external ads I see are clear and simple.			
4	External advertising in my country is credible.			
5	Image-based advertising is credible and realistic.			
6	Using the image in external ads attracts viewers to the product or service offered.			

7	An image-based advertising is considered to be the most effective for consumers.			
8	Successful image-based advertising is where intelligence is available to attract the attention of the recipient and to provide the information required from the advertisement.			
9	The image-based advertising is more accessible to the recipient than the word-based ad.			
10	Image-based advertising shows the benefits of products and services and stimulates their acquisition.			
11	Image-based advertising is an indispensable necessity.			

Academics and designers :50

#	The phrase	Agree	Not agree	Somewhat agree
1	The image used in the ad is faster than the written text to attract the receiver's attention.			
2	Image-based advertising is fairly accurate and clear.			
3	Present-day advertising provides a cultural, informational source for the recipient.			
4	Smart advertising requires a receptive, culturally appropriate audience to understand the ad.			
5	The intelligence of the advertising idea to attract the attention of the recipient, one of the main reasons for the success of advertising.			
6	The use of professional images contributes to attracting attention and success of advertising idea.			
7	Digital image processing helps attract attention to external advertising.			
8	Digitally installed images contribute to attracting attention to external advertising.			
9	Formal exaggeration of images used in the design of external advertising contributes to attracting attention.			
10	The skill of the graphic designer and his professionalism in image processing contributes to the success of the advertising idea.			

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Dr, Al-Juboori is an associate professor in Graphic Design, He has more than thirty years of experience in the field of specialization and has more than fifteen scientific research published papers in Arab and international scientific journals, and has supervised and discussed many MA and PhD theses in Iraq and Jordan.

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