

SIGNIFICANCE OF CREATIVITY & IDEA GENERATION IN VISUAL COMMUNICATION

Rupali V. Wagh

M.F.A. (Applied Arts) 9975646063

Ph.D research student, Department of Fine Arts,

Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra, India.

ABSTRACT

Creativity in advertising is about putting ideas, themes & association in some new, unexplored or novel way. The best visual that can convey the right idea in the simplest & clear manner is the most important aspect of any advertisement. Innovation is the production of implementation of an idea. The conscious of the subconscious is more than hoping for inspiration. A technique of producing ideas is a process that requires practice, creativity involves two process thinking & producing. This creates a need of novelty in idea generation in visual communication in Indian Scenario.

Key words:- *Idea generation, visual communication, Illustration, Visualization, Creativity.*

INTRODUCTION

An advertising, in its simplest form means 'public announcement'. This definition in itself states that advertising is mostly a form of persuasive communication with the audience. Advertising is multidimensional and it's definitely a form of publicity. The importance of visuals is now highly regarded by the publishers and editors who have the need for publishing their writing journals, magazines and websites. The importance of visual lies in the fact that it can complement any writing early in lesser lines or drawings. Every stroke of the pen, every mark of the brush, every trick of the studio should be employed only as a commercial asset. The regards getting a better understanding of what is provided in the context and they need not even have to read the content. In the view of experts, Our awareness of the complexities of the world around us increases our desire to understand the nature of spatial data and spatial pattern¹. Visuals plays a great role in advertising or promoting a product where in an illustration creates the image of the product to the right audience to the most attractive way. Creativity as generally understood is only one even if a very important component of advertising.²

IDEA GENERATION

Somebody who is mainly an image user & not a language user whose sense of visual communication is potentially better in expression than in words, especially for those who are firm believers in the educative role of 'Visualization.' As is described, Far from being merely minor works of art, prints are among the most Important & powerful tools of modern life & thought³. The best visual that can convey the right idea in the simplest & clear manner is the most important aspect of any advertisement. Innovation is the production of implementation of an idea. Almost every successful visual, regardless of whether it was language, graphic or pictorial symbol contain basic element are color, size, shape, unity, line, simplicity etc.⁴ Try to identify similarities that then lead to new ideas. If the ideas but don't act on them, your imagination but not creative. The believer of the old tradition techniques as their losing battle for dominance, setup & idea which for a long time influence not only the critics but the general public⁵. A thought or an idea always precedes creation or manifestation. An idea is like a blueprint, it creates an image on form which then get magnifies itself in our objective. A technique for producing ideas is a process that requires practice. Its starts with gathering raw material, reading & listening. A plan is needed for any structure to make a design. It may be argued that the nature of data & more generally of geographical information mandates the use of visualization for both efficiency & acuity in the analytical process. Visualization embraces both image understanding, image synthesis & important process like; Inspiration and references, Brainstorming, Conceptualizing, Thinking in images. There are books on producing ideas, but no sure, fire technique that works for everyone. A Boston newspaperman used to write a popular column called 'Thoughts while shaving'. Ideas often emerge in the bathrooms, in the shower while shaving, doing something routine and letting the mind drift. Ideas don't always come out of the blue. One of the best

things you can do is to get out of the office, and into the field. Talk with customers and observe them. Write down ideas .Keep a notepad by your bedside. Then sleep on it. Let the subconscious go to work, and ideas will usually emerge.

CREATIVITY

The concept of creativity has been compared with the concept of God not because both deal with creation, but because both these concepts are very hard to define. According to Dr. G.M. Rege Creative thinking is the sound ground on which one can reap a rich harvest of ideas.⁶ Creativity means different to different people. It is the spontaneous outburst of deep inner feelings. Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting, etc. is concerned with the artist's self impression. Creativity can be defined as the production of something original and valuable. Creativity involves coming up with new and fresh ideas or plans. Innovation is the implementation of creativity. It involves the adoption, adaptation or use of another's creative ideas; turning them to reality explains Priya and Vishal.⁷ For example, an artist who paints a picture is appraised as being creative while another artist who adopts techniques from the painting and tailors them in to his or her own paintings is regarded as being innovative. It is characterized by the use of the imagination and expression. Creativity refers to the fact, whereby a person creates something new that has some kind of value in this process idea generation plays an important role. Creativity is a quality process by person that enable to generate novel approaches in situation to problems.⁸ Creativity involves two process thinking & producing. Creativity in advertising is about putting ideas, themes and associations in some new, unexplored or novel way. It is closely linked with imagination. Further explaining this illustration expert Lorenze Zeegan describes Just as important is the ability to create images that are underpinned with strong creative thinking & that have problem solving ideas at the heart of the solution.⁹ The more we use our imagination, the more creative we are likely to be. It is more a matter of perception and opinion than facts. As creative means imaginative, innovative and ingenious, it cannot be limited by a definition. Therefore, coming to some agreement on what is a creative advertisement will always be difficult.

TO CREATE GOOD CREATIVE VISUAL FEW THINGS CAN BE BENEFICIAL

There should be some resemblance of newness, around-breaking thoughts or originality to make it different from the rest, if not outstanding. It should be able to weave the brand into the advertising story essentially and effortlessly to make the brand connect. If it seems Constructive, positive and useful to the people involved he entire better. If it can also 'Stimulate' and 'inspire' the people involved, then it is a creative as it can get. A good visual should contain some attributes such as-Noticeable; that is Break through the clutter, stand apart. Relevant; that is Connect with target audience's needs & wants. Distinctive; that is Refreshingly different from the competition, both in content and from. Identifiable; that is Integrate branding clearly and visibly. Persuasive; that is The promise, reason or logic should be convincing. Memorable; that is Leave a lasting impression. Believable; that Makes credible, not unreal promises. It is must that creativity in advertising should. work towards building brand identity and brand preference. One should Keep in mind that the visual impression of advertisement is very important. Being able to send a catchy, brilliant and crisp visual impression to people can entice them to stop and take a closer look at the advertisement.

VISUALS IN ADVERTISING

There is an old saying "A picture is worth a thousand words." A picture as a medium of communication is more universal than the printed word both is conveying meaning to or invoking reactions from its viewer. A professional Visualize knows very well to add a realistic touch to a matter in the most simple & accurate way, including the right images that complement to the context is important for its existence. You can now add several visual effects & features to the illustration so that it offers enhanced visualization to those images. Illustration is about communicating a specific contextual message, to an audience, it is noted in an objective need, which has either been generated by the illustrator or a commercial based client to fulfill a particular task. It is the major & variety of these different tasks that makes the discipline of illustration such as influential visual language.¹⁰ Visualizing describes the process of creation & manipulation of images. A visual makes that image as a foundation. Allen Male further explains, Illustration influences the way we are informed & educated, what we buy & how we are persuaded to do things. It gives us opinion & comment. It provides us with entertainment & tells us stories.¹¹

CONCLUSION

Perhaps ideas don't sell themselves. They have to be sold, persistently, continually and creatively. An idea is not an ideal until it is sold. Try to identify similarities that can lead to new ideas. Analogies are a useful to generate ideas. Globalization increases in advertising revenue. It also helps to increase the promotion of international

brands which impacts on the culture, tradition, habits & behaviors. This creates a need of ethics in idea generation in Indian scenario.

REFERENCES

- 1) B.P. Battenfield & Wamackness, 'Vusualization' , Research paper published
- 2) Banerjee Subrata, 'Advertising as a career' National book trust, New Dehli 2002, Page no.1.
- 3) Chandra P.K. 'Visual communication & Photojournalism' Swastik publication, Dehli 2007, Page no. 9.
- 4) Jackuelyn Peak, Corol Ann & Tarter Pitersen, 'Audio visual a guide, Parker Publishing, Newyork 1989, Page no 13.
- 5) Chandra P.K. 'Visual communication & Photojournalism' Swastik publication, Dehli 2007, Page no. 161.
- 6) Dr. G.M. Rege, 'Advertising arts & idea' Himalaya Prakashan,1996, Page no 87.
- 7) Priya, N., Vishal, M. (2007) What creativity means in Advertising. Available at: http://www.indianmba.com/Faculty_Column/FC1200/fc1200.html
- 8) Mehrotra Uma, 'Effective advertising chinmay prakashan, Aurangabad'2008. Page no 33.
- 9) Zeegen lorence, 'The Fundamentals of Illustration' AVP Publishing UK.2005, Page no 20.
- 10) Male Allen 'Illustration: a theoretical contextual perspective' AVA Publishing UK 2007, Page no 10.
- 11) IBID, 19.

