The Mechanism of Enhancing the Design System in Environmental Preservation Advertisements

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Through the study two researchers acquainted themselves with the designs of advertisements to preserve the environment and specifically the lack of care in the use of design systems promoting them in advertisements. The design system is a linking process that helps to arrange the elements and foundations, where it is a key entrance tool and is crucial to the declaration and in the method of reading and to the basics of strengthening. A research topic worthy of the study determines the problem of research by the following question (- What is the mechanism of the design system of advertisements to preserve the environment and what is the enhancement of its operation?) The objectives of the research include the following: The role of the design foundations as reinforcements of the design system within the advertisements. On aspect of the research is how the theoretical framework of the mabahith, was distributed on three topics, the first topic dealt with design enhancements, and the second, the system in printed design. And the third topic on the Declaration and the elements of the topography. The researchers reached the most important indicators that were developed by the theoretical framework and identified in the third chapter the procedures of research methodology based on the descriptive approach and the sample of research and research tools.

Key words: *Mechanism, enhancing, environment, advertisements.*

The Problem of Research

The advertisement is considered a fast communication tool, which aims to deliver a message to the largest number of recipients possible. Therefore, the advertisements as described as a means of communication are directed towards a large audience, and the design of publications depends on several determinants of related relationships according to a design basis these can

include repetition, proportionality, rhythm, balance and movement. The connection of the system according to the direction and movement, needs a design treatment related to the idea and the aspects of the output need to be an active element that enhances the visual message to achieve its communicative goal, as it leads to multi-channel routing it enters in the design construction to create an attractive effect that leads the eye according to a specific path within the visual field. It can be summarised as follows:

1. The system is responsible for the direction of movement that leads the eye of the receiver with visual transitions until a comprehensive survey of the design as a whole is done.
2. The design system adjusts the reading directions (i.e. receiving its optical units).
3. The design helps to keep the receiver's eye within the design space and does not allow him to escape .
4. The system has an expressive implication as well as its aesthetic value and is therefore directly related to the design idea in delivering the communicative message.
5. The system can increase the attractiveness of the receiver because it carries a visual aspect.

Since the design system is a key and essential input for the advertisement and it can be read easily, the speed at which it can be read is considered important, so studying the basics of strengthening its relationship to the system is a problem that establishes theoretical bases in its applied fields:

Importance of Research: The importance of research lies in:

1. How it will contribute to clarifying the mechanism of strengthening the system in the technical and functional construction of declarations to preserve the environment at the applied level.
2. How it contributes to the development of the visions and skills of the workers in the design of advertising in a full capacity.
3. Since the mechanism of strengthening the system is the product of four form features, this is reflected in its structural and expressive importance in design.
4. The mechanism for strengthening the system that is related to the contents and meanings contained in the overall design construction form elements and relationships which are included within the calculations of the designer in the processors of the phenomenon, so the research is to indicate the importance of these enhancements in the design of advertisements to preserve the environment.
5. Enhancements are one of the axes of building the design form. This is one of the axes of the design process in general and the most important in particular, therefore, this is reflected in the teaching of advertising design and general construction.

Research Objectives: The aim of the research is to: - Define the role of the design foundations as organisers of the design system in the declarations and preservation of the environment.

Research Limits: the research is limited to:
_Objective Limits: The mechanism of enhancing the design system in environmental preservation advertising.
_ Temporal limits: This included limits on the study of environmental conservation declarations for the year 2016 which is the year of the advertisements published on the website Deviant art.

Definition of Terms

1. Mechanism: linguistically: a name attributed to a machine, any instrument used for a purpose, and means the instrument by which the event, and the act of infringing on the three standard versions of instrument which are mufal , mufaal , mufala , means, and the possibility that mechanically the design "must adhere to certain mechanisms" Ahmed Mukhtar Omar,.) 2008, p. 141.

As a term "self-movement": refers to the acts and movements that are carried out unconsciously in a sense that is not derived from the will of any unconscious actions, such as automated speech and automatic writing, of the body automatically and not born to respond to an external stimulus and thus may resemble the machine, Sometimes characterised by accuracy and frequency of movement (Rassok ،1987 , p.45).(Meaning that the mechanism is self-moving and the act is unconsciously and willingly issued by the body in an automatic manner and is not the result of external response to the external order) and is defined as a context for arranging the parts in a hierarchical relationship and thus acquiring a particular form resulting from its action within the design work. (P126, 1812، Emery). In the sense that the mechanism is a way in which the designer works to arrange the parts designed with its components, thus allowing a certain form within the design work resulting from its action.

Procedural Definition

The mechanism is the way or context in which the parts of the work are arranged together with its design components in a regular relationship to create a shape within the design space.
2. Enhancement: linguistically: These are terms such as: azaz , uaz , aaz, in a sense strengthened its position. (Ahmed -Mukhtar Omar, 2008, p. 1492) This enhancement can be summarised by what Allah said "and strengthen whom you want and humble whom you want" (Surah Al - Imran 22)

B. Reinforcement as a term: is trying to (strengthen the organization by adding new elements or building structure that achieve the goals of the organisation) (Edith Kreizwell, 1993, p. 312). The researchers adopt this definition.

3. Design system: a) linguistically (arrange pearls) assembled in the wire and also arrange poetry and (the system of the thread in which the pearls are organized). It is originally a source. The arrangement is key to consistency (Muhammad ibn Abi Bakr, 1986, p. 287 .

B A term known as "the set of elements, structures, constructional, structural, and technical relations related to the basic idea to be communicated to the recipient, which works according to a mechanism to achieve the design objectives" (Iyad Hussein Abdullah, 2008, p. 81). In the sense that the design process aims to achieve design systems through a set of elements and does this through the foundations and the method of relations that are related to the main idea to be delivered to the recipient. And known as "the mechanism by which the recipient's read the elements of design according to the sequence of information that leads to understanding of the meaning and content of the expressive design in an easy and clear way " (Ibrahim Hamdan, 2016). This also means the method or style that leads the eye of the recipient according to a certain sequence. It helps to understand the content of the design. It is defined as the process of arranging the parts and connecting them to each other to form a new system that the recipient can see as it is considered a visual structural relationship that helps the designer to present the design (Scott, 1980, p. 12). So, it is creating a sort of arrangement that leads to the synthesis of another system resulting from the interconnection of parts of the design as a whole.

Procedural Definition

Design system: It is the mechanism in which the elements both structural and formational are linked according to a specific format to control the movement of the eye movement from one part to another within the design space, including the idea to be delivered to the recipient.

Chapter Two /The First Topic: Design Enhancements

The design basis and relationships work to form a shape that has a design function are considered as an important factor in the building of the design. "Each part of the design, as a line, colour and motion, is considered to have a functional role required by the nature of the design process and its function" (Iyad Hussain 2008, p.248).

In this sense, each part of the design plays its functional role. Colours have a role to attract the attention of the recipient. "It plays a major role in the artistic work, as it has become an integral part of the composition of images and forms and also as the basis for distinguishing between elements and forms in the work of art"(Noor Al deen et al 2011, p..(286

The design enhancements that promote the technical work are the relationships and basics which link with each other, which strengthens space through the relationship overlap besides the relationship of repetition "helps to make an organizational pattern of the set of elements and the designer adopts the method of the same sequence" (Munir Fakhr and Labna Asaad, 2011، p. 64). "And harmony based on the process of compatibility and convergence between shapes and lines, and the types of harmony in the qualities and style and objective and external shape "(Wong, 1972, p30). In the sense, the more harmony, the closer the convergence, the more harmony in the design, all this leads to the promotion of advertising design. The title has a role in highlighting the content of the declaration and balance." Is an important feature in the design process by distributing elements and coordinating them with each other in the design spaces within the artwork"(Alnadi et al., 2009, p.156).This means that the designer seeks to establish a relationship between the shapes, colours and lines with each other to achieve a function necessary for the recognition of bodies forms. " Saad Khudair Al Jumaili, 2016, p26.

Design Relationships

Design relationships are the main link between the elements of the total structure: "those links or connections that arise between the elements make each element more valuable if they are isolated, as they lose value when they are isolated" This means that design elements when they are linked together it acquires value in advertising to achieve the designer's goal in gaining and attracting the attention of the recipient as he seeks to create relationships aimed at achieve the function of each element advertisement, in addition to moving it from one stage to another more important level of innovation and creativity. Creativity "is not just an arrangement of elements within the design but it is something that springs out of something that doesn't exist before "(Radhi Hakim, p. 83).

The design relations also play a role in highlighting the aesthetic and functional side of the design of the advertisement to operate according to formal systems or arrangement. "Relationships are formed according to the nature of the arrangement or formal arrangements that achieve design and what these elements require in the embodiment of the design system according to the factors of functionality, technology and efficiency in the system" (Basem Qasim al-Ghabban, 2015, p. 99).

Design Relationships (Overlap, similarity, proximity, contact) is important as it organises all the elements involved in construction of advertising and contribute to the establishment of units of aesthetic and technical value.The aesthetic value of the design goes along with the functional aspect of the environment. The aesthetic value of the advertisement can be done according to colours of the idea, its dimensions, symbols, and its implications, which earns an aesthetic value that leads to its functional mission" (Iyad Hussain, 2008 ,p. 127) .Overlay is "an important property in the visual field of real depth. It can have a strong spatial connotation."If

the shape had a regular destination in depth, that is, if there are existing spatial connotations, it can be used as a sign of depth when it is accompanied by variation and gradation in sizes "(Scott, 1986, pp.127-126). In the sense that it helps to give strong connotations of the design space that the designer can exploit in advertising by contrast and gradation in the measurement.

The similarity makes the advertisement appear to move in the same direction as a single group image. As in Figure (1) as it shows the direction of the letters of the written form of the advertisement.

The Second Subject: The System in Printed Design

Figure No.1. show similarity

The system comes as a concept of the basic rule on which the universe operates, which is only an integrated system referred to by the Holy Koran in the argument of clarification and the need to stabilize the fact of balance and order to govern the movement of opposite apparent (Naseef Jassem1998, p.5). Neither the sun should be aware of the moon nor the night before the day, and all in the orbit they praise"(Surat Yassen 39. In many places, the dialectic of the system was referred to as the formation of the heavens and the earth and everything between them.

The system in the design refers to the shape of the context to be shown through the perception of the design and access to its meaning as a functional language in the form (body).

The system in design consists of a set of elements, foundations, structure, structural and technical relations related to the basic idea, which works according to a certain method to achieve the design goal (Iyad Hussein Abdullah,2008, p. 97). As the system differs in design

according to the design goal wishes to achieve, all designs use the same materials and elements and foundations and techniques, in the design of the poster, the book cover, the logo, the cards and the diagrams those are different from the typographical design of the whole of it in the processes of performance, reception and interpretation of the way of design, organisation and artistic direction according to its own goal of attracting and creating the design and performance according to the technical purpose designed for it.

The design system is the process of organising design components within a cohesive unit of interrelated relationships to achieve diverse aesthetic functional objectives (Bassem Al-Obaidi, 2014, p.240). The designer seeks to establish relations between the elements of design within a coherent unit to lead to the achievement of the aesthetic and communicative function to be delivered to the recipient. The system is the link between elements, foundations and relationships on the one hand and function on the other, as it is the only way to connect the components combined to achieve its goal. Whatever the elements and foundations are they are influential in the design process, the system is only connected to the function, when the system is weak for some reasons the design will lose its basic elements. The elements and the foundations and relations represent the literal aspect of the design process, to achieve it through the collection of all these components is the creative process that shapes its basic idea.

Although the concept of the system is not confined to the physical relations of the form but instead extends to all structural and technical relations in the advertisement. The formal aspect has the greatest impact in this area, for a prime reason, design is generally an optical art that deals with the physical facts and how it is perceived by human's through sight. The emerging dialogue between sight and design is the process which defines the meaning and function of the advertisement.

The advertising design depends on the designer's ability to organise elements and relationships within the advertising and its immediate effect in the event it is received that the innovative designer takes known ideas or phrases and made a kind of interdependence between them in a clever and intelligent manner (Bashir Al-Alaq and Ali, 2002, p.283). Good advertising depends on the designer's ability to innovate, create, and relies upon the use of his imaginative abilities and creative skills in creating a realistic advertisement.

Types of Designing Systems

The system is built of multiple forms depending on the type of advertisement and its function, and there is to ensure that there is nothing to prevent the systems to transform the design into an optical system for its function, and the most common design systems: Central System, Linear, Radial, aggregate, Retinal System (Iyad Hussein Abdullah، 2008, p. 100)

1.The central System (Focal point): This system focuses on the presence of a focal point centrally located somewhere in the design, the eye movement starts from the inside outwards in the extension of the guide lines to the system in a manner consistent with the core focus. The advantages of this type are that it is the fastest in achieving the process of sight and perception as in Figure (2) and achieves a rapid visual rhythm due to the combination of the axis of the design idea in one point "as control of the opposing gravity by means of the axes or vertical columns "(Scott, p.54).

2. Linear system: Is one of the design systems that make us feels the movement and direction, the continuity and elongation and growth resulting from the repetition and extension of the linear formation. This is achieved due to the length of some of them that characterise the motion in the design. (Muna Ayed al-Awadi, 1997, p. 153) The formations are distributed in the form of continuous, cut, straight, curved lines, and how those lines have direct links with each other

Figure No.2. The Central System
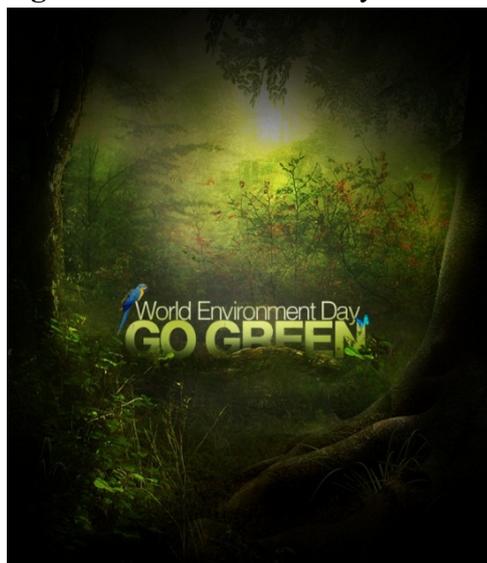
3. Radial system: This type of system gives a permanent movement that "binds all the elements of the design, which gives it a cohesive unit resulting in the rotation around a central point that differs from the focal system because the central idea draws its strength from other parts" (Iyad Hussein Abdullah,2008 (P. 103). As in Figure (2) The designer then distributes elements with the impact of direction and movement or lack of coherence of design and loss of uniformity and directionality together.

4.Collective system: This system includes "the use of the principle of convergence to connect elements with each other and also it rely on the principle of repetition" (Francis, 1979, p82). As it combines many ideas that contribute to the design of the unified design by the creation of visual paths that may sometimes overlap or intersect. Some of these visual paths are more

important than the others that are at the top while the other tracks are hidden behind according to the dialogue emerging between the set of ideas for the design has to achieve its objective function.

Figure 3. Collective system

5. The Network System: it is the arrangement of elements
Within a system of points consists of the intersection of a group of axes balanced with each other, so that the system work to organize the axes of the basic idea in the design, to look like a regular consistency between all its constituent parts. The value of each part of this system is equal to the value of the other parts. This system "splits the space into linear, cross-like parallel groups that are distributed their particulars within its boundaries" (Iman Taha Yassin, 2015, p.43).

The Basis and Design Systems

Achieving the basis in the design construction through the design systems, the focal system (which is a central system embodied in a place in the design and helps to achieve the movement of the eye in the direction from the inside to outside) (Iyad Hussein, 2008, p. 101).

It is the fastest in the achieving process of perception and awareness in the design construction of the advertisement to be fast visual rhythm due to the combination of the axis of the design idea in one point.

The process of assembling the design elements and their relation to the design system in achieving the functional and aesthetic goals of the design is done through the process of coordinating the elements and arranging them based on the relationships of the organisation in a design.

The linear system for example achieves the direction in space by associating the design elements with each other, some linear, contrasted to repeated spaces or similar in measurement and shape and then linked to space. The radial system generates visual paths with radial lines that are oriented towards or emanating from the centre. It creates visual design configurations around itself and extends it in linear directions.

The Third Topic: _ Advertising

The advertisement is one of the main activities in the field of marketing goods and services in the present era, it is part of the communication policy and an important means of transmitting ideas and information to people in order to change or strengthen their views. The advertisement was not recent, its history dates back to ancient times. It is at every stage of its immediate development that reflects the period in which it lives in all its environmental, cultural and social conditions. (Muhammad Ali Al-Badawi, 2006, p. 78)

The advertisement is no longer just an individual effort by the designer, but it has become a collective effort of a team of specialists in the various advertising areas in the framework of innovative strategy, and the determination of advertising goals and forms to be adopted by the advertisers and others. Ensuring the achievement of the advertising goals to be successful is the centre point of advertising.

Types of Advertisement
First: Advertisement according to basic functions

- **Educational Advertising**: aims to clarify for the purpose of learning.
- **Memorial Advertising**: aims to combat the habit ofpeople forgetting with subjects they know. For the purpose of overcoming them (Basheer al-Alaq, 2010, p.15).
- **Competitive advertising**: aims at favouring a product over others through showing the characteristics of the rest of the goods.
- **Media advertising**: aims to strengthen the link between the recipient and the thing declared through the distribution of data around it, may be an industry, product, service or enterprise or correct a false idea that has been predicted and to try to find confidence.
- **The guiding advertising:** aims to guide the customer how to satisfy his needs by giving the information that enables him to get the product with the least effort, expense and time).(Ali Falah Al Zoghbi, 2009, pp.35-36).

Second: Advertisement According to Geographic Region or Distribution Port

 This includes "Local advertising, Regional advertising, National advertising, International advertising "), Mohamed Mahmoud Mustafa, 2004, pp. 27-28.
- Local advertising: such as announcing a restaurant to its customers in the area of its presence.
- Regional advertising: such as announcing a company to its customers in certain governorates and capital.
- National advertising: such as the announcement of a ministry or its institution to its beneficiaries in the country such as the Ministry of Environment and the Ministry of Health.
- International advertising: such as the announcement of a company to its customers in the Arab world and in foreign countries.

Third: Advertising According to the Advertising Medium

 This is an advertisement that is transmitted by means of this method, which is paid for the presentation of the announcement and the transfer of the spoken and oral word , is not an advertising medium, notably radio, television, cinema, newspapers magazines, publications and the internet (Ali Falah Al Zoghbi, 2009, pp. 37-38).

Fourth: Advertising according to its objective: includes the initial advertisement, selective, reminding, defence, direct actions

-The initial Advertising: aims to elicit the recipient for the purpose of committing to the instruction.
- **Selective advertising**: aims at attracting the recipient for the purpose of achieving the goal.
- **Memorial advertising**: It aims to remind the recipient that the environment is our reality and that it is necessary to preserve it.
- **Defence advertising**: aims to reduce the impact of the opposing advertisement.
- **Advertising of direct actions**: aims to create a good picture of the environment, for example in the mind of the recipient and the building bonds with him (Muhammad Mahmoud Mustafa, 2004, pp. 22-23).

The Topographic Elements of the Preservation of the Environment Advertisement

It consists of a set of elements that enter into the design of advertisement and are divided into format, text, image, logo, symbol, colour, texture (Bashir al-Alaq, 2010, pp. 80-169).

Text (Title): One of the most important elements affecting the design and must be connected in a clear and concise way. It is important to use an influential title that will raise the interest the recipient in the product and convey brief information about it.

• Logo, icons and images: The use of the image along with the achievement of both advertising and psychosocial goals to attract the attention of the recipient that leads the successful use so as to increase the effectiveness of advertisement in attracting attention and achieving advertising goals in preserving the environment as using of images, symbols and logos contributes to the interest of the recipient as it adds aesthetic and transparent to the idea emerging in the advertisement. (Alalak and Ali Mohammed Rababah, 2002, p. 323.

Shape: One of the topographic elements: The shape has an important role of the advertisements design which is the most important element, as it helps to facilitate its visual perception (Basim Kasim Al Gaban 2015, p.92) The means that drawings that constitute the structure of advertising in magazines and newspapers vary in dimensions and sizes based on their location in the pages or cover of the magazine and often depends on the format and measurement on the special purpose of the advertisement.

-       Colour :The use of colours in advertising design plays a key role in achieving the design goal." Basim Qassim Al-Ghabban, 2015, p. 92. This meaning that conveys the design success is related to the use of colors for its ability to generate the attractive forces of the resulting form, the designer must know this and rely on to his prior experience so in figure no,(4).

Figure no.4. represent using   color

• Texture: has a role in the design of the advertisement from the rough and soft textures that may be added through computer technology, the designer can take advantage of them in the design of the advertisement and what it requires to Provide surface properties "as it helps in the sequence of points and lines in a given shape of appearance that looks rough or soft, suggests properties that attract attention "(Grant W.Red, p. 20). This means that it gives the advertisement characteristics that attract the attention of the recipient and interest, which is among the requirements of advertising design.

Research Procedures

1 - Methodology of research: - The descriptive approach was followed to reach the goal of the research and its desired results were found through the analysis of selected models of the research community.

2 - The research community: - The current research community included the designs of the published advertisements on the 'Devant' art website, 40 printed advertisements were chosen and ranges from slogans to posters for the year (2016) and published through various media, including the Internet. And models that do not meet the requirements of the research were excluded.

3- Research Sample: - The research sample was selected in a deliberate manner. The sample number was (4) chosen models for the analysis purposes from the total research community, which is about 10%. For the following reasons: -

a - The availability of objective reasons in the design of advertisements, which is related to the research and its objectives.

B - The quality of posters, and the design system and the idea provided.

The basic foundation that was derived from the research theoretical framework is:

1 - The design enhancements.   2 - The design relations.
3. The design systems.   4. The typographic elements.
4. Analysis tool: - To achieve the objectives of the research

The following were used:

The sample analysis (*) was designed after reviewing the scientific sources, which are composed of four main axes, and were reviewed by the scientific experts (**) and taking their valuable observations.

Model No. (1)
_ Printed title: Earth Week.
_ Type: Printed advertisement.

The design consists of a light bulb located in the centre of the advertisement in yellow and green, divided into two parts: the green and lead balloon, the white and black balloon bars at the bottom left, the lower black background, (the Earth Week), and a logo on the lower right(green term).

_ Design enhancements: The main idea here came from a light bulb located in the middle and the announcement of the Earth Week and their logo and green team and the parts that turn into shape.

Design Relationships: The designer built the contrasting relations in the design and the overlay through the main shape (the electric bulb) and the background which appeared to be folded from the bottom part of the advertisement and the other black background and the similarity of the left and right section through the shape. The designer wanted to highlight in a way that attracts more attention. In the environmental conservation advertisements. The designer uses the central system (focal) by positioning the light bulb in the optical centre, making the attention of the receiver to the centre of the design and then to other parts.
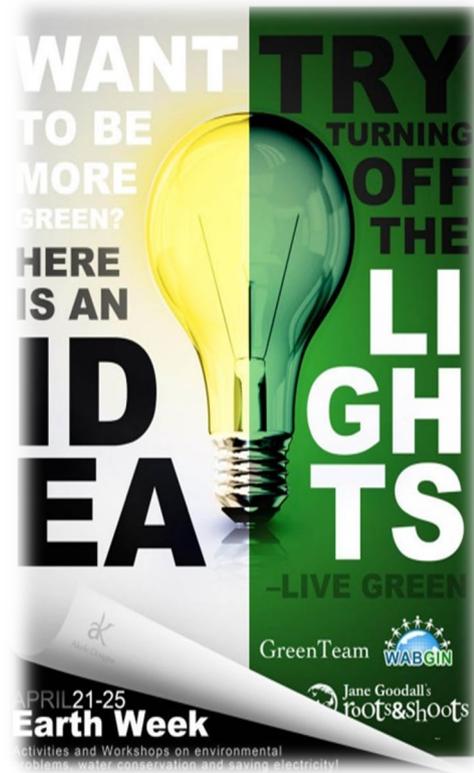
The Topographic Elements

The designer adopts the shape of the (light bulb) to help to ease the visual perception in the design as well as the logo used in the bottom (Green Team). The design came balanced to equalize the colour distribution and the written material inside the advertisement, but the colours are in harmony and have contrast between them. On the right side, the titles were used in black and white at the bottom and on the other side, oppositely, white and black.

Model No. (2)

_ Printed title: Environmentally.

_ Type: environmental awareness poster.

The design consists of five (5) yellow trash containers (yellow, blue, yellow, white, and red) with the logo of the environment. The background is a wall in white colour and contains a transparent black (tgo). The title of the main advertisement is (Environmentally conscious) it means environmental awareness.

- Design Enhancements: - The designer adopts the relationships and basics together (repetition, contrast, regularity and harmony) To enhance the form in the design of advertising, making it an integral part of the group studied it in a linear style that the colours added an aesthetic value of the shape and are distinguished from the ground in the fluidity and affinity that achieved movement in the design.

The contrast was used in advertising colour, measurement and similarities in forms and also used the method of repetition in the width and direction of sub-headings. The designer relied on the linear system through the trash baskets and phrases on the wall in colour, suggesting

movement in the design and direction to the top of the main title of environmental awareness as well as the logo of the environment that reflects that (this place is dedicated to the waste).

The use of the designer for the main and sub headings as well as the placement of the logo on the containers helped to attract the attention to the advertisement. The designer used repetitive colours and shape for containers as well as chromatic contrast and standard diversity in addressing titles on the wall suggesting motion and heading towards the top of and logo to fall on the container helped to pull and attract the attention to the advertisement.

Model No. (3)

Title of the publication: Declaration of the World Environment Day.

Type: World Environment Day poster

The design consists of a magnifying glass with a green tree and a green background, white text and white-coloured text and design title (World Environment Day-5th June).

- Design enhancements: The design is based on the variation in the design and shape of the tree found within the zoom mark.

- Design systems: Here the advertisers used the central system (focal) to achieve greater attraction through the use of a magnifying glass. With a white colour value and white text beneath the white text. The design contains a World Environment Day-5th June and another sub-title.

- Design Relationships: The advertisement is formed through the relationships of overlapping elements used to achieve the spatial depth in the middle of a tree image.

- The topographical elements: The advertisement contains green colour space , besides , the advertisement contains a photograph of the shape of the tree. Using the written text below the shape with white colour values below the magnifying glass that refereed to the advertisement as it symbolizes looking to attract the recipient's attention to the preservation of the environment.

Model No. (4)

- The title of the publication: Global Warming.

 Type: Global Warming Poster
 The design consists of the shape of the earth, crossed in the form of a melted Nestle, occupying the left side of the advertisement and the written material occupied the middle part of the advertisement.

- Design Enhancements: The design came in linear form in its presentation where it contained the shape of the earth overlapping in Nestle Ice Cream and as it dissolves the main headline at the top of the advertisement (Global Warming) , but the subtitle is not enough to scream. The bitterness of the message was employed in the written text and used as an overlay on the earth.
- Design systems: vertical balance system was used, the design was based on the presence of elements on the left side of the advertisement while mediating the written material (l scream).

- Typographic elements: This advertisement is based on the photograph of the image of the spoon as well as the image used with contrasting colour values.
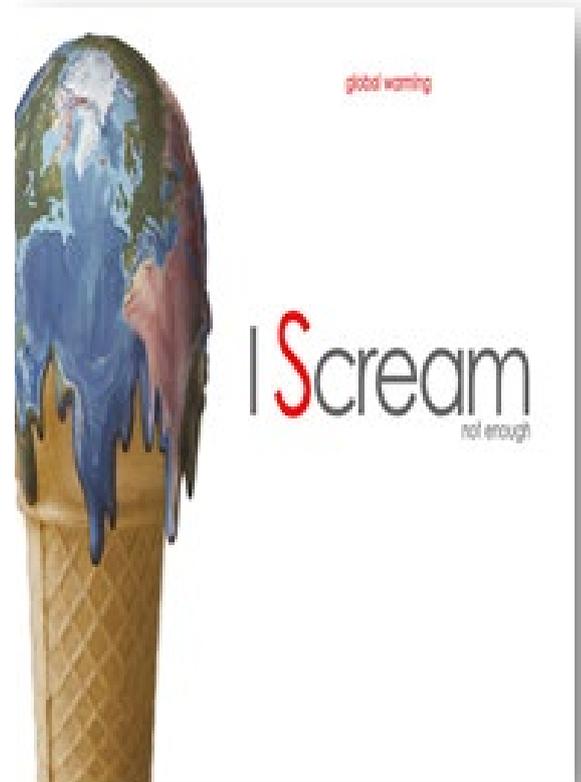
Research Results

The two researchers through the analysis to the following
results that achieve the goals of the research found: :
1. The design systems of different types appeared in all models (1,2,3,4). to have a central system (focal) as in the two models (1.3) in a percentage of 50% and the linear system in model (1,4) showed a 50%.
2. Unfamiliarity came in the shape of the design to attract the attention of the recipient and attracted to the design idea through the overlap of the form in another form as in model (4) by 25% percentage.
3. The design enhancements in the design came to enhance the design systems in the designs of environmental preservation advertisements as in models (1,2,3,4) have reached 100%, attracting the attention of the receiver.

4. The design relations have a role in showing the aesthetic and functional aspects in the advertisement to operate according to the formal systems as in the model (1,2,3,4) that show 100% percentage .

5. The design systems are not limited to the formal relations of the form, but extend to all structural and technical relations in the advertisement. The formal aspect has the greatest effect in design as in the model (1,2,3,4) that gain 100% percentage.

6. The chromatic contrast of the written text was shown as having an aesthetic value of the design as in the model (1) of 25% percentage. The shape corresponds to the design space as in model (3) by 25% percentage.

7. Design relations have emerged overlapping, similarity and overlap that have importance to the design, as they planned all the elements within the building of the advertisement as in model (1,2) by 50% percentage and overlap in model (4) by 25% percentage.

Research Findings

In the light of the results and the research literature reached by the researchers, the following conclusions are included:

1. Design relationships are effective in enhancing the design systems in the construction of advertising through the space and directional projections, which leads to movement within a formal space.

2. The chromatic antagonism has a role in arousing the attention of the recipient towards the advertisement through the opposite movements between them that helped to control the eye of the receiver.

3. The design relationships overlap and resemble and interfere in attracting the attention of the receiver, which leads to drawing their gaze into the design space and the aesthetic addition to the design.

4. The form has an aesthetic value in perceiving the recipient and the contrast that helps to show the form in which the perception is being formed.

5. The topographic elements have a role in highlighting the advertisement and the aesthetic and expressive value that the designer utilises to put his final aesthetic touches.

Recommendations

In light of the findings of the research, the two researchers suggest
1. Adoption of new methods in introducing of ideas of an aesthetic and expressive value that affect the recipient and can be more attractive.
2. The need to use new systems and use them in the design of environmental publications.
3. Pay attention to the activation of images and shapes in unfamiliar ways through digital treatments that attract the attention of the receiver.
4. Variation by introducing new, more modern and well thought out advertising.

5. The designer should have imagination and the ability to launch creative ideas and systems that promote environmental conservation designs.

Proposals

After completing the results, conclusions and recommendations, the two researchers propose the following:
1. Study the design of interactive advertisements in environmental publications.
2. Study the effectiveness of visual attraction for the designs of publications and slogans of the environment.
3. Conducting the study of the employment of semiotic systems, which is updated in publications.

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