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1. The Importance of Graphic Design in the Economy

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Abstract

Based on a case study, this article discusses the importance of Graphic Design in the economy.

Keywords: Case study; Importance; Graphic Design; Economy.

Introduction

Graphic design aims to solve visual communication problems (Design Thinking), creatively conveying events, products, services, or companies through printed media.

However, not all companies seem to understand or utilise design with the same purpose. The Design Ladder, developed by the Swedish Industrial Design Foundation (SVID), illustrates corporate maturity levels according to the standards of design policies.

Development

The Danish Design Centre (DDC), in association with the Danish National Agency for Enterprise, conducted a study to evaluate the economic benefits of design (in 2003 and 2007), based on 1000 companies categorised by the Design Ladder.

In summary, the study established a relationship between design and profit, revealing that companies investing in design experienced a 22% increase in revenue, outperforming organisations that did not employ design (**Figure 1**).

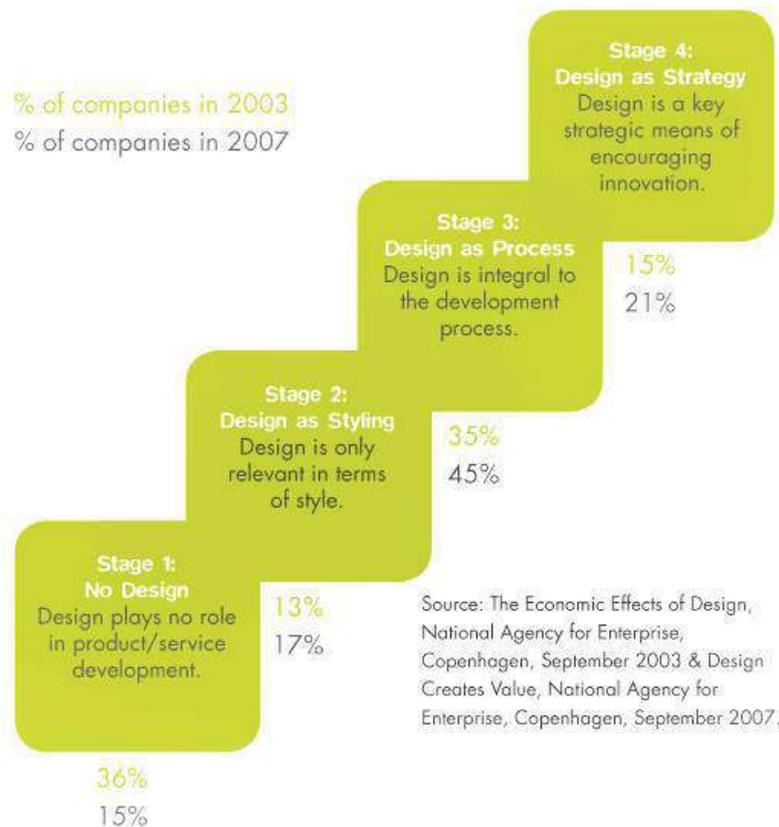


Figure 1 - Comparison of the stratification of company case studies in the 2003 and 2007 research, using the Design Ladder.

After reviewing the graphic, the following conclusions can be drawn:

Stage One: No Design: design plays little or no role in product or service development. For example, product or service development is carried out by personnel who are not design professionals. The utility for the end-user tends to be overlooked;

Stage Two: Design as Styling: design is considered only in terms of aesthetic aspects such as style, appearance, and ergonomics. Sometimes a professional designer may be involved, but styling is predominantly managed internally or sourced from professionals in unrelated fields;

Stage Three: Design as a Process: design is viewed as a process or method for product or service output but is only employed during the initial stages of development. The design solution is typically outsourced and tailored to the end-user's needs using a multidisciplinary approach;

Stage Four: Design as Strategy: design is integral to a company's continuous renewal of its business concept, fostering innovation. The design process is aligned with the company's core objectives and is incorporated at every stage of development.

Conclusion

The studies and the Design Ladder itself demonstrate that design is far more than mere style or applied art; it must become an integral part of corporate culture to ensure competitiveness.

In short, as Henry Ford once said: *"If I had a single dollar, I would invest in marketing/advertising."*

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2. Print Advertising vs. Digital Advertising

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Abstract

Based on a case study of Neuromarketing, this article explores how our brain processes print advertising and digital advertising.

Keywords: Case study; Neuromarketing; Brain; Print advertising; Digital advertising.

Introduction

In recent years, digital advertising has grown exponentially compared to print advertising. The UK Royal Mail sought to understand whether there are differences in the effectiveness of communication between printed and digital publicity.

Development

Millward Brown, in collaboration with the Centre for Experimental Consumer Psychology at Bangor University, conducted a study to examine how our brain processes physical and digital materials.

Using functional Magnetic Resonance Imaging (fMRI), researchers were able to observe brain activity directly, identifying the regions most engaged in the advertising process.

During the study, 20 participants were shown an advertisement that is already available in the market. The image was divided into several equal parts and scrambled (**Figure 1**). The same material was presented both on-screen (to simulate the virtual experience) and printed on cards (to simulate the physical experience).



Figure 1 - Example of a “scrambled” ad.

The work conducted on this project, to study the brain's reaction to different forms of media, went to a level not seen before in market research. Some of our key findings were:

1. Tangible materials leave a deeper footprint in the brain. However, this is not just because the physical materials stimulate both sight and touch. The subtraction of brain signals from the scrambled materials accounts for this:

- Material shown on cards generated more activity within the area of the brain associated with the integration of visual and spatial information (**Figure 2**);

- This suggests that physical material is more “real” to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks.

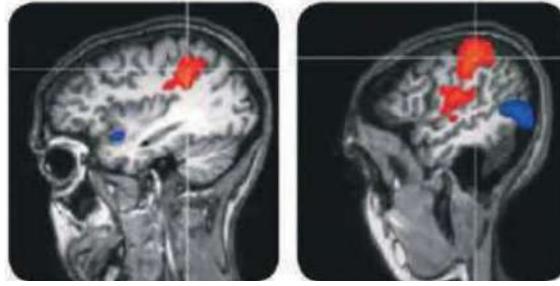


Figure 2 - Right parietal and Left parietal.

Observation: The red area in the images of the brain represents greater oxygenated blood flow (and hence activation) stimulated by physical ads. The blue areas are regions activated more by virtual ads. The “cross hairs” highlight the named brain region.

2. Physical material involves more emotional processing, which is important for memory and brand associations:

- More processing is taking place in the right retrosplenial cortex when physical material is presented. This is involved in the processing of emotionally powerful stimuli and memory, which would suggest that the physical presentation maybe generating more emotionally vivid memories (**Figure 3**);

- Physical activity generates increased activity in the cerebellum, which is associated with spatial and emotional processing (as well as motor activity) and is likely to be further evidence of enhanced emotional processing (**Figure 4**).

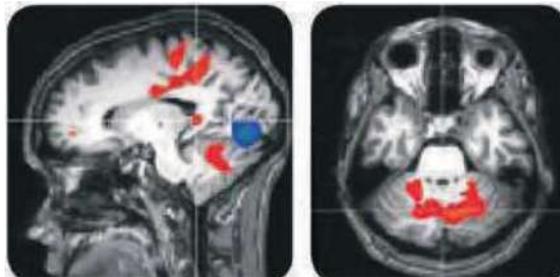


Figure 3 and 4 - Right retrosplenial cortex and Bilateral cerebellum.

3. Physical materials produced more brain responses connected with internal feelings, suggesting greater “internalization” of the ads:

- The medial PFC and cingulate are the parts of the brain associated with emotional engagement. They are activated more by physical materials (**Figure 5 and 6**);

- The brain’s “default network” appeared to remain more active when viewing direct mail. Activity in this brain network has been associated with a greater focus on a person’s internal emotional response to outside stimuli. This suggests that the individuals were relating information to their own thoughts and feelings.

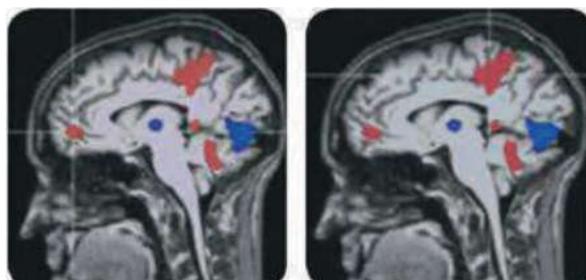


Figure 5 and 6 - Medial PFC and Posterior cingulate into para cingulate.

Conclusion

While the study confirmed that physical materials hold unique advantages, such as instilling greater confidence in people (Figure 7), this does not diminish the value of virtual formats. For instance, banner advertisements remain a powerful tool in digital advertising.

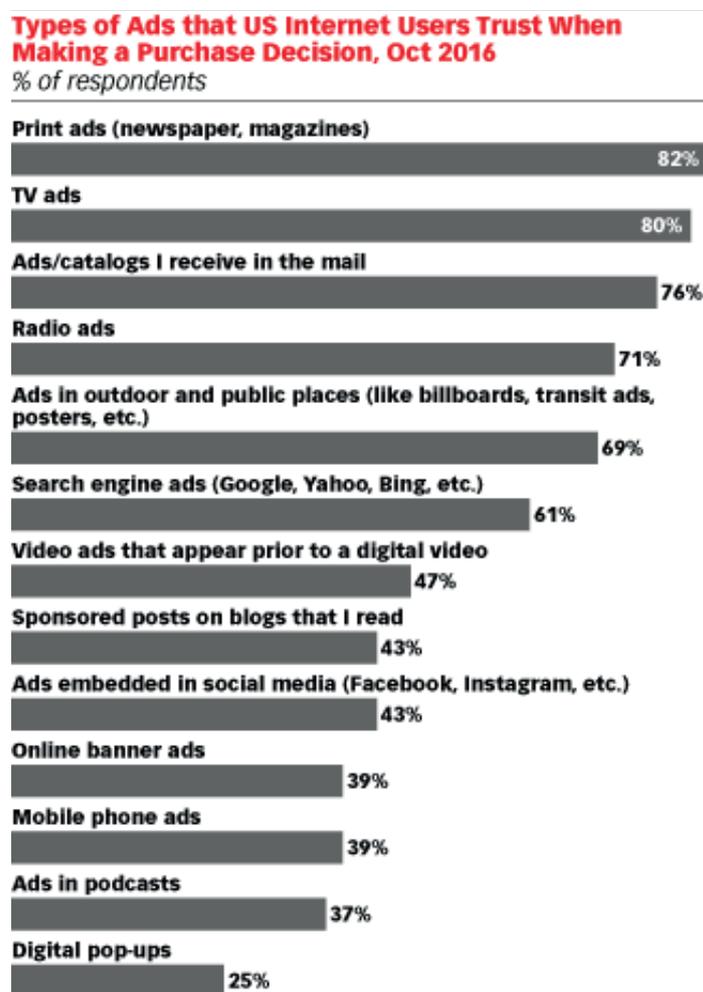


Figure 7 - Source: MarketingSherpa, “Customer Satisfaction Research Study”, Dec 12, 2016.

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3. The Importance of Infographics in 21st Century Society

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Abstract

Focusing on 21st century society, this article discusses the importance of infographics.

Keywords: Society; 21st Century; Importance; Infographics.

Introduction

In an era where information is increasingly dynamic, rapid, and often overwhelming, it becomes challenging for individuals to absorb its pace and significance. It is imperative to remain constantly vigilant so that today's expert does not become outdated within weeks, particularly in rapidly evolving fields. In a society characterised by constant change, still immature in its development but with significant potential for achievement and progress, stress is anticipated to remain ever-present or even intensify.

Development

Infographics serve to simplify, summarise, clarify, and aid in the retention of information in readers' minds. They provide insights into details that photographs cannot capture and explain phenomena that written text, even when highly descriptive, may struggle to convey.

Therefore, text should never replace or overshadow properly constructed infographics, which consist of clear diagrams and schematics. If this balance is disrupted, it cannot truly be considered an infographic.

Conclusion

In a society saturated with information, infographics play a role of public utility, enabling the hurried reader to quickly grasp the essential aspects of a phenomenon or topic.

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4. Websites vs. Social Media

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Abstract

Based on a publication from a digital marketing blog, this article discusses the differences between websites and social media.

Keywords: Digital Marketing; Differences; Websites; Social Media.

Introduction

According to expert Kim Haman, websites are regarded as platforms for fixed and structured information, creating an environment of clarification. In contrast, social media platforms are seen as spaces for fluid and unstructured information, fostering an environment of relationship building.

Development

A study by W3Techs reveals that, for the 16th consecutive year (2009-2025), WordPress remains the leading website content management system (CMS). Currently, approximately 43,0% of all websites worldwide are created and managed using WordPress.

However, unlike social media, one of the drawbacks of most websites is their static nature, which often fails to engage the public in real time. Most website users are passive, browsing pages and learning about products without actively interacting with the brand.

Thus, as shown in the accompanying image, it becomes evident why social media currently enjoys greater visibility and exposure (**Figure 1**).



| | FACEBOOK FANS | SITE VISITORS (MO.) |
|-----------|---------------|---------------------|
| Starbucks | 19,800,000 | 1,800,000 |
| Coca-Cola | 22,700,000 | 270,000 |
| Oreo | 16,900,000 | 290,000 |
| Doritos | 8,000,000 | 325,000 |

Figure 1 - Comparison between the number of visitors on social media platforms and websites.

Conclusion

While websites are primarily designated as platforms for fixed and structured information, social media can also serve this purpose in specific sections (e.g., the “About” section on Facebook).

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5. The Importance of Coaching in Business Management

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Abstract

Based on a coaching book by John Whitmore, this article discusses the importance of the coaching process for business management.

Keywords: Coaching; Importance; Business Management.

Introduction

Coaching is a process aimed at creating satisfaction in people's lives. When individuals achieve a balance between their professional and personal lives, they are able to reach their goals.

Development

Initially, the coaching process was confined to the professional domain.

The main methodologies employed in the process are centred on keeping individuals motivated in their work as a means of maintaining good performance.

For such motivation to occur, it is essential for individuals to manage their time effectively through proper planning, as well as to complete their work during their designated hours.

This can be achieved by applying the Pareto Principle or 80/20 Rule (80% of effects come from 20% of causes), which involves creating more with less, based on the Law of Focus.

To accomplish this, goals should be established by creating a prioritised list of tasks (to clear the mind and organise work), akin to the Swish Technique/Pattern (**Figure 1**), along with a personal and professional schedule (with blank spaces left for adjustments and breathing room).

| | URGENT | NOT URGENT |
|---------------|-----------|--------------|
| IMPORTANT | DO IT NOW | TO SCHEDULE |
| NOT IMPORTANT | DELEGATE | TO ELIMINATE |

Figure 1 - Eisenhower Matrix.

For those working from home, it is advisable to establish a dedicated workspace, equipped with good ergonomic conditions and separated from personal living areas.

However, as Wayne Dyer famously stated, "*The state of your life is nothing more than a reflection of the state of your mind.*" This highlights that a significant part of motivation is influenced by personal factors, making it insufficient to rely solely on steps tailored to the professional realm.

Every individual has unique environments, beliefs/values (motivations), abilities, and behaviours that shape their personality. These characteristics are developed through life experiences (emotional archetypes - standard ideas) during the formative years, from gestation to the age of seven, when personality formation occurs, thereby creating one's map of the world.

Understanding one's personality is crucial for developing emotional intelligence, which can be achieved through self-awareness assessments.

At this point, NLP (Neuro-Linguistic Programming) becomes relevant. NLP is a communication and learning process designed to establish emotional connections and empathy between individuals through rapport (a set of open-ended key questions combined with gestures and metaphors). This facilitates understanding of others, as well as their emotional archetypes.

Conclusion

Since motivation is a driver of high performance, coaching is considered the key to success. For this reason, many companies conduct KPI's (Key Performance Indicators) assessments on a monthly, quarterly, semi-annual, or annual basis. These management tools measure the performance and success of employees in various aspects, such as time management, productivity, financial outcomes, marketing, and sales.

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6. Usability in Mobile Devices

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Graphic Designer.

Abstract

Based on a case study, this article discusses how usability in mobile devices functions within the realms of User Experience (UX), User Interface (UI), and User-Centred Design (UCD).

Keywords: Case study; Usability; Mobile Devices; Fitts' Law; Hick's Law; Thumb Zones.

Introduction

According to the mobile expert Steve Hooper, a study conducted in 2013 involving 1333 people revealed that they held their phones in the following ways (generally speaking):

- One-handed - **49%**;
- Cradled - **36%**;
- Two-handed - **15%**;

However, Hooper notes that the prevalence of left-handedness in the population is approximately 10%. The observed higher rate of left-handed use could be linked to individuals multitasking - smoking, riding a bike, drinking coffee, eating currywurst, etc. Examples include:

One-handed use with the:

- Right thumb on the screen - **67%**;
- Left thumb on the screen - **33%**;

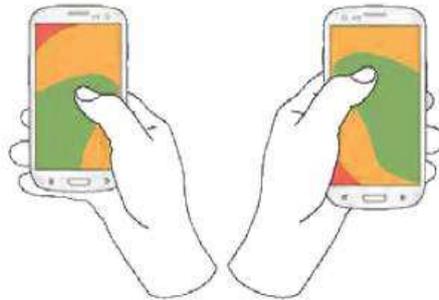


Figure 1 - Two methods of holding a touchscreen phone with one hand.

Cradling with a:

- Thumb on the screen - **72%**;
- Finger on the screen - **28%**;

Cradling in the:

- Left hand - **79%**;
- Right hand - **21%**;

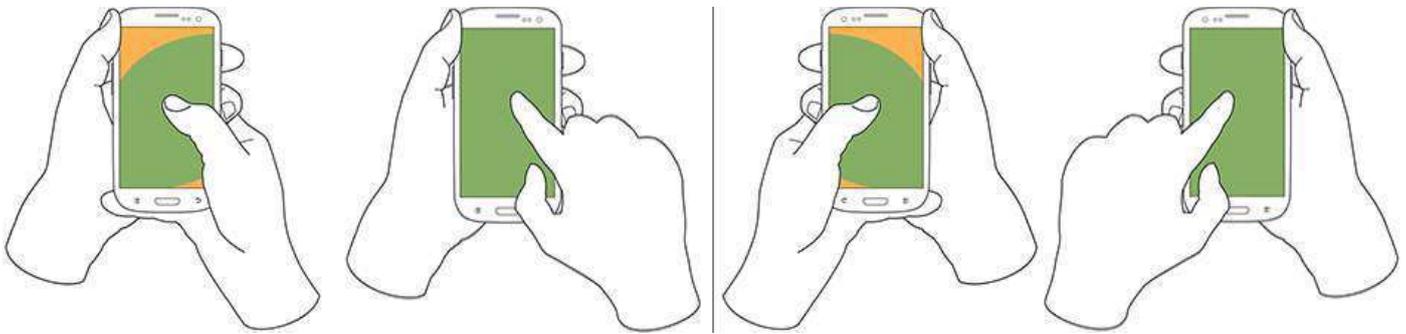


Figure 2 - Four methods of cradling a mobile phone.

Two-handed use when holding a phone:

- Vertically, in portrait mode - **90%**;
- Horizontally, in landscape mode - **10%**.

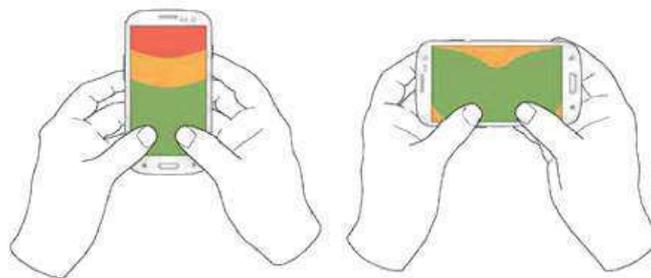


Figure 3 - Two-handed use when holding a phone vertically or horizontally.

Development

Using the above percentages and positions, we can better understand the significance of Fitts' Law, Hick's Law, and Thumb Zones.

- Fitts' Law predicts that the time required to rapidly move to a target area is a function of the ratio between the distance to the target and the width of the target (**Figure 4**);

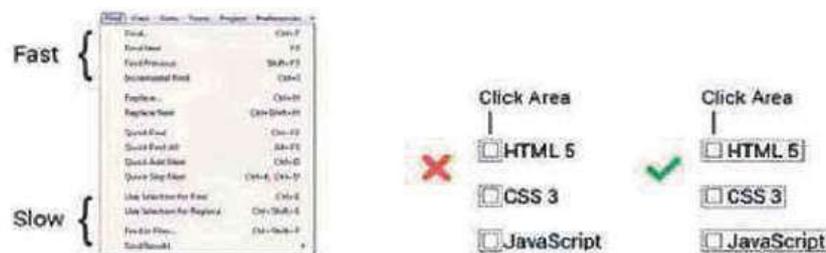


Figure 4 - Two examples Of the Fitts's Law.

- Hick's Law describes the time it takes for a person to make a decision based on the number of available choices: increasing the number of choices logarithmically increases the decision time (**Figure 5**);

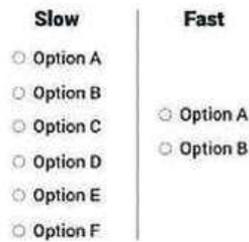


Figure 5 - Example of the Hick's Law.

- Thumb Zones refer to the most comfortable area for one-handed interaction (Figure 6). One of Apple's arguments for not increasing screen sizes was precisely this. However, due to strong market pressures, they had to relent. The solution was to allow the interface to "slide down" when the user double-clicked the "Home" button, making it more accessible for thumbs.



Figure 6 - Thumb Zones.

Conclusion

Mobile devices and their interfaces will evolve, but as long as touchscreens exist, Thumb Zones will remain a critical aspect of design.

Navigational design is thumb-friendly when important links are placed within easy-to-reach zones, while less critical links are positioned in harder-to-reach areas.

Low-fidelity paper prototypes with wireframes are a powerful design tool when content and actions align with thumb-friendly zones.

Determining swipe gesture areas becomes simpler when we consider how people use their thumbs to swipe against a glass screen.

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