Visual communication design: Poster as an important way to encourage social distance in Jakarta when the epidemic 19

A W Utoyo¹, H D Aprilia², R A D R I Kuntjoro-Jakti³ and A Kurniawan⁴

New Media Program, Visual Communication Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia 11480

Email: Arsa_w@binus.ac.id

Abstract. Health campaigns especially regarding the COVID-19 epidemic need to be highlighted as dangerous viruses that cause fever, coughing, shortness of breath, chest pain and death. The health ministry wants the government to move public awareness in this direction. The research aims to examine the visual communication of a poster design to encourage social distancing due to the pandemic of COVID-19. This study has analyzed the key elements of health campaign posters in Jakarta. The poster remains becoming an active platform to inform display information, data, schedules or offers and to persuade people, causes, places, events, products, companies, services, groups or organizations in Jakarta. Previously the health poster campaign was not enough to attract parents' attention to educate their children about having a healthy lifestyle. This study uses a qualitative approach to collect all the data needed. This includes case studies through visual analysis of local content and national poster design from a health campaign from the Jakarta health ministry. The results show that local and national poster designs have different elements of the design results that affect different posters. This result can be set as a guideline for the government in Jakarta to design a poster with good design aesthetic elements. It will also guide future graphic designers to improve the ability of their poster campaign.

Keywords: COVID-19, Poster, Communication, Jakarta, Visual

1. Introduction

Poster is defined as a two-dimensional, single-page format to inform display information, data, schedules, or offers and to convince people, causes, places, events, products, companies, services, groups or organizations. These are produced in many posters and usually circulate in various locations around the city. Ubiquity and multiple watch addresses for many viewers and reinforce messages for individual viewers [1]. Posters are a powerful and influential form of public art, and they attract attention and distribute information to the wider, diverse and ever-changing community [2]. It is important to design posters that consider the key elements in poster design for impactful outcomes [3].

In making posters there are several elements that designers must consider. Posters must be designed to attract attention and interact information effectively. Manipulatively, posters and an effective eye for art and careful planning occur. Six design principles must be applied in poster design such as font, color, title, size and blank space, poster size and graphics. Seeing the use of fonts, please avoid using fancy script fonts because they can make posters difficult to read. Colors should be bright when making posters according to the Chester F. Carlson Center of visual science. Dark colors reflect less light than bright
colors and that makes posters more difficult to read. The title should be short and simple; people should be able to read the title of your poster from a distance of 4 to 6 meters. Another element which is white space makes scanning poster information easier. In addition, the blank space must be left around the scope of the poster to create a white frame of the division for the poster as many universities do. Finally, the use of visual aids, such as graphics, charts and photos are to communicate messages from the poster to be more effective but using too many visual aids can make the poster confusing.

Visual aids must be larger than the rest of the poster in order to be easy to read. Looking at the advertising side, it is very important to know how advertising design can be very effective in capturing the eyes of individual consumers based on how precisely design elements such as images, text and colors are selected and incorporated in product advertisements [4]. Concentration on each word on the poster must be needed to understand the poster's message and must be as specific as possible. Interesting is another criterion in a poster that must look pleasing and interesting, and it must pay attention to the attention of the audience, and its appearance must not distract from the message itself. Simplicity is usually the best. Finally, readability is very important because the letters must be large enough and for older viewers to stand at a distance of 1 to 2 meters. It is interesting to be able to reduce the font size allowed for more information about the poster, but this will prevent people from passing by or catching a glance [5]. In making posters, several elements need to be understood. In an article it was mentioned that the big, thick, black arrows and pointers are entirely just the first thing that attracts attention. More specifically, for some, it is probably the most significant and boldest clue in the middle of the page. Useful posters also act as eye art. Therefore, the right design steps to make an adequate mark need to be carefully calculated.

Dark colors show less light than bright colors, and that makes posters hard to read. The title must be short and simple; one must be able to read the title of the poster from 4 to 6 meters away. When talking about space, white space makes scanning poster information easier while empty space must be left around the scope of the poster to create a white frame that defines it as a sign. Finally, the use of visual aids, such as graphics, graphics, and photos are used to convey messages from posters efficiently. However, too many visual aids can create confusion in a sign. According to the University of North Carolina, the subject guide states that, the design of poster elements is divided into three parts such as content, design and layout and images and graphics. The main part of the poster must be interesting and easily understood content so that the poster can present information that is acceptable to the public. The purpose of the Poster, if it cannot explain the information to be conveyed, then the poster will not be effective. Clear content that will capture the interest of the audience, relevant and significant content must be included in the poster or it will be just general knowledge not a trivial matter of interest. It must be knowledge that is relevant to the audience.

Information must be important because it remains brief and has an impact, if the points are not so important on additional leaflets such as leaflets or brochures. A good poster needs to be organized and that will be a good part of communication. The poster must be clear and concise as an effort to avoid words and jargon, use active words and easy vocabulary to make the audience easy to understand. Furthermore, design and layout are important key elements in designing a good poster. The poster must have a title and the font size must be an extra 100 points or more. The column is a separate part of the design and layout for content such as information. The alignment of graphics and headings or sub information must be the right way. Good balance and distance by distributing content and images on posters to make it look messy. White space must be included and sufficient or the poster will have difficulty reading and lack aesthetics. Consistency of fonts, colors and elements, illustrations and important photos. Use the same font on the poster; use similar colors for posters and the same dimensions for illustrations and photos. Use color wisely will add visual appeal to your blog poster. Other fonts and header elements need attention. Using only one type of serif font or san serif would be better, but it's great to use san serif like Arial or Helvetica for titles and headings.

The writing is able to see the background of the problem in this study. Jakarta is the Capital City of Indonesia with the largest community with a total population of 10,504,000. The health poster campaign design is very straightforward and must have a definite informative basis and can be accounted
for. Previously, Jakarta's health poster design was not interesting enough to be able to attract parents' attention to guide their children on how to have a healthy lifestyle. The poster is a campaign that is delivered and appeals to the audience. This statement supported by a pilot study that has been conducted on 50 respondents and the target audience is parents with children under the age of 35. Learning shows that 86% of respondents answered, 'not interested in posters' and the reason is because 'the message conveyed is unclear' and 25% stated that the letters were not large enough.

2. Methodology

In this study, qualitative research was applied with visual content analysis techniques from several locations in Indonesia that had a significant impact on the spread of the 19th epidemic such as West Java, East Java and Central Java, which had a high ranking with the problem of spreading the 19th epidemic [6]. In this study 72 poster designs from regions with a high number of COVID-19 cases such as DKI Jakarta, West Java, East Java and Central Java were collected and analysed. All posters have been categorized based on the main causes leading to COVID-19 problems which are healthy lifestyle behaviours and how activities during the COVID-19 epidemic occur. Furthermore, visual analysis with design elements such as colour, font, title, blank space, size and visual aids to continue research studies.

3. Results and discussions

3.1. Visual content analysis: poster design taxonomy

Figure 1 is an educational poster about prevention of COVID-19 which was widely made by the Ministry of Health and widely distributed to various media in Indonesia. The two categories are divided into a healthy lifestyle category and a campaign to stay home.

Figure 1. Know the right way to use a mask [7]
Figure 2. Stay productive at home [7]

Figure 2 shows the campaign posters for productive at home implemented by each of these regions. As in DKI Jakarta, West Java, East Java and Central Java. There is a total of 30 campaign posters available under the category on COVID-19, cough ethics, taking care of yourself and family, guidance when sick, maintaining distance between residents, how to use masks, washing hands with soap, at home. Summary of the results of data analysis in various physical forms of campaign activities in Jakarta has the highest campaign concept in the current campaign with 78% unlike in West Java, Central Java with 33% and 75% respectively.

Different from the results of the concept of a campaign of distance between citizens, the percentage is likely to be spread out among regions in Indonesia. Jakarta itself has focused on the campaign to stay at home with only 50% while West Java and Central Java are more focused on healthy lifestyle habits with 50% and 67% respectively. In East Java, 35% of the entire campaign concentrated on just at home. Posters must be designed to attract attention and communicate information effectively. Six design elements are used to analyse the health poster campaign design as referred to in Figure 3.
Figure 3. Reduce the risk of contracting the corona virus [7]

In Figure 4, captured all the information elements of the poster design running locally and nationally.

Figure 4. Increase endurance, protect the family from COVID-19 [8]
Identification of local and national poster design elements through the current poster campaign as Figure 3 has been captured in the content analysis. Based on the analysis results, 83% of national posters are used in blue and white colours with neat and easy-to-read content placement. Meanwhile, local posters prefer to apply bright colours. Based on poster designs must use bright colours because they will attract attention and then reach the reader's eyes" [9].

In analysing background space, local poster with 67% does not have background space but national poster is 100% with background space. 67% of local posters come with titles compared to national posters, 100% come with titles. The international designers use 100% vector visual aids in their posters while local designers use only half of them and they use images as the main visual aids supported respectively images can be sized and scaled repeatedly and without limits without losing resolution or starting to look blurry or broken at the time of large-scale posters [10].

In the analysis of local and national poster content. By looking at the percentage of colours that are preferred locally to use bright colours, but half of the national posters use white and blue. Moving to the use of fonts, the national poster designed 50% of the posters using the San Serif typeface which is completely different from the local with 100% of the posters used by San Serif. From statements and observations through posters they explored various types of types of letters, especially serifs. According to it is stated that designers sometimes violate this rule. Serif fonts, if the font is large and bold, can be a very good heading. Because they tend to look serious and important, they make good headlines and headlines. Sans Serif font is good for small blocks of text in the sidebar or called from the main text. In addition, the size of the poster used nationally is not 100% A1 size. Poster size used is 840 x 400 pixels which can be downloaded. Under this healthy lifestyle campaign, many local posters use vector visual aids with 66.7% unlike national, they prefer visual aids.

Above are all analyses of local and national physical campaign content in, below, the 3rd highest analysis on physical poster campaigns reporting that they are used locally 100% white and blue compared to national use only 50% bright colours. Both regions chose 100% of San Serif as the main font on the poster. Moving to the poster title, both local and national posters provide the full title on the poster. Local posters do not have background space on poster designs. Local posters are mostly printed in A1 size and only 83.3% of national use A1 size while others use 840 x 400-pixel size for posters.

4. Conclusions and suggestions
The conclusion is based on three sets of analysis of local and national poster design elements as depicted in Figure 1, 90% of local posters use blue and white so they look easy to read and understand according to the perspective designer of the website. Poster Design Tips states that adding background colours light to the numbers you can make the poster interesting. For example, using white letters and lines on a blue background makes your poster attractive as a colour consistency. Like paintings, poster elements can also be tangled physically or digitally to add attractive contrast. Local and international poster design used Font type font San Serif. By designing a poster, websites or writing an article, it is preferable to use an appropriate font that can be read and interesting. In addition, different font sizes can also be applied to text [1].

Local posters do not have 85% background space in poster design, listed in [5]. "Space is the distance or area between or around objects. White space provides a frame for your material and makes other components stand out. Too much white space and your audience's eyes will roam, too little white space will cause confusion". As compared to national poster designs, 83% of them come with more attractive background and poster spaces. 100% of local poster designs are in size A1 is only slightly 20% different from the national poster size, basically A1 size is the standard size because in Poster Design Tips it is stated that the poster size recommendation A1 (59 cm x 84 cm) because this matches the poster in both portrait and landscape layout. International posters focus more on 77% vector visual assistance compared to local posters where 67% are more focused on photographic visual assistance. Some advantages in vector poster design, according to a designer states that vector drawing is determined by mathematics, not pixels, they can be increased or lowered without losing quality.
illustration (drawing) makes a vector image go up or down, it just multiplies the mathematical description of the object by a scaling factor [11].

As the results indicated, the proposed colour poster according to the results of poster analysis is a comparison of the previous poster design, with the proposed poster design. This is a guide for future designers or researchers who want to make health posters. Information as part of a reference to improve poster design by looking at international poster designs is one good way to stay on track and always follow the wishes of the public with the latest designs around the world by looking at the design elements of a poster.

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