

## **“The Educational Effectiveness Of Poster Art In Evaluating Some Behavioural Problems Of King Faisal University Students”**

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### **Abstract:**

The current research is an attempt to activate the educational role of art education in modifying the student's behavior in the educational institutions through experimentation in the art of posters as a means of visible communication to train students of the Art Education Department to be able to design indicative posters carrying some educational awareness message to correct some of the negative behaviors for students of the university, and the students of college of education as future teachers.

The research follows two approaches: the analytical descriptive: for analyzing, the phenomena of students' negative behaviors and identifying the causes and justifications for their appearance. And The experimental approach: in the design and implementation of student experience based on the preparation and teaching unit to teach the basics of the indicative poster.

The research most important result is that: there is a possibility of using the poster art educationally to correct some of the negative behaviors of the students of the University. In addition, the student's experience of the negative behavioral phenomena in their surroundings and their knowledge of the dimensions that affect the production of the poster has a positive effect in confirming the educational message of the poster.

**Keywords:** Educational Effectiveness – Poster art - Behavioral problems.

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### **Introduction:**

The art of the poster is one of the branches of the art of advertising closely related to society, as it is an important and influential means of communication with the members of the community. It is provided by industry and the economy from those products, as well as our needs and requirements in society, as it is affected by new experiences, science, and developments of different artistic styles, and by this, he can keep pace with the successive developments, and through new forms of expression that are the result of intellectual discussions emerging from his permanent attempt to find design solutions to the problems of his time, Therefore, the poster performs important functions towards the community, as it informs, activates, confirms, explains,

questions, urges and convinces the recipient, and serves cultural, political and social purposes." (Al-Marzouki, 1989)

The great development in the production of specialized technical computer software and the great diversity in the capabilities of these graphic software has contributed to making the computer not just an ordinary tool, but a tool that the artist shares his activity and creativity with. Computer software and capabilities helped designers create creativity, innovation, and freedom of formation, as there were many alternatives used and it became easy to accomplish the various technical operations necessary for poster design and move between all design elements easily with the ability to modify or add in any part of it freely without affecting the design, add In addition to this, the great speed in executing the steps and orders, which saves time and effort and adds to the poster the features of modernity.

### **Research problem:**

Art education has a lofty role and a goal that it seeks in educational institutions, which is educating the individual to be able to live an elegant and aesthetic life amid the developed social framework to which he belongs, and the field of art education, like other fields, is only a means to reach the general comprehensive formation of students and not its goal is the formation of manual skills only. Rather, it is to create a kind of complete experience in the different stages of education.

The art education curriculum in the Kingdom of Saudi Arabia is based on the pillars of general objectives, and among these objectives:

- Deepening Islamic concepts and values in the hearts of students while they practice artistic work and systematic and extracurricular activities.
- Accustom students to acquire good qualities such as cleanliness, perseverance, patience, confidence, careful observation, and responsibility. ([www.art.gov.sa](http://www.art.gov.sa))

These goals are also consistent with the definition of art education, which is: (the process of refining the behavior of individuals through the practice and appreciation of artistic work). This refers to the role of art education in modifying students' behavior and educating them to become useful members of society, and this may include participating in addressing any negative phenomena related to students' behavior.

The researcher, through his work as a faculty member at the College of Education at King Faisal University, has noticed that there are some negative phenomena related to the behavior of some students on the campus in general, and the researcher believes that these behavioral problems among students of the College of Education in particular need to be evaluated, and this particularity is because students of The College of Education are the future teachers who are prepared to set a role model for their students in the future in terms of science and behavioral commitment. The administration of the College of Education continuously monitors and follows up on these phenomena and alerts faculty members in the periodic meetings, about the necessity of Guiding and educating students and dealing with these behaviors firmly.

Examples of these negative behaviors include (the phenomenon of cheating in exams, Non-compliance with formal university dress, frequent absences from lectures, not maintaining cleanliness, parking cars in the corridors outside the college in a crippling way, smoking outside the college doors ... etc.)

Through the researcher's specialization in the field of design and advertising, the possibility of benefiting from the (Computer design) course taught to art education students was considered, as a means through which the researcher could help students design educational and indicative posters to guide their fellow college students and urge them to quit those Negative behavior inside the university campus and adopting the good behaviors that befit them as current students and future teachers, through a teaching unit in the indicative poster that addresses these problems and establishes a mechanism for employing the plastic elements of the poster such as images, drawings, and writings to design innovative posters that contribute as an effective means of communication in achieving the desired goal.

In light of the foregoing, the research problem is identified in the following main question:

**- What is the possibility of employing poster art educationally to address some negative behaviors of students of the College of Education at King Faisal University?**

From this main question, the following sub-questions are derived:

- What are the most prominent negative phenomena and behaviors among students of the College of Education - King Faisal University?
- How to design indicative posters that carry an effective educational message to combat these negative behaviors through the computer design course?

**Research hypotheses:**

- Poster art can be used educationally to address some negative behaviors of students of the College of Education at King Faisal University.
- Art education students can design indicative posters to address these behaviors through the computer design course.

**Research aims:**

1. Contribute to activating the educational and indicative role of poster art in evaluating and treating some negative behaviors of university students.
2. Enriching the technical skills of art education students in designing posters using the computer.

**Research importance:**

- Strengthening the educational role of art education in evaluating students' behavior within educational institutions.
- Linking art education to society through topics that address environmental issues.
- Helping students to think of innovative solutions through their specialization to solve environmental and social problems.

**Research limits:**

- The research deals with (the indicative poster) as a field for experimentation.
- The topic of the indicative poster were identified with some negative phenomena of the students, at the College of Education, King Faisal University, which were selected using an opinion poll questionnaire distributed in the college.
- The research sample is limited to a group of thirty male and female students (an average of fifteen male and fifteen female students) from the sixth level students in the Department of

Art Education - College of Education - King Faisal University - for the second semester of 2019-2020

### **Research Methodology:-**

The current research uses descriptive, analytical, and experimental approaches.

The analytical descriptive approach: in the theoretical framework of the research that deals with the description and analysis of the causes of negative behavioral phenomena for the students of the College of Education to be evaluated and upon which the research experience is based, and describing the characteristics of the poster and its effectiveness as a means of communication and as an educational means.

The experimental approach: in the experimental framework of the research, which includes designing and teaching a teaching unit in the indicative poster as an experiment through which students design indicative posters to combat behavioral problems at King Faisal University.

### **Research procedures:-**

1. Reading scientific references and previous studies to support the theoretical framework of the research, as well as collecting a set of posters, vocabulary, and drawings that can be used as teaching aids for teaching the indicative poster according to its objectives, taking into account the technical features and characteristics included in it.
2. Designing and applying a questionnaire to survey the opinion of professors and staff at the College of Education, King Faisal University, about the most important negative university behaviors for male and female students.
3. Analyzing the results of the questionnaire to identify the most important negative university behaviors for university students, which obtained the highest frequency, confirming the priority of addressing them.
4. Designing a teaching unit for students of the computer design course based on the design of an indicative poster that carries awareness messages to combat the negative behavioral phenomena that were identified through the questionnaire, using the appropriate capabilities and tools of computer software and in light of the foundations of poster design.
5. Applying the teaching unit to the research sample students according to the sequence of its steps.
6. Arbitration of posters resulting from the research experiment according to the terms of the pre-prepared evaluation card.
7. Conducting appropriate statistical treatments to verify the suitability of the posters as a directed means of communication, and the extent of the clarity and strength of the educational message that they carry.
8. Extracting the research results and discussing them in the light of the objectives and assumptions and the light of the indicators of the evaluation card and the technical analysis of the students' performance.

### **Research terms:-**

- **The Effectiveness**

The verb is a recently used term that means (description of everything that is subject). (Anis and others, 1985)

The educational effectiveness is defined procedurally in the study as: "the positive impact on student behavior related to the educational process."

- **The Poster:**

"The poster is a picture with writings in a simple design that creates an integrated impact with conciseness and strength. It is an advertisement displayed to the public so that it is absorbed at a specific time to give information about an event, product, or service. It is also a visual message resulting from mixing the written word with the graphic image, whether abstract or illustrated. Naturally, it is intended to create a quick and stable effect on the recipient, and the poster cannot be described as an image that explains a written text or as a written text that explains an image, but rather it is a fusion between the two elements in one influential entity and its effect must be immediate, that is, the recipient can easily perceive it during his movement ." (Encarta Encyclopaedia, 1985)

- **Educational poster:**

"An organized educational administrative activity that uses innovative methods to communicate with the educational community for a conscious studied influence, whether to spread an educational and educational value or to introduce a consumer approach, taking into account the circumstances and characteristics of the target audience and the goals to be transferred and implanted, whether educational, social or behavioral" (Al-Rifi, 2009)

#### **Related Studies:**

In a study conducted by ( Hussein, 2011)The researcher aimed to reveal the possibility of activating the role of the poster in spreading artistic and cultural awareness of civil society through the design of an Egyptian postage stamp that reflects the specificity of the Egyptian environment and culture and emphasizes its personality. The study followed the descriptive approach in dealing with the concept of the label and the postage stamp and its official, informational and educational function. The analytical approach was also used to analyze selections of Egyptian postage stamps from an objective and design point of view.

Among the most important results of the study: that the postage stamp, as one of the forms of poster art, is one of the arts of mass visual communication that contributes effectively to spreading artistic and cultural awareness in civil society, in addition to playing its important role as an educational and educational tool, and one of the activities of spreading artistic and aesthetic awareness in society.

In the same regard (Ghazwan, 2010) presented a study aimed to determine how to design the indicative poster in terms of the elements of significance and artistic impact to educate the recipient about some serious epidemic diseases. Through the sample analysis form as a research tool.

Among the most important findings of the study: The designers' use of the clear and direct idea and the distance from complexity are among the success factors of the indicative poster, and that the semantic elements affect the achievement of the success of the content.

Another study presenter by (Al-Rifi, 2009) aimed to activate the role of advertising posters in preparing children with learning difficulties with a high degree of efficiency and developing their social interaction with positive behavior, which should be placed in a design image commensurate with the nature of their disability. They also used the experimental method in preparing a self-experiment to design models for internal advertising posters directed to this group of children.

The results of the study concluded that the internal advertising posters help to create a psychological preparation for the child with learning difficulties towards the situation or behavior to be developed for him. Also, the internal poster can have an important role in the process of socialization, social normalization of groups, their formation, and control according to a well-studied scientific approach.

(asiri, 2008) also presented a related study In order to understand the theories and methods that support the active role of the poster in addressing the behavior of individuals, as well as benefiting from the impact of the poster in emphasizing and consolidating moral values and overcoming negative behaviors, and showing their negative effects on society. The posters was collected from advertising agencies and public relations in government departments, as well as a study of a group of indicative posters in Jeddah, Saudi Arabia.

The results of the study confirmed that the massive spending on advertising campaigns to address behavioral manifestations did not lead to the complete disappearance of those behaviors that need continuous review, as well as the need to use specialists in psychology and behavior to help support useful behaviors in society to achieve positive growth of the individual's personality and build the right society.

As for The study of (Sadiq, 2000) which aimed to determine the relationship between the environment and the formal signs in the advertising poster by revealing the impact of the environment's role on the sender and recipient in the field of advertising.

The results of the study confirmed that the environment affects advertising, as it stems from society and in turn affects the recipient.

In another study by (Sayed, 1997) dealt with the concept of design by participating in the design in general, and the poster in particular as a new approach that takes into account the suitability of the design product to the requirements of posters for the connotations and contents of the recipient and his aesthetic experience and to avoid the designer being singled out in making design decisions in isolation from the recipient's cultural and social needs and backgrounds.

The researcher adopted the method of participatory design in experiments to measure the effectiveness of participatory design in enriching the expression in the poster and dealt with the theoretical framework of the study, an explanation of the concept and types of the poster, and an analytical study of the poster and advertisement and the development of the poster in the twentieth century. Communication, its means, and objectives, then the study presented an analysis of the technical factors and the plastic foundations that affect the effectiveness of the poster from the elements and foundations of design and aesthetic values.

### **The theoretical framework:**

#### **1. Behavioral problems of students in light of the concept of behavior:**

Educational institutions face many behavioral problems that are unacceptable to some students, some of these problems are simple and not intended to infringe or harm others, and some of them are fundamental behavioral problems that have consequences for others and negatively affect discipline and the educational system in general.

To understand the educational and behavioral problems, we must first address the concept of behavior in general, and what are the determinants of acceptable and unacceptable behavior. Behavior is: "A state of interaction between a creature and his environment, which is mostly a learned (acquired) behavior through observation, education, and training, and we learn simple and complex behaviors from them. And the more this behavior is allowed to be functionally disciplined and acceptable, the more This learning was positive, and because of its continuous repetition, we refer it to a programmed behavior that quickly turns into a "behavioral habit" that performs its purpose easily and spontaneously (Arabiyat, 2007).

Behavior is also seen as everything that a person does, whether apparent or not. The environment is seen as everything that affects behavior, then the behavior is a set of responses, and the environment is a set of stimuli.

According to (Al-Abadi, 2005) - He divided behavioral problems into two parts:

- **Individual problems:** It occurs through classroom social interaction, where the student seeks to satisfy this need. his energies to finding a place by any other means possible. Therefore, the teacher must be aware of the goals directed to this behavior of the student and then work to address the behavior itself and its shortcomings by finding better alternatives to the desired behavior.
- **Social problems:** Which can be on the following behavioral forms within the educational institution:
  - weakness of the class unity.
  - Non-compliance with standards of behavior and rules.
  - Negative responses from the members of the class group.
  - Class approval and acceptance of bad behavior.
  - Inability to adapt to the environment.
  - The ability to get distracted and stop learning.
  - Decreased morale, hatred, resistance, and aggressive responses.

#### **1-A. Reasons for unacceptable behavior:**

He pointed out (Arabiyat, 2007) - the reasons for the occurrence of unacceptable behavior, most of which are due to errors in:

- Socialization: through the role of the family, neighbors, companions, members of the school community, the media, the culture and values of the community, and their major effects on shaping the behavior of the individual.
- Organic diseases: such as auditory or visual disorders, diabetes, obesity, or general weakness. Each of them has its effects on the general behavior of the child, just as some behavioral disorders have an impact as well, such as jealousy, anxiety, fear, shyness, which causes many behavioral errors.

- The role of negative behavioral models: They are models of colleagues who possess distinct qualities or traits that allow them to obtain some material and moral gains, such as student leaders or stars in the classroom.
- The role of the comrades: The comrade's group constitutes an important reference for the student, as it provides him with the standards, values, and trends that the group adopts in the hope of gaining acceptance, support, and endorsement, which constitute unacceptable behavioral trends that have a clear negative impact.
- The role of the media: media materials and their positive or negative role in influencing behavior.

## **2- The characteristics of the indicative poster as an educational tool:**

### **2-A. The effectiveness of the poster as a means of communication:**

The poster consists of several elements that interact together until it comes out to the recipient in a way that leads to its purpose, and there are many technical factors and plastic principals that affect the effectiveness of the delivery of the message contained in the poster, and these factors are concerned with the technical and aesthetic aspects of poster design.

The nature of the poster as a means of communication is determined by its being a means of (Visual Media) uses two elements of visual communication, which are drawn or illustrated forms, and readable writing. It may be directed to the local environment in the form of educational, indicative, or commercial posters, or directed to a global or external environment in the form of posters that present issues of concern to all peoples.

In this regard, she asserts - (Sadiq, 2000) - that "the efficiency of the poster as a means of communication depends on the clarity of several elements: -

- Its suitability to the social environment in which it is presented in terms of technical and cognitive level and authentic customs.
- Clarity of the purpose you seek and ease of understanding, and this achieves simplicity in design, good typography, the integrity of language, conciseness of expression, verbal language expressing the idea, and clarity of line.
- Its ability to attract attention, with the beauty of the image and drawing, the vibrancy of colors and innovation in the form of a section of the design space and its presentation, the appropriate space for vision, and the credibility of the information and data it contains.

Thus, the poster achieves its positive impact in raising the general taste of the behavior of community members"

"The poster is designed for people to understand it at a glance, as it combines focused visual effects, but it has a strong direct impact and can attract attention, and it is also an important form of innovation in art." (Metwally, 2000)

"The design of the advertising poster means the process of organizing all design elements well, characterized by effectiveness and the ability to attract the attention of the recipient, and when organizing the design elements, it must be taken into account the possibility of directing and moving the recipient's eye quietly and easily through the various parts of the poster, and the design must be distinguished so that it achieves its goals starting from From attracting attention, arousing interest,



and achieving the credibility of the advertising message so that the goal of the poster is to attract the recipient to what is positively advertised". (Sayed, 1997)

### **2-b. The indicative Poster as a Guided Educational Tool:**

The indicative poster is one of the most important types of posters that have a direct and indirect impact on public and private opinion. It would prevent the occurrence of danger and alert it in advance, so the design of the indicative poster takes into account these trends according to the specific topic and guides the mind of the recipient and society in general, as in the posters warning against smoking and its serious harm to humans and urging the community to quit it.

The idea of the poster is directed in a wide range to the recipient with his various national, religious, political, and intellectual references and beliefs, as the indicative posters are generally related to all ideas, services, orientations, and various areas of social life such as education, family planning, civil defense, first aid, traffic and matters related to industrial and agricultural development and other important matters in any civilized country.

The poster serves two important goals for the community:

- A guiding goal: to direct towards a specific behavior, which is used by advertising and promotional campaigns to treat infectious disease phenomena, for example, or to direct a healthy culture that is useful, such as drinking clean water and family planning.
- An educational goal: aims to motivate a society that suffers from a large proportion of disorderly behavior to solve its problems and pay attention to methods of prevention and treatment to avoid those problems. (Ghazwan, 2010)

The function of the indicative poster is that it is a means of communication that attracts the recipient's eyesight and perception of information to obtain knowledge that contributes to modifying his behavior in dealing with negative phenomena or warning him to prevent certain dangers. Therefore, the graphic designer has to know the social and cultural realities that are related to each other. Together, from an intellectual and cognitive point of view, the indicative poster in general, due to the symbols that the components of the poster carry with historical and social connotations, and then the message of the poster is direct, clear, and successful.

The main objective of this important communicative process is to achieve a clear response to the recipient, access to information, and achieve the objectives proposed through the idea and the strength of the artistic direction of the poster, as well as the simplicity of its components or structural technical elements. In light of this, the idea is the main driver of the poster's success, especially the indicative poster, as there must be information intended to be directed to the public (the community) as an important visual message that urges the recipient to adopt it and apply its contents.

### **2-c. Significances and Intellectual Content in the indicative Poster:**

The significance and the content are among the factors that play an important role in the design of the indicative poster. The significance is intended to employ the design elements to confirm the idea and rely on them in directing the design in a manner consistent with the idea, meaning, and response through the symbol affecting the recipient. In addition to the symbol, the significance can be confirmed through other elements such as color, shape, size, and others.

As for the intellectual content of the indicative poster, it also plays an important role in revealing the goal and communicating the presented idea to the recipient with his various intellectual, social, and other orientations. The content is the subject and it is the important basis that holds the viewpoint, and the compatibility of the content with the form serves the intellectual issues to a large extent and constitutes the harmony between them. For its visual message directed to a particular community, the content reveals the hidden purpose behind the design.

#### **The research experimental framework:**

##### **1. A prospective study on the most prominent behavioral and educational problems for the students of the College of Education at King Faisal University: -**

Based on the researcher's keenness to extract the research problem objectively and realistically, away from resorting to assumption or fabrication in determining the problem, he resorted to conducting an exploratory study on the most prominent behavioral and educational problems for students of the College of Education at King Faisal University from the point of view of the faculty members of the faculty. The questionnaire included an inventory of a group of negative student behaviors, some of which were noted by the college administration, in addition to additional behavioral problems that the researcher collected through discussions and dialogues with some of the university's students, professors and employees.

The questionnaire requires respondents to express their opinions about ten student behavioral problems at the university, by placing a mark on a five-point scale representing a score of 1-5 that represents the extent to which he feels the behavioral problem within the university that needs to be evaluated. The ten problems included in the questionnaire are:

1. Smoking inside university buildings.
2. Non-compliance with formal dress.
3. being late for lectures.
4. Cheating in tests.
5. Not paying attention to the cleanliness of the lecture venues.
6. Irregular parking in university parking lots.
7. Not participating in university activities and events.
8. Noise and loud speaking inside educational buildings and libraries.
9. Irrational use of university facilities and equipment.
10. Frequent absences in lectures and exams.

After completing the design of the survey, the researcher distributed it to 45 individuals At King Faisal University, from various categories (professors - students - employees) in the male and female departments to survey their opinion to determine the most important negative behavioral phenomena that require priority confrontation and evaluation for university students.

According to the results of the survey, the researcher identified four problems that obtained the highest average score (3 degrees and above) and included them as topics for posters. Those

topics are: (smoking inside university buildings - cheating in exams - cleanliness - Non-compliance with formal dress)

## **2- Steps for designing and implementing a teaching unit in the indicative poster for art education students:**

The researcher designed a teaching unit, aimed in its entirety at training students to design innovative indicative posters that carry educational awareness messages to resist some negative student behavioral phenomena at King Faisal University, with an emphasis on employing the appropriate capabilities and tools for computer software as well as the foundations of poster design. Successful in designing and implementing various stages of posters.

### **2-a. teaching unit general objectives:**

- Enriching students' design skills for indicative posters as an internal advertising medium, and the unconventional solutions, treatments, and ideas that this includes for employing design elements and poster design foundations.
- practicing many mental and intellectual processes by the students during the implementation of designs.

The general objectives were translated into a set of procedural objectives under each training meeting that is easy to monitor and measure, and the objectives were divided into knowledge, skill, and emotional objectives. Examples of objectives included in the unit meetings are:

- Recognize the poster meaning and its importance as a means of communication
- Recognize the principals and pillars upon which the success of the poster depends
- Determines the objectives for the poster that he will design in the light of studying the nature and desires of the receiving audience.
- Determines the plastic characteristics of the poster in light of its objectives
- selecting the poster's plastic elements (images - drawings) In line with his idea and objectives
- believing in experimental thought, as a method for solving problems.
- organizing his ideas and the stages of work in sequential steps technically.

### **2-b. Teaching unit content:**

The content of the unit was divided into five main and sequential teaching meetings so that each of them achieves one or more of the procedural objectives of the teaching unit, as follows:

**First meeting:** (Preparing the plastic elements for the indicative poster in light of its objectives)

the meeting covers the following topics:

- What are the indicative poster and its problem?
- Determining the specifications, needs, motives, and desires of the receiving audience.
- Develop a first perception of the characteristics of the poster to be designed and its plastic elements in light of the characteristics of the recipient.

- Presenting some graphic design solutions in samples of the indicative posters to stimulate the imagination of the designer student and activate the mental processes to prepare for the plastic elements of the poster by choosing and preparing pictures, drawings, and writings.

At the end of the meeting, each student can define the goals of the indicative poster and its plastic characteristics (pictures - drawings - writings) in proportion to his idea and goals.

**second meeting:** (Characteristics of the educational guidance poster as a means of communication):

This meeting is concerned with training on dealing with the communicative design characteristics of the indicative poster to activate its role as a means of visual communication and as one of the entrances to attracting attention and arousing interest in the educational environment to feel the poster and realize its contents and then respond to its message.

Key concepts: excitement and suspense - simplicity and clarity - innovation - persuasion - age and psychological characteristics of the recipients.

**third meeting:** (Characteristics and technical bases for poster design):

The meeting focuses on training students to employ the formal and color technical characteristics of the poster to enhance the poster's aesthetic and functional value. The concepts covered in this meeting fall under two main axes:

- Color characteristics:
  - The role of colors in adding new dimensions to the poster related to their effective psychological impact and their ability to communicate through the designer's ability to choose and employ color with its expressive dimensions, symbolic connotations, and the compatibility of color groups that give the eye pleasure.
  - Visual and psychological mechanisms for using color: (expressive alignment of colors - relative weight of colors to achieve balance in design - color relationship to the spatial environment and time)
  - Basis of employing color in the poster: (color gradient - color contrast - color repetition - harmony - contrast...)

● Formal characteristics:

They express the formal features and symbolic connotations that must be taken into account when choosing the formal elements used in the design of the poster from: (photographs-representative drawings-symbolic shapes-caricatures-graphs) as these elements have an impact on the message that the poster carries. Among the most important of these characteristics are:

- The attractiveness of the formal element, its strength, and its innovation.
- The sizes of shapes and the relationships between them to achieve ease of perception.
- Variation of shapes in terms of their artistic value and importance to achieve the purpose of the poster and to give the most important of them a high attracting power so that there is no distraction of sight and disruption of perception.
- Achieving harmony between shapes and elements to confirm the unity of design.

**Fourth meeting:** (exercises on spatial distribution and general coordination of the poster):

The meeting includes a set of practical exercises to crystallize and organize the initial and theoretical ideas that have been studied in previous meetings and start coordinating and designing posters that

express flashes of creativity among students. - Unit - Rhythm - Fit ...), so that the student begins to design using computer design programs that he previously used in the art education department, including (Adobe Photoshop).

The meeting also includes the skills of drafting and creating written texts and employing their artistic effects within the poster in a way that integrates with the rest of the elements, achieves the poster's objectives, and enhances its guiding message.

Basic concepts: (balance - unity - control - rhythm - main and sub-headings - the visual center of the design).

**Fifth meeting:** (a seminar of criticism and revision of ideas and the final output of the poster):

This meeting is based on holding a discussion session in which the results of the tested posters are reviewed for students and the opportunity to receive and exchange opinions to verify the validity of the poster design ideas, the clarity of the message and the required proposed modifications, which corresponds to the stage of investigation in the creative process, which follows the stage of foresight, in which The innovator reconsiders and evaluates his idea and sees if it requires some refinement. Creativity is not born completely but rather needs to be modified, corrected, and adapted.

At the end of this meeting, the posters are produced in their final form after modification and development, and the design experiment is completed.

Basic concepts: (innovation - criticism - foresight - verification - quality - cooperative learning).

### **2-c. Equipment and tools used in the teaching unit:**

Computer lab equipped with Adobe Photoshop- DATA SHOW optical projector - color printer.

**2-d. Teaching aids:** The unit included a set of teaching aids to clarify some concepts in the meetings, including:

- Examples of a variety of posters to explain the basics and plastic elements of the poster.
- A variety of local and international posters that carry various awareness messages.
- Digital images showing the different forms of writing and filter effects in Photoshop.

**2-e. Teaching time of the teaching unit:** The proposed unit is taught through five (meetings), each lasting (3) hours, meaning that the unit takes fifteen hours over five days.

**2-f. Assessment:** Assessment is done during unit teaching in two ways:

(Individual assessment): It is represented in the guiding role of the researcher to guide each student according to the instructions and directions he needs to continue to perform as required.

(Collective evaluation): When the researcher notices that, there is a common problem among the students that require re-explaining a specific concept or implementing a specific skill performance, so he does so to overcome the problem.

### **3- Unit application procedures:**

In the context of preparing for the experiment and as mentioned previously, the researcher included the four topics for the posters that were selected through the application of a questionnaire about negative behavioural phenomena in the teaching unit, and coordination was made to start teaching the unit in the male and female sections over five meetings in the Department of Art Education, College of Education, King Faisal University lasted five weeks, on the study sample of male and female students of the department with justice (15 male and 15 female) through the computer design course and with the help of a female colleague in the female section (research assistant). Teaching was carried out according to the previously described meeting order.

- During the meetings, each student was asked to create a new folder labelled by his name on the computer to save the designs he makes in (PSD) format until the last meeting.
- After the end of the teaching unit, the posters (the product of the experiment) were collected and evaluated through the evaluation form prepared in advance by the researcher and shown in Table (1) Which judged by specialists in the department.

Table (1) the evaluation card for the student's indicative posters the next Figures (1-3) show samples of student posters, the output of the research experiment.

Poster elements	Choosing expressive formal elements suitable for the idea and theme of the poster (photographs - drawings - geometric shapes).		verified	
			Not verified	
	Positive recruitment of color		verified	
			Not verified	
	Employing texts to serve the poster message		verified	
			Not verified	
Poster design principals	Emphasis		verified	
			Not verified	
	Repetition		verified	
			Not verified	
	Contrast		verified	
			Not verified	
	Unity		verified	
			Not verified	
	harmony		verified	
			Not verified	
Significances and Content	Significances	Direct Significances	verified	
		Indirect Significances	verified	
	Intellectual Content	Direct Content	verified	
			Not verified	
			verified	
			verified	

		Indirect Content	Not verified	
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Figure (1)

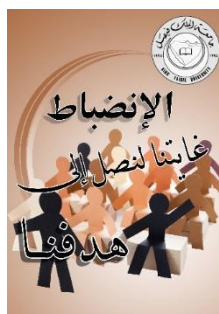


figure (2)



figure (3)

### Research results:

In light of evaluating the results of the experiment through the evaluation card and treating the evaluation results statistically, the results were analyzed and studied to ensure the extent of the success of the experiment and the achievement of research hypotheses and objectives.

The research aimed to contribute to activating the educational and indicative role of poster art in evaluating and addressing some negative behaviors of university students, as well as enriching the artistic skills of art education students in designing computer posters.

The statistical results of the evaluation of the experimental posters indicated that the objectives and hypotheses of the research were achieved, through the following indicators:

#### Regarding the educational content of the poster:

Most of the students were able to confirm the content and the intellectual connotations of the poster topics in a way that supports and confirms the strength of the advertising message of the poster. The students achieved this by using expressive photographs in addition to the accurate verbal expression of the written elements. In the poster. Figure (4), for example, the student used a picture of an elegant Saudi young man in his national dress looking up with a look of highness and pride.

The student also confirmed the idea by using the phrase (our local uniform - our pride) to play on the chord of belonging to the recipient, and in Figure (5) we find that the student Use command style that addresses values, morals, and ideals as "let's pass with honor" in an anti-cheating poster.

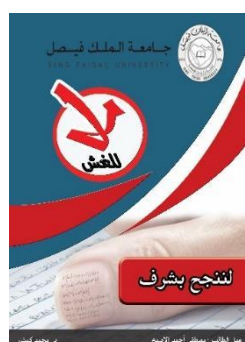


Figure (4)

figure (5)

Regarding the effectiveness of employing the elements and foundations of poster design:

The results show that students have achieved in large proportions the skills of employing the elements and foundations of poster design to serve its goals and message, through several aspects, for example:

The students succeeded in employing the color positively to confirm the message of the poster, by choosing colors with appropriate psychological connotations. Looking at Figure (6), which represents an anti-smoking poster, we find that choosing the dominant red color on the design plays an influential role in confirming the warning idea that it bears the label from the phenomenon of smoking because the color red has a known psychological effect related to the danger.

It also shows good attempts to achieve control (emphasis) within the poster by emphasizing the most important element in the poster, which is intended to attract the attention of the recipient by placing it in the visual center of the design and relatively large size compared to the rest of the elements as in Figure (7)



Figure (6)



figure (7)

Unity was achieved within the designs through the homogeneity of elements and through the convergence of color groups, where many students used monochrome to emphasize unity and achieve harmony. The rhythm was also achieved with curved lines, directed paths, and perspective depth in some posters. As for balance, it appears through the equal distribution of blocks and entities within the design, as well as the chromatic distribution within the design spaces.

**From the above, the research results can be summarized as follows:**

1. Poster art can be used educationally to combat some negative behaviors among undergraduate students.
2. It is possible to benefit from a teaching unit in the indicative poster for art education students in producing posters directed at evaluating some negative university behaviors.
3. The designed students' experience of behavioral phenomena in their surroundings and their knowledge of the dimensions that affect poster production has a positive impact on their ability to design an effective indicative poster.



### **Recommendations:**

1. The necessity of making various design programs directed to students to develop social and behavioral skills and achieve the goals of educational institutions.
2. Printing the posters of the experiment and using them as guiding advertising tools inside the university faculties and following up on their impact on students' behavior later.
3. The necessity of linking and integrating the arts and psychological and social sciences to serve the community.

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