DYNAMIC VISUAL COMMUNICATIONS DESIGN TECHNIQUES: THE ENVIRONMENTAL ASPECT

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Environmental problems of a global nature, particularly, the total environmental pollution, natural resources’ destruction, and as a result, the decline in the human life quality, pose new challenges to design. Therefore, designers are looking for new cross-disciplinary approaches to design, like a synergistic relationship between green chemistry and art (Marteel-Parrish & Heather, 2019). All life spheres have an ecological orientation in the Age of the Anthropocene. It is important to rethink the values system, thinking and people’s attitude to the natural environment through the interaction between art and nature (Cartiere & Wingate, 2019). So, there is no doubt that strategies of use of environmental art (Perovich, 2018), Ambient Media and “green marketing” in advertising as the most common means of mass communication, are relevant nowadays (Taufique, 2020).

Visual communication objects that unobtrusively connect nature and society are powerful information sources (Hidréléy, 2020). We can improve the visual messages effectiveness due to the use of an eco-component that adds dynamism to the image. It indicates the need to apply a systematic approach to their research and design. The problem of designing of dynamic visual communications, which are based on harmonious interaction with the environment, is the subject of this study.

Visual communications with eco-elements demonstrate the role of the environment, which acts as a condition for the emergence, formation and functioning of design systems. We observe the complexity of the design system structural organization by environment elements involving, including plants, land, objects of human activities, etc. in the outdoor advertising design. The development of modern visual communication systems depends on strengthening the interaction with the environment.

Nowadays, innovative visual communications objects of environmentally-oriented street art are becoming popular. They are actively involved in the overall forming the principles of environmental ethics. Creation of various graphic images with moss as natural material is a method of their design. Moss Graffiti or Green
Graffiti as one of the types of vertical landscaping (Mkhitaryan, 2017) is the composition with living material, whose growth and prosperity becomes an important part of a constantly evolving work. An important advantage of these dynamic visual messages is the experimental nature, tactility, absence of harmful toxins or vapors, the effect of air purification (Hidrėlėy, 2020). Moss graphic artists use a biodegradable natural ingredient to create visual messages. It clearly demonstrates the possibilities of artistic use of green technologies in various fields of artistic activity.

The imagination of street art masters and their ability to see and integrate architectural structures with the surrounding landscape in their works is their specific feature. They use the technique of the plant form supplementing with a graphic image to create a design object. Such visual communications are long-term or temporary. Their dynamic development can be conditionally infinite, due to the time action, particularly, change of the seasons, time of day, climatic conditions, etc. Design systems with eco-elements are social in nature and aimed at compensating for carbon emissions into the air and its purification. Most of commercial design systems try to implement the idea of natural products through the use of landscaping elements, e.g. there are the billboard made of fresh salad, the McDonald’s city-light with natural carrots, Bigelow and Lipton organic tea, Beck’s beer’s herbal poster, etc. On the other hand, designers create the temporary visual messages as an associative complement of natural elements. They form their artistic works as a result of plant life processes (e.g. fallen leaves, broken branches). In addition, they are looking for real situations where material and natural forms are accidentally combined.

Artists also create integrated eco-objects due to the alignment a real image with a natural form that is on another spatial plan, such as groups of distant trees, buildings’ elements, etc. It creates the illusion of the actual nature presence in the visual message. Visual perception of design systems with eco-elements in the context of the urban environment creates the preconditions for the formation of eco-friendly thinking, worldview, and human culture. We can solve a number of notable problems in modern advertising due to conducting advertising campaigns using ambient media. It prevents consumers’ irritation, getting used to the traditional outdoor advertising, and forms an aesthetic and ecological urban environment.

**Conclusions.** The eco-component presence in the structure of visual communications provides their dynamism that is aimed at creating of an emotional response. There are three techniques in the dynamic visual communications design, such as graphic image using moss; supplement a natural object with a graphic image; alignment visual objects located at different distances in space. The dynamic systems design demonstrates striving for universality by increasing lifetime and usefulness. They are gradually becoming a tool for the implementation of environmental practices and the formation of environmental culture in general.

**References:**


