

Visual Impact: Exploring the Crucial Role of Graphic Design in Contemporary Marketing

Ayat Khalil Alfakrah ^{1*} , Bayan Khalil Alfakrah ² , Hussein Mohammad Alomari ¹ ,

Amal "Mohammad rida" Aldajani ³ 

¹Department of Graphic Design, Faculty of Architect and Design, Middle East University, Amman, Jordan

²Graphic Design, Amman, Jordan (Independent researcher)

³Department of Graphic Design, Faculty of Arts and Sciences, Aqaba University of Technology, Aqaba, Jordan

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* Corresponding author:

aalfakrah@meu.edu.jo

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Abstract

Objectives: This paper aims to explore the impacts of graphic design in the context of commercial marketing, with a focus on an in-depth analysis of how meticulous graphic design enhances businesses and facilitates their growth. Moreover, the research provides an opportunity to comprehend how graphic design can play a vital role in improving marketing performance and achieving advancements across various business domains.

Methods: In marketing, the focus is on anticipating and satisfying consumer demands. Company owners have long seen marketing as an afterthought, but due to training programs, enterprise growth, and the current push for competitiveness, marketing is once again receiving the attention it deserves. The method used in this paper is qualitative research. Past studies and articles were used to explore the topic.

Results: The results showed that graphic design constitutes an exceptional tool in business marketing. When juxtaposed against mere words, well-crafted and visually compelling drawings or images possess the capacity to convey ideas and information with heightened efficacy, consequently culminating in increased sales.

Conclusion: Visually stimulating graphic design enhances the effectiveness of advertising messages beyond what words alone can express. When eye-catching visual graphics are used in marketing, professionalism is improved, and the company's reputation is elevated. Effective graphic design in advertising persuades consumers of superior quality, thereby increasing sales.

Keywords: graphic design, marketing, business, employee engagement, visibility

التأثير البصري: استكشاف أهمية دور التصميم الجرافيكي في التسويق المعاصر
آيات خليل الفقرة^{1*}، بيان خليل الفقرة²، حسين محمد العمري¹، أمل محمد رضا الدجاني³
¹ قسم التصميم الجرافيكي، كلية العمارة والتصميم، جامعة الشرق الأوسط، عمان، الأردن.
² قسم التصميم الجرافيكي، أبوظبي، الإمارات العربية (باحث مستقل)
³ قسم التصميم الجرافيكي، كلية الآداب والعلوم، جامعة العقبة للتكنولوجيا، العقبة، الأردن.

ملخص

الأهداف: يهدف هذا البحث إلى استكشاف تأثيرات التصميم الجرافيكي في سياق التسويق التجاري، مع التركيز على التحليل العميق لكيفية تعزيز التصميم الجرافيكي المتقن للأعمال وتسهيل نموها. يتيح البحث الفرصة لفهم كيف يمكن للتصميم الجرافيكي أن يلعب دورًا حيويًا في تحسين الأداء التسويقي، وتحقيق التقدم في مختلف مجالات الأعمال.

المنهجية: في مجال التسويق، يركز الاهتمام على توقع وتلبية احتياجات المستهلك. لقد رأى أصحاب الشركات لفترة طويلة التسويق كفكرة ثانوية، ولكن بسبب برامج التدريب ونمو الشركات والدعوة الحالية لتعزيز التنافسية، أصبح التسويق مرة أخرى يحظى بالاهتمام الذي يستحقه. الطريقة المستخدمة في هذا البحث هي البحث النوعي. تم استخدام الدراسات والمقالات السابقة لاستكشاف الموضوع.

النتائج: أظهرت النتائج أن التصميم الجرافيكي يشكل أداة استثنائية في تسويق الأعمال. عند مقارنته بالكلمات البسيطة، يمتلك الرسوم أو الصور المصممة بشكل جيد وجاذبة بصريًا القدرة على نقل الأفكار والمعلومات بفعالية متزايدة، وبالتالي يؤدي ذلك إلى زيادة المبيعات.

الخلاصة: يعمل التصميم الجرافيكي المحفز بصريًا على تعزيز فعالية الرسائل الإعلانية بما يتجاوز ما يمكن أن تعبر عنه الكلمات وحدها. عند استخدام الرسومات المرئية الجذابة في التسويق، يتم تحسين الاحترافية مع رفع سمعة الشركة. إن التصميم الجرافيكي الفعال في الإعلان يقنع المستهلكين بالجودة العالية، مما يزيد المبيعات.

الكلمات الدالة: التصميم الجرافيكي، التسويق، الأعمال، مشاركة الموظفين، الرؤية.

I. Introduction to Marketing Business

In marketing, the focus is on anticipating and satisfying consumer demands. The phrase "meeting needs profitably" is used as a shorthand for the marketing process (Weerasiri & Corey, 2016). All businesses exist to provide for the desires and requirements of consumers. Therefore, marketing is essential to the success of any organization. The marketing efforts of a sales clerk selling a washing machine, a doctor treating a sick, or the government urging parents to have their children vaccinated against polio all have the same end goal. Small business owners have historically placed less emphasis on marketing than they have on accounting, production, and sales.

Company owners have long seen marketing as an afterthought, but because of training programs, enterprise growth, and the present push for competitiveness, marketing is once again receiving the attention it deserves (Marquis, 2020). Marketing may be understood from both a management and a social vantage point. As a result, marketing may be defined as the social and management process by which people and organizations acquire their wants and needs by producing and trading commodities and services. Exchanges between a customer and a seller may be thought of as the simplest definition of marketing. Management's role in marketing is to coordinate and oversee the many tasks inside an organization that determine consumer demand and satisfy it. For a more formal explanation, consider the following from the American Marketing Association: Creating, conveying, and providing value to consumers, as well as maintaining customer relationships, in a manner that benefits the company and its stakeholders, are all aspects of marketing. (Fachrurazi, & Nurcholifah & Dyanasari 2022)

According to Philip Kotler, marketing is the social process through which people and organizations acquire their wants and needs via the free and voluntary exchange of goods and services (Lee & Kotler, 2019). As a whole, the marketing idea is customer-centric, with the end goal being to increase customer happiness through strategic promotion. The value of a product or service is established via an interaction with customers, a process known as marketing. That is to say, marketing encompasses the whole range of actions taken to move products from their original creators to the final users. (Morgan & Whitler & Feng 2019)

II. The Role of Graphic Design

Since the birth of mankind, people have been creating works of art. It has since undergone several changes to adapt to shifting fashion trends. In whatsoever method one finds most satisfying, whether it is with a new kind, medium, or degree of skill, graphic design has been around longer than most people think. Graphic design was initially developed in 1922 as an effort to characterize graphic art in general (Jinglin Wu, 2022). It has developed into a pervasive kind of modern art due to the widespread availability of personal computers and graphic design software. From Apple's simple look to the typographic nature of many modern commercials, graphic design, like traditional art forms, spans a broad spectrum of styles.

Similar to renowned cartoons, the field of graphic design has exerted a profound influence on diverse facets of society, extending well beyond the realm of symbolic design. Preceding the emergence of contemporary graphic design methodologies, cartoonists were tasked with the laborious hand-drawing of their works, a procedural rigidity that frequently yielded inaccuracies and suboptimal final outcomes. With the advent of graphic design practices, the art of cartooning has undergone a notable transformation, transitioning from its once simplistic and juvenile nature to an intricate and sophisticated form (Betancourt, 2020). Within this context, it is worth noting that Walt Disney enlisted the collaboration of multiple artists to establish The Walt Disney Company, an entity that has witnessed substantial evolution since its inception, primarily attributable to the integration of modern graphic design techniques, coupled with a deliberate departure from traditional artistic paradigms. Previously, the creation of art for films demanded a protracted time frame, spanning months if not years. Presently, with adept teams in place, the production of movies and television shows can be accomplished within a matter of days. This avant-garde manifestation of graphic design is underpinned by an array of methodologies designed to effectively convey information, akin to other artistic disciplines. One such approach involves the strategic simplification of differentiation. The incorporation of high-contrast lines serves as an instrumental means through which students can readily discern distinct portions of text from one another. (Krasner, J.2013)..

III. Functions of Graphic Design in Marketing Business

Visual appeal is the focus of graphic design (Andrew-Essien, 2021). Graphic designers develop visuals to communicate intended values and messages to the intended audience, while also fitting the product's intended use. All of these goals should be included in every piece of corporate communication. For this reason, any company would benefit greatly from investing in professional graphic design services.

People rely heavily on sense of sight. According to the research presented by John Medina in his book *Brain Rules*, people only retain 10% of the information they read three days later if they read the simple text, but retain 66.7% of the knowledge when they pair it with an appropriate visual (Medina, 2018). Graphic design is significant because it increases the "stickiness" of data. Color, shape, typography, and texture all elicit strong emotional reactions from human brains, which have significantly more influence than logical reasoning alone. What's more, well-designed content is simpler to digest; a pleasant reading experience, rather than a tedious one, is the result of a thoughtful layout in a brochure or website. Finally, graphic design ensures that all of a company's messages are consistent (Schifferstein et al., 2022). It is about unifying all of a company's operations under a single brand, not simply making each website or press release simpler to digest on its own. Graphic design is the surefire way to keep a brand's image constant, which is why consumers appreciate it so much when it is maintained.

How, therefore, can we put these ideas into practice in concrete business contexts? Most company owners will immediately think of logos when asked about the most common use of graphic design. It is very uncommon for graphic designers to get requests to create logos, which are among the most crucial parts of a company's brand. However, the reality is that a logo is but one component of a visual design approach for any company (Luffarelli et al., 2019). In a perfect world, a graphic designer would not start with a logo, but rather a mood—a collection of colors and forms that conjures up the spirit of a company. This method is ideal for creating a logo since it will result in a unified visual brand.



Source: [How Famous Companies Got Their Names](#)

Letterheads, page layouts, adverts, and website designs are just some of the many seemingly insignificant graphic design aspects that stem from this first effort. The term "design" refers to the process of ensuring that all marketing and sales materials adhere to a predetermined set of standards for appearance that have been established by the company (Helten et al., 2021). Creating a set of guidelines for graphic design involves deciding what those rules should be and how they should be implemented.

Considering this information, it is clear that good graphic design is crucial to a company's success (Giyazova & Davlatov, 2021) since it facilitates communication between the company and its clientele and, by extension, all prospective customers. Graphic design's ability to give a company a recognizable face in the eyes of its target demographic is a strong tool for conveying the goods and services it offers and inspiring a devoted customer base. That is to say, graphic design is

not only about making logos and other decorative elements. The ability to define a brand instead makes it the backbone of every effective marketing and communications plan. That is why, in the end, good graphic design is crucial for every company.

In this context, a study for Yousef Ahmad El Dameh & Hamad," has found According to that the IKEA group effectively utilizes graphic design in marketing tools for products such as flyers, catalogs, and Advertising to cultivate brand awareness in Jordan. Through a table Means and standard deviations for each item by attention level

No.	Statement	Mean	SD	Order	Importance
1	IKEA products draw my attention wherever they are	2.44	.83	4	Moderate
2	IKEA products attract me	2.60	.77	1	Moderate
3	Any of IKEA's indicators attract my attention	2.57	.74	2	Moderate
4	IKEA's logo colors interest me	2.36	.81	5	Moderate
5	IKEA is one of the basic milestones of Queen Alia International Airport.	2.51	.82	3	Moderate
Total		2.50	.66	--	Moderate

The result in Table 1 (Dameh, et al., 2019) shows that the means ranged between (2.36 – 2.60). "IKEA products attract me" ranked first. "IKEA's logo and Colors interest me" ranked fifth.

These results have implications for both the graphic design and marketing industries in Jordan, as well as for various strategies. One potential approach involves prioritizing the Advertising design of visual merchandise in stores. This entails considering factors such as color, landscaping, texture, communication, and decor, as they have been shown to influence customers' purchasing decisions. Another approach is to transition traditional graphic designers into digital "new media" graphic design due to the impact of technological advancements on the field of graphic design and the use of digital media for visual communication (Momani, S. 2021). Additionally, branding plays a crucial role in establishing brand equity for Jordanian corporations. Elements such as brand names, logos, symbols, packaging, and signage have been found to have a positive impact on brand equity (Algharabat, et al., 2020).

A. Brand Recognition

When consumers readily recognize and associate with a brand, this is known as brand recognition (Kharam et al., 2018). Customers have achieved brand recognition when they are able to recognize a brand without being presented with the brand's name. Furthermore, logos, taglines, and packaging may all play a role in eliciting brand awareness. It may also be triggered by an auditory signal. Brand awareness is an active process. In order to gain consumer loyalty, a business must build brand awareness. Customers should be able to readily recognize the brand and use it without more explanation. Name and logo consistency, content distribution, community formation, and customer immersion are all techniques for expanding brand awareness.

Consumers are more likely to try new products and spend more money if they are familiar with the brand they are considering (Smink et al., 2019). In addition, a brand's items are often the first to spring to mind when a customer is in the market for a certain commodity. One goal of marketing is to increase consumer familiarity with and affinity for a company's product via the development of recognizable brand names and symbols. It is not hard to reach the right customers at the right time with well-targeted brand content and the correct distribution channels. Customers may be surveyed to determine the efficacy of brand awareness efforts. These people will supply the data we need and provide feedback on how successful our brand awareness efforts were. Analysis of the expansion of a business, its participation in social media, and the volume of its referral traffic are other ways to gauge the success of a branding plan.

Branding refers to the process through which consumers associate a certain association with a specific firm or organization and its goods and services (Swaminathan et al., 2020). To begin with, brands are given to items and services that already have their own distinct character. Thus, brand recognition is effective when consumers can pick out a business from a distance using just visual or auditory signals. The idea of "brand recognition" originates in the fields of marketing and advertising, and its purpose is to raise consumers' awareness of certain products on store shelves.

Marketing's purpose in the branding process is to raise awareness of a company's goods and services and bring it into the public eye (Camilleri, 2018). Through effective advertising, consumers may learn to identify a brand by its sounds and sights alone. Recognizing a brand highlights a particular facet of brand memory. Brand recognition is important for product sales because it lets consumers quickly and easily identify the kind of goods and services a firm offers. Color, size, design, weight, substance, taste, smell, and feel are just a few of the product characteristics that may be used to establish a company's brand. Customers are able to identify goods and services by their characteristics.

Reasons why brand recognition matters include the following: A company's market share and product sales might benefit from a more well-known brand (Kharam et al., 2018). Consumers are more likely to have faith in a business they are familiar with. When consumers have confidence in a company's goods, they are more likely to purchase new items from that business. Any successful business must prioritize this factor. A consumer's willingness to pay less for a well-known brand. When consumers are familiar with a brand, they tend to worry less about the cost of similar items from other businesses. A company's goods command a higher price because of the prestige associated with the brand name. Customers are more satisfied and loyal when they are already familiar with a brand. Customers who are familiar with a product do not require much persuading since they already see the value in it. They may still buy the thing without being prompted to do so. Last but not least, a company's brand awareness might help them reach a wider audience. People are more likely to give a company's goods a shot if they feel a connection to it.

Graphic design's goal is not only to make things appear nicer; it is also to make them look more authoritative (Burkhardt & Schoenfeld, 2021). Creating a positive first impression is crucial in the business world, thus this is of great importance to companies. People are notorious for making snap judgments based just on the appearance of a book. Potential clients may be put off from using a company's goods if the website or packaging seems amateurish. In this context, branding becomes important. Companies may distinguish themselves from the competition with the aid of graphic design by developing a memorable Brand identity. Customers are more likely to recall a brand and its items if they are familiar with it.

Bettering the user experience is another important goal of graphic design. It is crucial for digital platforms like apps and websites to have this feature. Websites and apps that are difficult to use will be avoided. Websites and applications benefit greatly from well-designed visual interfaces. Graphic design's ability to simplify otherwise difficult concepts is often overlooked. A company's message may be conveyed more quickly and clearly via the use of images.

B. Increase Visibility

The term "visibility" is used in the business world to describe how well an organization can see into the future and make predictions about its own performance (Ogden et al., 2021). Visibility into the organization tremendously aids management in running a firm more effectively, even though it is a wide phrase that relates to both long-term and short-term performance. When it comes to running a company, visibility is crucial since it is conveyed both within the executives and management and publicly to shareholders via annual reports and press releases.

Sales and profits for the next quarter are closely watched and are frequently regarded as a proxy for future performance, hence the term "visibility" has come to be widely used in this context. When a corporation has a high visibility, it means that its projections of the future are reliable (Fergnani, 2022). It is great to have, as it suggests the firm will continue doing well or perhaps improve in the future. Having little faith in how things will turn out is what we mean when we say that a corporation has poor visibility. It often occurs when the economy as a whole is through difficult times.

Because of the apparent implications, companies and their management seldom bring up issues with low visibility. Although the company must be realistic in its assumptions in all its interactions with shareholders. Without specifying a

time period, the phrase "visibility" in the context of a company might refer to either the immediate or distant future. The firm's business model and the sector in which it operates heavily influence whether the company conducts a short- or long-term study of its visibility. Stakeholders and the general public may criticize or analyze a corporation that employs short-term visibility while most of its competitors use long-term visibility. Maintaining the precision of numeric values and the procedures that create and report on the data is of utmost importance to ensure the smooth operation of a business and its management. Obtaining precise numbers and statistics is a difficult undertaking, but it is essential for staying visible.

Graphic designers help spread the word about their clients' brands and products by creating eye-catching visuals that instantly resonate with their target demographic. Attractive visuals draw in customers and distinguish the brand from the competition.

These businesses use various graphic design methods to raise awareness of their brands, including:

B.1 Establishing a Company Identity

A logo is a special symbol that represents the company or appears on the goods so that consumers may easily recognize them. There are many companies out there making identical items, therefore branding is essential. A business's logo has to have a good color scheme and be noticeable in digital and print formats. Additionally, it has to be downloadable in a variety of formats. Having a business logo allows you, as a business owner, to distinguish the company from the competition. There are clients who form opinions about firms based on how they look, and a well-designed logo may help dispel such misconceptions. Furthermore, the company's logo is the cornerstone of the brand's recognition. (Ambrose, Harris & Ball, 2019)

B.2 Using Visual Communication in Ads

A company owner's primary objective should be to increase the percentage of their target demographic who become repeat buyers. To encourage the desired customers to visit the store and make a purchase or inquire more about the services, the graphic designer incorporates special call-to-action components. The rate at which technology is advancing is such that you must keep up. If you want to keep up with technology, you need a steady stream of revenue, and graphic design agencies may help you attract new clients with their tried-and-true methods. (Kujur & Singh 2020)

B.3 The Use of Internet Marketing

Using the Internet to promote a business's goods or services is known as "online marketing." Traditional forms of advertising, such as billboards and broadcast media, have been supplanted by online marketing. As a business owner, you may more easily create and cultivate positive connections with clients via online marketing. In addition, the global reach of the internet means that the items may be viewed by people all over the globe via online marketing. In addition, internet advertising helps you save money. (Obednikovska, Sotiroski & Mateska 2019)

B.4 Put the social media accounts to good use.

Today, social media is the primary way that individuals communicate with others across the globe. Twitter, Instagram, and Facebook are just a few examples of such social media. Having an account on this platform is a must if you're in the business world. Getting the word out about the items in this way can bring in a flood of new clients quickly. The company will expand rapidly, bringing in a flood of new cash. If you and the company haven't already done so, it is in your best interest to break out of the shell and sign up for at least one social networking platform. It is important to keep tabs on what the competition is up to; if you find that they're outperforming you, you should work to catch up. (Obednikovska, Sotiroski & Mateska 2019)

B.5 Make The Site Mobile-Friendly

You need your own website if you are an entrepreneur. Therefore, make preparations to establish at least one website if you are not already in a position to do so. Avoid overcomplicating things by going for something straightforward. Make sure the clients can easily grasp all of the information by keeping it basic. What you do, the services you provide, the contact information, and some background information should all be prominently displayed on the website. To increase sales, you should make sure as many individuals as possible have access to the website. (Kim, Choi & Kim 2022)

B.6 Label and package goods in an appealing manner

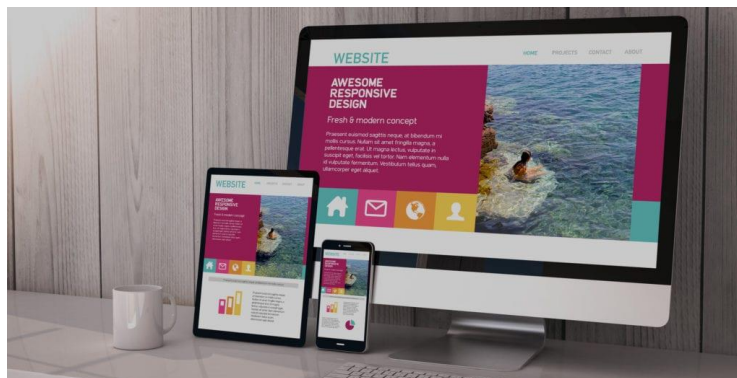
Having enticing goods is essential if you want people to return the next day. It is important for entrepreneurs to stand out from the crowd by providing services that clients can't get anywhere else. In addition, you may provide outstanding support to the clients. In spite of delivering identical goods and services, a distinct competitive advantage may be gained by providing exceptional support to customers. Moreover, if at all feasible, bundle the items in such a way that the buyers will be impressed by the method you're utilizing. Gaining a large number of consumers and expanding the organization are both possible when you use most of the tempting strategies that the rivals do not. (Kujur & Singh 2020)

C. Attract Customers

Graphic designers develop and create visual material with the intention of conveying a message or concept to an audience (Murchie & Diomedé, 2020). An entrepreneur's sales might be boosted with the help of professional graphic design. Making a decent profit that will help you operate the company and the day-to-day activities is now within reach thanks to technological advancements. When you realize that the lack of familiarity with modern technology is impeding the ability to operate a successful company, it is time to bring in the professionals. You may boost the company's success by employing graphic designers, and a number of new businesses have sprung up to provide their services in this area.

Visual design, often known as graphic design, is the process of organizing visual components for expressive purposes. Graphic visual design ideas may be put to use in a variety of contexts, such as the development of an engaging website or the presentation of an eye-catching Facebook ad. A well-designed visual component may set you apart from the competition and improve client retention and loyalty. It may also be utilized to get the attention of potential buyers, lure them into a crowded marketplace, or build product awareness.

A well-designed website or promotional materials may make or break the chances of connecting with and gaining the trust of the ideal customers. A good first impression is crucial. It ought to provide consumers with a desirable benefit while also being easily distinguishable from the work. Visual and graphic design play a vital role in advertising and the dissemination of information. Motivating action and participation, standing out in a crowded marketplace, and attracting clients or prospects in a cutthroat industry are all possible thanks to effective copywriting.



Source: [Importance of a Good Website Design for Business](#)

The visual branding helps to differentiate the company from the rest of the market. Customers will wonder whether they should spend time with the company if the website isn't well designed. The marketing and communication fields benefit greatly from good visual design. Motivating people to take action and get invested are two of the most important factors in attracting clients and prospects in a crowded industry. So, obviously, graphic visual design is a powerful resource.

D. Build Lasting Impressions

As a form of artistic expression, graphic design (Ambrose, Harris& Ball.2019) may help you leave an indelible mark on the target demographic. Graphic design, whether it is for a logo, website, or social media graphics, may help you connect with the audience in a way that no other kind of advertising can. Making the idea in an interesting manner is of utmost

importance. The ability to clearly convey the messages to the target audience via professional graphic design is crucial to the success of any company. If the product is not well-designed, it may be lost in the sea of identical items on the market.

Websites' graphic designs are often the first things visitors see, and they may have a significant impact on their opinions of the company. It adds character to the site and allows you to convey the brand's message. Customers benefit from it also since they will have no trouble understanding what they are seeing, and they will be more likely to remember the brand as a result. according to (Obednikovska etc. 2019) Many of the following strategies may help you leave a lasting impact on the listeners:

D.1 Enhance the visual appeal of the work.

People's ability to focus online is severely limited. In other words, you ought to make the most of it. Make the graphic design really remarkable if you want it to be remembered for a long time. With the correct visuals, you can get the message through, motivate people to take action, set themselves apart from the competition, earn the confidence of prospective consumers, and leave a long-lasting impression. You may simply do this with the assistance of graphic design services.

D.2 Use a graphic presentation to tell the company's narrative.

There are many companies out there vying for consumers' attention, so it may be challenging to stand out and be remembered. This is where slideshows and other visual aids come in. Images are the most effective means of communication and leave the longest-lasting impact. As the old adage goes, a picture is worth a thousand words, and it takes more than that to explain how fantastic the company is. One picture or video may convey the complete narrative in a visual presentation.

D.3 Client confidence is bolstered by well-designed visuals.

Graphic design is an effective method for gaining customers' confidence. This is what builds trust between the brand and its target audience. The brand identity must be distinctive and consistent. One of the most effective methods of doing so is to develop a logo or slogan that represents the spirit of the company. Use the creative abilities to include this in all of the promotional materials.

Impressing the target audience is one of the primary goals of graphic design. You need to think of it as the act of conveying a message visually via the use of elements such as typeface, spacing, and hue. The right message must be communicated in an aesthetically acceptable manner. All the pieces of the graphic design should fit together and convey the same message to the audience.

E. Sets the Business Apart from Competitors

A customer is more likely to have faith in a firm that presents itself professionally and with credibility if its visuals are striking. A consistent visual language is essential to the success of any business in today's market and helps you stand out from the competition, yet most business owners overlook this fact because they are too caught up in the day-to-day operations of their company. Effective and appealing representation of ideas is facilitated by visual design, which is a crucial tool for improving a company's communication with prospective clients and consumers. The following are a few examples of how good design may help you stand out from the crowd.

Customers' experiences with and opinions of the company suffer when they have to work too hard to obtain the information they need on the website. On the other side, if the visual design is both professional and practical, you will attract more customers and maybe even inspire them to become more invested in the brand. To use design as a means of communication is more than just a pithy saying; it is also a fundamental principle of a successful company. Consider a marketing approach in which a "funnel" is used; a "funnel" is a design that guides site users through a labyrinth in order to get their business. It is a method of guiding site users towards a certain objective.

The decision-making process is aided by design. Trust in an organization rises in tandem with its investment in professional graphic design. The time and effort you spend on the company's visual presentation and overall impression is directly proportional to that investment. Imagine you are a parent who, before sending their kid off to school, wants to make sure that their youngster has a clean appearance. One of the most important ways to build a brand that sticks with people and convinces them to become paying clients is via good visual design on the website. Information is the primary focus of

visual design rather than aesthetics. A well-designed product or website conveys information that aids in making a calculated choice. The design also allows you to influence the actions of the target audience. When it comes to brand design, visual design extends much beyond just aesthetics. A beautiful and engaging website also benefits from good design. The site's professionalism is a major factor in determining whether or not a visitor will continue exploring the site.

The mind is very quick to distinguish a competent presentation from a sloppy one. You have undoubtedly visited two rival establishments and made an instant choice about which one to patronize based only on which one had the better presentation. You may leave a long-lasting impact on the intended audience with careful planning and thoughtful design. Differentiate the company from the competition by giving the brand a personality, which will allow you to connect with customers on a more personal level.

F. Customer Engagement

In business, "customer engagement" refers to maintaining a mutually beneficial connection with a client base after the first sale—an organization's strategy to increase customer loyalty by consistently delighting its patrons at each touchpoint (Rosado-Pinto & Loureiro, 2020). While there is some overlap, customer engagement is not the same as customer satisfaction or experience. In contrast, customer satisfaction measures how happy or unhappy buyers are with the offerings. Both are necessary when communicating with customers, but listening to establish rapport and provide a customized solution is integral to customer interaction. The ability to listen attentively has far-reaching effects on the quality of interactions with customers. The more attentively a salesperson listens, the more effectively they can identify the client's unique needs and craft a solution to help them achieve their goals.

Increasing revenues is the end objective for most businesses. However, there are many other advantages to consumer involvement that can boost the brand's long-term profitability and ROI. (Return on Investment) Traditional storefronts have relied on customer relationships for as long as anyone can remember, but keeping those connections alive in the digital world may be difficult. While new leads may be found and marketed more quickly due to technological advancements, keeping existing clients happy is more challenging than ever.

Maintaining an active online dialogue with the clientele is crucial to establishing trust. Most customers have inquiries not only before but even after making a purchase. Connecting with customers and taking their wants and requirements into account at every stage of the buying process is essential to an effective engagement strategy. A successful engagement plan will allow you to get insight from the consumers' opinions, preferences, and suggestions for how you may enhance their experience with the product or service. Customers who feel heard and valued are less likely to defect to a competitor. Customers are more likely to return after being treated with respect and appreciation. You stop being just a vendor of goods and services and start becoming the whole remedy to their issue.

Organizing the efforts to close and hold on to leads is much easier with the aid of customer engagement. In order to automate interactions and repetitive chores and to provide a tailored experience that motivates a prospect to make a purchase, modern engagement platforms use AI-driven technologies and data. You may delegate tasks promptly, foresee potential issues, and develop tailored, fast answers to frequently asked queries and concerns. You may quickly retarget prospective clients and shorten the purchase process with the information you get from the account and sales activity data. Additionally, the team will have more time to concentrate on innovation, expansion, and other strategic endeavors by streamlining the purchase process. Customers may be won over or piqued into showing some interest in the company and offers via consistent interaction. Many companies go out of their way to provide discounts and freebies to loyal consumers to keep them coming back. Quickly attracting prospective leads with discounts and promotions is essential, but so is making sure those leads are satisfied with what they get.

The augmentation of website traffic experiences a substantial surge when organizations proactively furnish informative resources tailored to address individuals' specific concerns. Consequently, clients embark on active research endeavors pertaining to competitors' brand and product offerings, driven by an increasingly intimate familiarity with these alternatives. Central to this dynamic is the distinctiveness of a company's identity, underscored by elements such as logos and various graphic marketing strategies, certain enterprises find that intensifying their focus on potential clientele yields a favorable

outcome, notably through the judicious deployment of data-driven methodologies..

G. Build Good Will and Trust

Trust and goodwill in the marketplace are quickly gained with the help of well-designed graphics (Marley et al., 2019). A logo or other piece of graphic design that is well-executed inspires trust in the minds of its viewers. If the visual aspects of a company's offerings are pleasing, consumers are more likely to buy them. After some time, having a visually appealing website will bring in more and more consumers, many of whom will stick with you. With graphic design, a business may draw attention to its offerings. A corporation also undertakes a fresh advertising push when a new product is introduced. The advertising campaign showcases the goods differently. To do that, however, requires the use of graphic design services in order to give the items some visual identity.

If a firm has many workers, they all need to rally around something special. The organization may benefit from graphic designs in this respect. Numerous graphic designs, including the company's website, publications, uniforms, stationery, logo, and brochures, may be found everywhere around a company's personnel. Consequently, these emblems represent the staff and serve as a unifying symbol of sorts. Many businesses have difficulty fostering healthy competition and professional conduct among their staff. Customers and suppliers will remember businesses with professional graphic design. For instance, the visual quality of a logo design might be seen as a proxy for the company's approach to conducting business. A well-thought-out logo should convey an image of efficiency and competence on the part of the organization. That is crucial for making sure the company expands.

Graphic design's ability to influence consumers' perception of your company is a definite perk. For example, a brochure with an engaging design might help readers feel more invested in a company's products and services. A professional graphic designer may also help make the information you provide more readable to draw in readers. A designer selects suitable fonts, colors, graphics, etc.

IV. Companies that Use Graphic Design to Effectively Market the Business

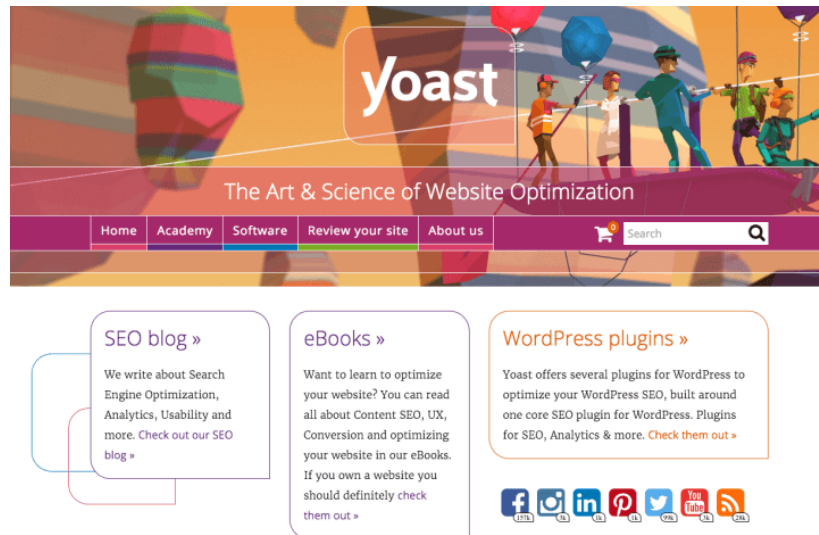
One of the world's most renowned graphic designers created the new Apple logo, a rainbow-hued shape of an apple, Rob Janoff, at Steve Jobs' request (Payne, 2018). This was symbolic of the utopian of computers and demonstrated their efficiency in handling various colors the only concept ever presented to Apple was an immediate success (Janoff 2018). It used to take months, if not years, to create the artwork for a movie. Now, movies and TV shows can be created with the right team in a few days. A suite of approaches for getting the point through backs this cutting-edge graphic design, like other artistic disciplines. Simplifying differentiation is a helpful tactic. Lines with much contrast let the student quickly tell one portion of text from another.



Source: [Is Space-Time a Great Prism](#)

Yeast. Om's homepage, designed by Joost de Valk, a graphic designer, makes considerable use of this technology (Yeast.com). WordPress.com is not the only website to employ this technique; other sites with color schemes comparable to

WordPress.com do it, most notably with their "download" button. The distinction is used to get the reader to pay attention to two things that differ. However, most contrasts may be used right away using gradients. Concerning conveying a modern vibe, Media Temple's website relies heavily on gradients. However, these variations in tone are seldom noticeable. Using brighter colors at the bottom and darker ones at the top, gradients draw attention to certain features of an item and give the impression that it is evolving. Numerous gradients persist, nevertheless. Radial gradients (circular emanations), linear fades (both vertical and horizontal), radial fades (both horizontal and vertical), and simple linear fades are all possible types of gradients.



Source: [WordPress SEO: Yoast Or SEOPressor Connect? Let's Compare](#)

It has been established that color is a fundamental visual element, exerting a significant influence on consumer behavior. Research has demonstrated that users may respond differently to similar and complementary colors. In fact, one experiment revealed that packaging with similar colors is perceived as more attractive, healthier, and lower in calories compared to packaging with complementary colors. Furthermore, customers have shown a greater inclination to purchase products packaged in similar colors consideration of cookie packaging in blue and orange as less attractive, higher in calories, and less healthy compared to the same packaging in blue and green was noted. This finding has led food companies such as Saudi Arabian dairy company Almarai to package their milk cartons in blue, which is perceived as more attractive than the blue and orange counterparts that share the same characteristics, similar to some products of Jarab Master company. (Witkowska 2018)

Additionally, the results indicate that customers perceive milk cartons in blue and green as healthier than those in blue and orange, aligning with the green-health association (Schultz, 2013). This underscores that similar colors have the ability to enhance product attractiveness and purchase intent. Moreover, studies suggest that marketers can harness a range of analogous colors to enhance aesthetic appeal, significantly impact calorie perceptions, and influence judgments related to health.

VII. Results

1. Graphic design is vital in business marketing, as it helps create compelling visual content that attracts users' attention and enhances brand awareness in marketing a business by accurately representing market values and preferences through visual communication.

2. Design and marketing are integrated in providing valuable solutions, with the design focus on individual needs and quality.

3. Graphic design plays an important role in effective marketing by visually communicating the quality and value of products and reinforcing the company's values to the customer.

4. Graphic design helps in marketing a business by creating visually appealing logos and branding materials that attract customers and make products more attractive, with the main elements of business should focus on when starting a one-

person graphic design business are company branding, legal and accountant paperwork, work environment, discipline and work habits, professionalism, communication, pricing, ongoing learning and networking, and personal side projects.

5. Graphic design helps small businesses accurately represent their market values and preferences through visual language, and overcome challenges such as financial constraints and lack of understanding. It also contributes to the integration of marketing and design management, providing useful tools such as visualization and prototyping to increase company performance which also allows local entrepreneurs to grow their businesses by creating logos that add value to their products and make them more attractive to customers.

6. Positive evaluations of a company's product design tend to generate optimism about the financial returns of its stock and generate an additional willingness to invest in the company, beyond its expected financial returns this optimism about a company's financial returns and further willingness to invest it is positively influenced by two factors related to product design: the personal importance that the investor attaches to the areas of life that the company's products represent or support, and the investor's overall effect or liking for the company's product design.

7. Measuring the impact of design, service design, and design thinking in organizations is challenging, and there is a lack of appropriate metrics, especially at the downstream level of design as strategy.

VIII. Conclusion

Because clean, clear visuals are so successful at conveying brand messaging, graphic design is a terrific tool for increasing revenue. When compared to only words, a well-designed, revealing graphic or image may convey ideas and information far more effectively. Communicating effectively with your target audience requires using eye-catching graphics and images. Professionalism in both brand image and message may be achieved with the aid of graphic design in marketing. Your company's reputation will be enhanced by all of these factors. Good graphic design in advertising helps persuade customers that your items and services are top-notch, which in turn drives up sales.

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