

**A study on customized visual image representation
from the target group for social awareness
communication**

(In Indian Context)

In partial fulfillment of the requirements for the Degree of
DOCTOR OF PHILOSOPHY

By

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Under the Supervision of

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September 2022

Dedicated to my parents

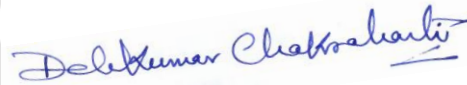
Late Jagadish Das and Mrs. Minati Das



CERTIFICATE

This is to certify that the thesis work presented herein by Mr. Bappa Das was undertaken under my guidance and supervision. He did not submit the volume of work presented in 'A study on customized visual image representation from the target group for social awareness communication' for the award of Doctor of Philosophy (PhD) in Design of Indian Institute of Technology Guwahati, earlier for any other degree.

He has undergone suggested courses and fulfilled all the requirements of rules and regulations as mentioned in the PhD ordinance for submitting the thesis for PhD degree of IIT Guwahati.



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Date: September 2022

Place: Guwahati

DECLARATION

I hereby declare that the work contained in this thesis entitled “A study on customized visual image representation from the target group for social awareness communication” is my own work done under the supervision of Professor Dr. Debkumar Chakrabarti, at the Department of Design, Indian Institute of Technology Guwahati, Assam, India. I hereby declare that to the best of my knowledge, it contains no materials previously published or written by another person, or a substantial proportion of material, which have been accepted for the award of any other degree or diploma at IIT Guwahati or any other educational institute, except where the due acknowledgement is made in this thesis. Any contribution made to the research made by others, with whom I have worked at IIT Guwahati or elsewhere, is explicitly acknowledged in this thesis. I also hereby declare that the intellectual content of this thesis is the product of my work, and as per general norms of reporting research findings, due acknowledgement has been made wherever the result findings of another researcher have been cited in this thesis.



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Abstract

The thesis is a qualitative attempt to investigate varied information components (emphasizing human image representation) and their layout patterns in social awareness campaign posters from an artist researcher's understanding of visual communication point of view. Visual communication enriches through presentation in combination of visuals and text, and their varied combinations. Users' acceptance relevance specifically concerns when a poster is supported by the visuals depict through photographs of human endorsement of a service theme and product for promotion, and thus a poster presentation of a message gets a desired acceptance. In this issue, the present work investigates if the human figures presented in some Government sponsored social awareness (India current context specific) campaign posters are providing a good sense of acceptance by the target users while decoding and accepting the message. An image creates more impact than written words, and we become more dependent upon visual media for coping today's life of technology domination. The power of a visual image is proven to be essential for emotion creation and influencing our decision of accepting.

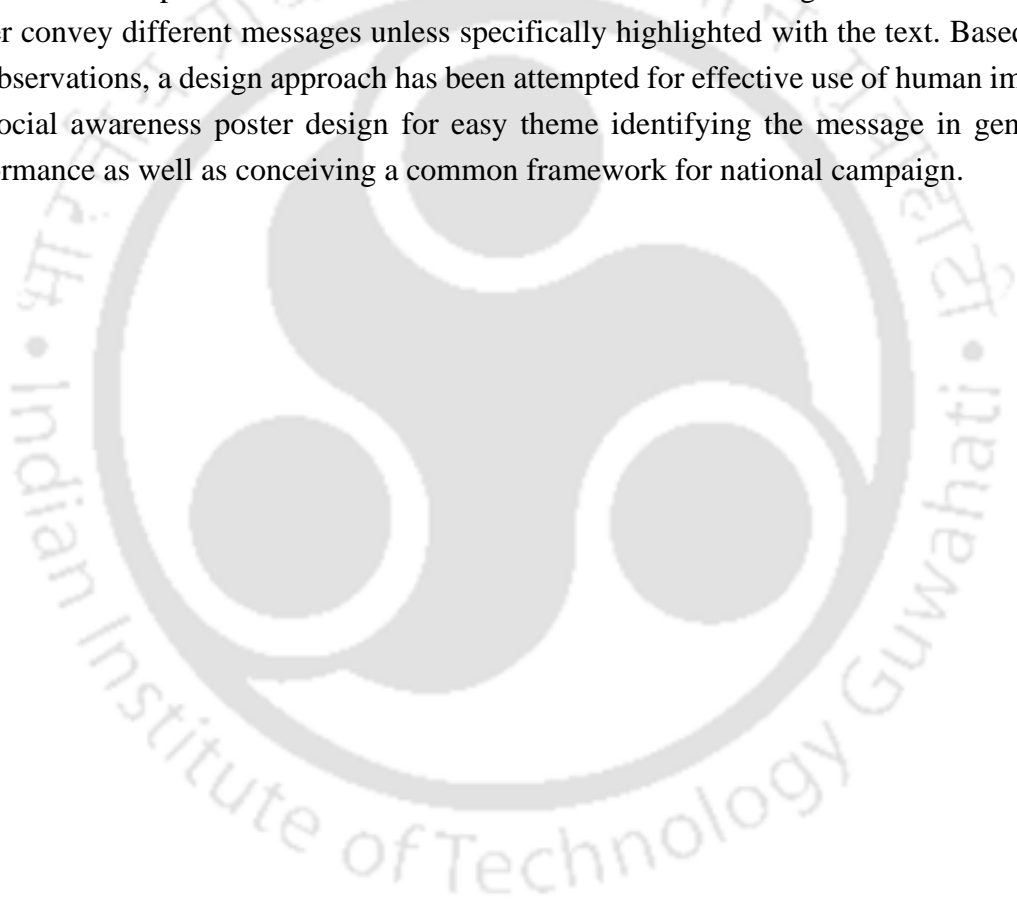
In India, there is a vast cultural diversity with language identity. Various languages and lifestyle also do not match each other. In such a situation, communicating a social awareness message for all is a big challenge, even for the Indian government communication channels. Visual interaction with the target audience informs the fact/cause and action needed to take.

For general communication, the poster (print or digital) appears to be one of the best and easiest ways to connect with varied nature target audiences. Designing the awareness poster with the human images is a common practice, where experimentation is carried out focusing technical feasibility, topic-based content detailing and target audiences' capability and the message transmission needs. However, in many cases it is noticed that the way these were expected to get accepted, the target audience paying less attention if these provide instant appeal.

The thesis collects and compiles information from relevant target groups and others relevant to understand "the preference of visual imaging using celebrity endorsement and displaying images from the users target group." This study followed a qualitative approach with viewpoint of artistic graphical communication perspective. Interviews with various stakeholders the target audience to explore their views on contemporary awareness posters constituted the main body of work. This study helped to understand the present scenarios of awareness posters and human images presented there in. Visual communication design experts' views on the existing human images used in

contemporary awareness posters were considered to help understand methods and processes practiced and prevailed. These can be considered for betterment of the communication/awareness poster construction to apparently be accepted by the target mass.

The study conducted with the relevant human images used in 12 awareness posters to understand the target people's views if they could relate the message intended to pass on with the human visuals. 108 participants (purposive and random selection) were chosen from various backgrounds, i.e., students from different fields of study including design, villagers, and urban people. Their views aid in understanding the present scenarios. The experimental results show that different human images in the awareness poster convey different messages unless specifically highlighted with the text. Based on the observations, a design approach has been attempted for effective use of human image for social awareness poster design for easy theme identifying the message in general performance as well as conceiving a common framework for national campaign.



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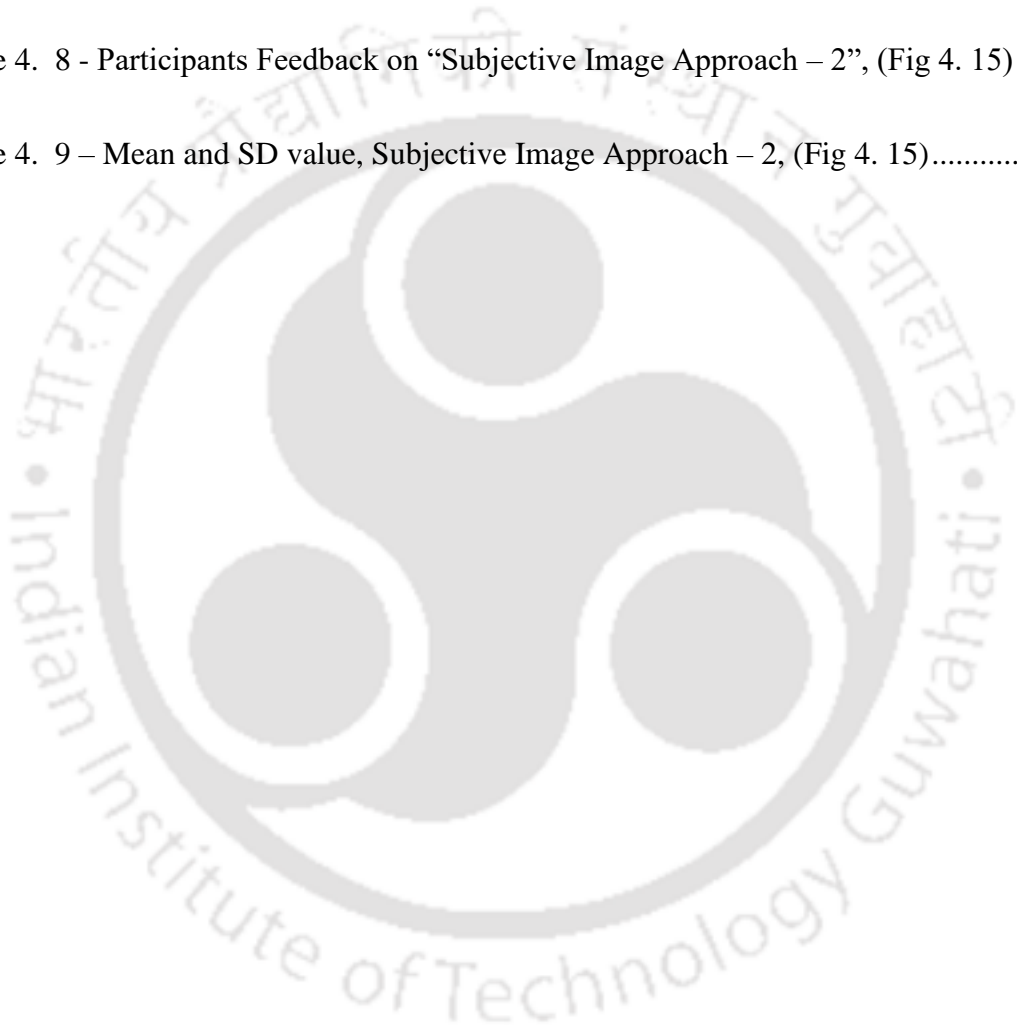


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Glossary: Hindi (and local) terms used in the thesis text

Presentation key Hindi (vernacular script) original- *the same in English script*: meaning

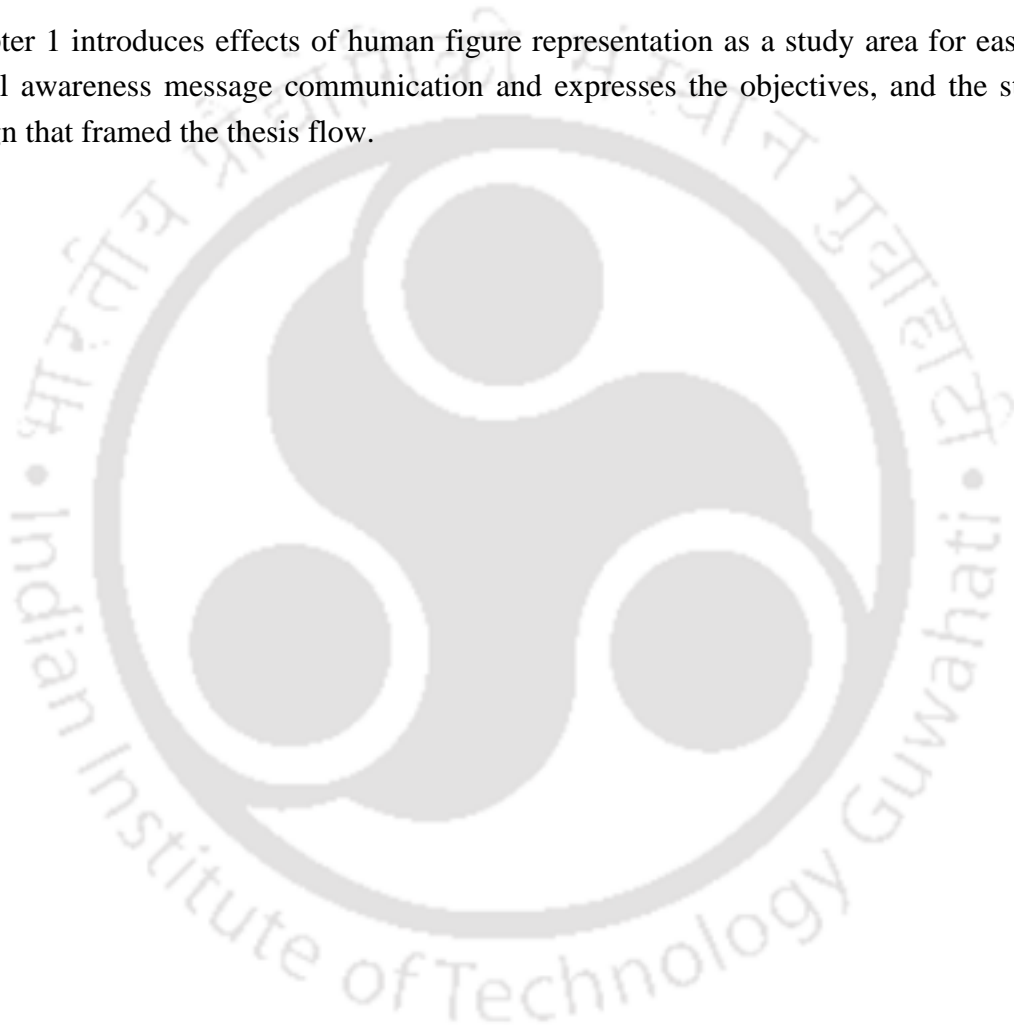
- स्वच्छ भारत- *Swachh Bharat*: Clean India (a government of India initiative campaign towards cleanliness awareness and practices)
- दरवाजा बंद अभियान- *Darwaza Band Abhiyan*: Use Toilet (shut the door campaign. This is a sarcastic word that means maintain the privacy, use a formal toilet with closed door against use the open space any ware that's relate to personal and social hygiene)
- सर्व शिक्षा अभियान- *Sarva Shiksha Abhiyan*: Education for all (A campaign pf literacy mission that covers all the members of the society to learning and teaching sweet able to all level and age)
- बेटी बचाओ- *Beti Bachao*: Save Girl (girls, many a times are getting neglected while upbringing in comparing to boys, and people have preference male child hence female once. That create & imbalance in society. This is a campaign to support and up bring to contribute to society)
- (उज्ज्वला योजना) *Ujjwala Yojana*: Cooking gas campaign (it is one of the attempts towards comforting the drudgery of poor families especially for female members with newer LPG gas connections. That in terns helped maintaining health, hygiene, and local natural environment)
- “स्वच्छता ही सेवा” – ‘*Swachhta hi Seva*’ – means cleanliness service.
- “बच्चों में अन्तर हो ३ साल, माँ-बच्चे स्वस्थ घर खुशहाल” – ‘*Baccho mey antar ho 3 saal, maa-bacche swasth ghar khushaal*’ – means the difference between children is 3 years, happy family if mother-child healthy.
- “*Ab poora Bharat shauch karega toh darwaza band kar ke!*” “अब पूरा भारत शौच करेगा तो दरवाजा बांध कर के.” means now the whole of India will defecate with closed door,
- दरवाजा बांध – “*Darwaza band*” means closed door campaign.

Note- “Sanitary napkin” term used by some respondents that means local term “Gamochha” - a body cleaning local make towel, where this item is shown in posters used by males; and for posters with women figures, it is the napkin used by ladies for specific sanitary hygiene purposes.

Chapter 1

Human figure representation in current awareness social message media presentation: identifying the study need

Chapter 1 introduces effects of human figure representation as a study area for ease of social awareness message communication and expresses the objectives, and the study design that framed the thesis flow.



Chapter 1: Human figure representation in current social awareness message media presentation: identifying the study need

1.1 Introduction

“The role of the designer is that of a good, thoughtful host anticipating the needs of his guests” - Charles Eames (American Designer - 1907–1978).

People have been using images as a mean of message communication with various purposes for longer recall and responses. Communication through visuals is one of the most significant and oldest ways of sharing information. Our ancestors had drawn or painted on the surface of cave walls for communication before language was not invented. From then on, people started to use this unique method to communicate with each other. After many changes, people have now entered the 21st century, and still, image plays an incredible and extraordinary element of visual communication. We are currently driven by visual communication every day. Communication is linking two ends, between two persons, a group to another group or an organization to society at large, that one who encodes the message and other the target who decodes the transmitted message. How cleverly the link is established for ease of decoding the message is the efficiency of the specific communication mode. Various communication means are seen in effect for imparting information by speaking, writing, or using some other medium both using crude and abstract mode of presentation.

We can differentiate communication into three types: Verbal communication, in which we listen to a person to recognize the meaning. Written communication is abstract presentation, in which we read their intended content with importance. Nonverbal communication is mostly crude expression, in which we observe a body language in person and decode the meaning, to understand what message he is encoding through gestures. Visual communication is a significant way of communicating through visual assistance, and it refers to the appearance of information through visible mediums like images – the images used in visual communication aids in entertaining, enlightening, persuading, and informing the audience.

Awareness is the key concept of a social issue of wellbeing. Media plays a very significant role in increasing social awareness. For longer duration, presence, and repeated reference/viewing effect a social message can be presented through print as well as electronic multimedia. In the print medium with its permanent nature of presence, poster plays a significant role to spread awareness among people in common.

This thesis investigates poster as a medium of social awareness campaign to understand through qualitative assessment if human visuals with varied emotional appearances alone or in combination with text helps decoding the intended message and acceptance. This thesis has initiated by systematic and selective literature review that opens relevant further research areas and that helped to identify specific objectives and framed a hypothesis to work upon. This study investigates an insight for selecting human image for social awareness campaign based on visual preference of feeling ease of complementing the intended message.

1.2 Motivation

Specific to awareness campaign, it is challenging to trace history of communication that uses visuals for its effective usage and purposes there by; evidence of earlier work as far as 40 thousand years ago as found from cave paintings (<https://www.bbc.com/news/av/science-environment-29546405>). It was not so easy to read that language into contact with each other. In another way to communicate, people develop pictograms around the 4th millennium BC (Barker, and Smith 2012), and till date experiments in a competitive way is being explored. New practices and knowledge domain thus has been created. Today communication design span over the globe in every sector to communicate within community and with others. It developed intellectual property to enhance interaction the exchange of thoughts, ideas, information, or to aware group of peoples. Over the time there are development in specific significant characteristics of communication design means and methods that people are seen associated with different aspects. Visual communication is basically transmission of information and ideas using symbols or imagery.

There is an endless mutation in the design and form of visual communication through the poster and usage of images with or without explanatory/ supplementary texts. It would be good to see how human visuals are used in the field of visual communication design with reference to a specific application of raising Governmental

social awareness drive for specific target people through posters and may be investigated towards its effectiveness. Studies from the practitioners' perspective still falls short as compared to the other related domain, thus this work focuses on the message transmission through human images in posters as perceived by the select target (study) population.

1.3 Literature Review

Studies conducted in various relevant contexts that are relevant with the human image in poster and similar presentations and reported in various forms and forums on effects led us to comprehend a positive influence of celebrity endorsements towards market level support on expected future profits in advertising. Usage of celebrities in advertisements suggest that for marketing purposes its effect is more than other advertising processes (Agrawal and Kamakura, 1995). While conceiving a good poster design content and layout, selection and placement location of human figure is constituting an essential component of design criteria that predict how the selection of visual elements and their interactive network with other elements in a presentation framework (poster) as a whole would be effectively perceived by people in common.

It is taken granted that while processing visual communication, it is good to use human figure to understand the message better (Agrawala, et al., 2011). An understanding of the level of importance of celebrities in touching different dimensions of image may lead to a more effective and efficient way of using celebrities in the advertising (Glover 2009). Visual information can be an important piece of evidence for target audience. Visual effects are associated with the type of image shown. (Arpan, et al., 2006). At the same time, celebrity endorsement may become irrelevant if retail store staff has less information about the product and physical attribute of the store and thus the values projected by the endorser will decrease the campaign efficiency (Byrne, et al., 2003). In on overall understanding it can be relevant to say that the celebrity endorser issue has been well established with apparently positive acceptance, effects, and wide recognition in the field advertisement (as brand ambassador). They draw more attention for the advertisements and brands. The similar role in the cases of social communication for general and specific (message) awareness campaign if the same can be taken as granted needs to be investigated.

The potential impact of celebrity appearance for brand advertisements affects

positively (Choi and Rifon 2007, and Srikanth, et al., 2013). Are there any specific alternative communication tools that would enhance visual communication for the target audience to improve social interaction (de Vargas & Moffatt 2021)? It can be said that photographs (from direct sources) express contemporary local cultural views and carry the social interaction value. Image can give lifelong experience (Van Dijck, 2008). Celebrity endorsement can fulfill the aspirations of the brand, and the application issues are to be very carefully chosen that the celebrity image should match the brand (sentiment and ethics of) product and services they are promoting. There is no doubt that celebrity generates good attention, recall and positive attitudes toward the target audience. It helps advertising product and support good idea to common mass.

1.3.1 Celebrity Endorsement

Certain parameters that postulate compatibility between the celebrity and brand that influences general acceptance of image and can be categorized as (1) Celebrity's fit (look and sentimental approach) with the brand image, (2) Celebrity-Target audience match, (3) Celebrity associated values, (4) Costs of acquiring the celebrity, (5) Celebrity-Product matches, (6) Celebrity controversy risk, (7) Celebrity popularity, (8) Celebrity availability, (9) Celebrity physical attractiveness, (10) Celebrity credibility, (11) Celebrity prior endorsements, (12) Whether celebrity is a brand user and (13) Celebrity profession. (Srikanth, et al., 2013). Celebrity endorsement is an easy way of brand communication that acts as the brand's spokesperson (Mukherjee, 2009). According to McCracken's (1989) views, it suggests that symbolic match must exist between the celebrity image and the brand image. Sometimes consumers are getting more and more commercial savvy with their celebrity status. Some of the celebrity personality figures are used for several brands and products (Srikanth, et al., 2013) indiscriminately.

Celebrity might convey brand value, effect of product or services and faith. Customer may be influenced by the celebrity personality. To enhance the brand, awareness marketers should select popular celebrity images based on personality, popularity, or gender (Rahman, 2018). Even photographs endorse newspaper articles to enhance the news. The text of articles escorted by the photographs especially was read for a longer period (Zillmann, et al., 2001). It is recognized that the celebrity

endorsed advertisement significantly positive in purchase intention for product which is promoted by the celebrity endorsements. It is also noticed that the celebrity endorsed product promotion and buying intention many times appears not to bear a good relation between celebrity personality and the buying intention (Kusi, et al., 2018 and Glover, 2009).

Celebrity endorsement can react positively and negatively to announce the product and services for target audience's requirement and perception of trust value. However, company or brand owners seem to value positively the use of celebrity for advertisement (Kees, et al., 2010). Hence, while talking about social awareness campaign, all the component elements of the presentation the visual part and text explanation should connect with the emotion of the viewer (Liechti and Ichikawa, 2000). According to the study conducted by Geurin and Burch, posters promoting social awareness are one of the most important media of communication affecting the pleasure (acceptance of the issues/ message) of the target group. Application of subjective selection biased human image approach in awareness poster design tend to be more effective (Geurin-Eagleman and Burch, 2016), the question appears how to ensure this effectiveness.

1.3.2 Celebrity Personality Endorsement Conflict

Social awareness through poster for communication with the specific target audience is a common practice followed by Indian Government. It is a very impactful source for reaching the target group. It is also noticed that using contemporary celebrity personality appears always not to be so effective for the audience. Many of the celebrity personality endorse various brands indiscreetly without expressing product/message as well as addressing to specific loyalty to any specific users. Mismatch with the brand and celebrity image may damage both (Srikanth, et al., 2013). Celebrity personality must match with the product and brand identity that they are endorsing. For example: Amitabh Bachchan (celebrity actor in Indian cinema) endorses *Dabur Glucon D* ad campaign and for this campaign it seems to be unfit with concept and as per his age and the theme (Fig 1.1). Even at the same time when this is present in market, same brand is endorsed by many other celebrities like Indian cricketer Mahendra Singh Dhoni, Indian Actress Madhuri Dixit and Indian actor Akshay Kumar, etc. If celebrity endorsement has to be used as a business promotion policy, it should be checked what type of celebrity image- personality, image identity,

age, gender, and socio power status be chosen (along with many other factors relevantly responsible) that can influence target groups acceptance.



Fig 1. 1 – Celebrity endorsed ad campaign- that does not give a clear message what it transmits

Many of the celebrity endorse several different brand and product concurrently which may create misperception for the target people. For example, Fig 1. 2, Indian celebrity actor Akshay Kumar endorsing several products. We should be clear of using such image if it creates any confusion in society (Panke, 2016) or such usage does not have any special effect and may be ignored (form message communication point, just used as visual pleasure) when only text and other components become more important, it may act hinderance in message promotion. If such celebrity images add value to as a whole poster appearance – pleasing visual only or as information support needs to be checked with target population.

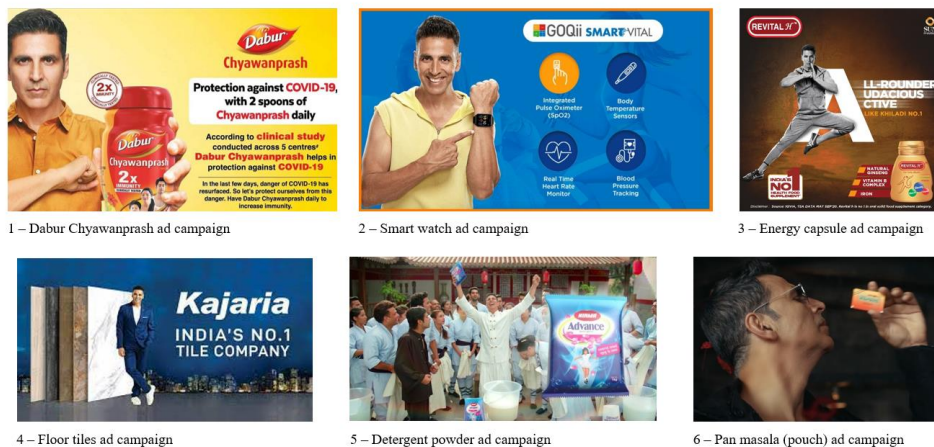


Fig 1. 2 – Multiple product endorsement by one celebrity (Indian film actor) prevailed in Indian market.

Many of the companies, seen through prevailed advertisement campaign posters, it can be said that they have overused the celebrity to endorse their products. It might blur the brand value over the product importance. For example, Lux soap advertisement, almost all the Indian film actress of a specific time of their dominance endorse it; like (contemporary) Kareena Kapoor Khan (Indian actress), Deepika Padukone (Indian actress), Alia Bhatt (Indian actress), Aishwarya Rai Bachchan (Indian actress), Katrina Kaif (Indian actress) and even Shah Rukh Khan (Indian actor) also. In the same time Pepsi also uses many celebrities' personality to endorse this brand, like Shah Rukh Khan, Priyanka Chopra (Indian actress), Ranbir Kapoor (Indian actor) and Dhoni (Indian cricketer), etc. If such application of following some others' success (in their specific fields of excellence) drawn in support of another field (may be of similar nature or different purposes non-selectively) in using celebrity image or any specific design thinking is required – can be investigated with reference to social awareness campaign issue.

1.3.3 Design Approach

Varied level of visual components and their placement in a logical grid are the basic design criteria for a communication poster (Salisbury, 2001). Visual awareness issues in poster design on celebrity image for endorsing brand or product is well accepted and at the same time it is not supporting the celebrity images the way they are being used for social awareness campaigns. Also, the effects of the poster image and in contrast, other visual design elements' presence need to be studied (Ryan & Molesey, 2012). Similarly, celebrity image used in the social awareness poster campaign design, it would be better to check the impact on target users (Salisbury, 2001) if celebrity image, other visual elements, message, and the context of presentation being local or imported. However, the human image used in social awareness poster design and its effects on the target group of people is not probably studied in-depth and reported to refer for further the concern. Therefore, there is a need to study (1) to understand the perceptual visual aspects of the target group (Russell & Diaz, 2013), (2) to understand visual perception while looking at the human image of the social awareness poster, (3) to investigate to improve the human image presentation in social awareness poster design quality, the designer needs to understand stakeholder's expectations and the appropriateness of application of human

images. Three groups of information providers can be considered to get the relevant input, e.g.:

1. Designer as concept developer, human image photographer, digital implementer, and print and production controller.
2. Stakeholders: for policy building - Indian Government, concern ministry and local authorities etc.
3. Target users' group: common people, students, villagers, urban people, and panchayat people of varied context and walk of life.

Therefore, the prior expectations of varied target audience, stakeholders and designers' opinions about the social awareness poster design requires to be articulated while conceiving presentation idea (Van Dijck, 2008). Thus, it clarifies a need to explore the human images currently used in social awareness poster scenarios in Indian context and to interact with designers, stakeholders, and target audiences for getting their views on effectivity concerning varied Indian groups of target viewers.

1.4 Focus Area

An image creates a lot more to communicate immediately than the written words express, and we become more dependent upon visual media that combines image and text for information, education, and socialization (Winddance, 2006). Visual image goes along with the essential expression for emotion and influencing our conscious thoughts of acceptance of message. Use of direct photographic images has been created to help people draw their attention; thus, it would be essential to link the message what an image depicts and vice-versa.

The human image plays an important social role. People are communicating their emotions when they watch the photograph (Schwartz, 1989). Photographs always intend to capture a context in a specific time, and progressively has become popular in communicating social message to mass too. As examples, it can be cited that the realistic pictorial image (of bad effects in person) in package cautioning smokers to quit smoking that acts as a fear factor (Dhobley, 2016), and similarly for invite people towards a good message a pleasing image would be good. Photography is the most accessible medium that helps people to communicate effectively. A photograph can communicate each and every moment of humankind (Bock, 2017). Communication,

which allows people to maintain social connections with their peers in a very emotional way plays a trustworthy acceptance and is appreciated with pleasure.

It is commonly said that in any social awareness poster text and image harmoniously complement each other to express the message, and how this relation is perceived by the target users, needs to be articulated. Human images add sentimental value, and if an image taken from the target group itself, would it be more sentimentally accepted than that of a celebrity personality attachment that is meant for varied target groups while presenting an Indian national campaign. How the diverse culture and community be satisfied with a national social awareness campaign poster if it is developed with a master framework where locations and target group specific human figure representations and vernacular text inputs would be there; such references are not readily available.

It requires a look into study on the present status of the Indian national campaign posters and seeing if prevailed social awareness posters with celebrity images with or without text how it appeals. Recent electronic media (reference Indian TV channels) promote product video advertisement campaigns with real life human images, and it is noticed that regularly repeat running of the same video clippings with different languages are there for regional views. For social awareness poster campaign design if a similar approach should be helpful.

1.5 Research Question

Based on the above brief literature review (from various sources) the following research questions have come to fore. These also led to think that although various combinations of text and visuals with human image support are used for various purposes, not much focused work has been reported about what would be the proportional use of communication elements i.e., text and supportive visuals with varied expressive presentations as well.

The present thesis searches on the below mentioned questions in Indian context of social awareness campaign posters:

- What is the existing poster design scenario for a social awareness campaign, accompanying human figures?

- What is the impact of different types of human images used in same campaign to common target population?
- Which of the images (target group people or celebrity image) is more appropriate for awareness campaign?
- How human figure represents the relevant context for communicating a social message specific to the Indian awareness campaign?
- Which combinations of image parameters are preferred by varied target audience?
- What is the common perception of the target population link with a visual image for social message communications?

The above sets the focus for the current study and hypothesized as below.

1.6 Hypothesis

Human image application in a social awareness campaign when represented from the target group it would create a feel of 'at home' comfort to internalize the message.

1.7 Aim and Objectives

This study aims at looking into application effectiveness of customized human image representation from the target group for effective social awareness communication.

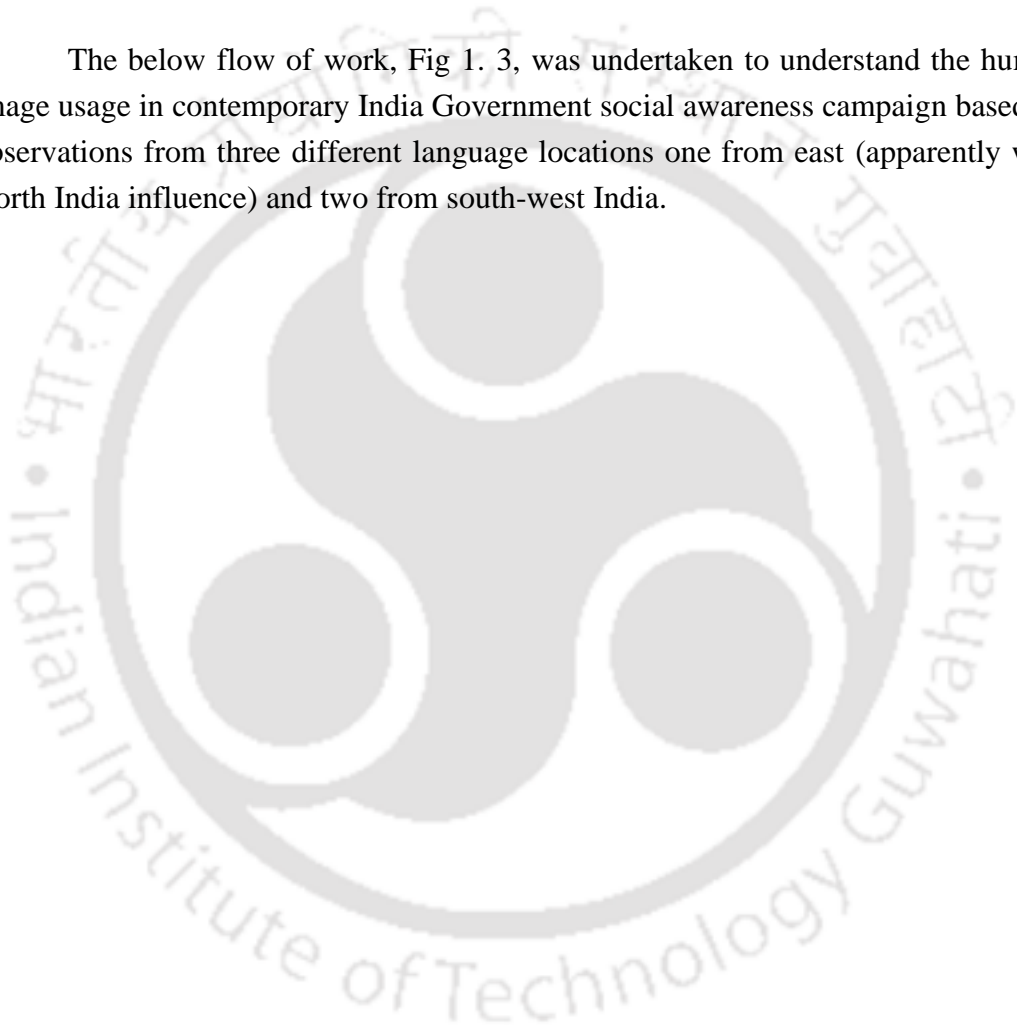
Objectives – Towards achieving the aim, the below objectives are chosen to study:

- To explore the present scenario of social awareness posters (few selected) published by Indian government.
- To understand the prevalent pattern of social awareness poster with usage of various human images and appropriateness in helping to communicate the message to target people.
- To analyze the common practice and perception of application of human figure elements from eminent personalities in society of varied walk of life and target group representation to promote social messages.

- To see the possibility of customized target group representation of a social message relevant for different target population with a master framework of visual effect where text and human images could be replaced with target-specific input (for the national campaign using a master frame)

1.8 Study Design

The below flow of work, Fig 1. 3, was undertaken to understand the human image usage in contemporary India Government social awareness campaign based on observations from three different language locations one from east (apparently with North India influence) and two from south-west India.



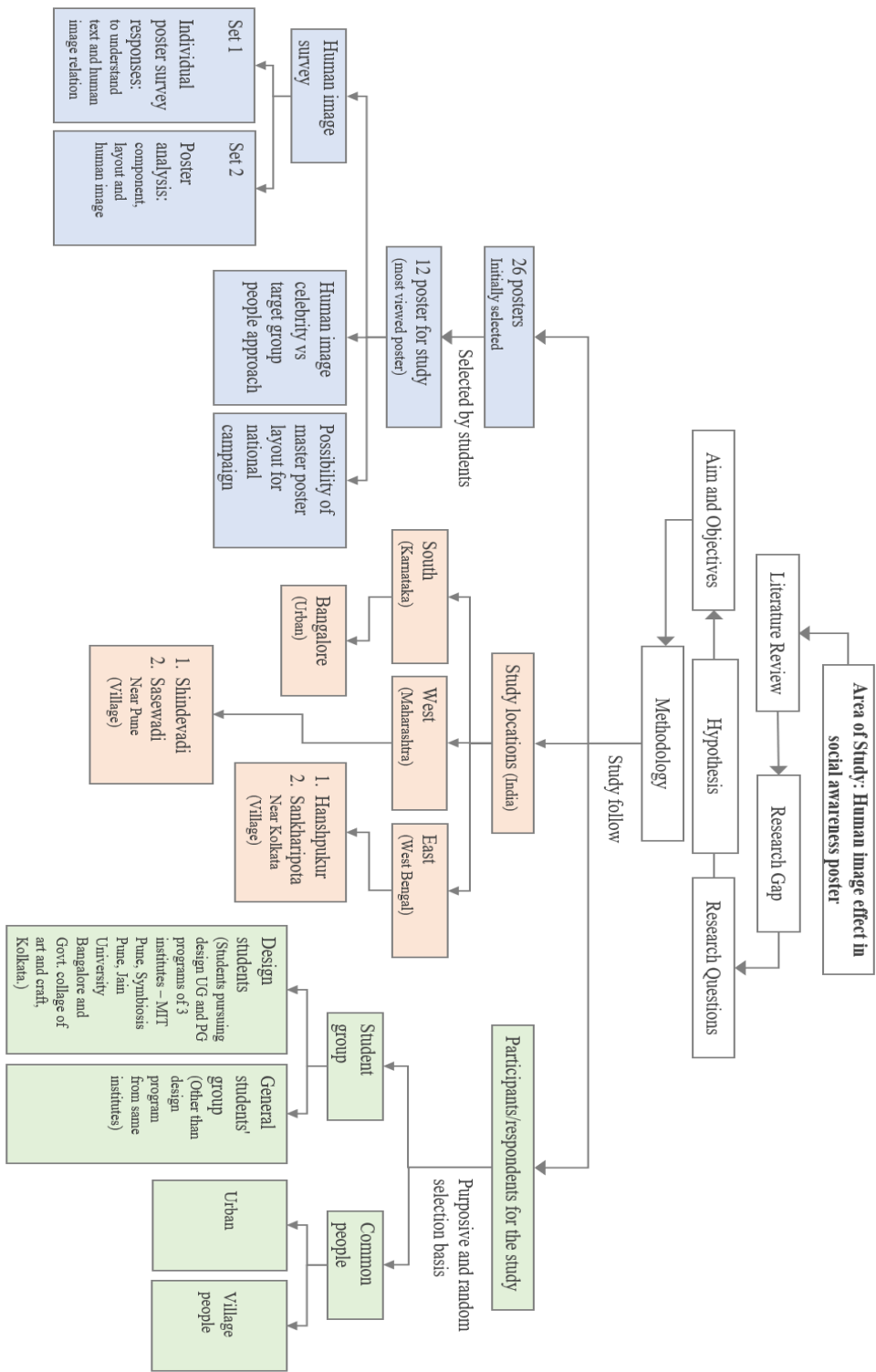


Fig 1. 3 – Study Design framework followed in the thesis work

1.9 Thesis Layout

The thesis is presented in five chapters as briefed below.

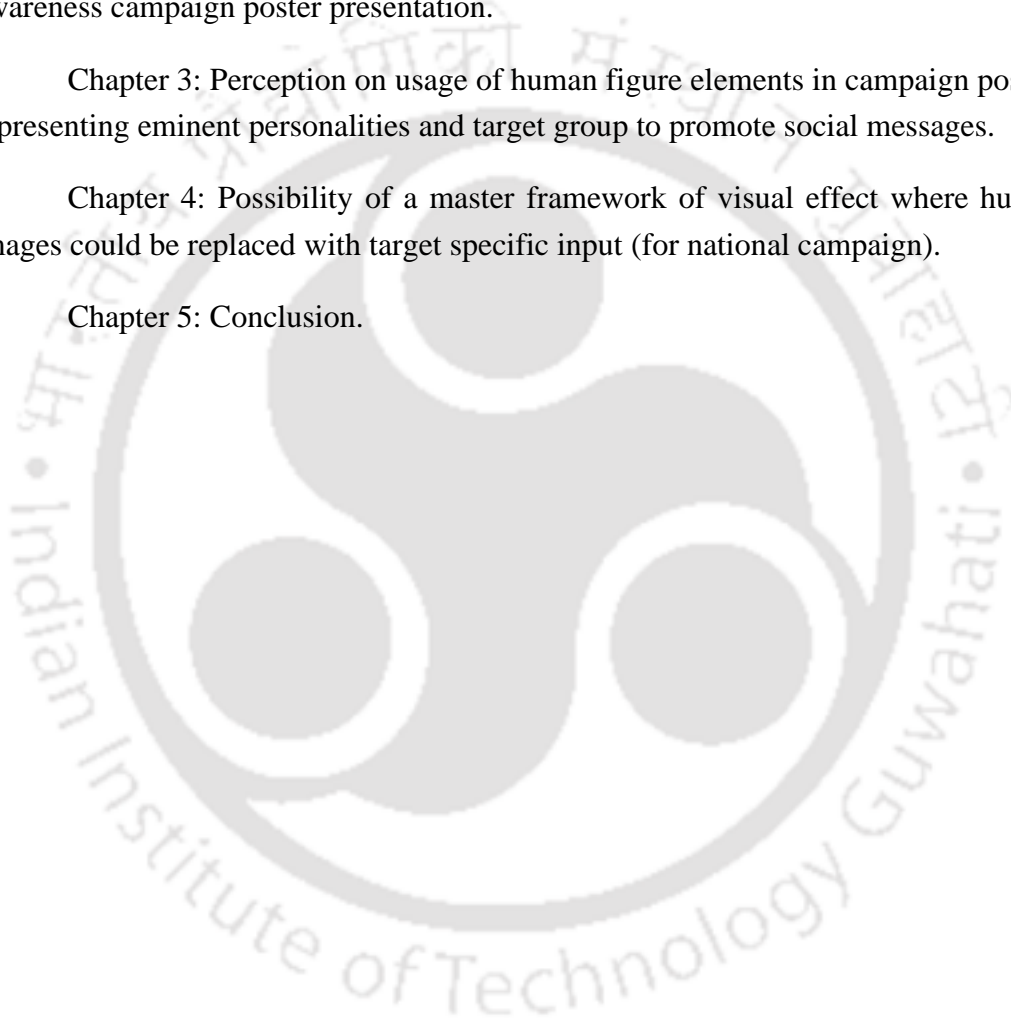
Chapter 1: Human figure representation in current social awareness message media presentation: identifying the study need.

Chapter 2: Perception on human figure relevance to associated text in social awareness campaign poster presentation.

Chapter 3: Perception on usage of human figure elements in campaign posters representing eminent personalities and target group to promote social messages.

Chapter 4: Possibility of a master framework of visual effect where human images could be replaced with target specific input (for national campaign).

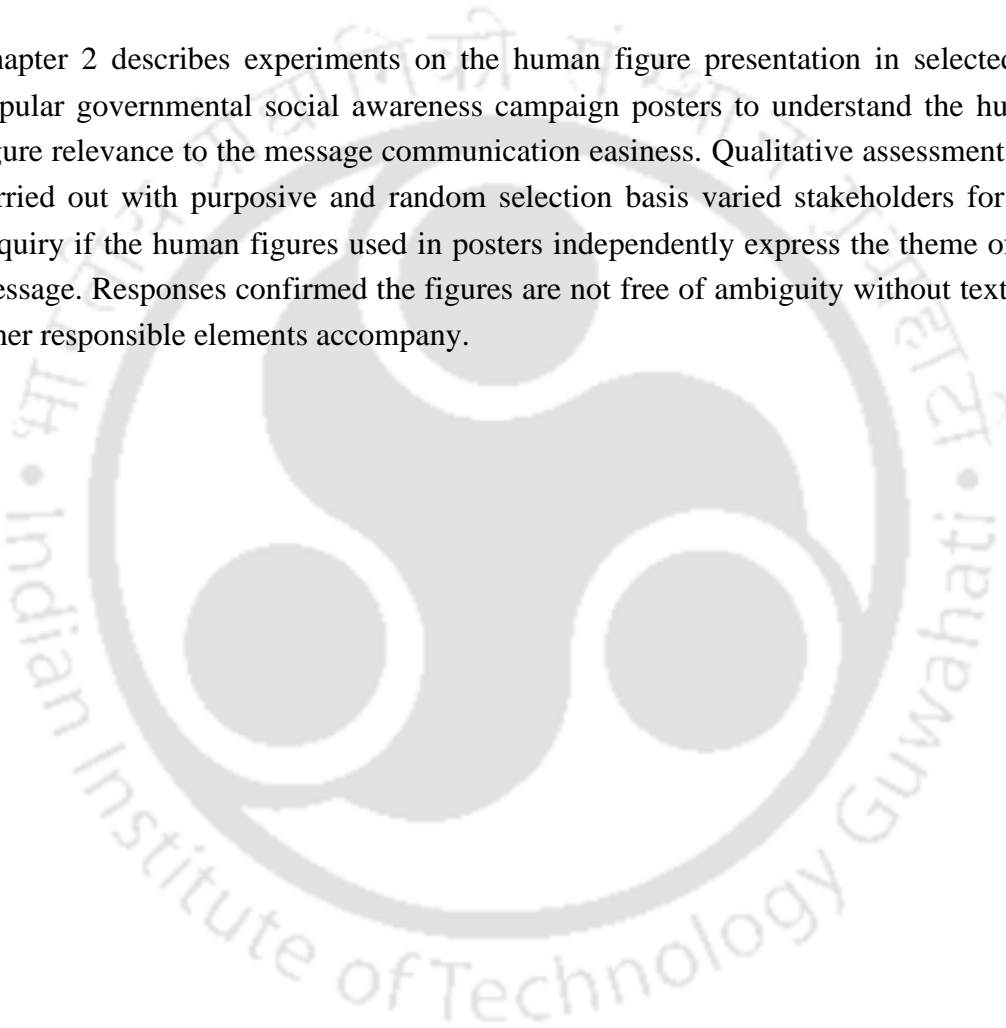
Chapter 5: Conclusion.



Chapter 2

Perception on human figure relevance to associated text in social awareness campaign poster presentation

Chapter 2 describes experiments on the human figure presentation in selected 12 popular governmental social awareness campaign posters to understand the human figure relevance to the message communication easiness. Qualitative assessment was carried out with purposive and random selection basis varied stakeholders for this enquiry if the human figures used in posters independently express the theme of the message. Responses confirmed the figures are not free of ambiguity without text and other responsible elements accompany.



Chapter 2: Perception on human figure relevance to associated text in social awareness campaign poster presentation

2.1 Introduction

The use of direct life images, i.e., photographs has become an integral part of visual communication in modern times. A photograph can be invaluable in any design application like books, newspapers, magazines, posters, advertisements, and various types of campaigns. Visual information affects people's senses, and images helps to convey a message. The power of a visual image goes along with emotion and influences our conscious thoughts (Panke, 2016). Usage of photographs in various application formats have been created to help people understand emotions embedded there in; strong emotional effects thus applied seem to inspire more cognition about what an image depicts (Panke, 2016) alone. The image plays an important role to enhancing social awareness (Das and Chakrabarti, 2021). Photography is progressively becoming popular in educational research and communication (Murray, et al., 1998) for varied needs. The question arises what type of human images would go along with social awareness campaign. Effective awareness through photography defined various components, which make the universal sense (Schwartz, 1989) of application and acceptance.

The below presented study was conducted to see the perception/ understanding of usage relevance of human images in commonly prevailed Government sponsored social awareness campaign posters following a qualitative assessment with stakeholders (purposive random sampling) responses.

2.2 Methodology

Mostly, the Indian Government agencies are broadcasting social messages specifically to make the target people aware through various medium including posters that makes a common base platform for mass appeal. And thus, Government advertisements on awareness campaign are considered for the study; the Government is the foremost communicator to its people. Mostly it covers the education sector, social equality, food and health, family welfare, etc., contemporary varied levels of

social issues. Samples of study posters were collected from the Government online portal and hard copies from mainstream panchayat (local administration) where these are directly displayed for mass communication. As Government is the primary sector to produce social awareness posters, initially 26 posters (through purposive and random selection processes) have been collected from respective Government portals and local panchayat offices as seen commonly floated to the mass.

For this study, subject volunteers have selected 12 posters from 26 posters based on the theme they commonly represent and found to be used frequently. This study was focused on the usage of human photographs, which is used as value addition attractive elements for social awareness campaign design. All the posters have been selected by the common people's preferences, randomly contacted who liked the posters and said that all are currently running on the contemporary issues and are visible more often. Thus, final 12 posters were selected specific to various social messages with human images supported by text of English and Hindi (Indian national language). like – (1) “पोषण अभियान – (*Poshan Abhiyaan*) nutrition campaign,” (2) “Gap Between Two Children”, (3) “Mother Milk”, (4) “स्वच्छ भारत – (*Swachh Bharat*) - Clean India”, (5) “Toilet”, (6) “TB- Tuberculosis”, (7) “Mother and Child Protection”, (8) “कुपोषण – (*Kuposhan*) Malnutrition”, (9) “Reduce Anemia Among Children”, (10) “स्वच्छता ही सेवा – (*Swachhta hi Sewa*) Cleanliness service”, (11) “Malnutrition”, and (10) “अब पूरा भारत शौच करेगा तो दरवाजा बांध कर के.” – ‘*Ab poora bharat shauch karega toh darwaza band kar ke*’ means now the whole of India will defecate with closed door, दरवाजा बांध campaign (Closed door campaign).

This study followed a qualitative assessment method. Three states in India of different language population have been visited for the study- West Bengal (Bengali speaking domination), Maharashtra (Marathi speaking domination), and Karnataka (Kannada speaking domination), Two villages (purposive selection) have been visited in Maharashtra (Shindevadi and Sasewadi Village). Those villages are near Pune district (Fig 2. 1). Another two villages (Sankharipota and Hashpukur) have been visited in West Bengal. One urban city has been visited in Peenya, Bangalore, Karnataka. These areas have been selected because of the National awareness posters were seen displayed in common public places. Another reason was to understand the efficacy of these posters in three different cultures and local languages (different vernaculars) that are quite different from English and Hindi.

These three states have been selected from specific zones, i.e., West Bengal from the east zone, Maharashtra from west zone and Karnataka from the south zone of India. Shindewadi is a huge village located in Bhor Taluka of Pune district. In Shindewadi village total population is around 2000-2100. Shindewadi village has a higher literacy rate compared to Maharashtra. The literacy rate of Shindewadi village was 89.23 % compared to 82.34 % of Maharashtra. In Shindewadi, Male literacy stands at 94.99 %, while the female literacy rate was 83.16 %. As per India census 2011. Shindewadi village is administrated by a Sarpanch (Head of Village), and he is an elected representative of the village (www.census2011.co.in).

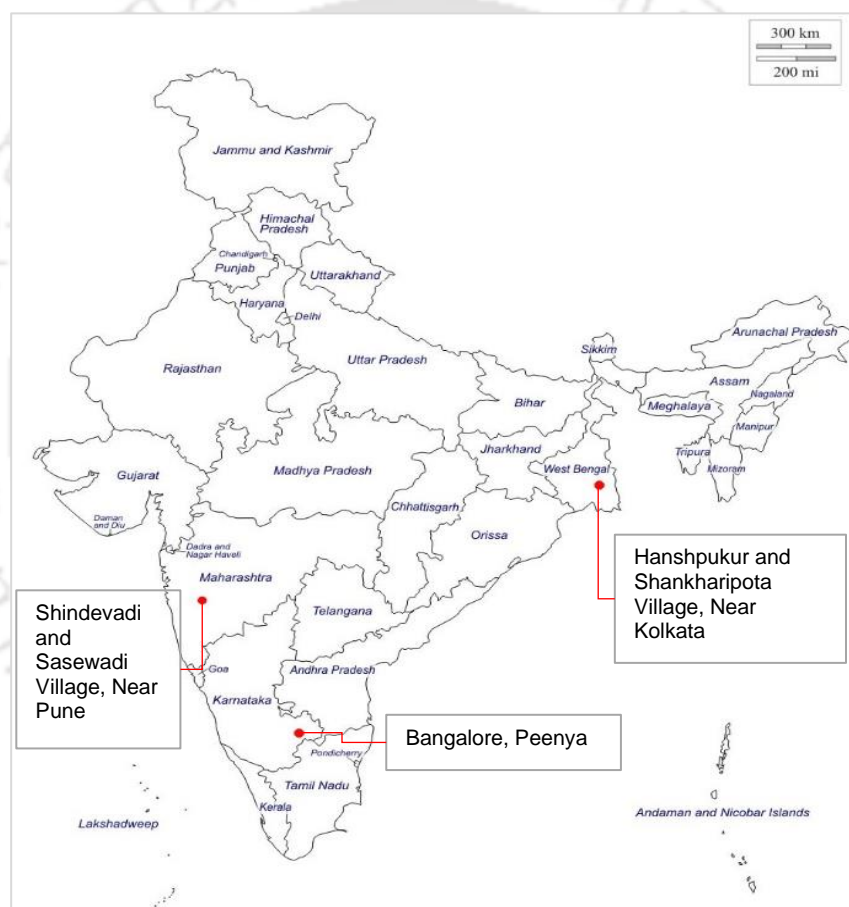


Fig 2. 1 – Locations of the field study- (Hanshpukur and Shankharipota Village, state West Bengal; Shindevadi and Sasewadi Village, state Maharashtra; and Bangalore, state Karnataka.)

Sasewadi is a medium size village located in Bhor Taluka of Pune district. In this village, the total population is around 1200. This village has a high literacy rate as compared to Maharashtra. The literacy rate of Sasewadi village was 84.15 % compared to 82.34 % of Maharashtra. As per census 2011 (www.census2011.co.in). Shankharipota is also a medium-sized village located in Thakurpukur Mahestola Block of South Twenty-Four Parganas district, West Bengal. The total population has in this village is more than 1100. Shankharipota has a good literacy rate, 87.65%. Compared to 76.26 % of West Bengal. Hanshpukur is a large village located in Mahestola block of south twenty-four Parganas district, West Bengal. In this village population is around 2900 as per the census 2011. Literacy rate 56.18%, it has a lower literacy rate than West Bengal. Sarpanch, the Head of Village, is also an elected representative of the village (www.census2011.co.in).

It is very important to have a research support to construct a design to communicate a message to the mass. Different methods in common are used to collect this relevant information (to conceptualize a design) and feedback confirmation of what is achieved thus. These methods of study include indirect references and direct sources that include different nature questionnaire, meetings with groups and individuals, etc. for their views and opinion. The opinion survey was conducted on issues such as promotion by the usage of human images in reference to the message context. Now the question is, what type of human image (1) of celebrity or (2) the target people participation which they like most and should be used for the target group to understand for direct acceptance. Probably, that is why it is seen in government campaigns have used target group representation as well as campaigns promoted by the celebrities. Two methods of practices are there. It is necessary to see which one of these two methods is more effective, using celebrity image as endorsement or owning the responsibility to internalize through using images from their (specific target) community relevant.

Three groups of people, totaling 108, have helped in this study as presented in Table 2. 1 - Survey subjects' details. The first group was the students' group, we have got two groups of 37 students (20 boys and 17 girls), comprising graduate students of (1) design studies and (2) other general domain study students. All the students came from Pune, Kolkata, and Bangalore and they were pursuing their graduate degrees. The reason behind selecting two groups of students was, design students have their respective input for design thoughts and innovative ideas, they would be the future of

design, and they know the present design status of awareness posters. The general students were selected randomly, where they had different opinions as general users. No separate responses are presented in the result section, mostly the responses were collected individually and discussed in common meeting so that a group common response can also be obtained that is presented in result section.

The second group was taken for whom this awareness program is being developed. That is to say, the target people or common people. In this group, there are also two other sub-groups. One is the common village people (54 common villagers), and another side of the same group is urban people, those who live in the city (17 urban people). Village people (male and female) were selected to understand how the posters communicate with them. Common village people were selected followed by a purposive random search on the locations through panchayats and other prominent people live therein. Urban people were also selected based on purposive random sampling to know what they think about the government awareness campaign posters commonly visible.

It was noticed that some of the posters were mostly used in the urban areas and are not applicable for village people, whereas some posters noticed were specifically appropriate for village people. Both the urban and rural group of people shared their views about this present scenario of the awareness campaigns. Thus, three different category participants chosen for this study. Students are selected because of they are the future designers and users. Villagers were the most important participants they are only users of these poster displayed in their specific locations. Urban people were selected to know for how much the awareness camping reached them through these selected posters in the background of many similar presence in their surroundings. All three groups (Students, common villagers, and urban people) are the target audience for the posters.

Table 2. 1 - Survey subjects' details

Number of Participants and Background			
	Headcount	Background of participants	Method
Students	37	Future designer and other discipline	Poster Image initially presented without relevant text component and their responses were collected followed by displaying the originals with text to cross check the deviation of understanding.
Common Villagers	54	Farmers, housewife, worker, service	
Urban people	17	Service/ Professionals	
	Total: 108		

As mentioned earlier, from the 26 posters, students have chosen 12 posters for final study. For this study students' preferences were considered because they are the future designers and users. Posters have been analyzed according to the Visual Analysis Framework following – Gillian Rose 2012, Fig. 2.2

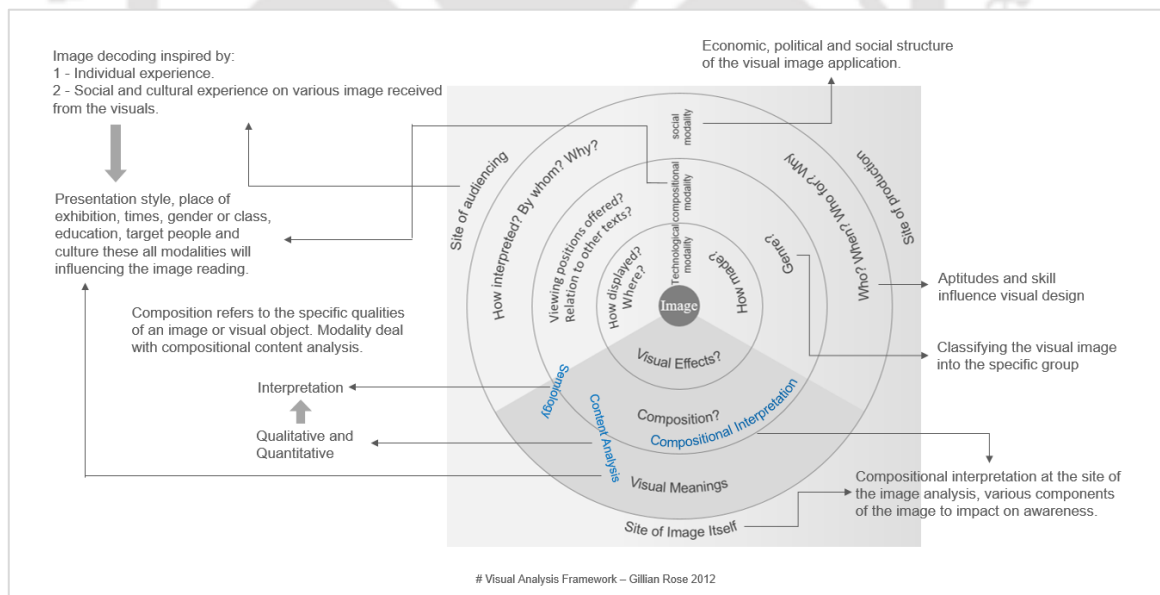


Fig 2. 2 – Visual Analysis Framework – Gillian Rose 2012, framed the background for the study.

From the 12 posters that were selected for this study, text content has been deleted from all of them and used as study materials to get relevant information on understanding about what for it stands. Only the poster image was shown to the participants to analyses what they understand from this awareness posters. This study was conducted to know their understanding, the problem if any in understanding a poster content without text.

In summary, the study process followed (1) picking of 26 posters from mass circulation by Government, (2) a group of subjects selected 12 out of that as most relevant to today's context where human photographs are the major visuals, (3) keeping human figures intact all other text messages were removed (to be used as experimental display) from these posters, (4) respondents groups (students, village and urban people) responded about the probable message the human figures expresses, (5) individual group's responses were obtained, and (6) the same responses were collectively irrespective of groups and impression expresses were also compelled. Inferences were made accordingly.

The original posters with text were also shown to them after their responses without text mater was obtained; and the responses are presented in following image survey section.

2.3 Image Survey

This section deals with observations on posters with only human image, no text towards poster elements analysis.

2.3.1 Survey responses: The below are the individual posters survey responses.

Survey: 01

Survey poster image – 1, Fig 2. 3, used without text content to comprehend target people's thoughts on the poster image about the most appropriate theme it expresses. Participants react to this poster as follows, Table 2. 2.



Fig 2. 3 – Survey Poster Image 1: Without message text content

Table 2. 2 – Participants Feedback on poster image 1 (Fig 2. 3)

Students (N - 37)		Villagers / Common people (N - 54)		Unban people (N - 17)	
* Understanding the poster belonging to campaign for:	* No of participants responded	Understanding the poster belonging to campaign for:	No of participants responded	Understanding the poster belonging to campaign for:	No of participants responded
Girls Equality –	9	Girls Education –	14	Save Girl –	6
Related to Health –	9	Girls Equality –	10	Girls Equality –	4
Poor Girls –	6	Related to Health –	10	Don't Know –	4
Save Girl –	5	Related to Kids –	9	Girls Education –	3
Related to Kids –	4	Poor Girls –	8	Poor Girls –	1
Don't Know –	4	Save Girl –	3	Related to Kids –	1

*The same mode of presentation is followed in all the similar tables in the thesis.

Table 2. 3 – Feedback analysis poster image 1 (Fig 2. 3)

Comments on	Number participants
Girls' equality	23
Related to Health	19
Girls' education	17
Poor girl	15
Related to kids	14
Save girl	14
Don't know	6

This poster, Fig 2.3, shows a cute little girl smiling and presented to participants without text. Participants reacted instinctively to the poster image about what they could relate to. Most of them answered completely another way and context (Table 2. 2). 24% of student's participants answered this poster is on "Girl Equality," 24% on "Related to Health," 14% on "Save Girl," 16% on "Poor Girl," 11% on "Related to Kids" and 11% of student's participants went on "Don't Know", Fig. 2.4. the graphical representation of the value obtained.

The key point is that no one identifies the main context it was intended to. Everyone attempts to reach the topic of this campaign poster as they could relate to a theme. Village people were also answering the same way. 6% of village participants said this poster belongs to "Save Girl," 15% on "Poor Girl," 17% on "Related to Kids," 26% of villagers said, "Girls Education," 18% on "Girls Equality" and 18% of villagers think this poster is for "Related to Health". Out of 17 urban participants, 35% think this poster goes to the context of "Save Girl." In combination the responses obtained- 23% on "Girl's equality," 18% on "Girl's education," 6% think "Related to Kids," 6% on "poor girl" and 12% of participants consider "Don't Know", Fig. 2.6. Combined responses as presented in Table 2. 3 did not clearly come out to the original message of health issue, Fig. 2.7. The original poster is for "Anemia" awareness campaign it appeared that this cute girl image is not contextual as per the original poster with text. Human image alone can't communicate with target people without accompanying text or other supportive elements.

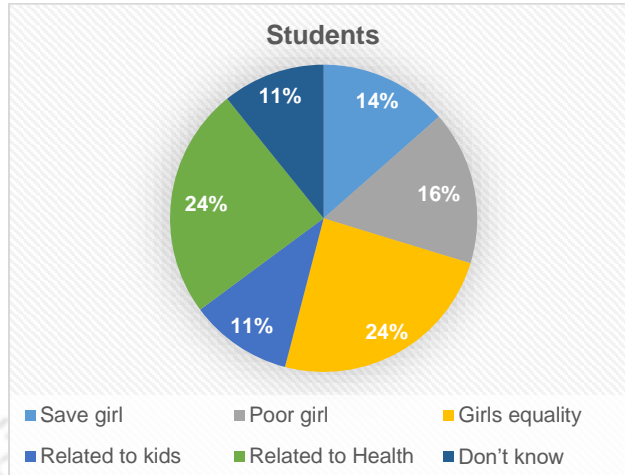


Fig 2. 4 – Survey 01-result details: Maximum number of student participant said this poster is for “Save Girl” and “Girls Equality”, least number of participants said, “Related to Kids” and they “don’t know”.

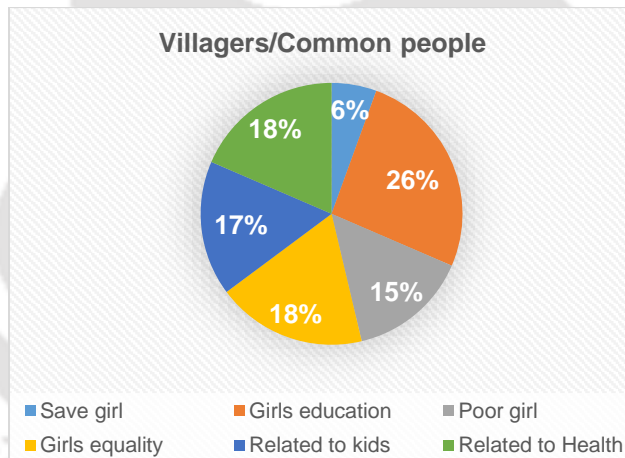


Fig 2. 5 – Survey 01-result details: Maximum number of villagers/common people participant said this poster is for “Girls Education,” least number of participants said, “Save Girl.”

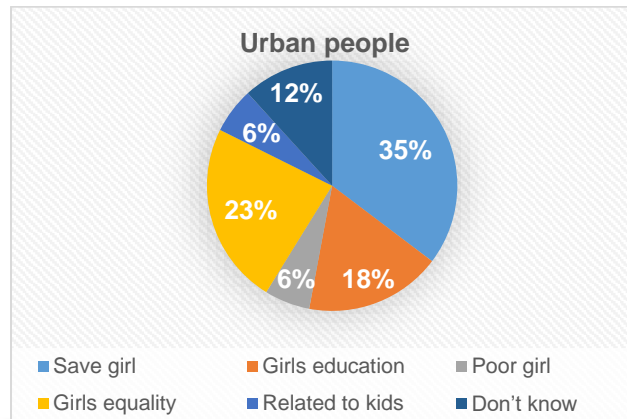


Fig 2. 6 – Survey 01-result details: Maximum number of urban participants said this poster is for “Save Girl”, least number of participants said, “Related to Kids.”

Therefore, from this poster, it is clear that the target people are not communicated with the message it intended to transmit with this human image and appeared to be the confusing with the mismatched visual appeal. It may be a reason why people could not connect the message with this poster image. Survey poster-1 original, Fig 2. 7, as seen with the original text content. This poster was designed for the campaign “Reduce Anemia Among Children, Adolescent Girls & Women.”

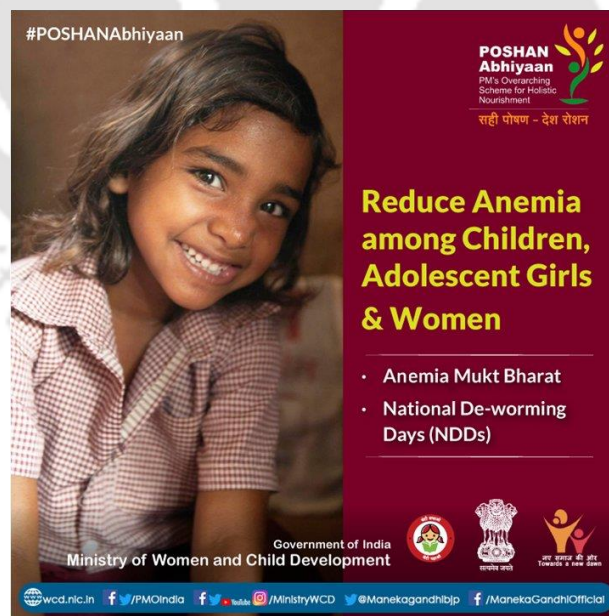


Fig 2. 7 – Survey Poster -1 Original: With original text content

Similar surveys were conducted with more selected postures with different contexts. Now question comes what style of human figure representation would be more effective in view of target perception. Next inquiry was to see how much space a human figure occupies in a poster. The same was analyzed with self -explanatory figures as presented below.



Survey: 02

Survey poster image – 2 (Fig 2. 8) used without text content to comprehend target people's thoughts on the poster image. Participants, the same people taken for image 01 survey, react to this poster as follows:



Fig 2. 8 – Survey poster image 2: Without message text content

Table 2. 4 – Participants Feedback on poster image 2 (Fig 2. 8)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Girls Education – 10	Reservation for girl – 19	Don't know – 9
Reservation for girl – 8	Physical problem – 14	Girls Education – 5
Save Girl – 7	Female related issue – 12	Physical problem – 2
Don't know – 6	Save Girl – 4	Female related issue – 1
Female related issue – 3	Don't know – 3	
Physical problem – 3	Girls Education – 2	

Table 2. 5 – Feedback analysis poster image 2 (Fig 2. 8)

Comments on	Number participants
Reservation for Girl	27
Physical Problem	19
Don't Know	18
Girls Education	17
Female Related Issue	16
Save Girl	11

This poster seems (Fig 2. 8) one young girl and another girl behind her. She looks quite distracted by something not relevant to her. Participants had the same situation when this poster was shown to them. According to the participants' feedback, Table 2. 4, students, villagers/common people, and urban people, everyone has expressed different views, Fig. 2. 9 – 2. 11 (graphical presentation). Combined value, Table 2. 5, expresses that almost all of them were quite confused. 27 participants out of 108 participants said this poster image is associated with "Girls Reservation." 11 participants on "Save Girl," 19 on "Physical Problem," 17 were on "Girl's education." 16 people think this poster image accompanies by "Female Related Issue," and 18 participants said, "Don't Know." But the matter is that any of the participants cannot express in any kind of proper thinking.

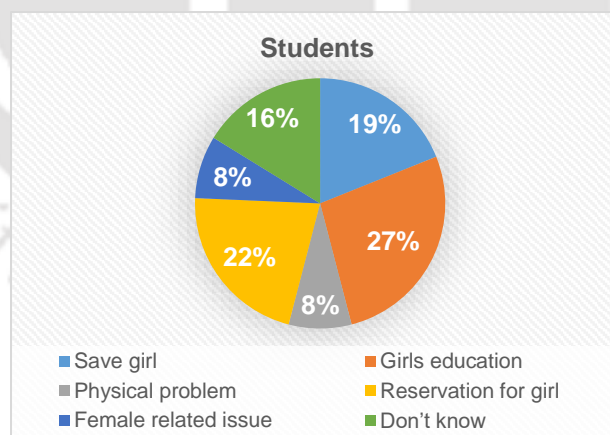


Fig 2. 9 – Survey 02 result details: Maximum number of student participant said this poster is for “Girls Education”, least number of participants said, “Female related issue” and they “don’t know”.

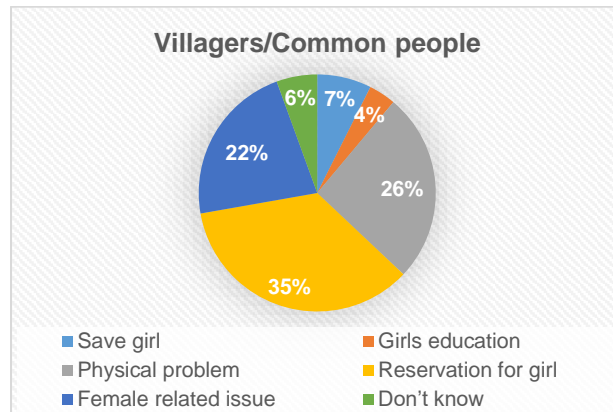


Fig 2. 10 – Survey 02 result details: Maximum number of Villagers/Common people participant said this poster (Fig 2. 12) is for “Reservation for Girl,” least number of participants said, “Girls Education”.

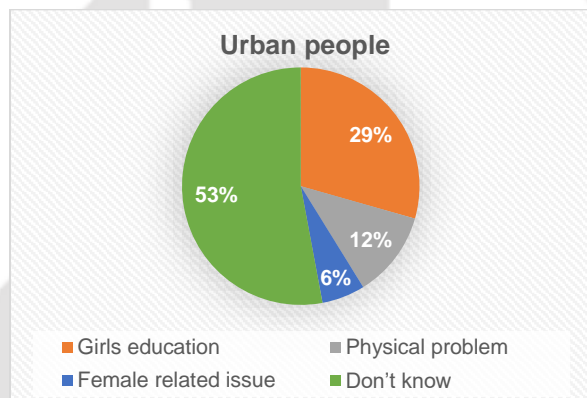


Fig 2. 11 – Survey 02 result details: Maximum number of urban people participant said they don't know about this poster least number of participants said, “Female related issue”.

As per this poster (Fig 2. 8) image survey, several participants share their views, and some of them cannot say anything. Out of 108 participants, 17 are from the urban area. 53% of urban participants said they "Don't Know" about this poster image. 27% of students' participants think this poster image is related to "Girls Education," 35% of village participants go with "Reservation for Girl," 19% of students consider this image poster is for "Save Girl." 16% of student participants could not answer anymore. 22 % of the village people think of “Female-related Issue”. More or less in all groups of people are very much cluttered.

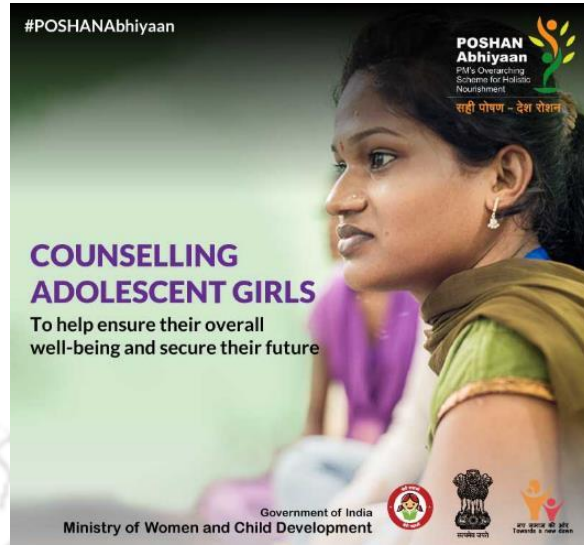


Fig 2. 12 – Survey Poster 2 Original: With original text content

Survey poster 2 original (Fig 2. 12) as seen with the original text content. This poster is actually designed for "Counselling Adolescent Girls" to help ensure their overall well-being and secure their future.

Survey: 03

Survey poster image – 3 (Fig 2. 13). This celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.



Fig 2. 13 – Survey poster image 3: Without text content

Table 2. 6 – Participants Feedback on poster image 3 (Fig 2. 13)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Toilet – 13 ** Sanitary napkin – 7 Polio – 6 Farming related – 5 Don't know – 3	Sanitary napkin – 24 Toilet – 17 Farming related – 7 Polio – 5 Don't know – 2	Sanitary napkin – 5 Polio – 5 Toilet – 4 Farming related – 3 Don't know – 2

** Sanitary napkin for male figures refers *Gamochha* – local term used by respondents that means a body cleaning local make towel.

Table 2. 7 – Feedback analysis poster image 3 (Fig 2. 13)

Comments on	Number participants
Sanitary napkin	36
Toilet	34
Polio	16
Farming related	15
Don't Know	7

An Indian famous actor's Image has been used for this (Fig 2. 13) social poster. Smiling face with a napkin over the neck. Grey color background with orange and pink. Image is clear and looks very charming looking. The responses, all the participants (students, villagers/common people, and urban people) views, are presented in Table 2. 6 and Fig 2. 14 and Fig 2. 15.

Combined feedback analysis can be seen in Table 2. 7; 34 participants out of 108 think this poster image is associated with the toilet and 36 participants think this poster is related to "Sanitary Napkin- *gamochha*"- a body cleaning local make towel that is normally put on neck to carry. Some of the participants think that this poster image connects with Polio (16), Farming (15), and 7 participants could not answer.

Celebrities enjoy the recognition of the people. They are attracted by a certain group of people. A celebrity is used for promotion only for their attraction. But the point is, all type of promotions does not become a signatory for them. For example, this poster image. 38% of student participants, 31% of villagers and 21% of urban participants think this poster made for "Toilet". Similarly, 20% student, 43% villager and 26% urban participants think it's related to "Sanitary Napkin". From 108 participants no one connects with the particular context of this social poster.

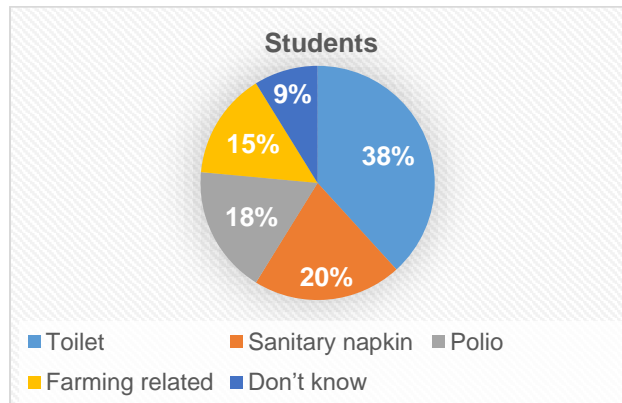


Fig 2. 14 – Survey 03 result details: Maximum number of student participants said this poster is for “Toilet” related, least number of participants said they “don’t know”.

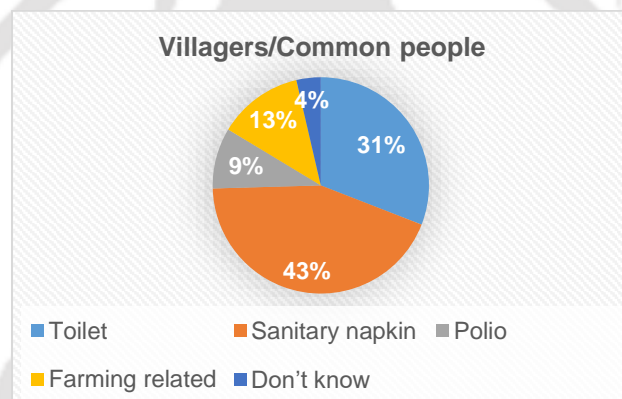


Fig 2. 15 – Survey 03 result details: Maximum number of villagers/common people participants said this poster is for “Sanitary Napkin” related, probably they can relate the *gamochha* put around the neck is familiar to them, least number of participants said they “don’t know”

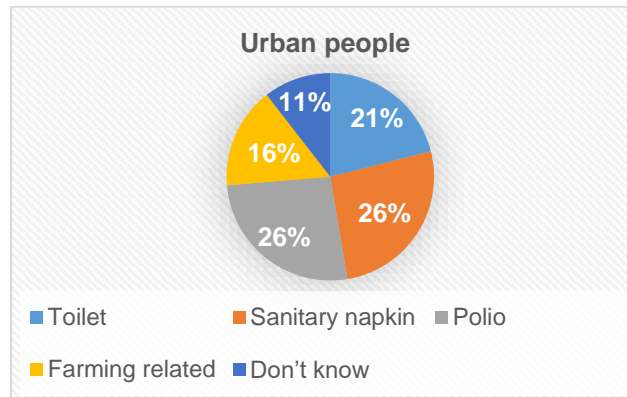


Fig 2. 16 – Survey 03 result details: Maximum number of urban participants said this poster is for “Sanitary Napkin” and “Polio” related, least number of participants said they “don’t know”.



Fig 2. 17 – Survey Poster 3 Original: With original text content

Survey poster 3 original (Fig 2. 17) as seen with the original text content. This poster was actually designed for “Swachhta hi sewa” – (स्वच्छता ही सेवा) *cleanliness service* it says, swachhta (cleanliness) be our priority to ensure a healthy future for our nation.

Survey: 04

Survey poster image – 4 (Fig 2. 18) used without text content to comprehend target people’s thoughts on the poster image.

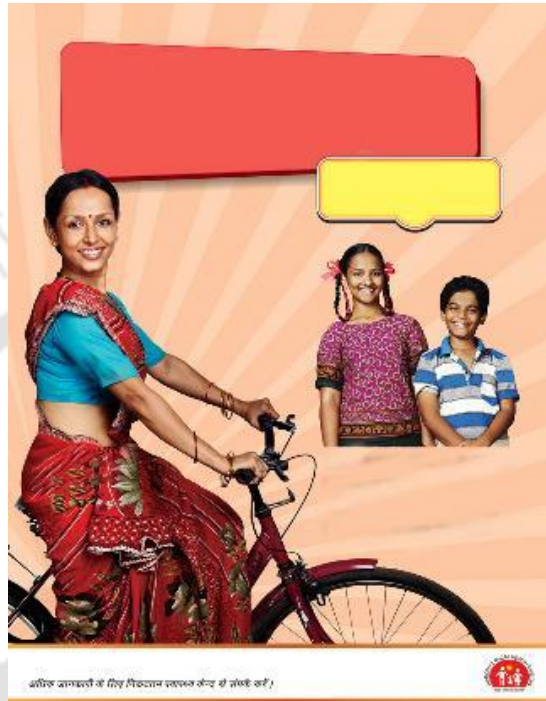


Fig 2. 18 – Survey poster image 4: Without text content

Table 2. 8 – Participants Feedback on poster image 4 (Fig 2. 18)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Girls and boys are equal – 10	Happy family – 13	Cycle promotion – 5
Happy family – 8	Girls and boys are equal – 11	Women can do everything – 4
Physical education – 6	Physical education – 10	Female equality – 2
Women can do everything – 5	Female equality – 9	Physical education – 2
Don't know – 4	Women can do everything – 7	Happy family – 1
Female equality – 2	Don't know – 3	Don't know – 1
Cycle promotion – 2	Cycle promotion – 1	

In this Indian Government social campaign poster (Fig 2. 18), a woman is sitting on a bicycle along with two young children. Sun rising effect background with two flat color patches. All are smiling face and front facing. The bold content in the poster is three figures and the women in cycle covered more space than other elements. Participants' responses are presented in Fig 3. 19 to 3. 21.

Table 2. 9 – Feedback analysis poster image 4 (Fig 2. 18)

Comments on	Number participants
Happy Family	24
Girls and boys are equal	21
Physical Education	18
Women can do everything	16
Female Equality	13
Cycle promotion	8
Don't Know	8

As usual, most of the participants consider this poster as women related. 24 participants said this is for “Happy Family” (Table 2. 8). 21 people said it might be “Girls and Boys Equality” related campaign. Some of the participants think this is for Cycle Promotion. 18 people think this is for Physical education. Few numbers of participants are confused because of image priority. 16 numbers of participants said this for “Women Empowerment” or “Women Can Do Everything”. This study results show that this poster image is not able to communicate as per the social campaign. Interaction or communication through image is not reached to the target audience. Maybe individually all the images are good but for this campaign, those images are not appropriate.

One thing is very clear, a social poster created by the well-known personality or celebrity image that can't affect the target people. Student participants are not aware of the government social campaign. The social poster does not convey the context of the Image, which is used for the poster. 29% of urban participants said this poster for "Cycle Promotion." There is no connection with this poster. 22%, 24%, and 16% of student participants, villagers, and urban participants think this poster image for "Happy Family." Most of the participants have chosen the wrong context for this poster.

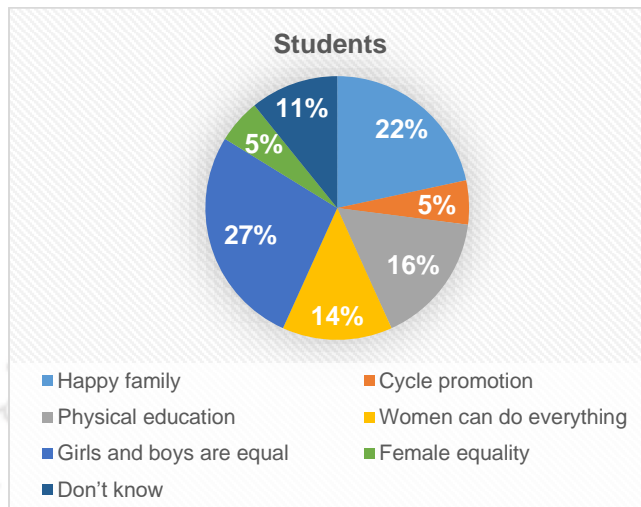


Fig 2. 19 – Survey 04 result details: Maximum number of student participants said this poster is for “Girls and Boys are equal” related, least number of participants said, “Female Equality”.

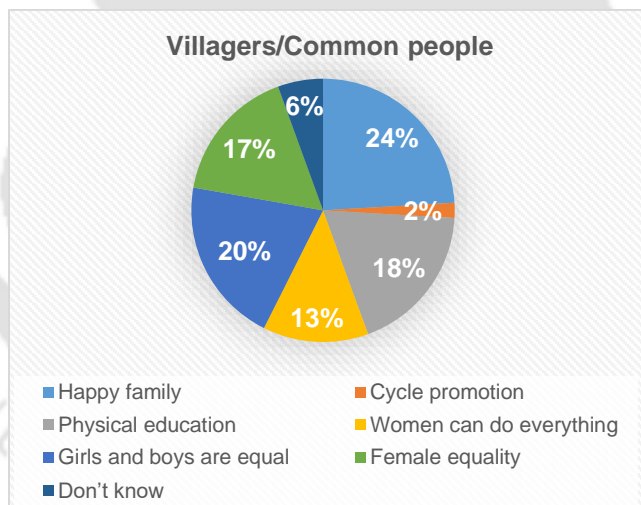


Fig 2. 20 - Survey 04 result details: Maximum number of villagers/common people participants said this poster is for “Happy Family” related, least number of participants said, “Cycle promotion”.

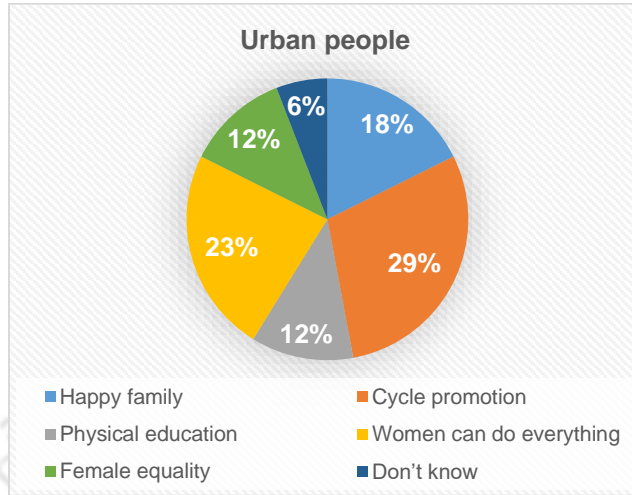


Fig 2. 21 - Survey 04 result details: Maximum number of urban participants said this poster is for “Cycle promotion” related, least number of participants said they “don’t know” about this poster.



Fig 2. 22 - Survey Poster 4 Original: With original text content

Survey poster 4 original (Fig 2. 22) as seen with the original text content. This poster designed for “बच्चों में अन्तर हो ३ साल, माँ-बच्चे स्वस्थ घर खुशहाल” - ‘*Baccho mey antar ho 3 saal, maa-bacche swasth ghar khushaal*’ – means the difference between children is 3 years, happy family if mother-child healthy.

Survey: 05

Survey poster image – 5 (Fig 2. 23), this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.

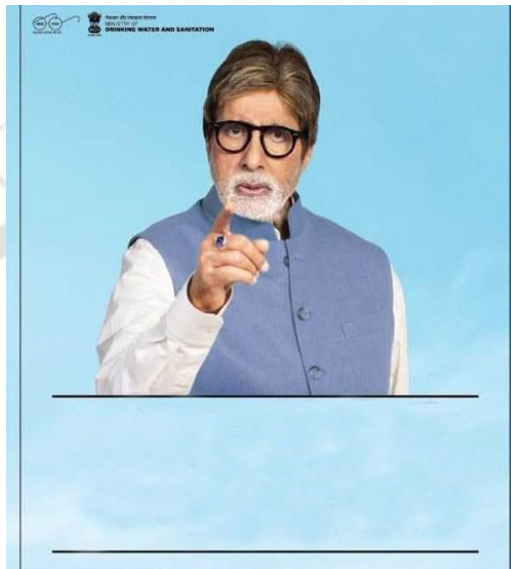


Fig 2. 23 - Survey poster image 5: Without text content

Table 2. 10 - Participants Feedback on poster image 5 (Fig 2. 23)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Polio – 16	Polio – 21	Polio – 11
Swachh Bharat– 8	TB – 11	Toilet – 3
TB – 7	Swachh Bharat– 10	TB – 2
Toilet – 4	Don't know – 7	Swachh Bharat– 1
Don't know – 2	Toilet – 5	

Table 2. 11 – Feedback analysis poster image 5 (Fig 2. 23)

Comments on	Number participants
Polio	48
TB	20
Swachh Bharat	19
Toilet	12
Don't know	9

This poster (Fig 2. 23) was created with the figure of famous Indian actor Amitabh Bachchan, a well-known personality in Indian cinema. Only human figure image is in this above poster, no text content is there. His facial expression and pointing the finger to saying something or maybe instruct something to the viewer. In the beginning, all the participants were saying it is a “Toilet Wala Poster” (Poster of toilet campaign). But after a few moments, they all changed their answer. Most of the participants are disconcerted about the actual context of this poster. Government published this poster for social communication to aware target people. The main motto of this poster is aware the people. 16 students’ participants said this poster belongs with “Polio” campaign, similarly 21 villagers/common people and 11 urban people also said it on that (Table 2. 10).

But in this poster, human image is not to connect with target people. Out of the 108 participants, 48 people are saying this is a “Polio” campaign poster (Table 2. 11).

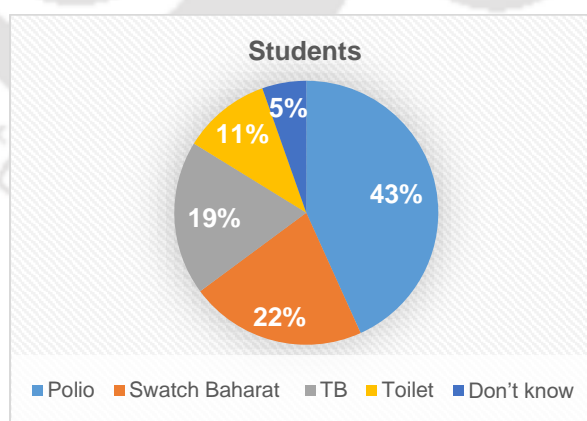


Fig 2. 24 - Survey 05 result details: Maximum number of student participants said this poster is for “Polio”, least number of participants said they “don’t know”.

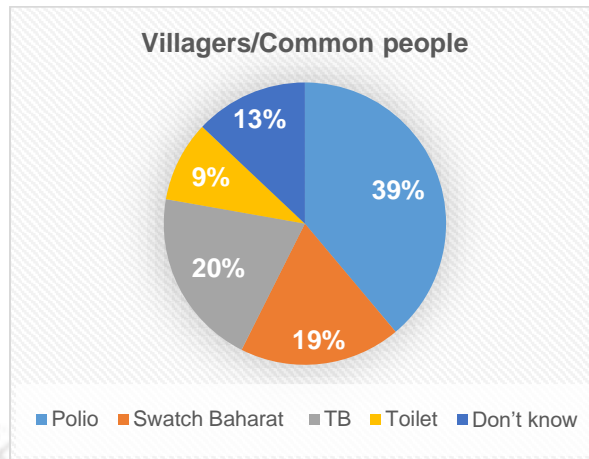


Fig 2. 25 - Survey 05 result details: Maximum number of villagers/common people participants said this poster is for “Polio”, least number of participants said “Toilet” related.

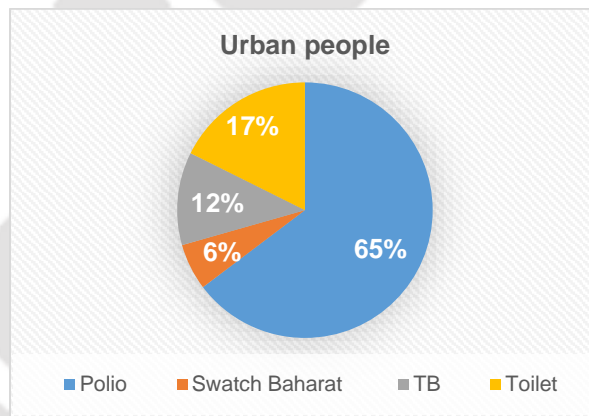


Fig 2. 26 - Survey 05 result details: Maximum number of urban participants said this poster is for “Polio”, least number of participants said related to “Swachh Bharat”.

This poster also belongs to a social campaign for aware target people. 43% of student participants think this is for the "Polio" campaign. Simultaneously 39% of village people and 65% of urban people think this poster for "Polio". Many of them think this is for the "Swachh Bharat" campaign. Few participants think this poster "might" be for TB (Tuberculosis).

Participants were not able to properly attach themselves to the poster image. Because of that, the poster cannot communicate, and it's subject to specific people. Even the celebrity image also is not to connect to the target people.

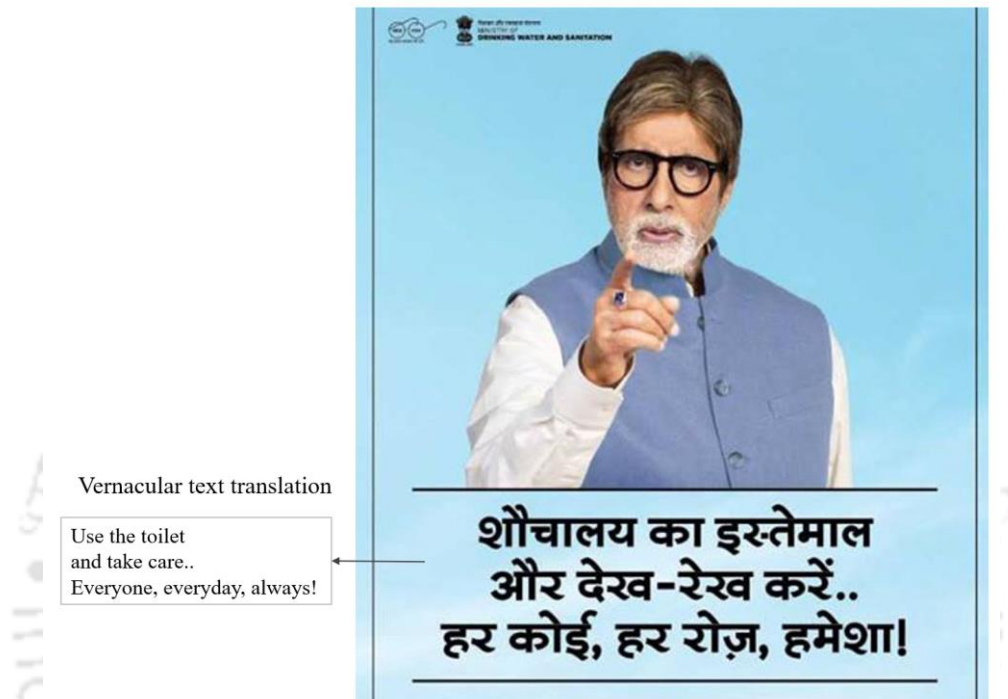


Fig 2. 27 - Survey Poster 5 Original: With original text content

Survey poster 5 original (Fig 2. 27) as seen with the original text content. This poster actually designed for “शौचालय का इस्तेमाल और देख-रेख करें. हर कोई, हर रोज़, हमेशा!” ‘*Souchaloy ka istemaal aur dekh-rekh kare. har koi, harr roz, hamesha!*’ – means use and maintain the toilet. Everyone, every day, always.

Survey: 06

Survey poster image – 6 (Fig 2. 28), this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.



Fig 2. 28 - Survey poster image 6: Without text content

Table 2. 12 - Participants Feedback on poster image 6 (Fig 2. 28)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Swachh Bharat– 9	Swachh Bharat– 26	Religion Related – 5
India Tourism – 9	Don't know – 9	India Tourism – 4
Blood donation – 6	Blood donation – 8	Blood donation – 3
Don't know – 6	Girls Education – 6	Girls Education – 2
Girls Education – 4	India Tourism – 3	Don't know – 2
Religion Related – 3	Religion Related – 2	Swachh Bharat– 1

Table 2. 13 – Feedback analysis poster image 6 (Fig 2. 28)

Comments on	Number participants
Swachh Bharat	36
Blood Donation	17
Don't Know	17
Indian Tourism	16
Girls Education	12
Religion Related	10

In this poster (Fig 2. 28) India's famous actor Amir Khan's image is used for the government promotional campaign. In this image, he looks little worried about something. Very casual approach, holding one hand to another hand. This image is used for some national campaign to aware or promotes a social issue for target people. 26 villagers assumed this poster is designed for "Swachh Bharat". 16 people said this image might be for Indian Tourism, Fig 2. 29, presents %-wise responses as displayed.

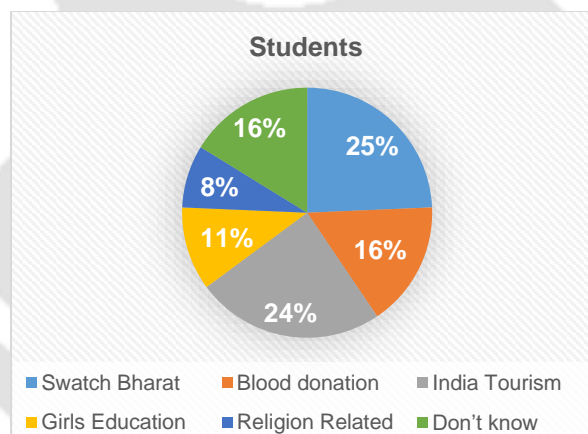


Fig 2. 29 - Survey 06 result details: Maximum number of student participants said this poster presentation with human (celebrity image of Amir Khan) is for "Swachh Bharat", least number of participants said "Religion" related.

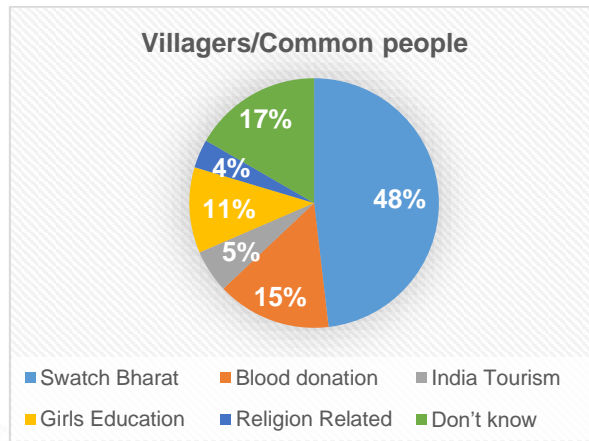


Fig 2. 30 - Survey 06 result details: Maximum number of villagers/common people participants said this poster is for “Swachh Bharat”, least number of participants said they “don’t know”.

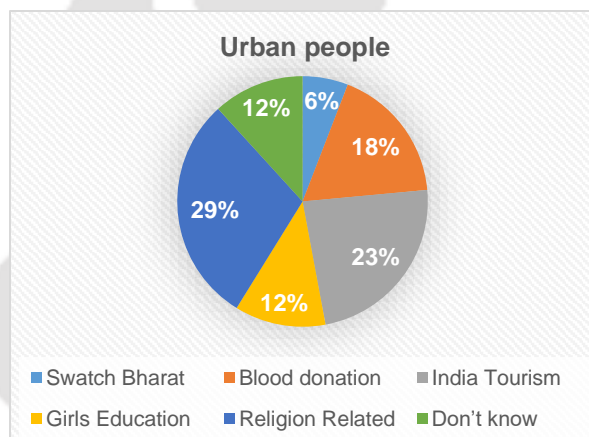


Fig 2. 31 - Survey 06 result details: Maximum number of urban participants said this poster (Fig 2. 28) is for “Swachh Bharat” campaign, least number of participants said “Religion” related.

In these three charts (Chart as per three groups of participants) clearly all the remarks and comments on the poster image are shown. Most of the participants think this image is related to “Swachh Bharat” (Clean India) campaign. According to the image, people are not getting the original poster visual context of the social awareness campaign poster. The image approach or visual approach is not able to catch the target people’s attention. Celebrity image immediately catches the human eyes but after some days those people are not able to connect with the message of the poster (Jain, 2011).

Many celebrities appear in different government social campaign. Target people are getting confused which image is for which awareness campaign.

36 participants out of 108 (students, villagers/common people, and urban people), they said this image for “Swachh Bharat”. 17 participants think this image is related to “Blood Donation”. Participants’ feedback is presented in Table 2. 13.



Fig 2. 32 - Survey Poster 6 Original: With original text content

Survey poster 6 original (Fig 2. 32) as seen with the original text content; this poster actually designed for “Malnutrition”. In this original poster as seen compared by India Government literacy rate (2011) even compare with ignorance level.

Survey: 07

Survey poster image – 7 (Fig 2. 33) this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.



Fig 2. 33 - Survey poster image 7: Without text content

Table 2. 14 - Participants Feedback on poster image 7 (Fig 2. 33)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Toilet - 13	Toilet - 18	GST - 5
Confusing - 7	Swachh Bharat- 10	Darwaza Band Campaign - 4
Swachh Bharat- 6	Polio - 7	Polio - 3
GST - 4	GST - 7	Swachh Bharat- 3
Polio - 4	Darwaza Band Campaign - 6	Toilet - 1
Darwaza Band Campaign - 3	Confusing - 6	Confusing - 1

Table 2. 15 - Feedback analysis poster image 7 (Fig 2. 33)

Comments on	Number participants
Toilet	32
Swachh Bharat	19
GST	16
Confusing	14
Polio	14
Darwaza Band Campaign	13

Using celebrity for brand promotion or social campaign nowadays is a very common thing. In this poster (Fig 2. 33), we can see that one of the well-known public figures, image of Amitabha Bachchan, has been used. His posture and look are quite similar to another social campaign image (Fig 2. 32). This celebrity image trying to point something, image tries to grab human attention at the poster for some particular cause. Because of the celebrity image, people are attracted quickly (Table 2. 14).

32 participants out of 108, think this poster image is used for “Toilet” campaign. 14 and 19 participants think this image belongs to “Polio” and “Swachh Bharat”. 14 people are not able to answer properly. They think this is very much conflict with another image, so they are confused (14 participants) to connect.

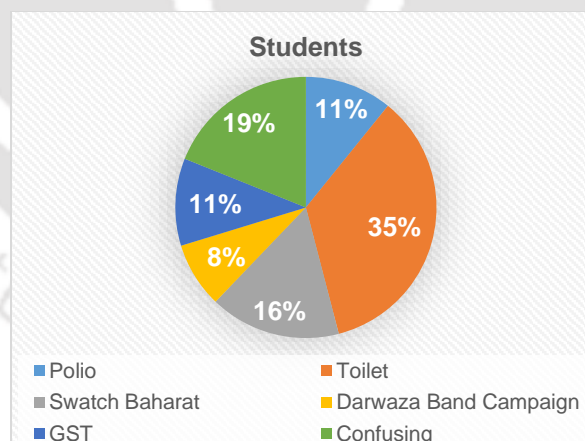


Fig 2. 34 - Survey 07 result details: Maximum number of student participants said this poster is for “Toilet” related, least number of participants said “Darwaza Band Campaign” (door lock campaign).

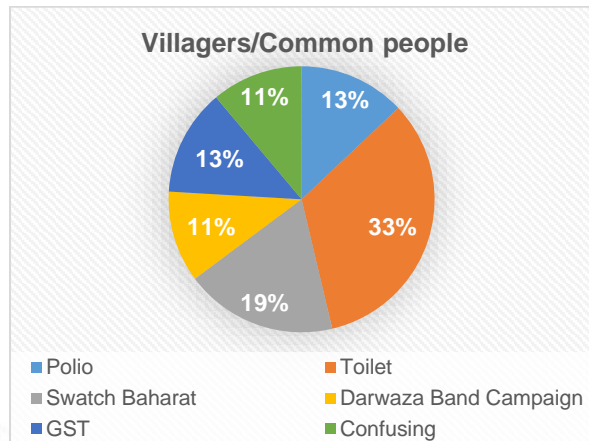


Fig 2. 35 - Survey 07 result details: Maximum number of villagers/common people participants said this poster is for “Toilet” related, least number (11%) of participants said “Darwaza Band Campaign” (door lock campaign) and confused about this poster.

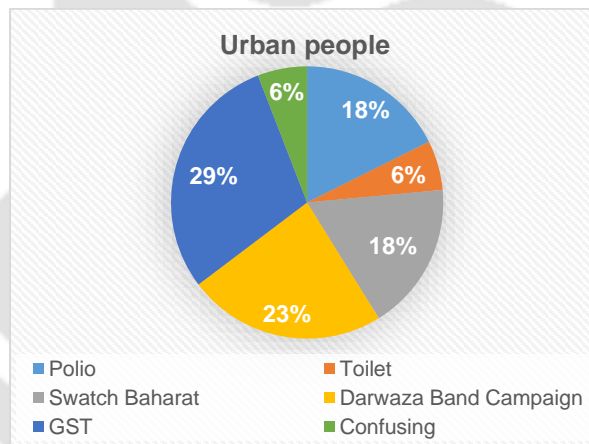


Fig 2. 36 - Survey 07 result details: Maximum number of urban participants said this poster is for “GST” (Goods and Services Tax) related, least number of participants were confused about this poster.

In this three-pie chart (Fig 2. 34, 2. 35, and 2. 36) clearly understood, participants are very much disorientated of this particular image. The result of this study it is clear that the target audience are not getting exact information, which is what this poster was trying to say. The government is the main source of social awareness campaign design. Visual communication is the only way to connect with target people, if target people are getting any specific attraction from this type of

celebrity image is not sure. Perceptual visual acceptance is very effective for awareness posters.

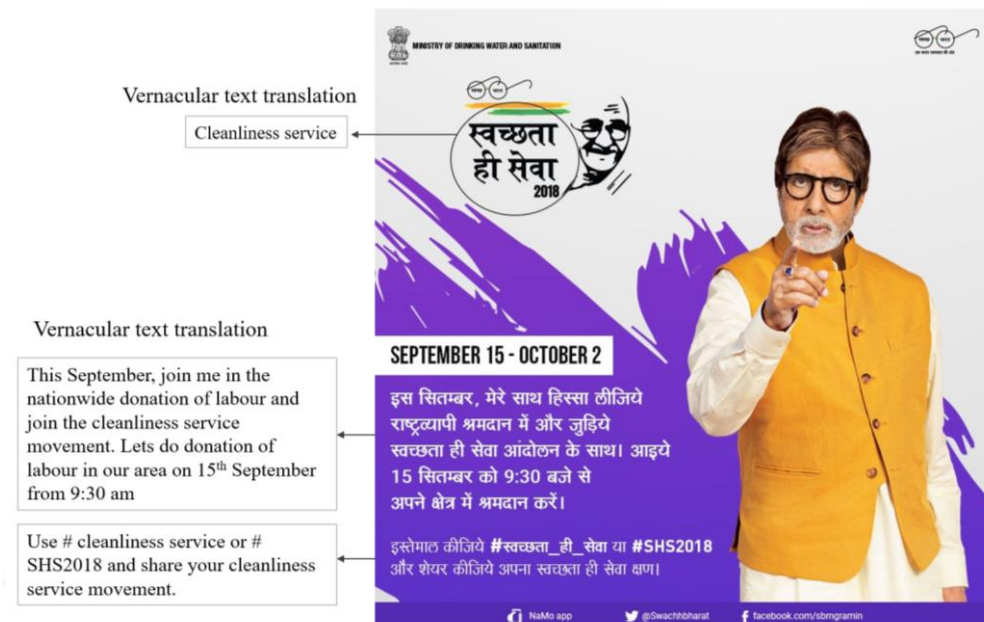


Fig 2. 37 - Survey Poster 7 Original: With original text content

Survey poster 7 original (Fig 2. 37) as seen with the original text content. This poster is designed for “स्वच्छता ही सेवा” – ‘Swachhata hi Seva’ – means cleanliness service; it says, swachhata (cleanliness) be our first priority to ensure a healthy future for our nation.

Survey: 08

Survey poster image – 8 (Fig 2. 38) this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.



Fig 2. 38 - Survey poster image 8: Without text content

Table 2. 16 - Participants Feedback on poster image 8 (Fig 2. 38)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Women Security - 11	Polio - 18	Women Security - 5
Mother milk - 7	Save Girl Child - 11	Mother milk - 4
Polio - 6	Swachh Bharat - 9	Sanitary Napkin - 3
***Sanitary Napkin - 5	Women Security - 5	Save Girl Child - 2
Save Girl Child - 5	Sanitary Napkin - 5	Polio - 2
Swachh Bharat - 2	Mother milk - 4	Swachh Bharat - 1
Don't know - 1	Don't know - 2	

*** For women figure the sanitary napkin is related to under garment use.

Table 2. 17 - Feedback analysis poster image 8 (Fig 2. 38)

Comments on	Number participants
Polio	26
Women Security	21
Save Girl Child	18
Mother Milk	15
Sanitary Napkin	13
Swachh Bharat	12
Don't Know	3

In this poster (Fig 2. 38) shown is one of well-known Bollywood personality. India Government produces this campaign poster. The fact in this human image poster is very much common posture, which can convey anything. Poster image is not communicated to any of social message to the target people. All the participants' feedback, Table 2. 16, and Fig 2. 39, 2. 40, and 2. 41 present the group wise responses.

Only 3 participants said they "Don't Know". The main aim of this campaign was to provide a message by using a celebrity personality. But fact is general people are not getting connected with this image. They are not getting the exact message which designer has designed for this campaign. 26 participants saying this a "Polio" campaign poster. Out of 108 participants 21 people saying this a "Women Safety" campaign poster. Even a few people said they don't know about this campaign. Everyone has different guesses according to the feedback analysis table (Table 2. 17).

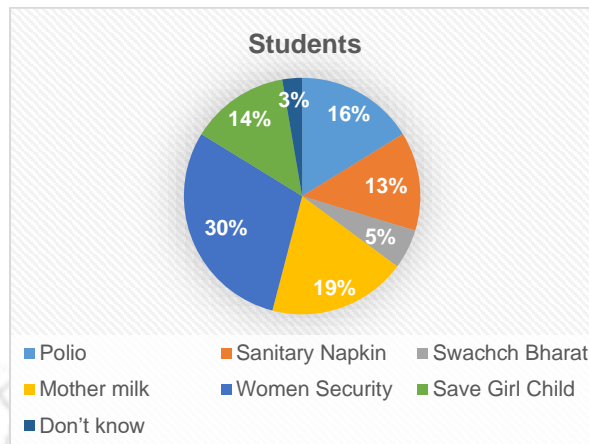


Fig 2. 39 - Survey 08 result details: Maximum number of student participants said this poster is for “Women Security” related, least number of participants said, “don’t know”.

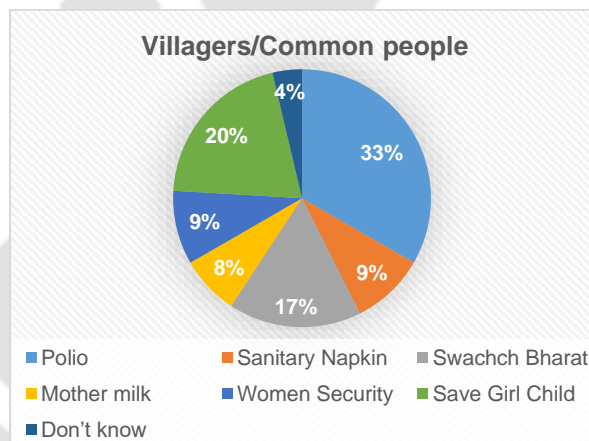


Fig 2. 40 - Survey 08 result details: Maximum number of villagers/common people participants said this poster is for “Polio” awareness campaign, least number of participants said, “don’t know”.

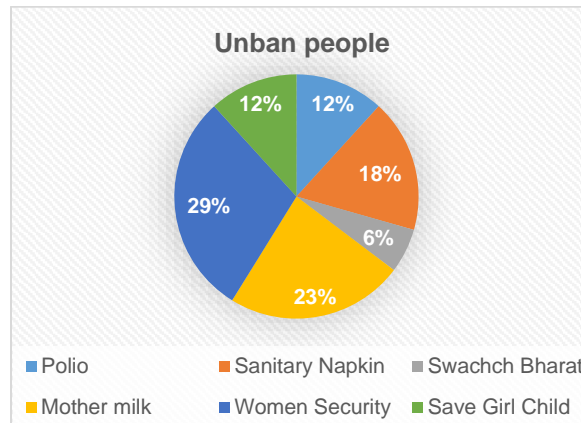


Fig 2. 41 - Survey 08 result details: Maximum number of urban participants said this poster is for “Women Security”, least number of participants said this poster for “Swachh Bharat” campaign.

This is an ancient method that communicates through the image. In modern times all the designers follow the same footsteps. Use of image is the main thing of this social communicative campaign. Survey no 8 shown, image is not connected as per the expectation. Government social awareness campaign poster made for a particular target audience. But this poster image failed to make any impact on the target people.

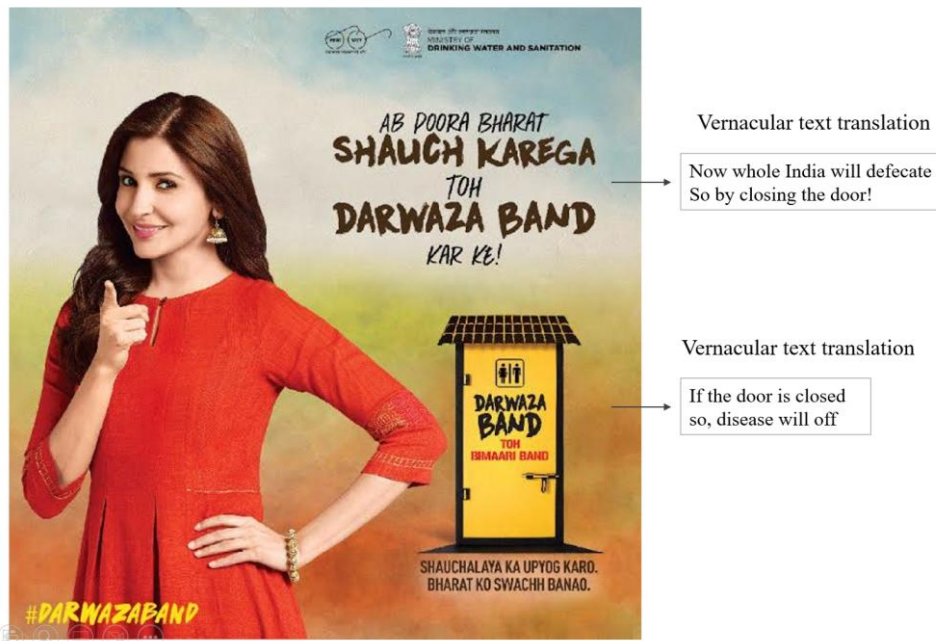


Fig 2. 42 - Survey Poster 8 Original: With original text content

Survey poster 8 original (Fig 2. 42) as seen with the original text content. This poster actually designed for – “*Ab poora Bharat shauch karega toh darwaza band kar ke!*” “अब पूरा भारत शौच करेगा तो दरवाज़ा बांध कर के!” means - now the whole of India will defecate with closed door, दरवाज़ा बांध campaign (Closed door campaign).

Survey: 09

Survey poster image – 9 (Fig 2. 43) this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.

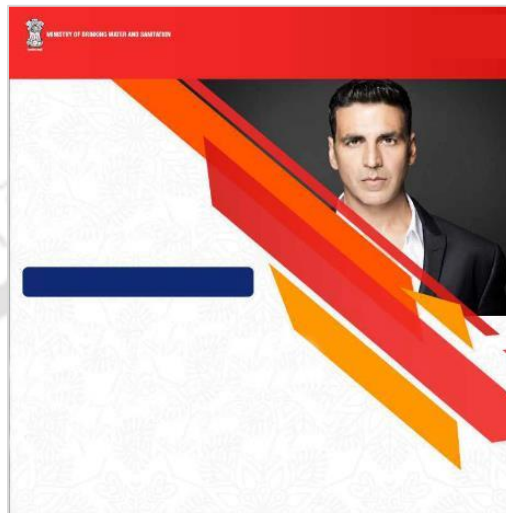


Fig 2. 43 - Survey poster image 9: Without text content

Table 2. 18 - Participants Feedback on poster image 9 (Fig 2. 43)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Sanitary Napkin – 13	Clean India – 18	Sanitary Napkin – 4
Clean India – 9	Toilet related – 10	Polio – 4
Follow traffic rules – 6	No smoking – 8	Toilet related – 3
Toilet related – 4	Polio – 7	Follow traffic rules – 3
Polio – 3	Follow traffic rules – 6	No smoking – 2
No smoking – 2	Sanitary Napkin – 5	Clean India – 1

Table 2. 19- Feedback analysis poster image 9 (Fig 2. 43)

Comments on	Number participants
Clean India	28
Sanitary Napkin	22
Toilet Related	17
Follow Traffic Rules	15
Polio	14
No Smoking	12

This contemporary look poster (Fig 2. 43) has a very good appeal to attract people. As this study is based on visual perception of communication design. Background is dark gray and red orange color patch, white space, all over its attraction is there. This image seems to not interact with the target people. Very mixed feedback received from participants (Table 2. 18). 28 participants out of 108 participants think this image must be for “Clean India”. 22 people believe this poster image for “Sanitary Napkin”, 15 participants think this image belongs to “Traffic Rules” awareness campaign. Feedback analysis is presented in Table 2. 19 reflects that all the participants were very much confused.

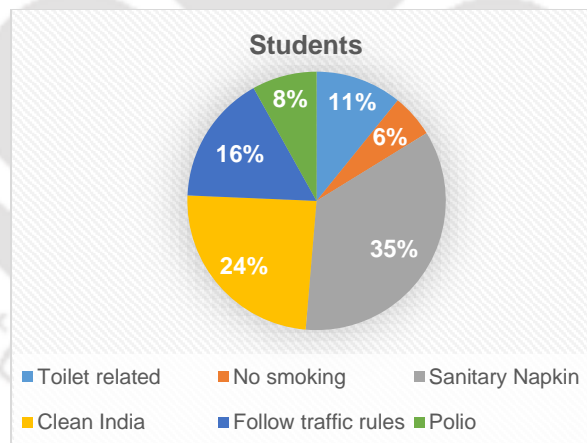


Fig 2. 44 - Survey 09 result details: Maximum number of students participants said this poster is for “Sanitary Napkin” related, least number of participants said this poster for “Polio” campaign.

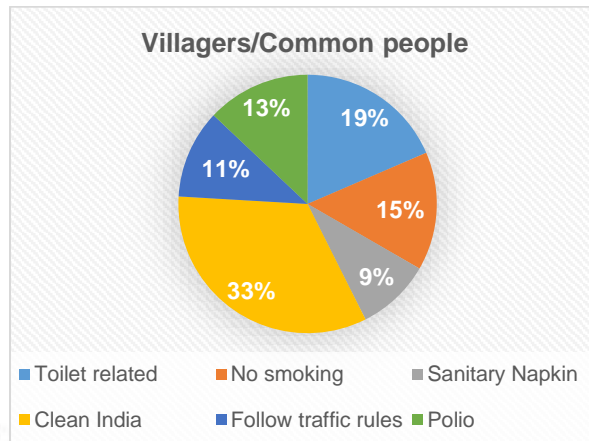


Fig 2. 45 - Survey 09 result details: Maximum number of village/common people participants said this poster is for “Clean India” campaign, least number of participants said this poster is for “Sanitary Napkin”.

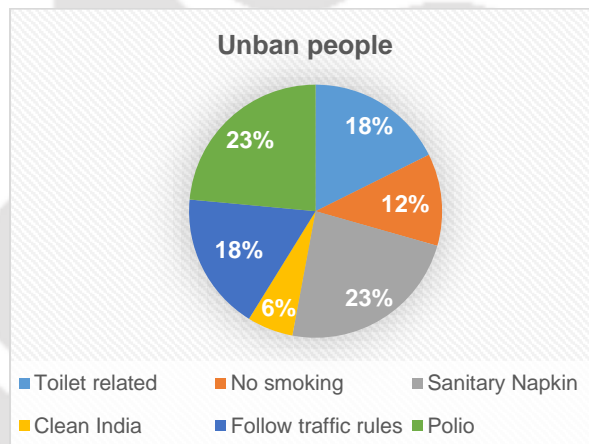


Fig 2. 46 - Survey 09 result details: Maximum number of urban participants said this poster (Fig 2. 43) is for “Sanitary Napkin” and “Polio” related, least number of participants said this poster for “Clean India” campaign.

Some poster image does not make any impact on the viewers. People are trying to get in touch with, but image or content is not as per the context. 33% of student participants think this is for “Sanitary Napkin”. Similarly, 24% and 16% of participants said this poster for “Clean India” and “Traffic Rules”. Image is so general, that the target people were not able to connect according to the subject. Target people were confused to connect such type of image or social campaign. 23% of urban participants

think this poster image used for “Sanitary Napkin” promotion. 18% said this is for “Traffic Rules”.

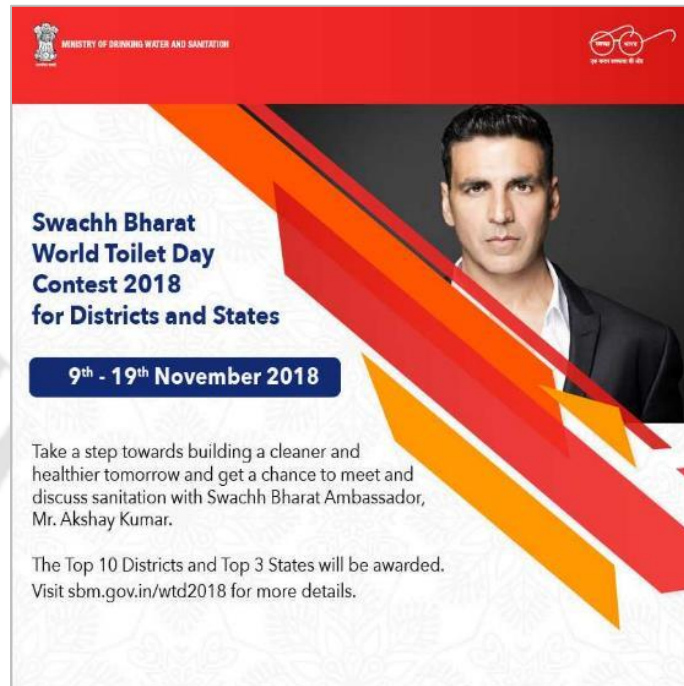


Fig 2. 47 - Survey Poster 9 Original: With original text content

Survey poster 9 original (Fig 2. 47) as seen with the original text content. This poster was actually designed for “Swachh Bharat, World Toilet Day contest 2018”.

Survey: 10

Survey poster image – 10 (Fig 2. 48), this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.

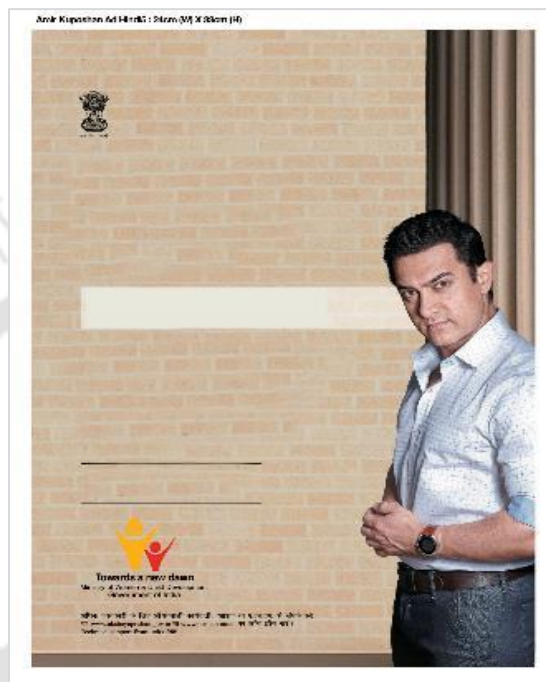


Fig 2. 48 - Survey poster image 10: Without text content

Table 2. 20 - Participants Feedback on poster image 10 (Fig 2. 48)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Safe Drive - 17	Mothers' safety - 13	Child safty - 6
Tourism - 7	Swachh Bharat- 12	Education related - 4
Swachh Bharat- 5	Education related - 9	Swachh Bharat- 3
Education related - 4	Tourism - 8	Tourism - 2
Child safty - 3	Safe Drive - 5	Mothers' safety - 1
Mothers' safety - 1	Child safty - 5	Safe Drive - 1
	Don't know - 2	

Table 2. 21 - Feedback analysis poster image 10 (Fig 2. 48)

Comments on	Number participants
Swachh Bharat	23
Safe Drive	22
Tourism	19
Education Related	16
Mothers Safety	16
Child Safety	9
Don't Know	3

Celebrity image for the campaign might influence general people. India governments are not exceptional. In this poster (Fig 2. 49), one of the most famous figures used for a government campaign. It's very easy for people to connect with this type of image (Kusi, et. Al., (2018). This image itself is very common as it can instantly grab the attention of the passersby. Consciously or unconsciously, it happens with any of the common people. From this survey, people are not able to recognize the same image as per the context. According to the participant's feedback (Table 2. 20) 17 student- participants said the poster was designed for safe drive. Twenty-two participants think this poster belongs to "Safe Drive." Many participants were confused with another image. Participants were not able to answer confidently.

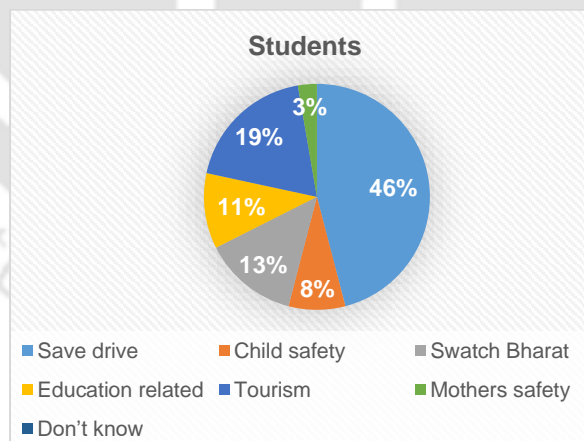


Fig 2. 49 - Survey 10 result details: Maximum number of students participants said this poster (Fig 2. 48) is for "Safe Drive" related, least number of participants said this poster for "Mothers Safety" campaign.

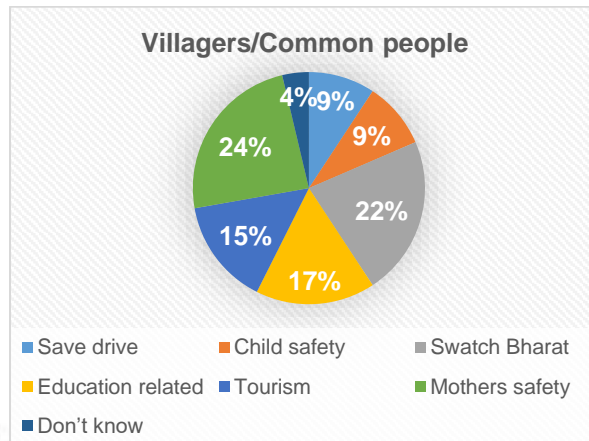


Fig 2. 50 - Survey 10 result details: Maximum number of villagers/common people participants said this poster (Fig 2. 48) is for “Mothers Safety” related, least number of participants said they “Don’t Know”.

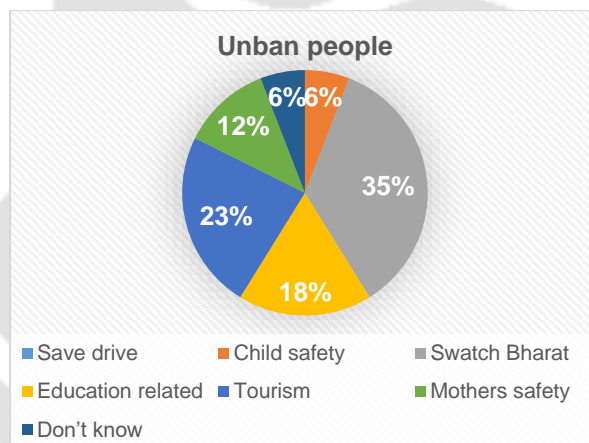


Fig 2. 51 - Survey 10 result details: Maximum number of urban participants said this poster (Fig 2. 48) is for “Swachh Bharat” campaign, least number of participants said this poster for “Child Safety”.

33% of urban participants think this is for the “Swachh Bharat” mission campaign. 23% of people said this celebrity image may use for “Tourism” because of this well-known Indian actor (Amir Khan). Participants are not able to connect the context of the poster. All type of awareness campaign is produced for some social issues. Image alone is one of the most important elements to design a poster. Those

images must be as per the context and communicative, so that the poster can make an impact on the target people.

Vernacular text translation

In I. T. we will go even further if malnutrition is left behind.

Almost every second child in the country is a victim of malnutrition.

Let us together wage a war against malnutrition

Malnutrition means lack of proper nutrition. From the warmest to the first two years affect birth, children are at greatest risk of malnutrition.

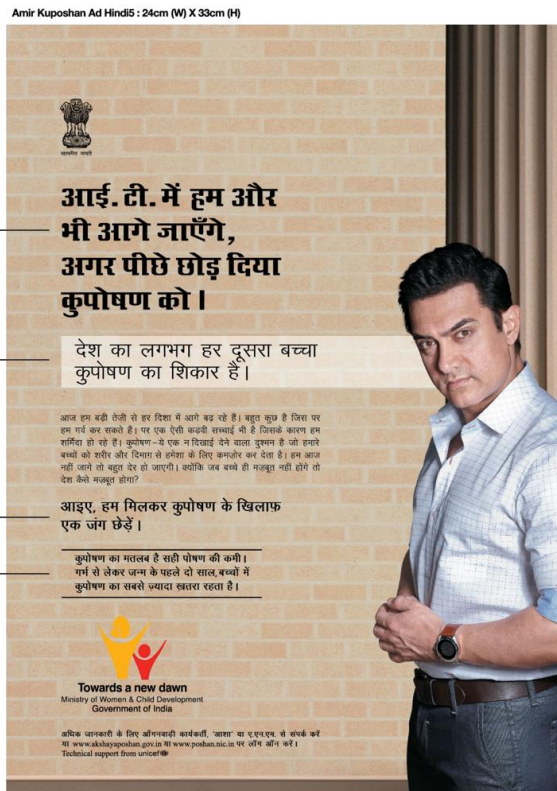


Fig 2. 52 - Survey Poster 10 Original: With original text content

Survey poster 10 original (Fig 2. 52) as seen with the original text content. This poster actually designed for – “kuposhan”, “कुपोषण” (malnutrition). This poster is trying to convey the message to fight with malnutrition for better future.

Survey: 11

Survey poster image – 11 (Fig 2. 53), this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.



Fig 2. 53 - Survey poster image 11: Without text content

Table 2. 22 - Participants Feedback on poster image 11 (Fig 2. 53)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Swachh Bharat - 13	Sarva Shiksha Abhiyan - 29	Swachh Bharat - 6
Polio - 9	Polio - 11	Polio – 5
Girls Education - 8	Swachh Bharat - 10	TB - 3
TB – 4	Girls Education - 2	Sarva Shiksha Abhiyan – 2
Sarva Shiksha Abhiyan – 3	TB – 2	Girls Education – 1

Table 2. 23 - Feedback analysis poster image 11 (Fig 2. 53)

Comments on	Number participants
Sarva Shiksha Abhiyan	34
Swachh Bharat	29
Polio	25
Girls Education	11
TB	9

In this poster (Fig 2. 53) it is clearly noticed that a famous personality (Amitabh Bachchan) is standing in front of the blackboard. This image itself is saying something or instructing to the viewer. Target audience is confused with these two elements. Which altogether looks like a classroom where someone is trying to say something to the students. People are dodged in such type of image. Table 2. 22 showing all participant's (students, villagers/common people, and urban people) feedback. 34 participants out of 108, think this image for "Sarva Shiksha Abhiyan" campaign. 11 people said this is related for "Girls Education". Only 9 participants assumed this poster was for TB (Tuberculosis) as per feedback analysis presented in Table 2. 23.

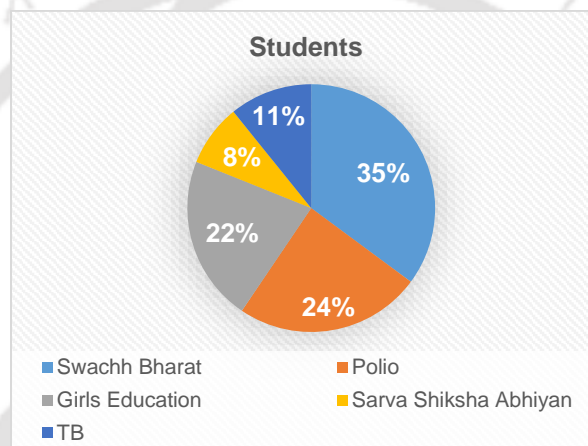


Fig 2. 54 - Survey 11 result details: Maximum number of students participants said this poster (Fig 2. 53) is for "Swachh Bharat" campaign, least number of participants said this poster is for "Sarva Shiksha Abhiyan" campaign.

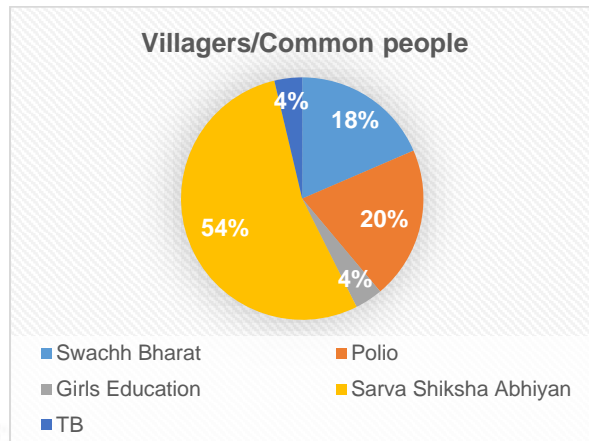


Fig 2. 55 - Survey 11 result details: Maximum number of villagers/common people participants said this poster (Fig 2. 53) is for “Sarva Shiksha Abhiyan” related, least number of participants said this poster for “Girls Education” and “TB” (Tuberculosis) campaign.

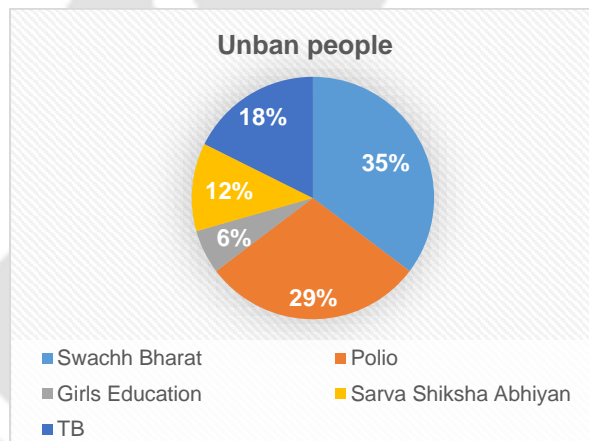


Fig 2. 56 - Survey 11 result details: Maximum number of students participants said this poster (Fig 2. 53) is for “Swachh Bharat” campaign, least number of participants said this poster for “Girls Education”.

35% of people think this is for “Swachh Bharat” campaign. Peoples are very much confused about using celebrity image for such type of government social campaign. They are not connected with the image or image could not influence the people. Celebrity image is not to sustain social awareness communication. This study result shows clear that only human images are not appropriate for a social awareness campaign.

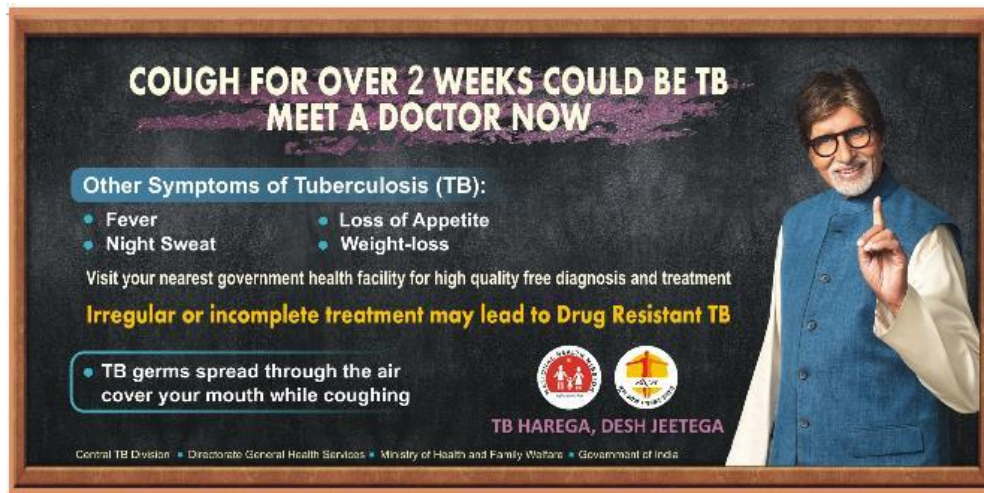


Fig 2. 57 - Survey Poster 11 Original: With original text content

Survey poster 11 original (Fig 2. 57) as seen with the original text content. This poster actually designed for TB (Tuberculosis). This poster trying to aware people on TB. What are the symptoms for TB and do not ignore if you have cough for over 2 weeks.

Survey: 12

Survey poster image – 12 (Fig 2. 58), this celebrity poster image used without text content to comprehend target people’s thoughts on the poster image.



Fig 2. 58 - Survey poster image 12: Without text content

Table 2. 24 - Participants Feedback on poster image 12 (Fig 2. 58)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Polio - 12	Polio - 17	Beit Bachao - 5
Health Related – 7	Swachh Bharat - 15	Confusing – 4
Toilet - 7	Toilet - 9	Swachh Bharat - 3
Swachh Bharat - 5	Health Related – 9	Toilet – 2
Beit Bachao – 3	Beit Bachao – 4	Health Related - 2
Confusing – 3		Polio – 1

Table 2. 25 - Feedback analysis poster image 12 (Fig 2. 58)

Comments on	Number participants
Polio	30
Swachh Bharat	23
Toilet	18
Health Related	18
Beti Bachao	12
Confusing	7

Another social campaign poster by the Indian government, in this poster (Fig 2. 58 again designer used a human figure image, which is a well-known Indian actor. Target group or participants are both confused about the poster image. All the participant’s feedback are displayed on the Table 2. 24. Moderately a similar type of image has been used in another social campaign. So, the point is, target people are struggling to connect with those type of jumbled human image. Large number of participants thought it was a polio-related campaign poster. Some of the participants thought it was “Swachh Bharat” campaign or “Toilet related” or “Beti Bachao” – ‘बेटी बचाओ’ (Save Girl) related campaign poster. Many of them were confused to respond about this poster image. Table 2. 25 analyzes the participants’ feedback.

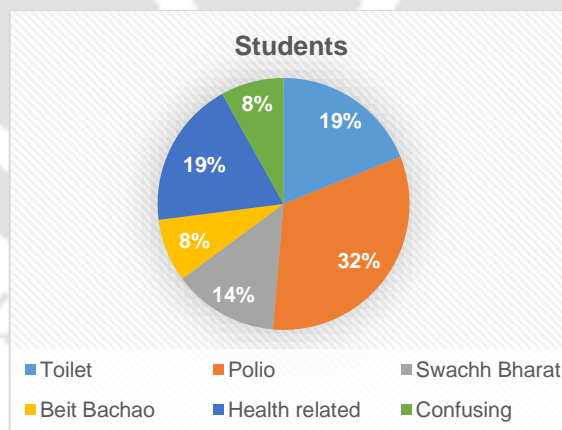


Fig 2. 59 - Survey 12 result details: Maximum number of student participants said this poster is for “Polio” campaign, least number of participants said they are confused.

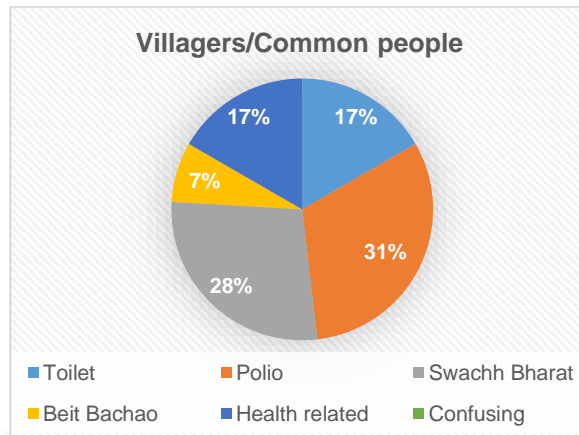


Fig 2. 60 - Survey 12 result details: Maximum number of villagers/common people participants said this poster is for “Polio” campaign, least number of participants said this is for “Beti Bachao” (Save Girl Child).

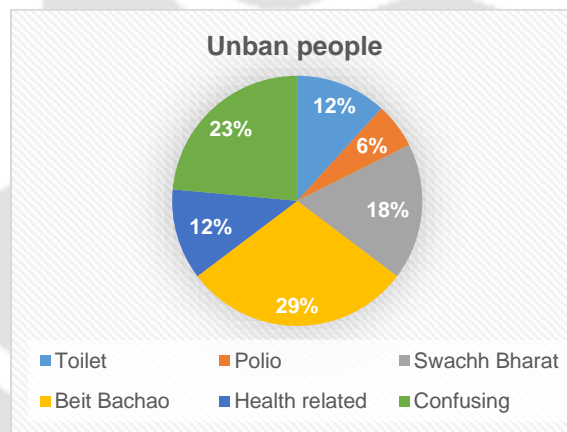


Fig 2. 61 - Survey 12 result details: Maximum number of urban participants said this poster is for “Beti Bachao” (Save Girl Child) campaign, least number of participants said this poster for “Polio” related.



Fig 2. 62 - Survey Poster 12 Original: With original text content

Survey poster 12 is in original, Fig 2. 62, as seen with the original text content. This poster also designed for TB (Tuberculosis) awareness campaign “समय पर लक्षणों की सही पहचान, टीबी पर जीत बनाये और भी आसान” (Correct identification of symptoms on time, make victory over TB even easier). This poster trying to make aware people on TB- don’t ignore the 5 symptoms- it’s a free of cost treatment you will get from government hospital.

2.3.2 Findings from the Survey

From the questionnaire (Appendix - 2), the survey result depicts present scenarios of social awareness posters and how people perceive the Indian government's awareness campaign. The poster is one of the most significant from many other sources like newspapers, television, radio, friends, or panchayat Pradhan (panchayat head). These are normally presented in Govt. establishments and public common places for mass view.

In this study, to understand the image of the posters is being used to influence the general people. This visual aspect of awareness poster is designed for varied target audience. Target people cannot understand the poster with human image when it is not supported with relevant text. It is clearly noticed that design perception and the target audience perception are not effectively interact with each other. People are not able to recognize the intended message with the human figure alone in the current practices, and it triggers if a proper analysis regarding poster design process for social awareness campaign design may also be investigated where the message can be conveyed through proper application of contextual human images. Target people were also seen getting confused with the celebrity image in the awareness campaign. It's difficult to understand the context of poster without text and the purpose of using celebrity figures to assist specific message transmission was not clear to the participants.

Table 2. 26 – Poster Survey Result Outcome

Students (No - 37)	Villagers /Common people (No - 54)	Urban people (No - 17)
<p>Poster design has not been arranged considering viewers' perspective</p> <p>Target people are perceiving the poster image in a various way</p> <p>Celebrity image could be glamorous, but it is not similar for social messages</p> <p>People are getting confused with the celebrity image in the awareness campaign</p>	<p>There is lack of proper thinking regarding poster design process for awareness campaign</p> <p>There is no compatibility between image type and image usage.</p> <p>Celebrity image or celebrity endorsement are not obtained common response</p> <p>Using celebrity image is confusing the purpose of the specific message</p>	<p>Less priority to viewers understanding or parameters of visual communication</p> <p>Random selection of image for awareness campaign design</p> <p>People are getting confused with the celebrity image in the awareness campaign</p> <p>Celebrity image grabbing immediate attention of target people but not fulfil the purpose</p>

The findings are summarized as under:

- Target people cannot understand the role of images they convey specifically,
- People are not able to connect the image with the context of message without text support,
- Most of the images are observed chaotic and similar kind,
- Celebrity image cannot connect with target people as expectation,

- Celebrity images are not carrying any specific relevance to support messages for the target audience,
- Many of the celebrity images are irrelevant as per the context of the message,
- Using celebrity image is confusing the purpose of the specific message.

2.3.3 Survey response- summary discussion

This study conducted to understand the perceptual visual aspect of target group audience, what they feel when they see these posters. This study demonstrates that in contemporary social awareness poster the human image (alone) is not able to fulfill expected outcomes for target audience, and celebrity human image is creating misappropriation in some cases. Target audiences are not able to understand the context of the poster image and context without text complement. Human image is an essential communication supportive element for social awareness campaign design, and the below issues are coming to fore (even when additional randomly met with different groups, from informal time to time and discussed the same).

- According to the present survey on social awareness campaign posters human images, viewers have not clearly identified the role of celebrity images,
- Celebrity image should have been used according to the message and target audience context,
- Target people cannot get the full feel of the message context by the image solely,
- A celebrity image is not making any prominent impact, and
- It would be essential to check the socio-sentimental quality of a human image for a very kind of awareness campaign,

2.3.4 Concluding Remarks

The study may be concluded that human image and its gesture- posture acts as a supportive element to the message text it accompanies. Multiple use of same human image used for posters of different theme creates conflict of their specific importance related to the message. Human figure would be used to draw attention to further go

closer to the text message and the relation between them needs to be cleverly articulated.

2.4 Poster Analysis: Components and Layout

One of the very important facts that the designer should look at the source or what the poster producers intend to show. Designer must associate the user or target people to their culture, views, living style, thought and economical status while conceiving a design. Without knowing them it's a big challenge to design for those people and it would be taken as imposed not aligned to them. Poster must be based on context specific for target audience.

Selected 12 posters have been used for poster analysis (2nd set of experiment after the poster image survey as 1st set) with the students of design discipline. For this study, students' preference was considered because they would be the future designer and users also. Poster analysis has been conducted as per the Visual Analysis Framework of Gillian Rose 2012 (Fig 2. 2). The study explores the visual design elements of awareness poster for varied target audience in India.

Every image has its own effects that go beyond the constraints of playing a constitute component of a layout. While looking into the whole layout of a poster, various compositional modality suggests each image has many sides to tell. These components perform as an individual element alone as well as in combination with others create impact on the viewer with their appearances. Target people interpret through their background knowledge to make sense of the exhibited poster. All the 12 posters were analyzed as mentioned/ detailed out in self-explanatory presentation as seen in Fig 2. 63 - 2. 72 to cross check the placement of various component elements and the human figure. Few points may be discussed as reference and presented in table 2. 27 as analysis outcome.

This raises a concern that human figure draws first attention to the gesture-posture and then the details of the message content (text and other support elements), and if the selection of human image and its class representation is matching with the campaign material- some more thought is required.

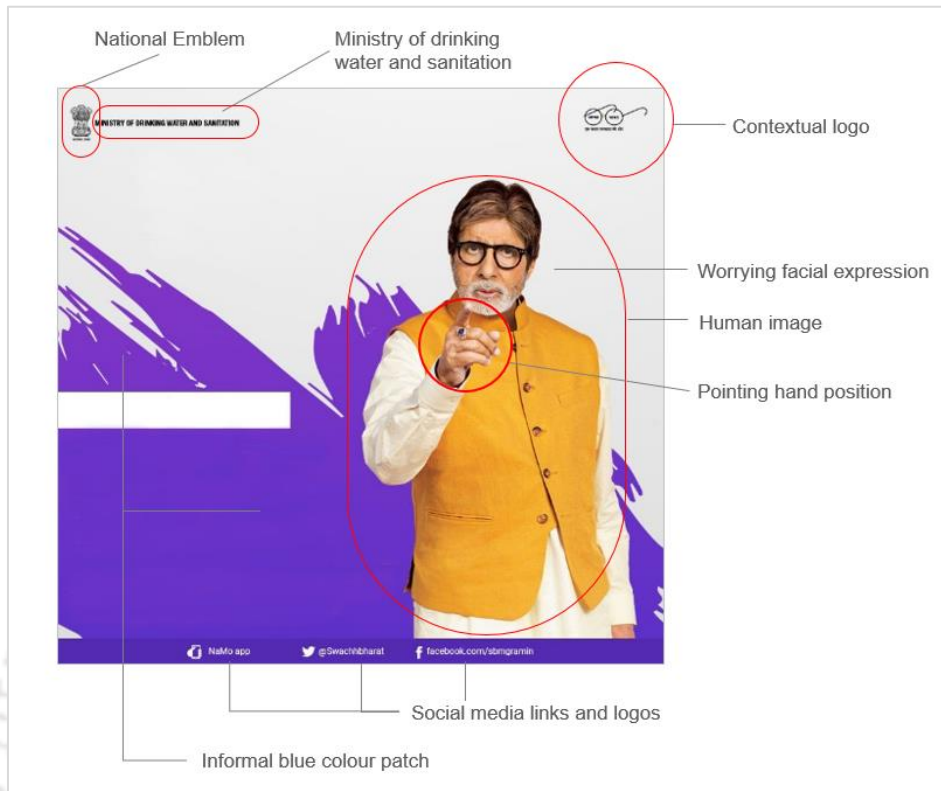


Fig 2. 63 - Poster One Analysis, self-exploratory details are marked (Ref. Fig 2.33)

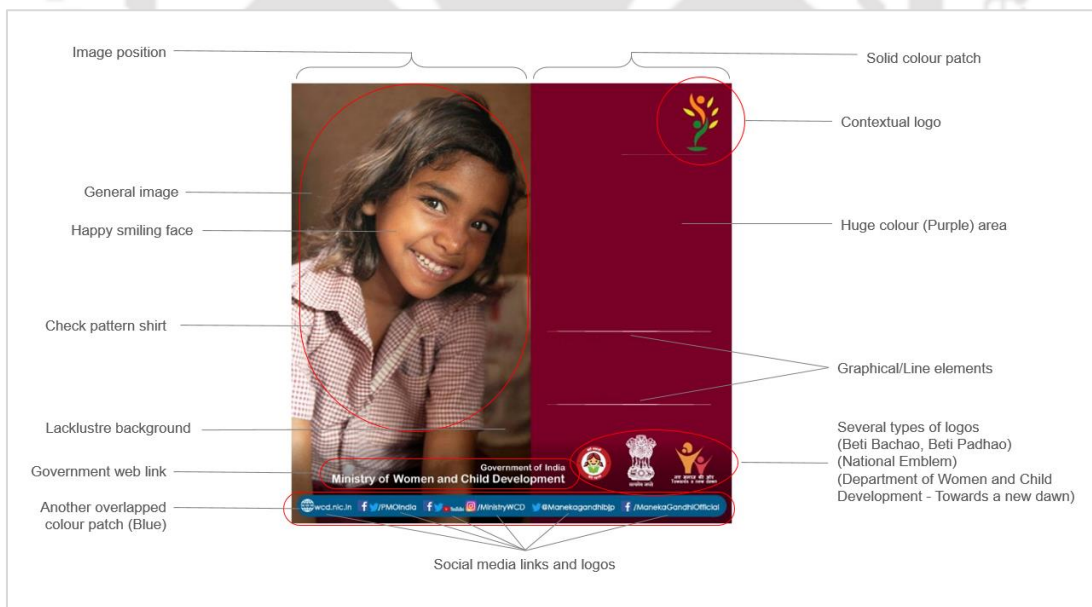


Fig 2. 64 - Poster Two Analysis (Ref. Fig 2. 3)

As for example, in the poster (Fig 2. 64), the human image occupied tentatively half of the portion of the actual size of the poster. Similarly, half of the area covered by a solid purple color patch. Human photograph has shown a happy smiling face of cute little girl with a check shirt, which feels like a school student. Lackluster background of the photograph is there. Government website link, another blue cooler patch in the bottom. Many of the social media links and logos are there on the blue patch. On the right bottom side, three government logos (*Beti Bachao, Beti Padhao* - बेटी बचाओ बेटी पढ़ाओ), (National Emblem), (Department of Women and Child Development) are mentioned with another contextual logo on the top right corner of the poster.

This study primarily focuses on poster human photographs and images. So, all the textual elements were removed from the poster to understand how visual elements (photograph) would help to convey message. This was to check the role of individual components in contrast to as a whole appearance, while viewing a poster people analysis the poster's subjects and application of all visual (graphical and photograph) elements in totality.

Form the 12 posters, Fig 2. 12, which is on "*Poshan Abhiyaan*" – "पोषण अभियान", nutrition campaign; this poster contents are very appealing as per the students. In this poster showing a little cute girl with a smiling face is attractive. This poster is saying about the 'Reduce Anemia among children, adolescent girls, and women'. Rest of the poster analysis is presented in figures directly labeled itself.

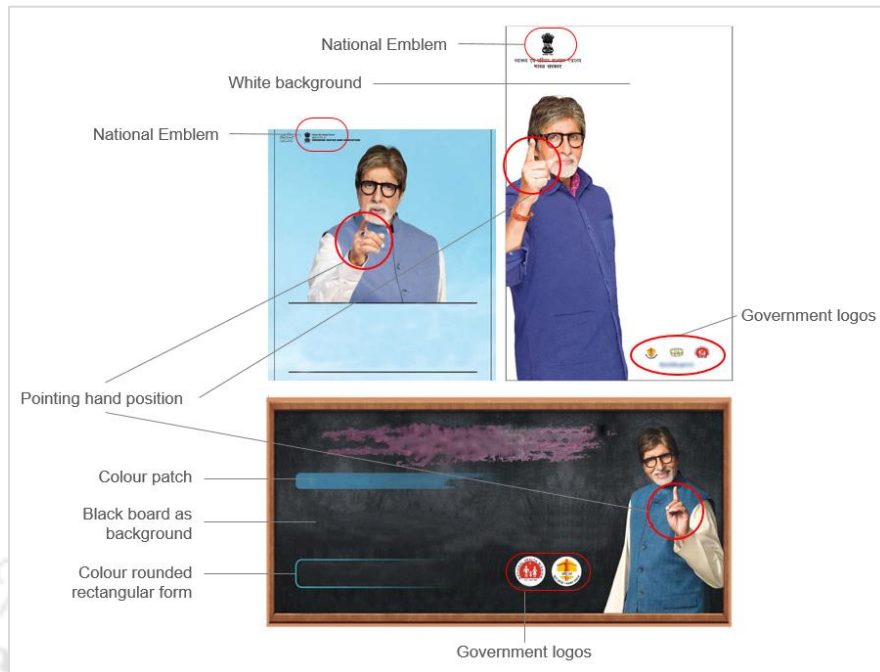


Fig 2. 65 – Poster Analysis, three different topics to see the placement locations in posters. All the poster image almost same posture (pointing finger) (Ref. Fig 2. 23, 2. 53, and 2. 58)



Fig 2. 66 - Poster Four Analysis (Ref. Fig 2. 8)

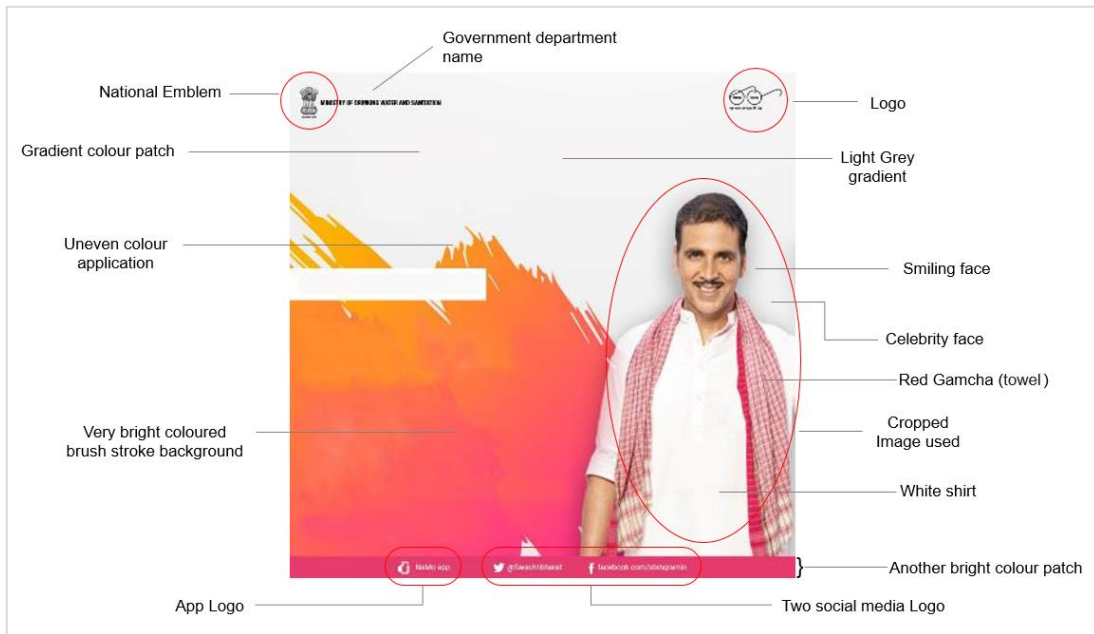


Fig 2. 67 - Poster Five Analysis (Ref. Fig 2. 13)

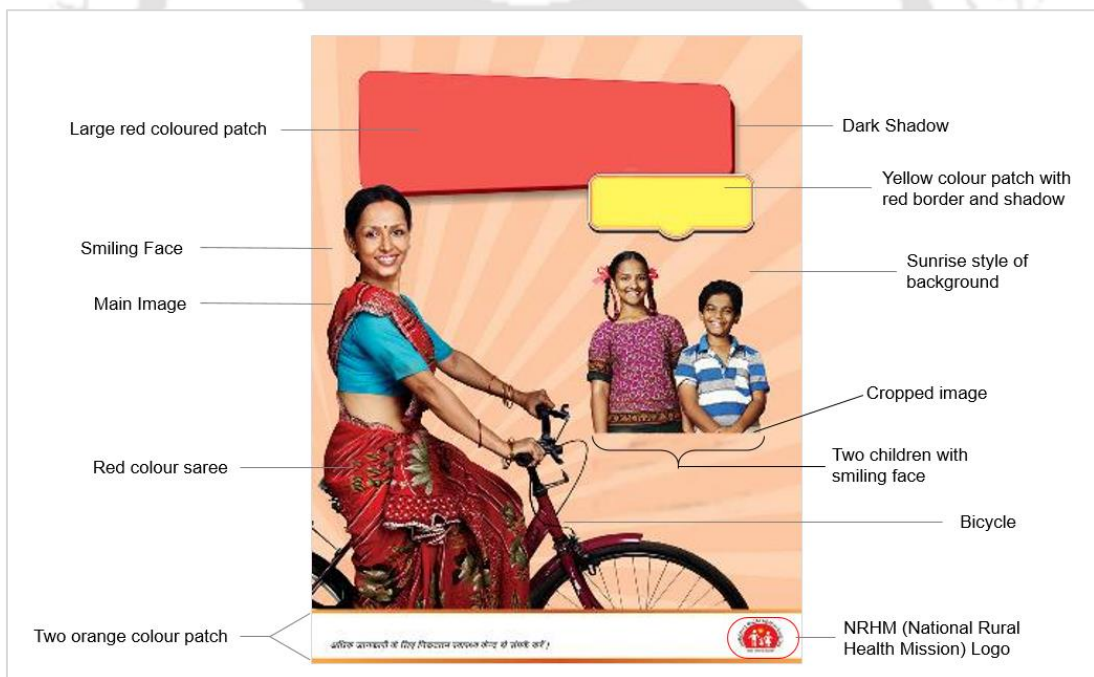


Fig 2. 68 - Poster Six Analysis (Ref. Fig 2. 18)

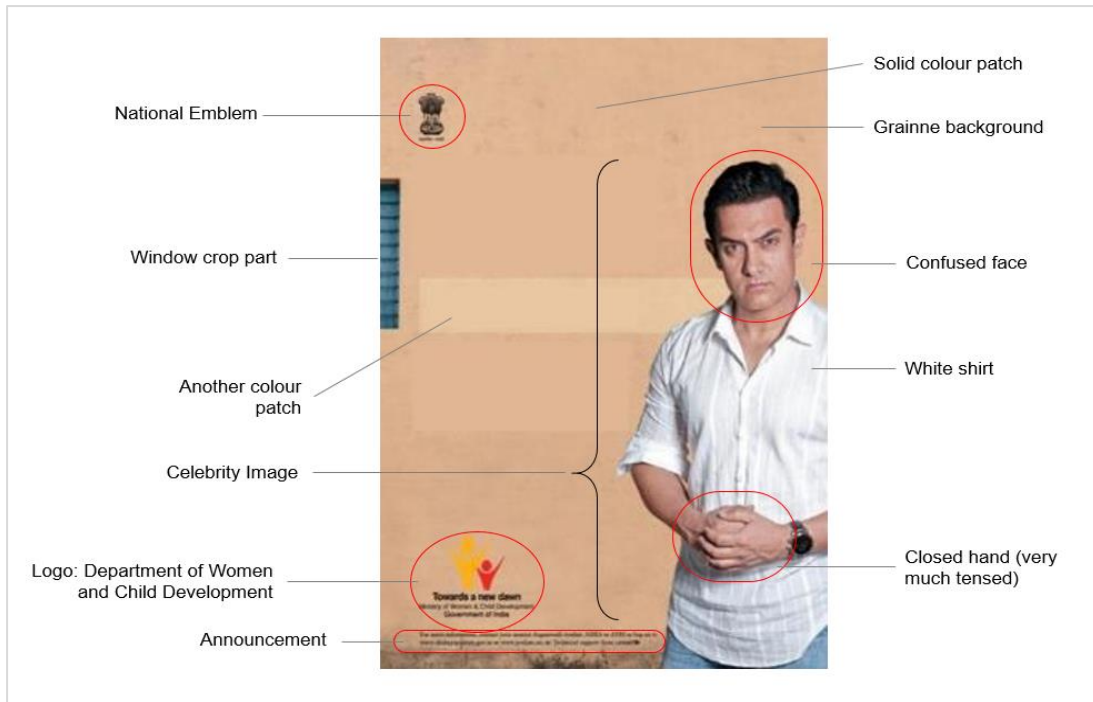


Fig 2. 69 - Poster Seven Analysis (Ref. Fig 2. 28)

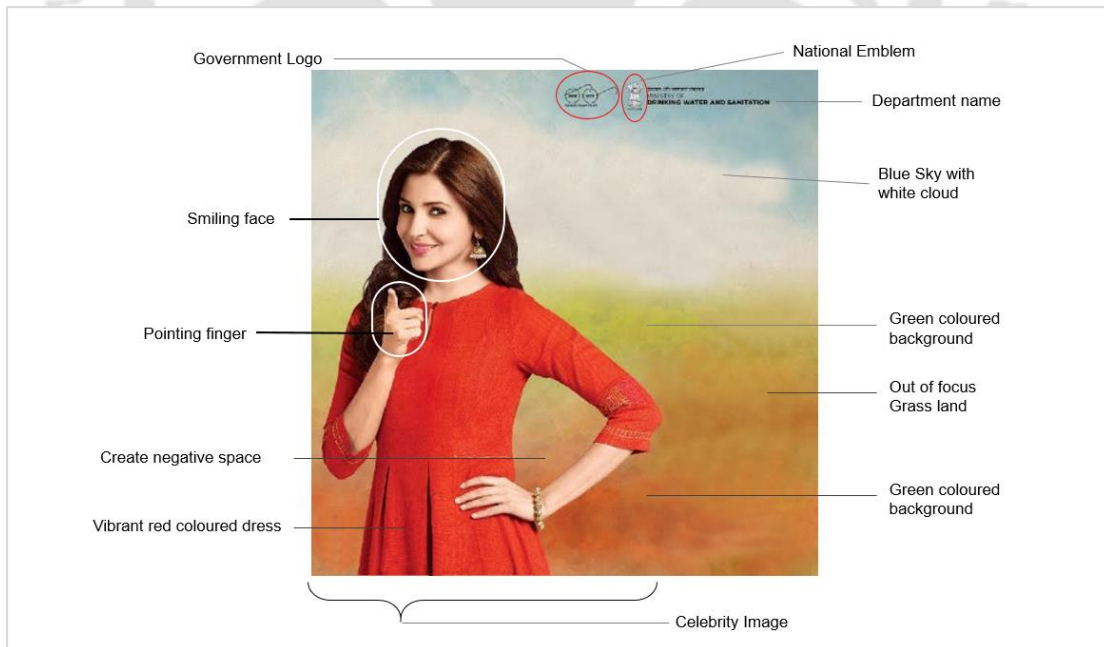


Fig 2. 70 - Poster Eight Analysis (Ref. Fig 2. 38)

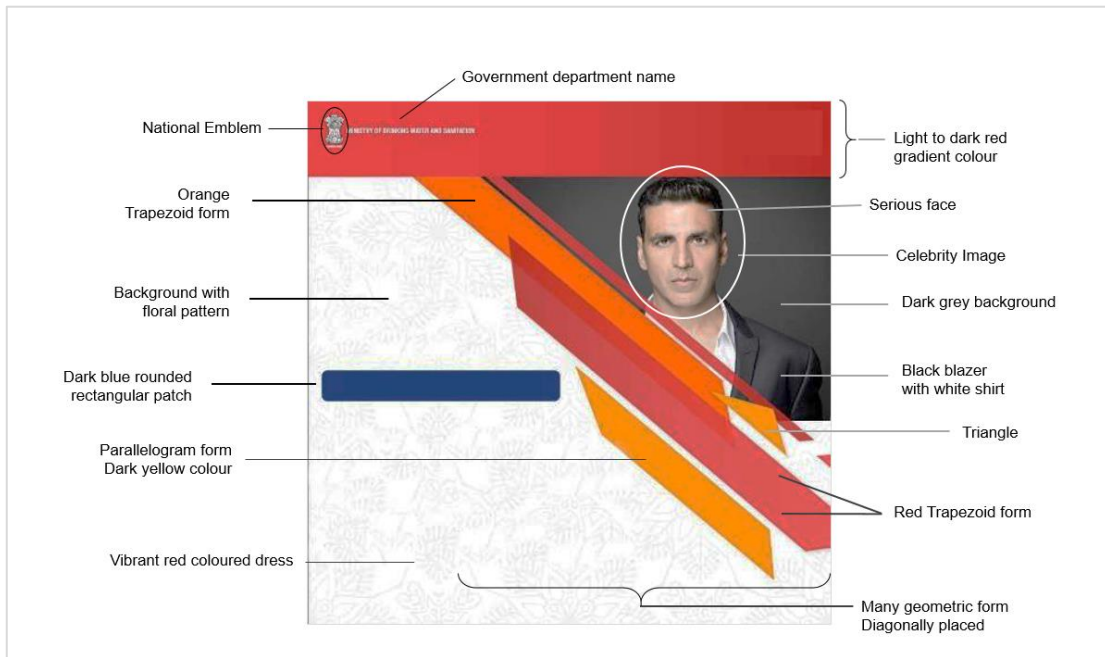


Fig 2. 71 - Poster Nine Analysis (Ref. Fig 2. 43)

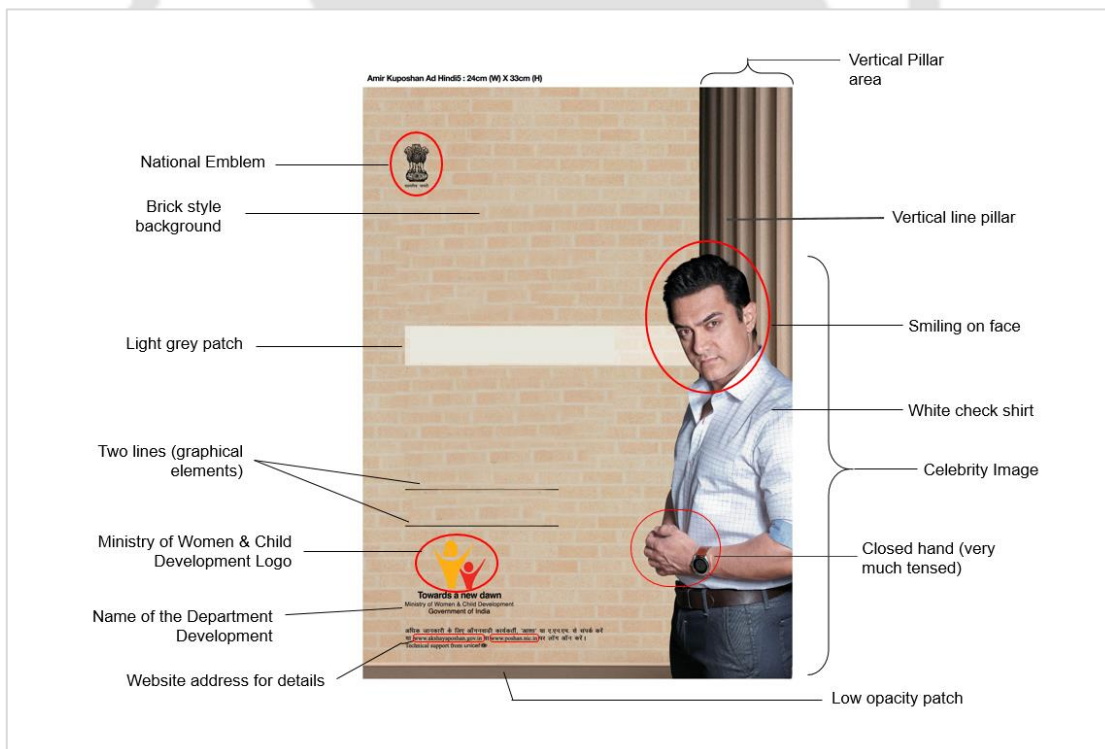


Fig 2. 72 - Poster Ten Analysis (Ref. Fig 2. 48)

Table 2. 27 – Poster Analysis Outcome (Components and Layout)

<p>Analysis as presented through the figures, it reflects a need to investigate in detail constituent elements and composition in a space layout while conceptualising a social awareness campaign poster for mass viewing. For context specific target audience, the text and image support should be free of any ambiguity towards a theme message transmission and the below issues may be considered:</p>
<ul style="list-style-type: none">• Compositional interpretation and irregular components,• Cultural distinguishment of the image,• Image elements to impact on awareness,• Visual image classification into the specific group,• Image for social message communications,• Irrelevant human image used for the poster that may be distracting,• Usage of celebrity image (and locals?), target people are not influenced by the poster human image of celebrity,• Background colour of the image is not signified the same as per the context,• Look-alike image used for several designs, and• Language of the poster and local background context may be highlighted for local awareness.

2.4.1 Discussion

Interviews are a widely used tool for research to clearly understand people's experiences, attitudes, inner perception, and feelings of reality. It allows for in-depth analysis and understand the values, beliefs, knowledge, and decision-making process (Pranayama, 2006). The analysis of individual visual forms of design poster led us to understand the design parameters, use of visual forms, human image and color used for specific awareness poster design (Winddance 2006). Each visual element communicates with target audience with their attractiveness in appearances. Use of

irrelevant images through look wise poster may be attractive but to transmit the message clarity may not be good. Several awareness posters use same human photographs for promoting the awareness topic that also appear confusing with trust value. Background color of the posters are also found irrelevant as per the subject matter many-a-times.

The survey results as marked in the poster Fig 2. 63 – 2. 72 is self-exploratory and describe the present scenarios of Government awareness poster design specifically meant to serve varied target audience. The detailed analysis of compositional aspect and use of design elements, Table 2. 27, it's clearly visible that all the posters were extremely cluttered (as also noted by Malamed, 2009). It is difficult to get the actual content of the poster through this type of presentations. Use of celebrity photograph for specific poster is also not appropriate as per the poster topic (Glover, 2009). With the usage of irrelevant (to text) human images for awareness campaign poster design sometimes target audiences appear confused with their jumbled presence.

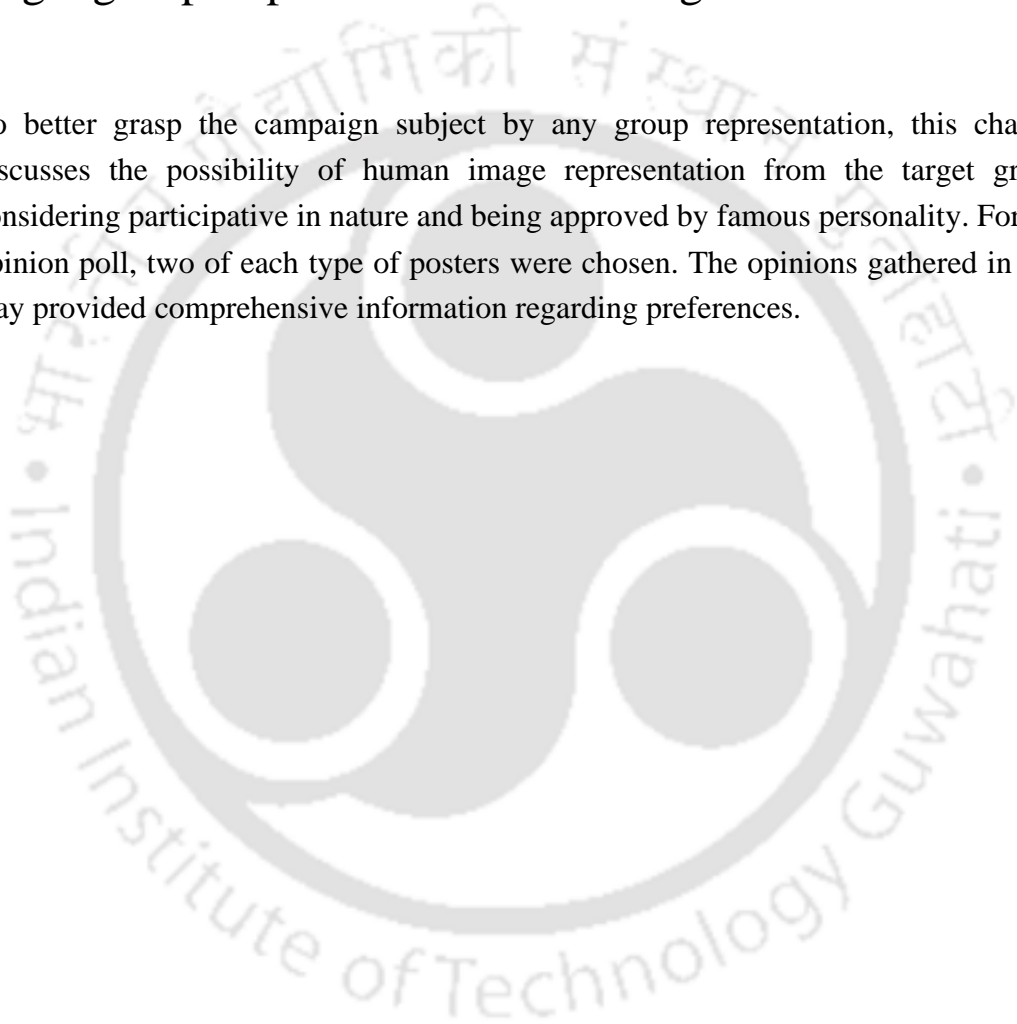
2.4.2 Concluding Remarks

The above observations led to think on the issue of representation of visual images from the local resource elements and population representation, and raises concern how to go about- what is the common perception that prevailed in this regard? The response obtained from the study confirms that in prevailed Government social awareness posters where human figures are used to strengthen the message transmission it cannot stand alone, it requires support of text, and other identity and communication elements to create a balance to the theme and target context.

Chapter 3

Perception on usage of human figure elements in campaign posters representing eminent personalities and target group to promote social messages

To better grasp the campaign subject by any group representation, this chapter discusses the possibility of human image representation from the target group considering participative in nature and being approved by famous personality. For the opinion poll, two of each type of posters were chosen. The opinions gathered in this way provided comprehensive information regarding preferences.



Chapter 3: Perception on usage of human figure elements in campaign posters representing eminent personalities and target group to promote social messages.

3.1 Introduction

Photography is helpful in varied form to support new practices of social interaction (Agrawala and Berthouzoz, 2011). Photographs can be considered as an important means of primary communication systems, to improve an understanding of the methods in which players use this medium as a communication tool to build their individual brand (Maheswaran and Sternthal, 1990). The educational potential of photographs recommends visual information training for practitioners, learners even for teachers. This helps in increasing eco-visual-scientific knowledge and acts as outstanding properties for student education of communication design. Varied levels of application discussions on environmental protection increases the application potential of visual information to satisfy specific target people and communities (Liechti and Ichikawa, 1999). Use of photography, as referred by many studies on visual representation for message communication, is evidenced to assist in increasing the emotional reach and provide a message itself even without or accompanying a text support for target people experience, and it can enhance message acceptance when it links with social emotion (Kitzinger, 1994). Photographs must have content. Every individual should connect themselves with the context of photographs (Kees, et. al., 2010).

It can be recalled that a poster image of about the sexual abuse of girls was recognized as particularly influential and, in some ways, seen to have the maximum accepted value for the awareness campaign (Rush, et. al., 1995) and application of emotional photograph appeared to be successful. Among many different media presentations, the visual communication claims the maximum effective communication share in the public area. A country like India, the visual campaign for social awareness plays the most significant role (Kaplan, et. al., 2007). The poster aims to provide specific information, establishes a significant visual appeal for target people. It can also be said that it assists to increase the visual literacy to aware people (Niederdeppe, et. al., 2008). Communication through image or photograph conveys

enormous information, which educates people for some particular context (Barker, et. Al., 2012). Identification and understanding the importance of the photograph and collective knowledge about the image (Rodríguez, et. al., 2015) when applied creates an ambience of easy communication.

The image has proven to be the most successful design element for educating social issues and make people aware (Cairo, 2012) as it is also easy to recall. Increasing social awareness will be possible when use of proper photograph and planning for contextual design to make a display platform and the method for reaching the target people get synchronised (Choi, et. al, 2007). Question arises what type of human images and application of design principles would be helpful to create a social awareness campaign that eventually be viewed and accepted, and thus would assist empowering the common citizen (Srikanth, et. al, 2013). What is the commonness in perceiving human image as essential component of visual presentation!

The word "awareness" derives from "wary" or "watchful." Voice of photography, a person's awareness can also be developed through this medium (Kamins, et. al, 1989). Every media, including print and digital, needs to promote image awareness because those are the best channels for connecting with the public. Increase awareness by using the image (Florin, & Eriksson, 2020) may be a way to look forward. So, it can reasonably be said that the target people may not be attracted to the poster and getting aware of the message, if the photographs of human promoters is not liked by them; what they like and how they wish to see makes a question to answer. Also, it can be investigated the types of human images or photographs used in Government campaign posters for social awareness if clearly portray the contextual message.

3.2 Methodology

From the 12 posters selected for main study bases four posters were shortlisted for this part of study. Posters were shortlisted by a group of student participants as they are the future market users as well as now onwards if the message penetrates in them, a better social awareness campaign practice can be initiated. They were asked to select two posters from each category (1) Celebrity image endorsement and (2) Target Group representation. Since this study is about the efficacy of human image used in the poster,

all the text content has been deleted from the poster so that the actual use of the image (without text support) in message transmission can be realized.

The study was conducted with same group of subjects (as mentioned in previous chapter) for their understanding; and along with that specific responses they were also asked to express their opinion on their overall feelings about the image and the communication relevance. The questionnaire (appendix 3) was used to get the target audiences' views on the human image in social awareness posters, if they understood any specific influence of celebrity human image or it would be good to use representation from the target group people.

3.3 Experimental Design and responses

A perception analysis exercise was conducted, as mentioned below, emphasizing celebrity image endorsement (study analysis-1) and target group representation (study analysis-2) in social awareness campaign posters on the issue of easy to understand the message.

3.3.1 Study analysis 1, posters with celebrity figures

Based on maximum choice by the student participants, all four posters were presented to the group of people (villagers, students, and urban people) for their opinion on appropriateness of such human images based on a set of questionnaires. This study was framed to get views from varied population groups as they perceive the celebrity human image used in awareness posters and target group people image used for social awareness campaign poster design.



Fig 3. 1 - Human image used in poster 01 (Ref. Fig. 2.53)

It has been found from the previous experiment that the target people were not able to understand the human image link to the context without text support. The viewer was not connected with the poster value though the human image used in the poster for social awareness though it is a widespread practice by the designers. Two different types of poster images were shown to the target audience with a new set of questions. The earlier study was conducted to comprehend the present scenarios of government awareness posters. Current study concentrates on how the popular or celebrity image and target group people image communicate. All the posters' text content was removed. Only human figure image and other graphic elements were retained in the posters.

Fig 3. 1 shows a famous Indian film personality human figure. Image is very much evident and articulate that it is trying to say or give some information. But it is not clear about what the main topic or subject it is trying to convey. Human figure is placed on one side of the poster, and two Indian government logos also put in front of the image. Two inputs may be considered that either it means the celebrity is endorsing the Government message to mass or the Government is using celebrity image to draw reflective public attention to the intended message. In the background, a blackboard indicates school or educational relationship. This celebrity image is also seen to be used in many other campaign and product advertisements also, means it is overused in social campaign design posters. Target people are distracted to recognise the fact of this poster what is actually means and if it is quick to draw attention, as we can see in Table 3. 1 and Fig. 3.2 the graphical presentation of human image used in poster 01 study outcome. 44 participants out of 108, assumed this poster is related to "Swachh

Bharat abhiyan” (clean India) campaign. 34 participants believe this poster belongs to “Polio”. 6 and 9 participants think for “Education” and “*Sarva Shiksha Abhiyan*” (education for all) related poster; even 15 commented “Don’t know”.

Table 3. 1 - Human image used in poster 01 (Fig. 3.1) – Study Details

Human image used in poster 01 – Study Outcome					
	Swachh Bharat	Polio	Education	Sarva Shiksha Abhiyan	Don't know
Students, N=37	16	10	4	3	4
Villagers/Common people, N= 54	20	18	2	6	8
Unban people, N= 17	8	6	0	0	3
Total, N= 108	44	34	6	9	15

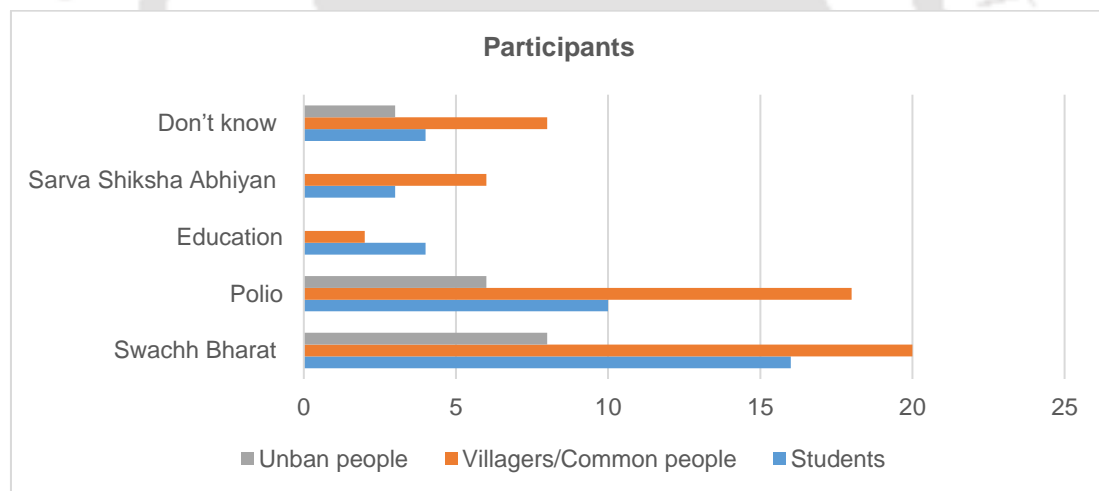


Fig 3. 2 - Human image used in poster 01 – Study Outcome: Maximum number of participants said this poster (Fig 3. 1) is for “Swachh Bharat,” least number of participants said this poster is for “Education” related.

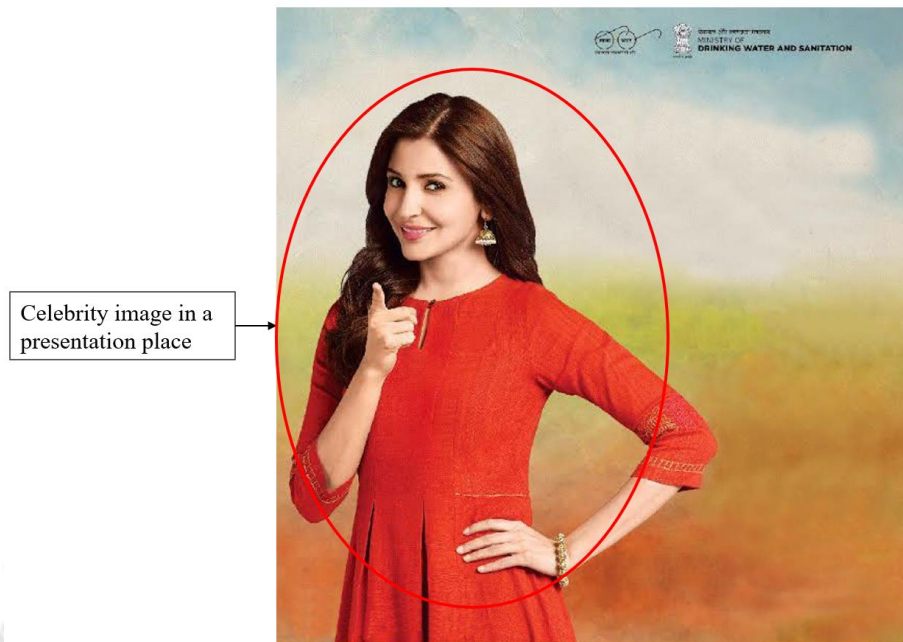


Fig 3. 3 - Human image used in poster 02 (Ref. original poster, Fig. 2.42)

Fig 3. 3 shows another female well-known personality human figure image used in a poster. The poster presents with a very much contrast colour-dressed woman, and that human figure is trying to point some words to the viewer. However, it is quite challenging to recognize the purpose of the human figure image she wants to communicate with the target audience (without text support) and if it is quick to understand or ambiguous to know is one of the significant factors for selecting human figures for an awareness poster. All awareness posters must express the easiness of decoding conforming natural setting between the human image and the message it wants to transmit through specific gesture-posture, the appearance. As evident from the recent poster surveys with the target audiences, most people were not clear about the purpose of using human figures in awareness posters. At the same time general literature and practice in the Indian context supports that the human figures are very essential elements for design awareness posters. The study responses as presented in Table 3.2 and graphical representation of the same in Fig. 3.4 mentions, 41 participants think this awareness poster for “Save Girl Child” which is the response of majority. 21 participants believe this poster is for promoting the use of “Sanitary Napkin” specific for women use, and few (3 of them) also gone for issues relevant to “Women Security”.

Table 3. 2 - Human image used in poster 02 (Fig 3. 3) – Study Details

Human image used in poster 02						
	Polio	Sanitary Napkin	Swachh Bharat	Women Security	Save Girl Child	Don't know
Students, N= 37	3	9	4	0	16	5
Villagers/Common people, N= 54	12	9	6	0	19	8
Unban people, N= 17	2	3	1	3	6	2
Total, N= 108	17	21	11	3	41	15

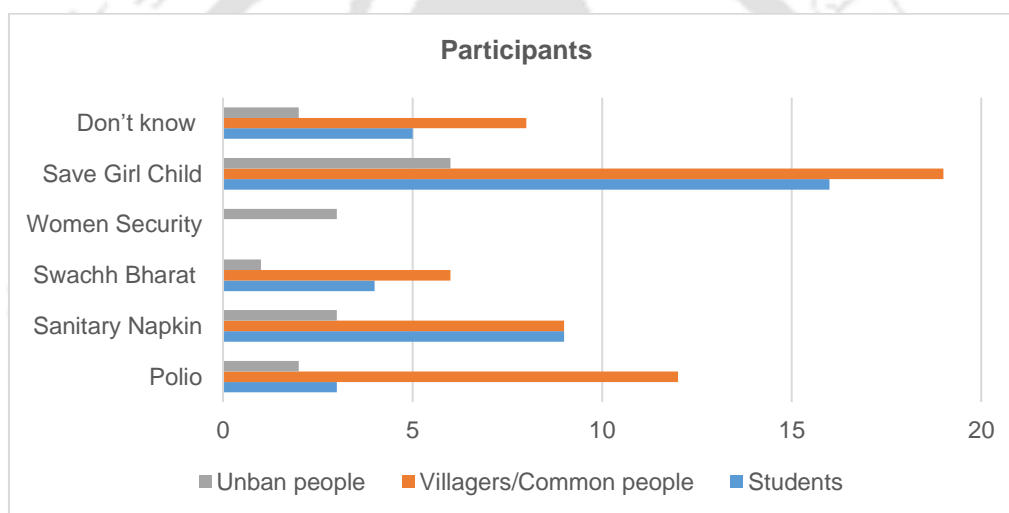


Fig 3. 4 - Human image used in poster 02 – Study Outcome: Maximum number of participants said this poster (Fig 3. 3) is for “Save Girl Child” campaign, least number of participants said this poster is for “Women Security” related.

The celebrity figure alone, Fig. 3.1 do not conform the message it tries to convey without text as the original poster with text Fig 2.57 that relates to health awareness campaign for TB and similarly for Fig. 3.3 as per original poster Fig 2.42 that relates to good sanitation habit relevant to toilet practices.



Fig 3. 5 - Human image used in poster 03 (Ref. original poster, Fig. 2.22)

3.3.2 Study analysis 2, posters with the target group representation

Fig 3. 5 shown one woman is sitting on a bicycle. Two young children are in the little offset from the main image who are supporting the central theme. Multi-coloured poster, all the human images look smiling face, that means they are happy in their life or the present scenario the background it is used for. Woman is wearing sari, which carries the identity of Indian culture. The two young children also appeared in very ordinary common attire. The message is intended for common mass.

Looking at all of them together, it appears that they are all members of the same family/ group/ community. There is something about which they are all very happy. Moreover, the effect of that happiness is being reflected in everyone's face. It appears that the awareness poster is designed with the human images taken from the intended target population/ group to create a social awareness for themselves. In this poster study, it is clearly noticed, Table 3.3, and graphical presentation of the same in Fig. 3.6, that 39 participants were said this image is related to "Girls and Boys are equal." 22 participants think this poster image relates to "Education". Total 11 participants are not able to recognize. 14 participants feel "Healthy family and Food"-related issues.

Table 3. 3 - Human image used in poster 03 (Fig 3. 5) – Study Outcome

Human image used in poster 03						
	Healthy family	Education-related	Women empowerment	Food-related	Girls and Boys are equal	Don't know
Students, N=37	3	7	0	5	18	4
Villagers/Common people, N= 54	10	13	4	6	15	6
Unban people, N=17	1	2	4	3	6	1
Total, N= 108	14	22	8	14	39	11

To understand the visual impact of human image used for poster design, while expressing in %-age, 8.64% participants said this poster for “women empowerment”. 42.12% participants feel this poster related to equality of boys and girls. 15.12% participants said healthy family and 15.12% said food related poster.

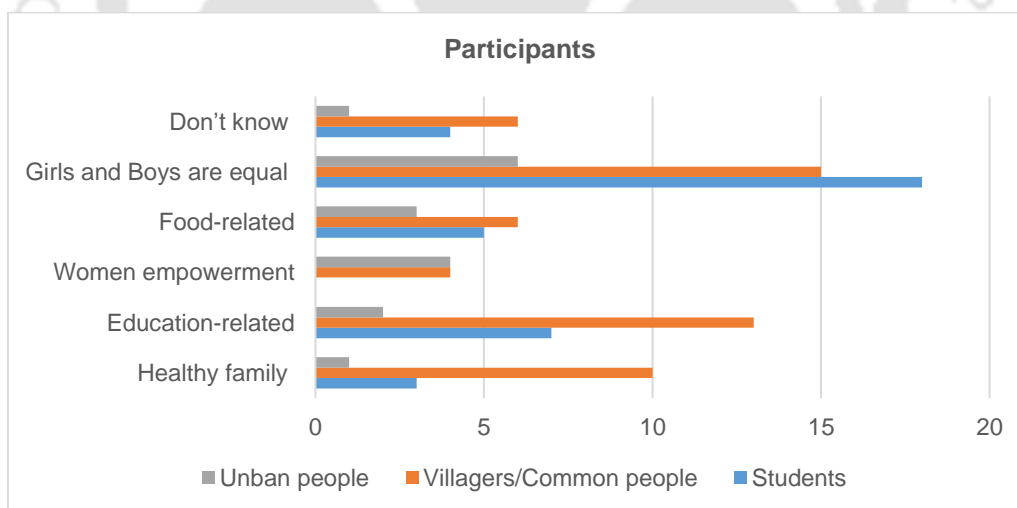


Fig 3. 6 - Human image used in poster 03 – Study Outcome: Maximum number of participants said this poster (Fig 3. 5) is for “Girls and Boys are Equal,” least number of participants said this poster for “Women Empowerment”.

Fig 3. 7 depicts one school student with her school dress that expresses a pleasing appearance with smiling face. Her facial expression clearly conveys feeling of her inner happiness and the poster probably provides some information if observed similar happiness would prevail in mass. In this poster half of the portion filled with solid colour. There are image of national emblem of India and other specific logos that conveys the message is meant for social awareness campaign but not sure what for it was as the text support is not present. Observations presented in Table 3.4 and graphical presentation of the same in Fig. 3.8, out of total 108 participants, 33 participants think this image is for “Related to Health”, 26 participants believe this poster’s human image is for “Save Girl Child”.

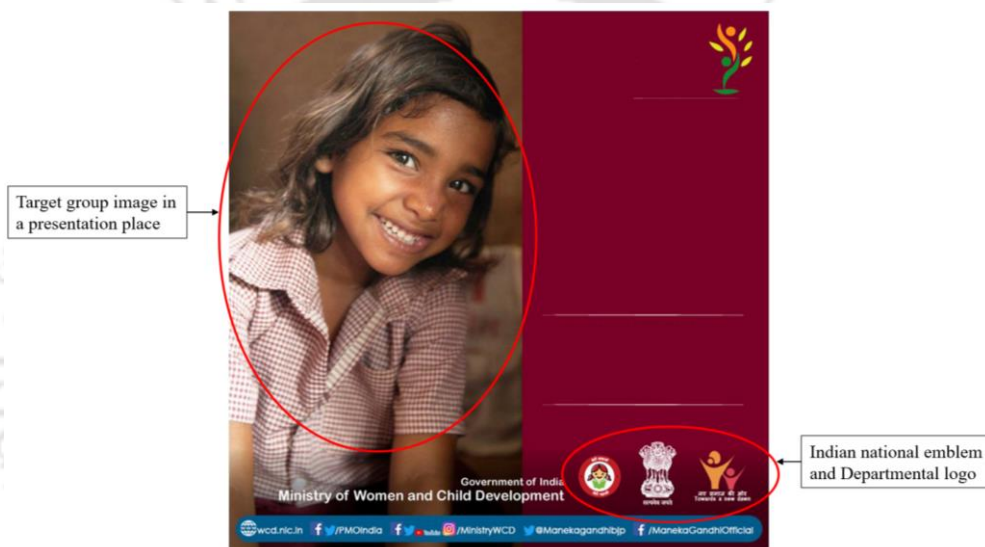


Fig 3. 7 – Human image used in poster 04 (Ref. original poster, Fig. 2.7)

Table 3. 4 – Human images used in poster 04 (Fig 3. 7) – Study Outcome

Human image used in poster 04						
	Girls' education	Food for all	Save girl child	Mid-day meal	Related to Health	Don't know
Students, N=37	6	3	8	4	9	7
Villagers/Common people, N= 54	7	2	11	5	21	8
Unban people, N= 17	2	3	7	1	3	1
Total, N= 108	15	8	26	10	33	16

16 participants are not able to say anything about this human poster image. 15 participants think this human image for “Girls Education” and as a contemporary practice of providing nutrition in school programme run by Govt., few (10 of them) also said the poster with the figure shown is for “Mid-day meal” programme for students of primary standards, it is a kind of promotional poster with other comments of “food for all” as mentioned by 8 of them

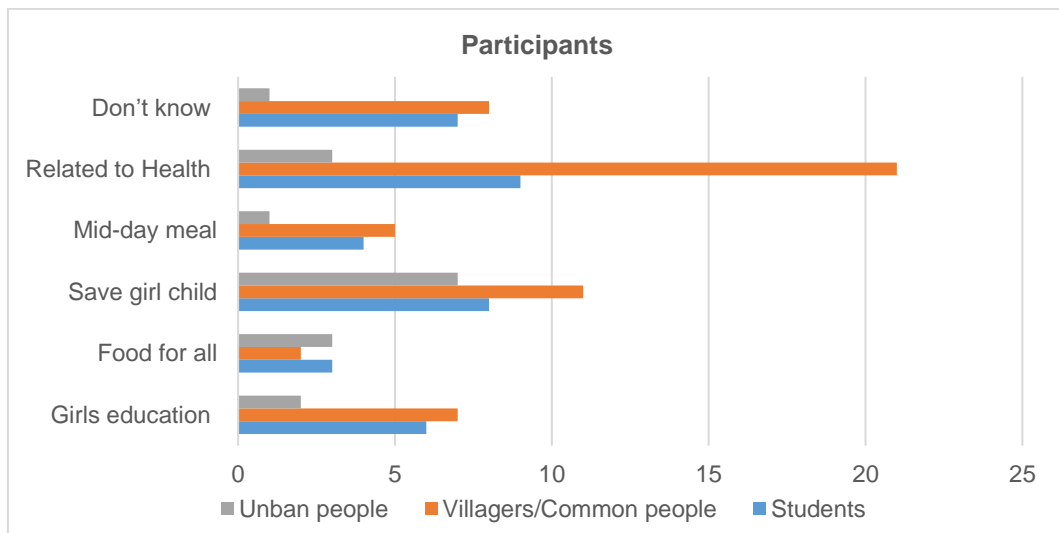


Fig 3. 8 - Human image used in poster 04 – Study Outcome: Maximum number of participants said this poster (Fig 3. 7) is for “Related to Health,” least number of participants said this poster is for “Food for All” related.

Based on the experimental results if it is expressed in %-age, 35.64% participants assumed this poster related to health. 8.64% participants said this poster means “food for all.” 28.08% participants said this awareness poster is related to “save girl” campaign.

3.3.3 Discussion and concluding remark

The results obtained as above reflects the present scenario of Indian Government awareness posters. With the second set questionnaire study, it is noticed that few number of target people were able to connect with the poster human image. Findings from the experimental results (Fig 3. 1, Fig 3. 3, Fig 3. 5 and Fig 3. 7) tend to believe that the visual communication principles were not appropriately applied for

design awareness poster for easy understanding (as appeared from the views of the respondents). Target audience is more comfortable with the target specific human image for social awareness purposes, whereas the celebrity human image appeared not to be so significant for awareness poster campaign. Reference Fig 3. 1, Maximum number of participants said this poster is for “Swachh Bharat” campaign, least number of participants said the poster relates to “Education”. Fig 3. 3, Maximum number of participants said this poster is meant for “Save Girl Child” campaign, least number of participants said this poster is for “Women Security” related. Fig 3. 5, maximum number of participants said this poster belongs with “Girls and Boys are Equal”, least number of participants said this poster is for “Women Empowerment” campaign. Fig 3. 7, Maximum number of participants said this poster for “Related to Health”, least number of participants said this poster is for “Food for All” related.

The above does not make clear about the beneficial effect of usage of celebrity human images in a social awareness campaign.

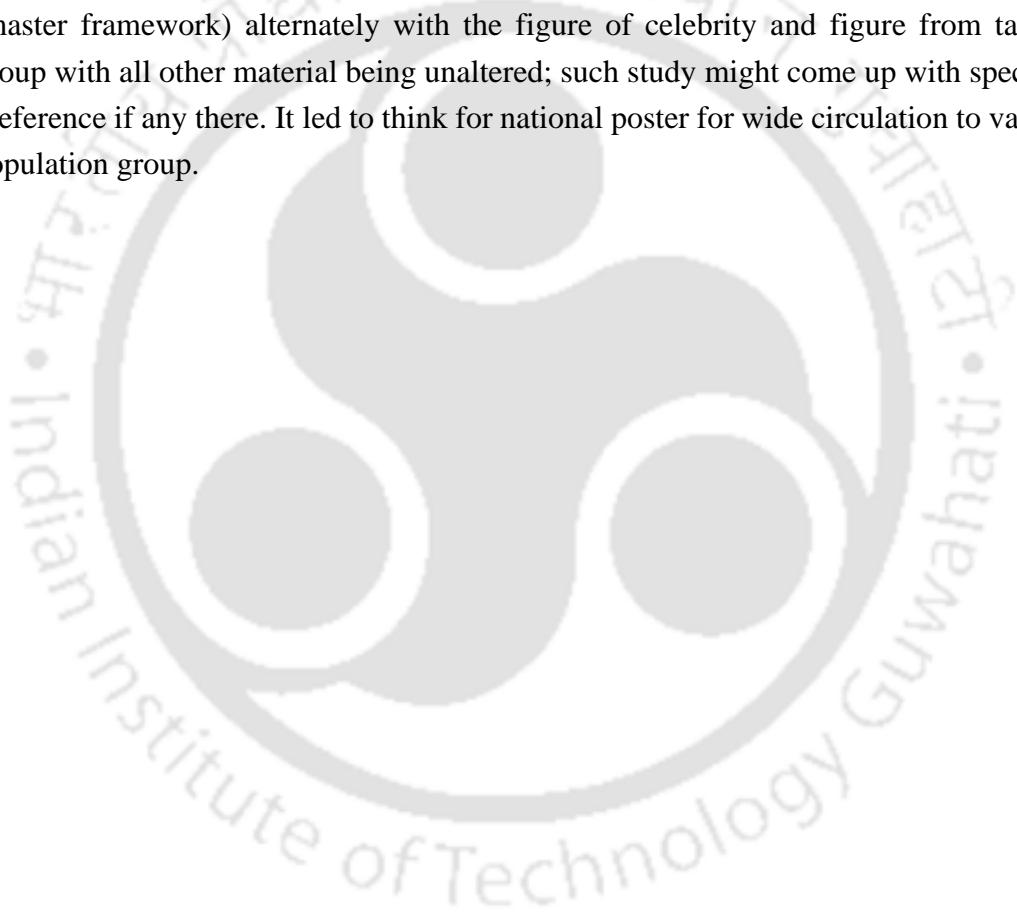
3.4 Viewers' Perception: Consolidated

The experiment results to verify the celebrity image (Fig 3. 1) used for awareness poster design were not as convincing as per expectation. Participants were struggling to recognize the fact of the awareness poster. Most of the participants assumed this poster for “Swachh Bharat” and “Polio”. Even 15 participants were not able to recognize the poster topic. Fig 3. 3 poster human image is also similar type of experience. Most of the participants assumed in this poster human image is for “Save Girl” child. However, 11 participants think this human image is related to “Swachh Bharat”. Overall views of all 108 participants are not satisfactory. All the poster celebrity human image relatively confusing for target people. Fig 3. 5 human image posters conveying towards some point logical as poster designed. 39 participants out of 108, said the human image relates equality of girls and boys. 33 participants feel Fig 3. 7 poster human image is related with health. But at the same time 15 participants are not able to relate or say anything about this poster image.

With the above observations, it can be said that the use of target representation for human image in social awareness poster may go along with an at-home feeling for the message with or without text.

3.5 Concluding Remarks

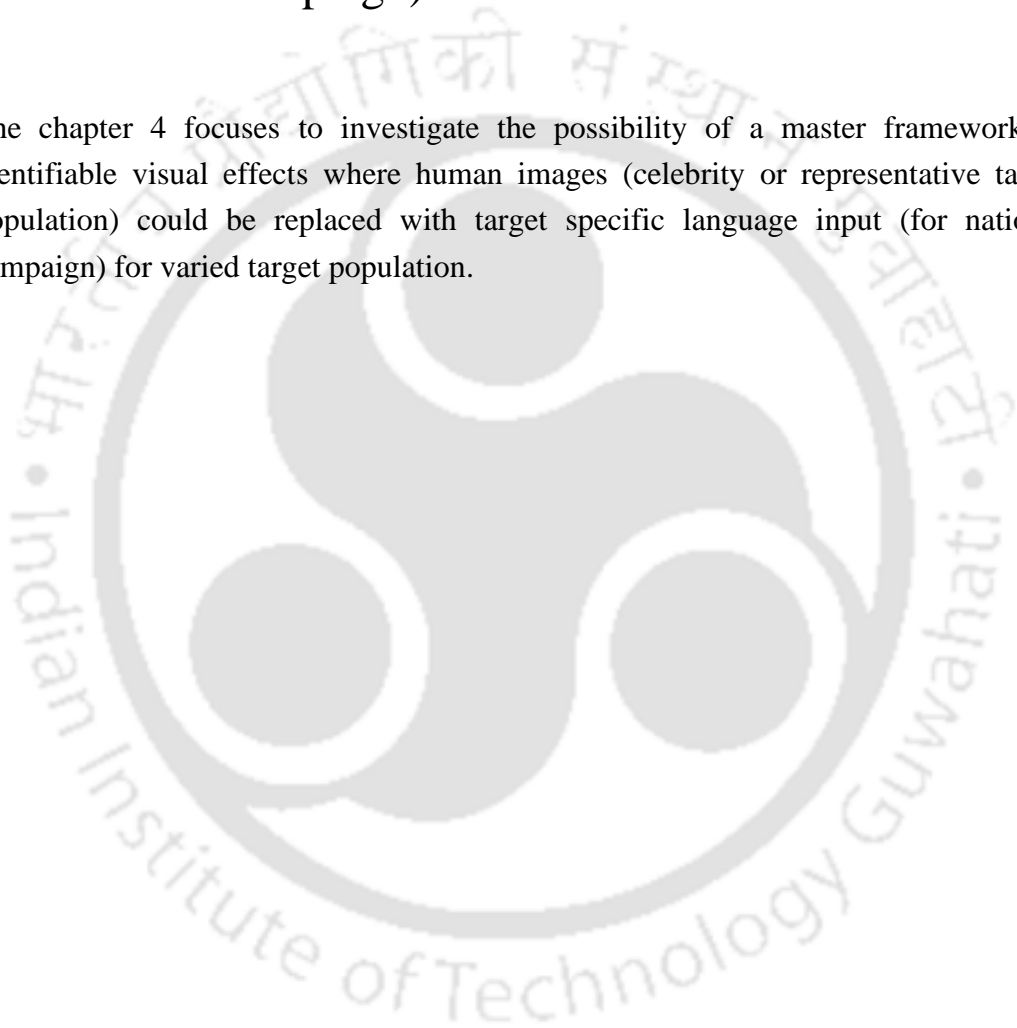
The opinion thus collected gave a comprehensive information about preference of human image either from celebrity or representation from the target population with a doubt expressing not to be sure of it. It draws attention to study with a sample poster (master framework) alternately with the figure of celebrity and figure from target group with all other material being unaltered; such study might come up with specific preference if any there. It led to think for national poster for wide circulation to varied population group.



Chapter 4

Possibility of master framework of visual effect where human images could be replaced with target specific input (for national campaign)

The chapter 4 focuses to investigate the possibility of a master framework of identifiable visual effects where human images (celebrity or representative target population) could be replaced with target specific language input (for national campaign) for varied target population.



Chapter 4: Possibility of master framework of visual effect where human images could be replaced with target specific input (for national campaign)

4.1 Introduction

This chapter describes the findings from the experiment conducted to verify that using human images could be replaced with the target specific audience of social awareness poster design for the national campaign. The celebrity endorsement of products and services is a widespread practice for our society: strategy building, advertising, promotions, etc. Communication, announcement, product launching by the celebrity is a well-established trend that makes it easy to connect with the target audience or intended information receiver. With such applications many of the products or promotional advertisements have become very popular. Advertisers (Product Company expectation) today seem to believe in celebrity endorsement strongly. For promotion, it might work very well, but what about the social awareness poster for a target-specific group and at the same time to go to varied groups. This chapter illustrates the possibility of national awareness campaign poster design.

Celebrity involvement for product firm believe in product quality and service rather than just monetary reward (Debevec and Iyer, 1986). Celebrity endorsement is seen in market segment an increase in advertisements expenditures that eventually will dent on product cost. Even, many hidden agenda of such usage need to be assessed during any survey analysis (Agrawal & Kamakura, 1995) that if any specific issue supports for similar usage ((Borgo, et.al. 2013) in social awareness purposes. Some sectors like health issue, education, nutrition, cleanliness, and mother milk and so on may be cited for benefits, where similar application would be class apart when a celebrity promoting such type of social awareness campaign.

This phase of study objective was to investigate the possibility of a master framework of visual effect where human images could be replaced with target specific input (for national campaign) as and when ever the context demand.

4.2 Methodology

Interviews with all 108 participants with displaying posters were conducted. Using human image in various Government social awareness campaign poster is a very common practice. How could we use and what type of human image will spread expected awareness into the target specific people in terms of nation coverage. Two separate sets of posters were chosen for study, e.g., the 1st as presented in Fig 4. 1 and Fig 4. 2 have used celebrity image and the 2nd set with Fig. 4. 4, Fig 4. 5 and Fig 4. 6 with human images representations from likely to be the target group along with variation in placement of figures and texts (different Indian languages).

For this experiment, two visual design experts (academician cum professional practitioner professionals, 1. from MIT Institute of Design, Pune. and 2. Design Head at Microsoft, Hyderabad) reviewed total two sets of social awareness posters. All posters were shared with them, and they commented in consultation with their team members.

Posters in varied languages



Fig 4. 1 - Celebrity human image used in social awareness poster (example), where human images and text content placed in the same grid structure, and following the same grid, only language changes to attract different language populations (top block 10 posters) and the bottom single figure explains the space details in the frame.

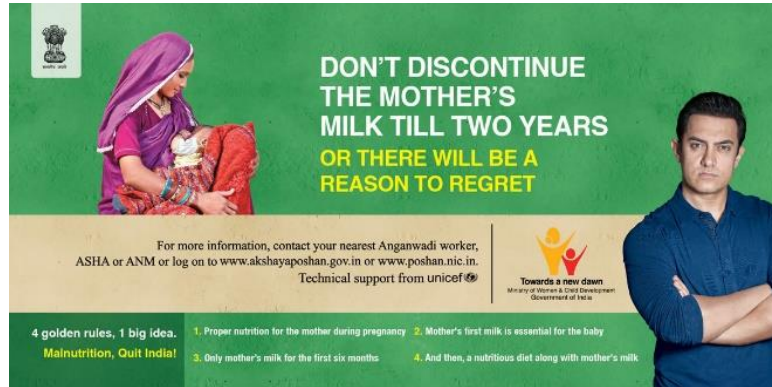


Fig 4. 2 - Celebrity human image used in poster (an exemplary representation, English) “Don’t discontinue the mother’s milk till two years”.

Fig 4. 1 shown a celebrity human image used for promotion of “malnutrition” of child. And same celebrity human image used in the Fig 4. 2 for promotion of mother’s milk or don’t discontinue mother’s milk with this endorsement by the same celebrity figure with the almost similar gesture (ref. Fig 4.1).

4.3 Observations

The below were the consolidated responses.

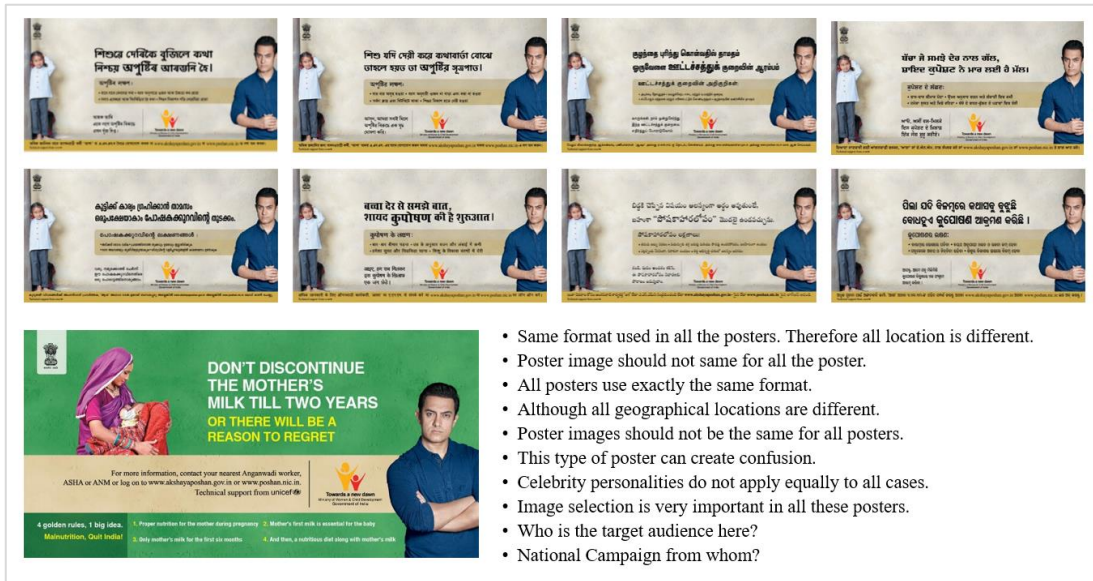
Fig 4. 1 and Fig 4. 2 is showing one of the known celebrity human images and gesture of appearance used for dissimilar type of social awareness posters. Fig 4. 1, celebrity human image endorses camping. Same image used for each state. Language changed as per the states. Human image is not very significant as per the context, and at the first glance it might create confusion (unless the text is read carefully)

Fig 4. 2, similar celebrity human image used for different social awareness campaign design. It's challenging to understand the context. Only change in the human image is posture and that is also not very different. Actually, it's very challenging to differentiate between both Fig 4. 1 and Fig 4. 2, the awareness posters with the presence of same bold appearance of “not-so-connected” (to the message being communicated) celebrity. Both the posters’ messages are different, so human image would be to use as per the context requirement. Posters’ celebrity images are looking too curious.

Two of the expert designers' views have been taken on Fig 4. 1 and Fig 4. 2 posters on the issue of characteristic of human figure and application on the awareness poster design. They were asked to write about the visual impact and their thoughts on the poster in a comprehensive manner after discussing with their students' groups of design discipline. Fig 4.3 expresses the expert's comments as a comprehensive understanding on the issue.

According to the Expert 1: (Table 4. 1) if designer use same or similar type of human image for awareness campaign, it is challenging to distinguish between the posters. Such type of posters would misguide target audience. Human image should be used according to the theme. Human figure representation from the target people itself may be more effective than the celebrity human image. Celebrity image might help for product, service, or brand promotion, etc.

Similar to collection of combined / comprehensive feedback from expert 2, (Table 4. 2) rigorously mentioned, human image for awareness poster should consider as per the culture and mostly geographical location. In India, each state has different languages, tradition, and culture. Theirs food pattern, cloths, lifestyle everything is different. Even, sometimes it differs within the state also. Image selection for Indian awareness campaign should be inclusively significant, a message should reach to such varied groups. Implementation of human image need specific need for precise planning to create social awareness. Particular human image and its placement selection, character of the poster and application of design principles should go together that follows visual order, balance, and contrast variations.



- Same format used in all the posters. Therefore all location is different.
- Poster image should not same for all the poster.
- All posters use exactly the same format.
- Although all geographical locations are different.
- Poster images should not be the same for all posters.
- This type of poster can create confusion.
- Celebrity personalities do not apply equally to all cases.
- Image selection is very important in all these posters.
- Who is the target audience here?
- National Campaign from whom?

Fig 4. 3 – Expert comments on: Celebrity human image used in poster (Fig 4. 1 and Fig 4. 2)

Table 4. 1 - Expert Review - 1

Expert 1: Assistant Professor at MIT Institute of Design, Pune. India
<p>Both the pictures are not so effective for social awareness communication design</p> <p>Human image should be used as per the subject or topic</p> <p>Most of the time such kind of poster mislead target people</p> <p>Image must be use as per the contextual message</p> <p>Local or target people are more preferable than any other human images</p> <p>Both the poster human image is same, so it's challenging to distinguish distinctly</p> <p>Celebrity human image are not enough for all kind of promotional campaign</p>

Table 4. 2 - Expert Review - 2

Expert 2: Design Head at Microsoft, Hyderabad. India
<p>Implementation of a human image need to more aware of such a campaign</p> <p>All the posters character are same</p> <p>Image selection is immensely important</p> <p>Human image must be as per the culture or geographical location</p> <p>Target people will be confused with such types of human image</p>



Fig 4. 4 - Human image used in poster – English: One vaccine for two diseases (Measles and Rubella).



Fig 4. 5 - Human image used in poster – Hindi: One vaccine for two diseases (Measles and Rubella)



Fig 4. 6 - Human image used in poster – Kannada: One vaccine for two diseases (Measles and Rubella)

Fig 4. 4, Fig 4. 5 and Fig 4. 6, show particular group of human images used for awareness campaign. Language changed as per the state even English. This poster message is for vaccination for child. Fig 4. 4, poster is presented in horizontal form

and having a national emblem on top. Five national logos, and human image are on the left side, and other illustrations and graphic elements are on the right side. But in Fig 4. 5 the poster design aspects are totally changed; group of human images are placed at centre of the poster. Bigger size image used where the poster is vertically oriented. All the illustration placed on bottom. Fig 4. 6, this is the same poster but different design language. This poster is also horizontally composed, 7 different logos are on the bottom. On the top the national emblem and two other logos are places. All the other information is placed on top, left and right sides. Top part of the human image group was cropped as per necessity to accommodate in the space. Fig. 4.7 gives a comprehensive expert comment on human image used in posters (ref. fig.4.4- 4.6)

- All the posters have too much of text content.
- Instructions, messages and info graphics are confused.
- Often the visuals are not relevant.
- Image should be contextual.
- Poster images should not be the same for all posters.
- Need to think about image selection.
- What is the significance of images?
- Who is the target audience here?
- This poster may create confusion among the target people.
- Large number of people used, but its not clear about the role.

Fig 4. 7 – Expert comments on: Human image used in poster

Table 4. 3 - Expert Review – 1

Expert 1: Assistant Professor at MIT Institute of Design, Pune. India
<p>Same image used in all the posters</p> <p>Human image must be used as per the context</p> <p>These types of posters mislead target people</p> <p>Image must be select as per the location</p> <p>It's not clear to understand used of group of people in this poster</p>

Table 4. 4 - Expert Review – 2

Expert 2: Design Head at Microsoft, Hyderabad. India
<p>Use of group of human images is not justify</p> <p>Implementation of image is not clear</p> <p>Image selection is immensely important</p> <p>Contextual image or local face more effective than any other images</p> <p>What is the significant of the image?</p> <p>Target people will be confused with such types of human image</p>

According to the expert 1 (Table 4. 3), human image may misguide the target audience. Same image will be confusing for understanding the context of the poster. Human image should be select as per the location.

Expert 2 (Table 4. 4), image application and selection are a big task for awareness poster. Appropriate human image and its justification of the image positioning. People will be distracted with such type of human image.

Based on the above observations and Glyph design criteria, Fig. 4. 8, a design approach was undertaken and presented in next section 4.4 as an attempt.

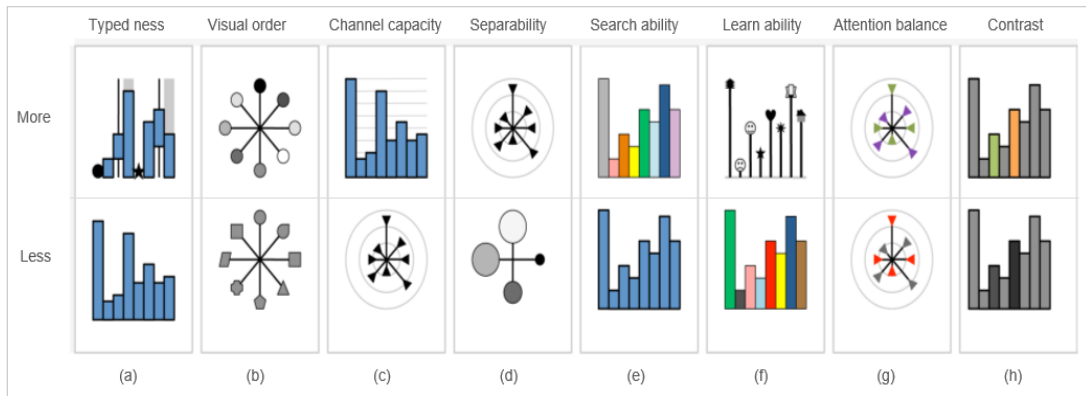


Fig 4. 8 - Glyph design criteria - Variations of design by the design principle (Source: Chung, D. H, et. al.) is seen to be normally adapted for poster design approach.

Glyph principle is adapted as a platform for design ideation where many other context specific issues make a design approach. A batch of student's brain storming session were asked to point out to issues that would be most suitable for a social campaign poster. They were asked to categorize thus the responses appeared is numbered table. This makes for the comprehensive design principle.

All the principle in the glyph design criteria is two rows. In the first row shows a glyph with more importance and the bottom row shows a glyph with less importance. All the eight variable visual channels depict some various visual order. Design principle (Glyph design criteria) sows the criteria of visual hierarchy.

4.3.1 Concluding Remarks:

Human figures remain unchanged while text messages are changing to target respective vernacular. How an image of a specific population is accepted by a different group of non-similar culture and identity. Can the figures also be replaced as relevant to the target specific context? The below mentioned design approach may be investigated as a possibility.

4.4 Design Approach: A consideration

Designing for target people is quite a difficult task. Strategic implementation of human image, colour and others design elements is very significant. Social awareness poster design must follow four design approaches, Table 4. 5 is showing the four categories of design channels. The first channel indicates geographical aspect, and the second channel mentioned visual, the third channel for social or interactive and the fourth channel is semantic. Each channel has many sub points. However, those points have different significance value which is responsible for better understanding of elements. Choose the appropriate visual elements and application. Figure out the channel and the points which one will match for a specific design approach. Design applies the following principles effectively bring them in a way to make sense for design poster. All four channels will be helping to make sensible design output. The below aspects need to be considered:

- Identify the goal
- Consider target audience
- Relevant colour palate
- Understand the cultural context
- Social and geographical context
- Language implementation
- Contextual image application
- Elements of composition
- Image background.

Table 4. 5 – Design Approach (Ref - Borgo, R et. al - 2013)

Geometric/Graphical Channels	Optical Channels	Relational Channels	Semantic Channels
Size Length Age Width Depth Area Volume Orientation Angle Shape Curvature Smoothness	Intensity Colour Opacity Texture Line styles Focus Shading Effects Shadow Depth	Connection Intersection Overlap Depth Occlusion Distance	Number Text Symbol Icon Logo Pictogram

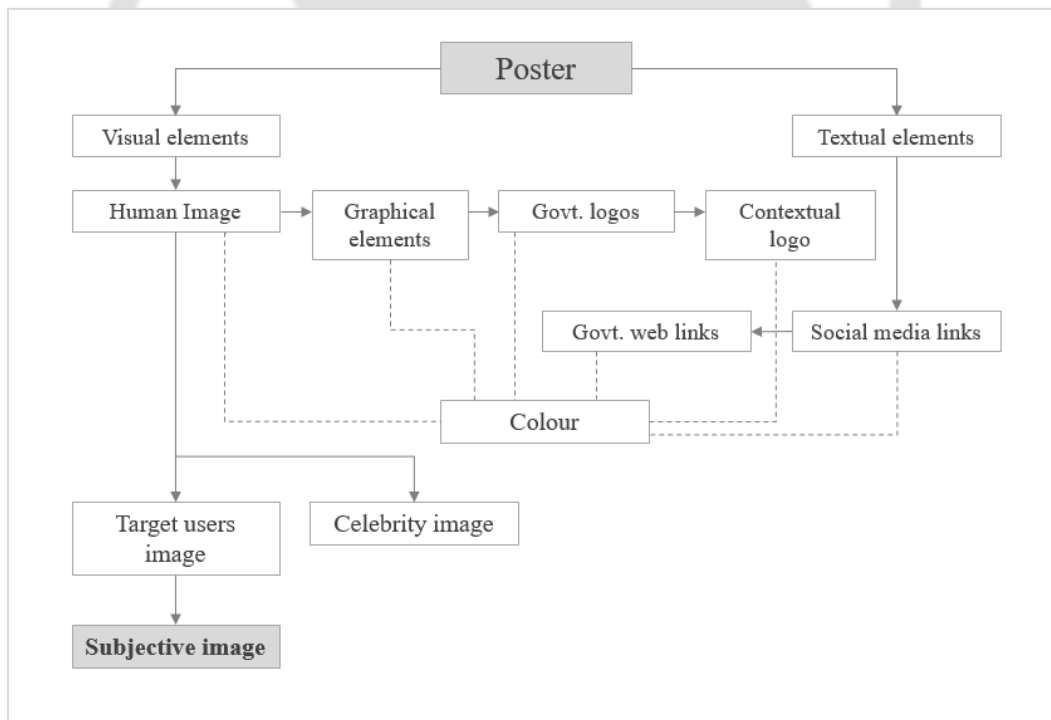


Fig 4. 9 - Design Approach may specially be constructed for a poster.

Fig 4. 9 shows a graphical representation of the design approach. For awareness poster design, two significant elements, e.g., 1. Visual Elements and 2. Textual Elements constitute the content. This visual representation gives a clear idea of the design approach. Visual elements followed by human image, target audience and subjective image.

4.4.1 Subjective Image Approach for Poster

For this study, all the social awareness posters used in this study were without text content for understanding the participants views on the subjective human image. All the posters have been taken from respective India Government official portal. For the purpose of the study, text content was removed from the posters.



Fig 4. 10 - Subjective Image Approach – 1: Ujjwala Yojana, LPG connections to women of Below Poverty Line families. (Experimental poster without text)

Table 4. 6 - Participants Feedback on “Subjective Image Approach – 1”, (Fig 4. 10)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Ujjwala scheme – 26	Ujjwala scheme – 49	Ujjwala scheme – 12
Sanitary napkin – 4	Mother related – 3	Education related – 3
Mother related – 2	Don't know – 2	Don't know – 2
Don't know – 5		

4.4.2 Subjective Image Approach – 1

Fig 4. 10, the poster for LPG usages was used for subjective image approach. Similarly, all the text content has been removed from the poster. Only human image (one female human image with an orange saree), graphical elements, logos, and one state map and the product image were left there in this poster. This human image awareness experimental poster has been shown to the 108 participants with a questionnaire (Appendix 2 B). Significant responses come out from each category. Table 4. 6 displayed all three categories of participant and their responses. Maximum number of participants (students, villagers/common people, and urban people) said this poster image for Ujjwala scheme.

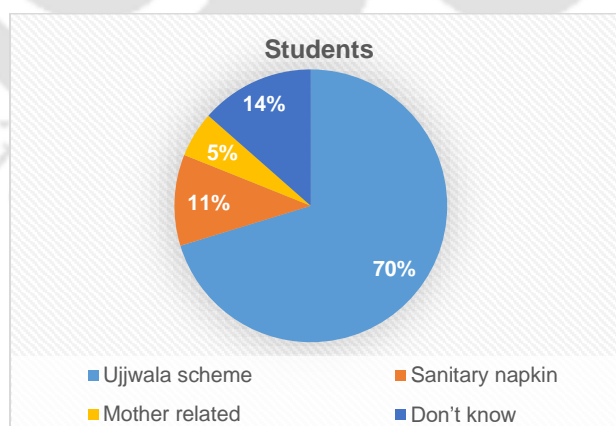


Fig 4. 11 - 70% Students Recognize Human Image: maximum number of participants understood the image context. Only 5% participants said “Mother Related” poster.

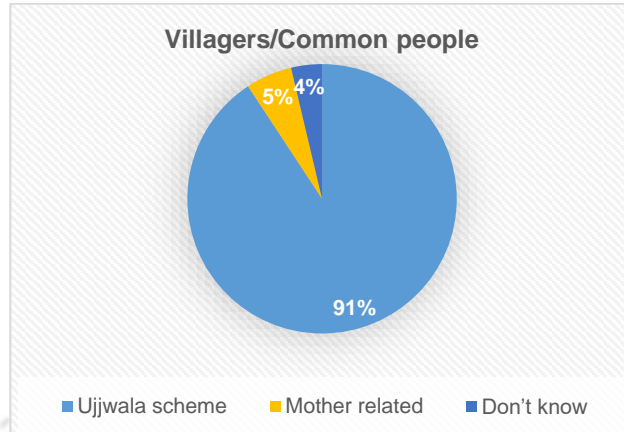


Fig 4. 12 - 91% Villagers Recognize Human Image: 91% participants think this poster for Ujjwala Scheme. Few participants are not able to say anything.

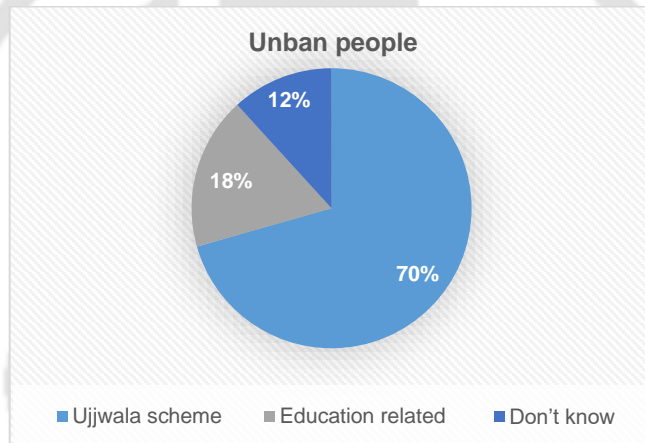


Fig 4. 13 - 70% Urban People Recognize Human Image: 70% urban people feel this poster for Ujjwala Scheme, but same time 12% people also said they don't know.

Table 4. 7 - Mean and SD value, Subjective image approach- 1, (Fig 4. 10)

	Ujjwala Scheme	Sanitary napkin	Education related	Mother related	Don't know
Mean	29.00	4.00	3.00	2.50	3.00
SD	18.68	0	0	0.71	1.73

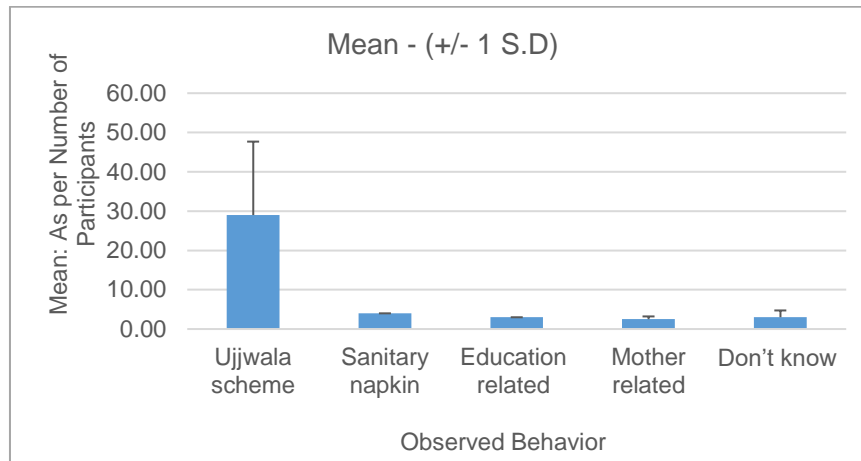


Fig 4. 14 - Mean and SD for Subjective Image Approach – 1, Graphical presentation.

In this way, participants expressed their understanding/views for the effect of a particular human image representing users specific target audience. The result of the experiment reveals the human image poster effect on visual acceptance while viewing human image poster awareness poster. Based on the results of the experiments and understanding from the subjective image approach (as presented in Fig 4. 11 – 14, and Table 4. 7) is clearly shown the visual perception by the varied group of tentative users.

4.4.3 Subjective Image Approach- 2



Fig 4. 15 - Subjective Image Approach – 2: Childbirth planning for better and happy family. (Experimental poster without text)

Table 4. 8 - Participants Feedback on “Subjective Image Approach – 2”, (Fig 4. 15)

Students (No - 37)	Villagers / Common people (No - 54)	Unban people (No - 17)
Childbirth – 23 Related to Health – 5 Happy family – 4 Beti Bachao – 2 Polio – 2 Don't know – 1	Childbirth – 42 Happy family – 7 Beti Bachao – 3 Related to Health – 2	Childbirth – 11 Related to Health – 2 Beti Bachao – 2 Polio – 1 Happy family – 1

Fig 4. 13 shows one female human image with a smiling face and a saree and one man with his daughter. The daughter sits on her father's shoulder, and they are enjoying their company. India government departmental logos and Indian Emblem. In the background green field. Table 4. 7 displayed all three participants' categories and their reply on this human image poster. This human image awareness poster has been shown to 108 participants (students, villagers/common people, and urban people) with a questionnaire for their feedback on this poster. Noteworthy responses come out from each category.

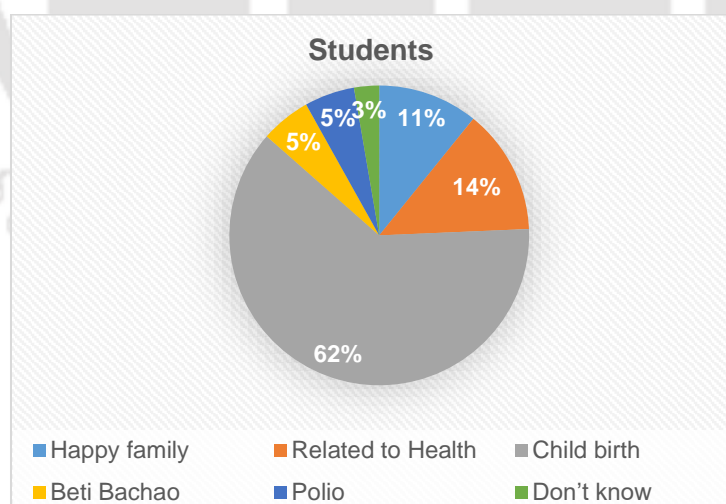


Fig 4. 16 - 62% Students Recognise Human Image: Maximum number of students participants said this poster related to the childbirth and only 3% of student's participants said they don't know.

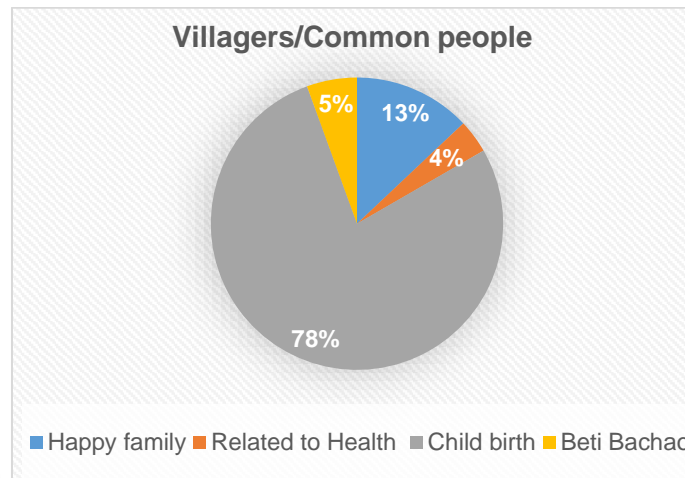


Fig 4. 17 - 78% Villagers Recognise Human Image: Maximum villagers/common people thing this poster for childbirth, only 5% participant said related to health.

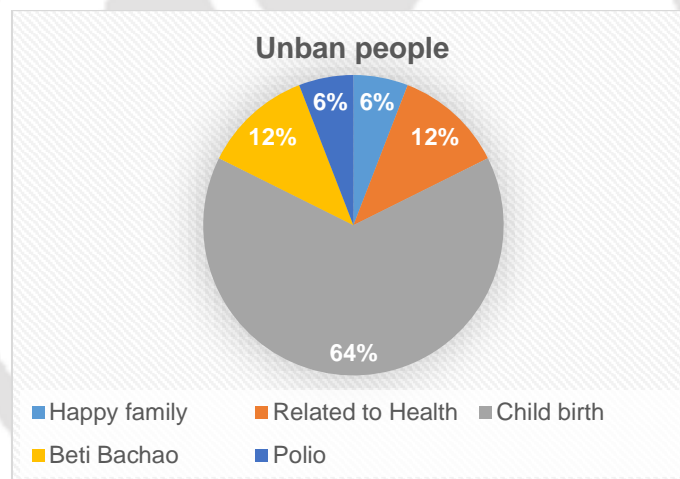


Fig 4. 18 - 64% Urban People Recognise Human Image: Most of the urban people said this poster for Childbirth related.

Table 4. 9 – Mean and SD value, Subjective Image Approach – 2, (Fig 4. 15)

	Happy family	Related to health	Childbirth	Beti Bachao	Polio	Don't know
Mean	4.00	3.00	25.33	2.33	1.50	1.00
SD	3.00	1.73	15.63	0.58	0.71	0

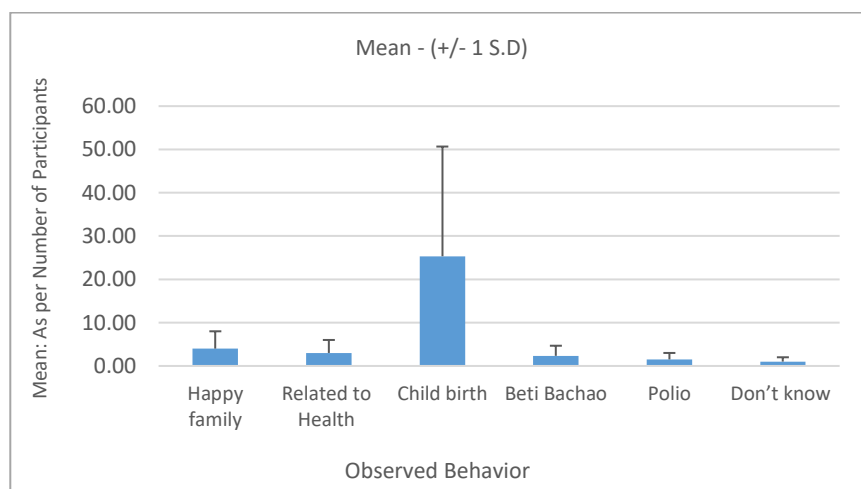


Fig 4. 19 - Mean and SD for Subjective Image Approach – 2, Graphical presentation.

4.4.4 Survey Results and Discussions

The experimental results verify subjective human image impact on the target people of awareness posters. Fig 4. 14, 62% student participants recognize the subject of the poster. Participants understand the context of the poster. Fig 4. 9, 70% of students recognize the poster's human image. 14% of participants are not able to identify the poster image context.

On the other hand, 11% of participants believe this poster for the Sanitary napkin awareness campaign, and 5% think it's related to the mother. 91% of villagers and common participants identify the human image posters. 5% of participants feel this poster image is related to mothers, and 4% cannot answer.

Similarly, 70% of urban participants were able to connect with the social awareness poster. They believe this image is perfectly related to the context. Fig 4. 12 show the participant's behaviour. Inference from gaze study: Target audience have given more attention to awareness poster with contextual target audience human image. Fig 4. 13 shows 62 % of student participants recognize the awareness poster human image. 78% of village participants and 64% urban participants also find the human image relation with the awareness poster. It can also be stated that the significance of the human Image for a social awareness poster campaign. This experiment result depicts that target audience have given more attention to awareness

poster with contextual target audience human Image. It has been observed that for both, the subjective image approach creates more impact on target people.

It is observed that the target audience's human image is more touching than the celebrity image. According to the present survey on social awareness human image, viewers are sincerely finding themselves with the poster. Contemporary social awareness poster human image, target people interact by the image context. Participants have found out more closeness with the target human image, which is essential to use for this kind of awareness campaign. It is noticed that celebrity image has not created any special impact on the social awareness campaign for such requirement. The combination of target people images with social awareness campaign posters has a substantial impact on the target group.

4.5 Design Approach for Master Frame for National Campaign

With the above understanding this part of study initiates a design approach for possibility of a master frame for national campaign to improve the social awareness for varied target audience of India. Communication with the target audience through the awareness poster is the primary aim.

Many of the celebrity personality repeatedly appear to endorse various brands and products (Fig 4. 20, 4. 21), as well as even for social awareness campaign also the same celebrity personality images are used. The target audience may be confused to recognize the poster concepts. For visual communication image is the most essential element to communicate with the target audience. Designer must understand the context of using human image to convey message towards target group.

This led to think if a common grid is framed to have an identity in all different vernacular text posters with human figures are taken from the very target population group and other location and context specific visuals keeping the national fixed elements intact in their fixed place.



Fig 4. 20 – Celebrity human image used to endorse various products: Actor Amitabh Bachchan.

It's a very common practice to promoting brands and products by the celebrity human image. Whereas in Fig 4. 20 Amitabh Bachchan Fig 4. 21 shows another famous Indian actor Aamir Khan appear to endorse various products and brands of different nature than that of Amitabh Bachchan. Same celebrity human image also seems used in the social awareness campaign poster in earlier sections. This study shows that celebrity image quality can help provide a better consumer experience, but that doesn't mean social awareness posters will also be equally effective.

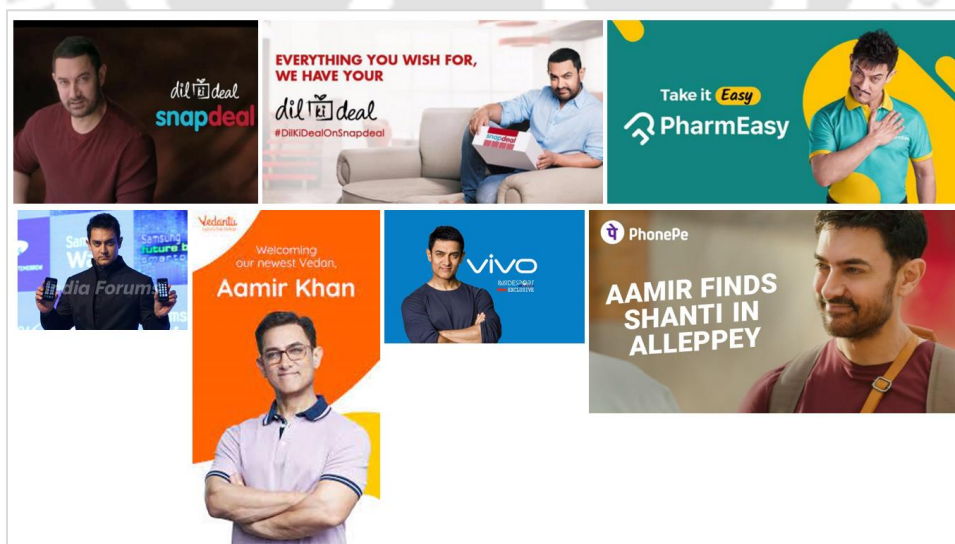


Fig 4. 21 – Celebrity human image used to endorse various products: Actor Aamir Khan.

This study is recognising the views of the designers (as mentioned earlier) expressed on the national awareness posters and varied target audience participants from various fields such as design students, engineering students, commerce students, villagers, housewives, design educators and services while conceptualising the below mentioned concepts. When designers have accurate information on human image of varied nature, they can design awareness poster better for target audience based on the documented suggestions rather than assumptions.

The selection of photographs needs to be relevant to message. Each photograph should be selected according to the social contexts. Visual effect through the photograph as a two-step process involving vision and perception. At the first glance, the poster appears as a composite collage image where human image imposes the maximum connectivity with the viewer followed by other elements. It would be good if the construct of the social awareness campaign poster is free of cluttered input elements, it should be simple where message transmission is the main issue. A photograph provides a considerable impact on message comprehension.

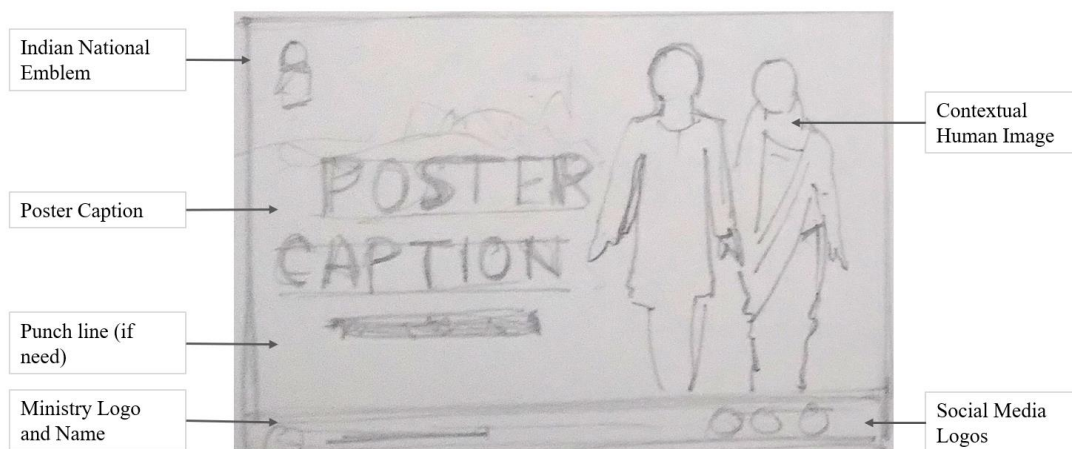


Fig 4. 22 – Schematic layout of a possible design approach for “Social awareness poster for varied target audience”, horizontal/ landscape view with prominent human image (taken from target group) and the message caption.

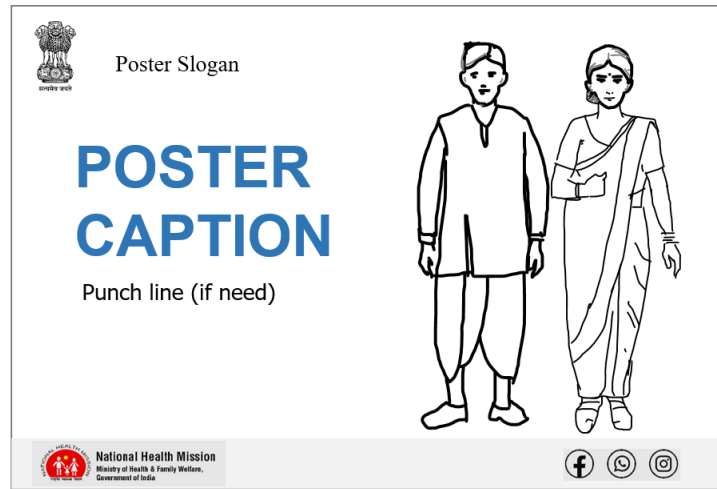


Fig 4. 23 – Digital layout of design approach for “Social awareness poster with varied target audience”. Horizontal or landscape layout (English text).

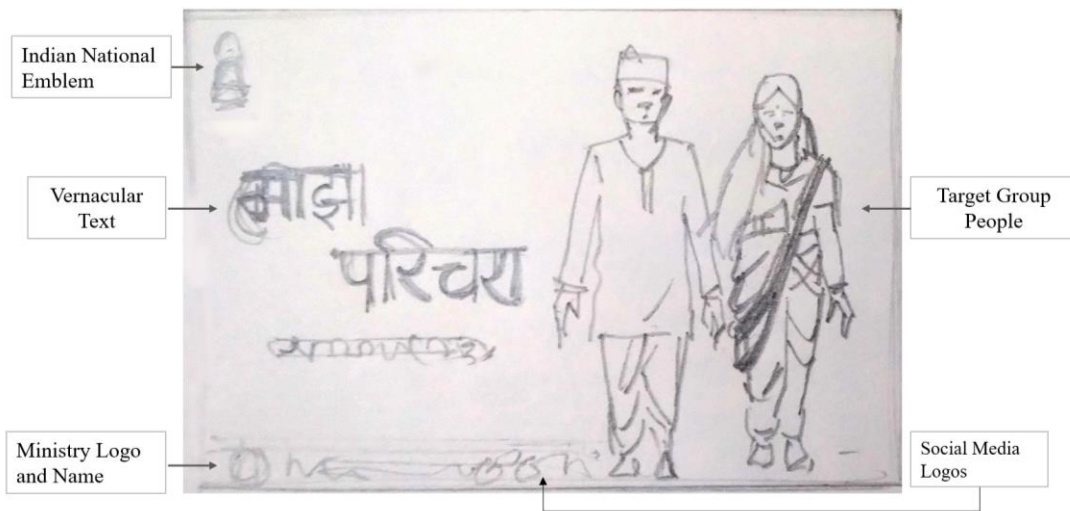


Fig 4. 24 – Hand sketch schematic layout of design approach for “Social awareness poster with target audience (Local language - Marathi)

Fig 4. 22 shows schematic hand drawn design idea for a social awareness poster and its digital layout was also made to see the poster's visuals appearance as whole (Fig 4. 23). In this type of layout, the human image may be replaced as per vernacular text of the message and relevant population group traditional context and culture, e.g., Fig 4. 24 m be seen as “Marathi”, Fig 4. 25 as “Bengali”. The same also be used in vertical

layout in Fig 4. 26, but as per the design idea or context, one human image also can be used.

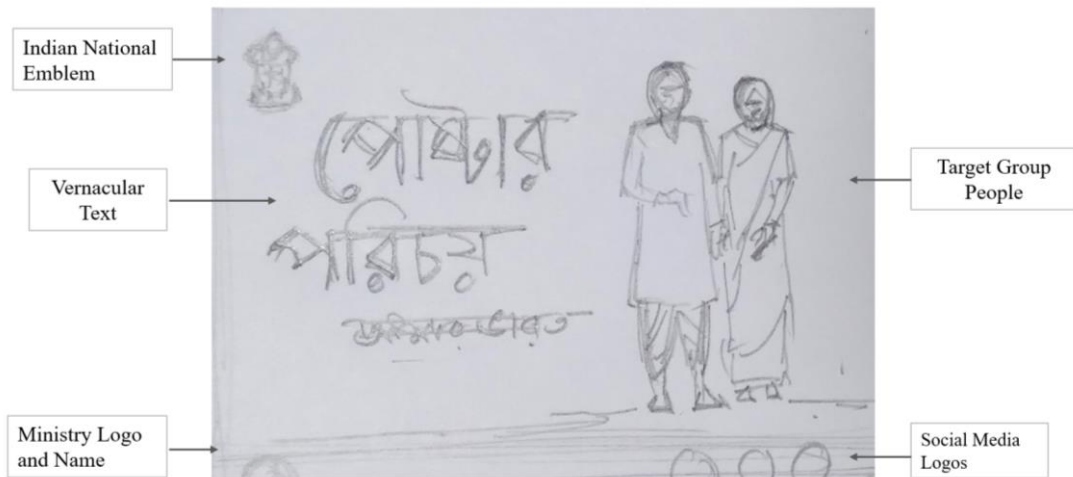


Fig 4. 25 – Hand sketch schematic layout of design approach for “Social awareness poster with target audience” (Local language - Bengali).

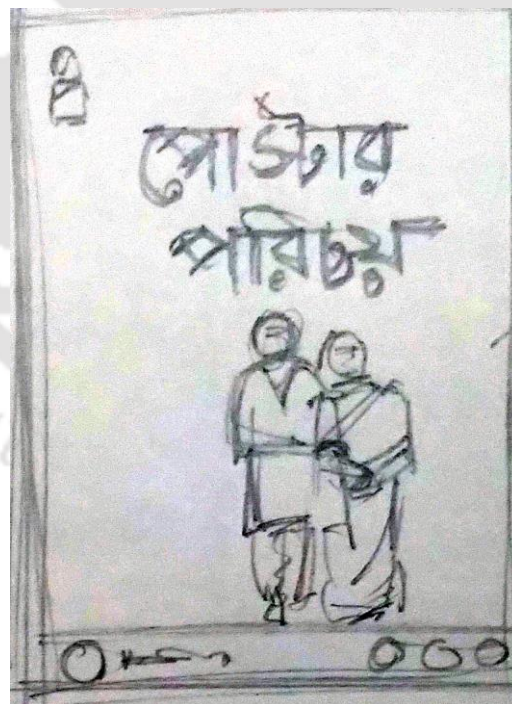


Fig 4. 26 – Hand sketch schematic layout of design approach for “Social awareness poster with target audience”, Vertical layout.

The designs schemes have been made keeping in mind the target group people with the theme that every state of India has a different language as well as a completely different lifestyle, tradition, dress, and look. To cater all in this same design would not be applicable if there are no specific identity elements represented from the very context that the intended target belongs to. Keeping this in mind, the proposed design idea has been drafted.

The thesis work inspires to examine the above that the current work is a qualitative initiation towards further design experiments. Towards framing a master framework, concepts may be developed like an existing poster displayed in an airport lounge, Fig 4. 27 and 4.28 where the human image is taken from the beneficiary group, and it may also use celebrity image for cosmopolitan population, and the text component may be in different languages. Depending on the context, message content and the target population varies, selection of human images endorsing the message may be from the target population group or celebrity.

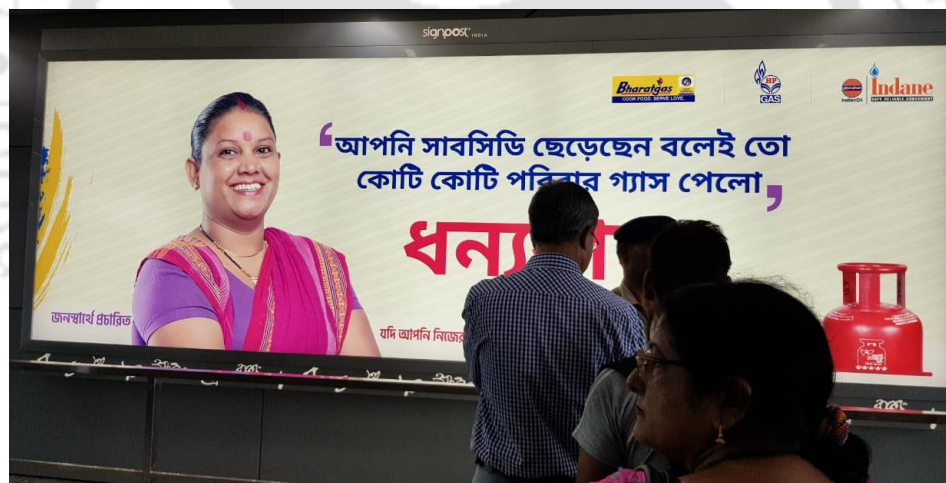


Fig 4. 27 – A Bengali language poster (displayed in an airport lounge) conveying thanks to subsidy waver customers for that many common users are benefitted; the human image is taken from the beneficiary group.

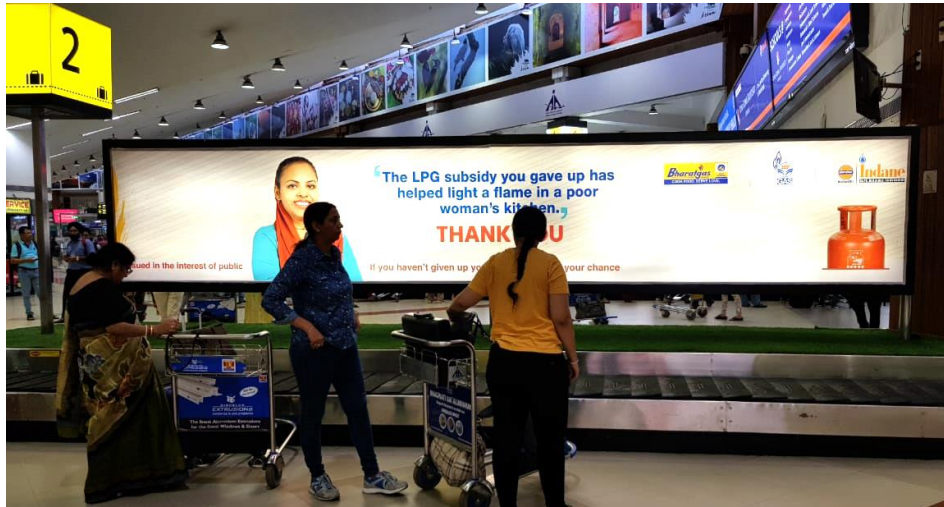


Fig 4. 28 – Social awareness poster displayed in an airport lounge, Image 2, view in location.

With the above references, a possible schematic composition of a national master poster may be conceptualized in a single frame style national campaign with changed human images (relevant to intended target population) and other context specific visuals with text in vernacular to cater specific target, Fig. 4.29, and people of cosmopolitan in nature, Fig. 4.30, were celebrity images and text Hindi and English may be the major contributor.

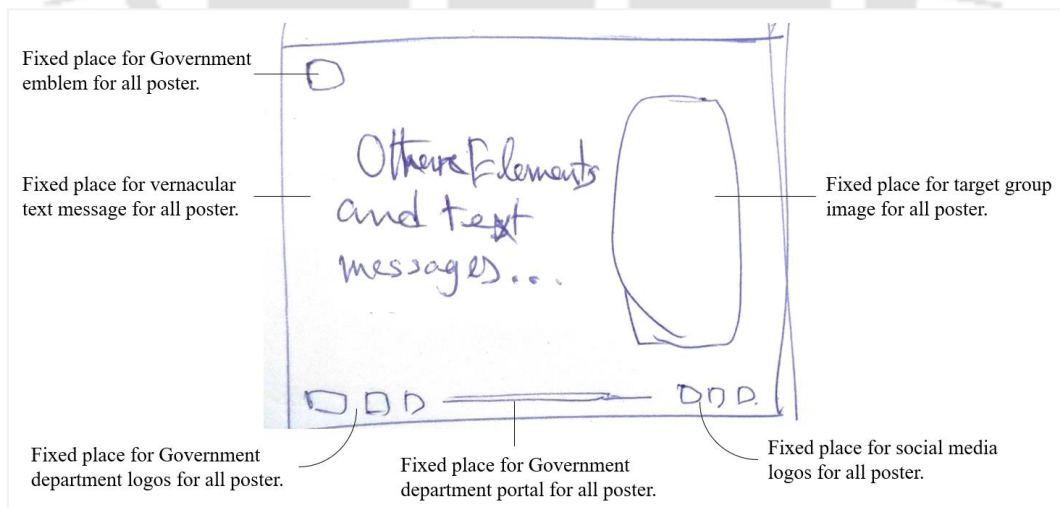


Fig 4. 29 – Schematic composition - 1 for specific target group. Where human image and vernacular text of the same message caption would change accordingly.

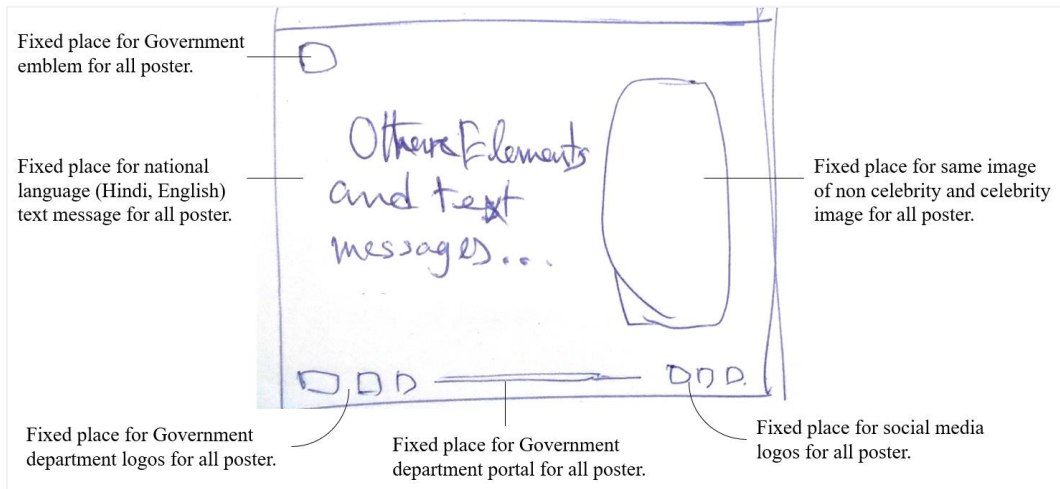


Fig 4. 30 – Schematic composition- 2 for general purposes.

Further experimentations on a schematic composition for a national awareness campaign, to cater different people including urban and rural diversity, with the same campaign text in varied language and visual images can have a practical clarity where other relevant elements/ components having authoritative and endorsement value may follow the identical position.



Fig 4. 31 – Proposal: National campaign (context Marathi).



Fig 4. 33 – Proposal: National campaign (context Bengali).

Chapter 5

Conclusion

This last chapter is summarising all the findings impact and highlights to the frame along with reflections on the limitations of the current study and future scope. The study is expected to have new thoughts and innovative design ideas with participatory approach for selecting human images and the use of target specific campaign context elements.



Chapter 5: Conclusion and Future scope

The final chapter summarizes the significant findings of the entire study and issues with a concluding remark. This chapter also lights design approach for an effective social awareness poster and possibility of further study on design exercises and research. This section also reflects on the limitations of the current study and identifies the future scope.

The study is a qualitative assessment of a thought that if participation of target group representation draws attention to the message meant for them. Visual impression of human image in awareness campaign has been chosen to see the applicability of the same and possible acceptability have been tried out through discussions and feedback comments taking various stakeholders- comprising target groups' representation and others behind making and distributing the social awareness posters in print as well as other multimedia presentations.

5.1 Key Findings

Study outcomes are summarized below:

- Understand the present social awareness poster scenario for the target audience in India. India Government is the principal producer of social awareness posters. From this survey study it is notices that all awareness posters designs are not satisfying as per the target audience perspective. Interviews with the target groups of people from various places in India was considered to understand their views. Three groups of participants participated in this study. The experiment was carried out on 12 different contemporary India Government posters. Through this research, the target audience's opinion, and their outcome. Participants have commonly expressed that the contemporary posters could not be said clearly as satisfactory or unsatisfactory, specifically for image and text as they are used in combination; it need to investigate further how they are complementing each other in very contextual need.

- To understand the target audiences' views on using human image for social awareness posters where various types of human images are used that include celebrity human image and target audience human image was presented before the participants for the study. Experimental results suggest that no specific attention drawn to the awareness poster message through the celebrity human image alone.
- To find out the viewers preference on human image, The study results suggest that celebrity human image application for social awareness poster is not solely meeting target audiences' attention rather representation from target audience would be more impactful.
- This study finds the combination of human figure parameters and text message application in a harmonious relation to achieve desire effect, understanding the social message comfortably. It brings attention to a possibility of using a sample poster framework that alternates between a celebrity and a member of the target audience while leaving the rest of the content intact.
- The outcome of this experiment shows that the people pay more attention to an awareness poster that include a prominent human image represented from closely intended target audience. The subjective image usage technique has been found to have more of an influence on the visual audiences and the human image of the target audience is found to be more moving than the image of a celebrity. Participants have commented to checked how much closer the target person image meant to the same target group. Use of human imagery is crucial for this kind of awareness campaign.

Message transmission with the target audience through the awareness poster is the key objective of any social campaign. Using human image in a social awareness campaign poster act as an important design component. With the above key findings conceptualizing social awareness poster design approach may be effective for a national as well as to address specific target group audience in India.

5.2 Conclusion

Based on the interaction with 108 participants (Students, Villagers and Urban) and thus, obtained experimental results, it can be mentioned that there a misappropriation exists with contemporary posters human images and required an appropriate design approach were the target group comfort of understanding the message would be harmoniously considered. Thus, to bridge the gaps between contemporary posters' various components and subjective human image a context specific approach may be taken.

This approach has been created based on findings from the field study, poster visual analysis, various human image used for awareness poster design, From the experimental results, it has been seen that people are now in a situation where they are delusional. What the celebrities say may not always be true or effective to the target group directly. We need to think about how the empowerment of target group people with their own understanding and self-reliance to the need can be utilized. People should be empowered with their own understanding and the below may be considered.

- Human image must be used in tune to the poster context.
- The participants can feel themselves through these posters.
- On social awareness campaign, viewers can recognise the message of the poster through relevant human image and text complementary support.
- Important to select human image according to the location and social content for social awareness campaign.
- Common perception of target population link awareness poster with local (their own) known face.
- The significance of the image to express the message is undeniable
- Participants' opinion confirms: Target people human image create more impact.

The thesis work studied the effect of celebrity endorsement of a social awareness campaign that it should be the image matching with celebrity personality and the context of message for contextual match. In many cases to have a “feel at home” and inviting human figure look like representation from the intended target group and the context background of that location may be tried out.

5.3 Limitations of the Study

This study approach is taken herein is more on qualitative approach and the finding are applicable only for human image use in social awareness poster. This research does not consider the colour and others identity elements of human image including other graphical visual elements and the poster placement location that may influence the poster acceptance. The specific limitations of the study are pointed below.

- Study has not considered colour issue of the social awareness campaign poster design.
- Study has avoided any complex technical aspect of poster analysis; depends on participants views representing various group such students, common people-villagers and urban limited in number.
- Participants for experiments were taken from three states that limits the generalization of findings.
- All the Indian national awareness campaign poster are not easy to collect, only a few that were prevailed in society, only 12 posters were used for study.
- Study has concentrated only on human image for awareness poster design for target people.
- Experimental findings help how to design a poster for social awareness campaign in principle.
- All the experiments were carried out with poster printout (Print size: A4 and A3) not actual size of the posters as various sizes may be presented in various actual location.

Further details enquiries with message and target context with larger study subject groups would give validity for specific application and acceptance confirmations.

5.4 Recommendations for Further Study

The findings and limitations recognised in this study provide opportunity for further research in this area. The future study should expand to others parameters including colour of social awareness poster, and the below may expand the scope with:

- Consideration of other parameters of poster design for awareness campaign. Focus on colour effects for contemporary poster design.
- Consideration of various poster design for target audience. Also, the present study method can be repeated in the digital poster design.
- Technology driven poster design for future target group. Same method can be used for different area in poster design and understanding the influence of human image in the other relevant domain.
- Several experimentations and observations noticed – a general thought has come to fore that poster should at its first glance be giving its meaning.
- Human figure – text relevance not only be used to draw attention by using celebrity personality it should be relevant (social imaging) to the text message.
- Human figure representation might be from relevant personalities related to the message matter, showcasing their success in the very specific field concern- endorsing the message matter.
- If intended target population is represented as campaign elements in the poster – it would probably give an at-home feeling while accepting the message; the means and methods in various context may be studied for practical applications.

The approach and study design were conceived to figure out some issues that may be incorporated for an effective social awareness message campaign poster design. For a smooth message transmission through the medium of poster that framework play in any locations, balanced use of human figure supported with text and background context be there.

With the heuristic image of celebrity, their image may be used for various new product endorsement purposes where his/her popularity matters.

For social awareness message purpose, the requirement and placement layout of design elements may be to satisfy on local sentiment or national campaign satisfying

the full range of people. Specifically, if it is for a specific local target, the human figure components may be from the target group to have a feel of at home.

For national campaign of a single message, there may be a poster grid framework were keeping the essential identity elements and authority symbols etc. in the grid location being fixed the other elements like human image (with similar gesture as much as possible in tune with other language posters for other groups), background context and the message text in vernacular version may be used to have a national feel with at home comfortability for various target groups. Everywhere in India people may feel "the same" but easy to internalise as the basis image presented in the poster looks same and the context specific information (background visual images etc.) is also close to the very local target context.

For specific endorsement (popularising and authoritative) purpose celebrity may be chosen should be very much relevant as known for the specific purpose of the campaign is made (unlike Amitabha Bachchan endorsing the message advising against usage of open field defecation in rural areas; it does not match with the target people context and himself) and the authority presence along with appropriate symbols be there to bear the accountability of the campaign.

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Appendices

Appendix 1

Image Source

No	Figure	Image source Govt. portal
1	Fig 2. 7 Fig 2. 11	Ministry of Women and Child Development
2	Fig 2. 12 Fig 2. 16	Ministry of Women and Child Development
3	Fig 2. 17 Fig 2. 21	Ministry of drinking water and sanitation
4	Fig 2. 22 Fig 2. 26	National Rural Health Mission
5	Fig 2. 27 Fig 2. 31	Ministry of drinking water and sanitation
6	Fig 2. 32 Fig 2. 36	Ministry of Women and Child Development
7	Fig 2. 37 Fig 2. 41	Ministry Of Drinking Water and Sanitation
8	Fig 2. 42 Fig 2. 46	Ministry Of Drinking Water and Sanitation
9	Fig 2. 47 Fig 2. 51	Ministry Of Drinking Water and Sanitation
10	Fig 2. 52 Fig 2. 56	Ministry of Women and Child Development
11	Fig 2. 57 Fig 2. 61	Ministry of Health and Family Welfare
12	Fig 2. 62 Fig 2. 66	Ministry of Health and Family Welfare

13	Fig 3. 1 Fig 3. 2	Ministry of Women & Child Development
14	Fig 3. 3 Fig 3. 4 Fig 3. 5	Ministry of Women & Child Development
15	Fig 3. 8	Ministry of Women & Child Development
16	Fig 3. 13	Ministry of Health and Family Welfare



Appendix 2: Questionnaire

A - Questionnaire for Experiment – Image Survey

Name:

Age:

Occupation:

Gender:

Questionnaire for understanding “poster design as a social communication method to create awareness among target population.”

1. How long have you been living in this village?			
2. Have you ever heard about any government awareness programme?			
Yes	No		
3. If yes, from where did you hear about it?			
Source of information	Yes	No	Do not know
Broadcast media (TV, radio,)			
Newspaper			
Friends or Sarpanch			
Posters			
Other sources:			
4. According to your personal experience, Is there any awareness programme happened in Last 5-10 years?			
Yes	No	Do not know	
5. Do you get enough information from official sources about the social awareness problem and about the ways to get prepared for the same?			
Yes	No	Do not know	
6. Do you feel the need of getting more information about awareness methods?			
Yes	No	Do not know	
7. Do you feel the posters is the good social communication method ?			
Yes	No	Do not know	

1

B - Questionnaire for Experiment – Human image used in poster

Name:

Age:

Occupation:

Gender:

Questionnaire for understanding "A study on customized visual image representation from the target group for effective social awareness communication"

01: What kind of image are people most like?
02: Is there any image needed for the awareness poster?
03: Should the image be relevant?
04: Are abstract images also can be used for the social campaign?
05: Same celebrity image used in the various campaign, is that acceptable or not?
06: How effective are celebrity images used for social promotion?
07: What will be the specific way to select an image?
08: What kind of images could be connected with target people?

1

09: Why are the images so less contextual?

10: Any problem if using celebrity images repeatedly?

11: If the local known person replaces celebrity image for the same campaign, will it be effective?

12: What do you think celebrities are more relevant to than the image of a person known locally?

13: Do any other comments on the image-specific social awareness campaign design?

Appendix 3: Posters for study

a - All the 26 Posters for Image Survey



BAL SWACHHTA MISSION

Inauguration by
Smt. Smriti Zubin Irani
Hon'ble Minister of Human Resource Development

on
14.11.2014
At: 10.00 am
Venue: National Bal Bhawan, Kotla Road, New Delhi

Themes of the Mission

- Clean School/Anganwadis/Terracottings/ Play Area
- Clean Food
- Clean Self/ Personal Hygiene
- Clean Drinking Water
- Clean Toilet

Ministry of Human Resource Development | Ministry of Women and Child Development | Ministry of Drinking Water & Sanitation

स्वच्छपाल की पहलपद, परिवार की हवा-भवा

संस्करण - शिशु स्वच्छता अभियान 2014

**बच्चों में अन्तर हो 3 साल
माँ-बच्चे स्वस्थ घर खुशहाल**

सुखी माँ-बच्चे स्वस्थ घर
सुखी घर में 3 बच्चे स्वस्थ

3

Senior Citizens are the pillars of the Nation. Let's Serve and Respect them.

SABKA SAMMAN SABKA UTTHAAN

Ministry of Social Justice and Empowerment

4

Our literacy rate reached 74% in 2011. Our ignorance level is even higher.

Nearly every second child in India is a victim of malnutrition.

Let's come together and wage a war against malnutrition.

Ministry of Health and Family Welfare

आई.टी. में हम जीते भी आगे जायेंगे, अगर पीछे छोड़ दिया कुपोषण को।

5

Ministry of Health and Family Welfare

6

शौचालय का इस्तेमाल और देख-रेख करें.. हर कोई, हर रोज़, हमेशा!

Ministry of Drinking Water & Sanitation

7

समय पर लक्षणों की सही पहचान टीबी पर जीत बनाये और भी आसान

#INDIAvsTB

Ministry of Health and Family Welfare

8 COUGH FOR OVER 2 WEEKS COULD BE TB MEET A DOCTOR NOW

Other Symptoms of Tuberculosis (TB):

- Fever
- Night Sweat
- Loss of Appetite
- Weight-loss

Visit your nearest government health facility for high quality free diagnosis and treatment

Irregular or incomplete treatment may lead to Drug Resistant TB

- TB germs spread through the air cover your mouth while coughing

TB HAREGA, DESH JEETEGA

Central TB Division • Directorate General Health Services • Ministry of Health and Family Welfare • Government of India

9

Swachh Bharat World Toilet Day Contest 2018 for Districts and States

9th - 19th November 2018

Take a step towards building a cleaner and healthier tomorrow by taking part in this contest. The best ideas will be rewarded with cash prizes.

10

SHAUCH JEETEGA THE DARWAZA BAND

शुचि हरेगा, देश जीतेगा

11

स्वच्छता ही सेवा

SEPTEMBER 15 - OCTOBER 2

गो शौच, अंगूठे से छुनें, सफाई करके ही शौच, स्वच्छता ही सेवा

जानकारी के लिए संपर्क करें: 011-26191018

DON'T DISCONTINUE THE MOTHER'S MILK TILL TWO YEARS OR THERE WILL BE A REASON TO REGRET

For more information, contact your nearest Anganwadi worker, ASHA or ANM or log on to www.akshayaposhan.gov.in or www.poshan.nic.in. Technical support from [unicef](http://www.unicef.org)

4 golden rules, 1 big idea. Malnutrition, Quit India!

1. Proper nutrition for the mother during pregnancy
2. Mother's first milk is essential for the baby
3. Only mother's milk for the first six months
4. And then, a nutritious diet along with mother's milk

Towards a new dawn
Ministry of Women & Child Development
Government of India



A group of students were asked to find out government sponsored social awareness posters that are being used in print and digital media. 12 (1 to 12 marked) posters are selected from 26 photographs.

B – Existing Posters: Human Image Used in Poster for national campaign with different languages with same human image and placement location, used for study



C – Existing Posters: Subjective Image from the target group specific, used for experiment purpose without message text component.



Appendix 4

List of Publications

Das, B., & Chakrabarti, D. (2021). Image is a Tangible Element of Visual Communication: Role of the Image to Increase Social Awareness. In *Design for Tomorrow—Volume 3* (pp. 783-793). Springer, Singapore.

“Photography is a tool of Social Awareness” (Selected), Bappa Das, Deb Kumar Chakrabarti. HWWE 2021 19th International Conference, Indian Institute of Technology.

“Awareness Posters Designed with Human Figures: Impact on Contemporary Students” (communicated) Bappa Das, Deb Kumar Chakrabarti. ICoRD'23: 9th International Conference on Research Into Design.

Chapter 64

Image is a Tangible Element of Visual Communication: Role of the Image to Increase Social Awareness



Bappa Das and Debkumar Chakrabarti

Abstract Photographs act as an essential medium for increasing awareness among people. India is the second largest populated country and with mixed culture. Awareness and social issues is a really big mission. Proper use of imagery is crucial for raising social awareness. Consequently, one of the government's primary reform initiatives revolves around spreading awareness on various social issues. Since image or photograph has a long-lasting and significant effect on the human mind, the awareness campaigns by the government sizably depends on such a medium to reach out to a large number of audiences. In this situation, it may be specified that the visual medium, like various electronic platforms, posters, banners, hoardings plays a significant role in enabling such initiatives to develop social awareness at a larger scale across the society.

64.1 Introduction

Awareness is the key concept of a social issue. Media plays a very significant role in increasing social awareness [1]. There are two main types of visual communication, like electronic medium, and the other is print medium. Both of the media represent text and images or photographs. In India, there are many issues related to social awareness and directly linked to development for the society, like drug, alcohol, child labor, child marriage, girls education, polio, toilet-related, lack of literacy, HIV, TB, gender inequality and so on. To make aware of all such issues, to a huge diverse nature population with various religions, traditions, and cultures mix [2], the Indian government and some nonprofit organizations (NGOs) are constantly putting efforts. An image can create a lot more connection than written words and we become

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Photography is a Tool of Social Awareness

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Abstract: Photographs are an essential medium for raising human awareness. Proper use of photography is crucial for raising social awareness. The field of visual communication has emerged political communication, advertising, information, and other media effects. As a result, one of the primary reform initiatives of the Government revolves around spreading awareness through photography on various social issues. In this situation, it may be stated that visual communication mediums like posters, banners, and hoardings play a significant role in enabling such initiatives to develop social awareness at a larger scale across the society. A photograph is a long-lasting and a significant tool for spreading the message to the target group; the awareness campaigns by the Government sizably depend on such a medium to reach out to a large number of audience. Photography has often promoted the social interests of people. Communication is the action of sharing ideas and information as well as the exchange of knowledge, attitude, and feeling between two people or a group of people. The study confirms that combining images and text with a sentiment attached to it for a social campaign, may get better acceptance.

Keywords: Communication, Photograph, Poster, Awareness.

Does the impact do posters designed by human image have on contemporary students.

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Keywords: Image, photograph, poster, awareness

Images are an important medium for increase human awareness. Appropriate use of imagery is fundamental for raising social awareness. As a result, one of the primary improvement initiatives of the Government revolves around spreading awareness on several social issues. In this context, it may be quantified that the visual medium like posters, banners, hoardings play a significant role in enabling such initiatives to develop social awareness at a larger scale across the society [1]. Image or photograph has a long-lasting and significant effect on the target audience, the awareness campaigns by the Government sizably depends on such a medium to reach out to a large number of audiences.

On the other hand, it is also noticed that the general public does not have the necessary views and ideas about Government regulations. As the Government tries to create social awareness among the people, posters are an unprecedented medium for eliminating those social issues. Therefore, it becomes imperative for the Government to make people aware through the visual medium. That has a significant appealing effect on the mind of general people [2]. Hence, it can be inferred that the impact of images or photographs is sufficient to disperse social awareness. The instant paper delves with such impact analysis.

At the very outset of the research, the research provides a brief background of the topic of the paper supported by the scientific review of the literature that has been conducted from various journals, and research paper. After the literature review, it has been found that consciousness is not achieved as per the expectation. Most of the posters and publicity materials are reaching the people properly. Therefore, the use of a photograph or image for the poster design is an essential element to communicate people for awareness about the message. So, using the right image for poster design is an essential thing. An image can stimulate greater awareness than all others form of communication media.

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