ACTIVITIES OF UNTRAINED ARTISTS AND THEIR EFFECTS ON ADVERTISING IN THE KUMASI METROPOLIS

By

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A thesis submitted to the School of Graduate Studies, Kwame Nkrumah University of Science and Technology Kumasi in partial fulfillment of the requirements for the degree of

MASTERS OF ARTS
(AFRICAN ART AND CULTURE)

Faculty of Art, College of Art and Social Sciences
August, 2009

DECLARATION

I hereby declare that this thesis is my own work towards the Master of Arts degree and that, to the best of my knowledge, it contains no material previously published by another person or material which has been accepted for the award of any other degree of the university, except where the due acknowledgement has been made in the text.

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ACKNOWLEDGEMENTS

ABSTRACT

Art is a necessity in advertising but most Ghanaians do not really appreciate the significance of art in an advertisement. For this reason they use untrained artists for their advertisements, who end up producing poor advertisements. The people within the Kumasi metropolis patronize the services of untrained artists because of low fees. As a result, untrained artists are gradually taking over the advertising industry in Kumasi. In this study, the descriptive method of qualitative study was used to undertake the research. After the research, the researcher found out that the works of untrained artists affect advertising because their works reduce the high standards of advertising. This, however, denies clients from getting the full benefit of advertising. Also, after criticising, appreciating and documenting the works of untrained artists, it was realized that most of their works had poor creative concepts poor layout and illustration. This thesis finally recommends that perodic and less expensive courses and Awards Night should be organised for the untrained artists in Kumasi so that they can learn and be motivatied to produce good advertisement for their clients.

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CHAPTER ONE

INTRODUCTION

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or seek a particular brand of product or service. It has been dated as far back as 3000 BC among the Babylonians. One of the first known methods of advertising was the outdoor display, usually an eye-catching sign painted on the wall of a building.

In most parts of the world today, this job is usually given to the advertising firms. They usually produce advertisements right from television commercial, through to radio, print and multimedia. The advertising firm is usually made up of a team of specified workers. These workers include the Creative Director, Art Director, Graphic Designer, Illustrator, Production Coordinator, etc. It is important to indicate that, these groups of workers are employed because the job needs professional art skills.

In Ghana, however, there are a number of advertising firms that employ people who are trained in formal graphic design schools to produce good quality advertisements. Aside these trained graphic artists, there are uncountable number of untrained artists, who are gradually taking over the job of advertising.

Untrained artists, herein, referred to by the researcher, comprise people who have not had any formal training in art before. These untrained artists could be grouped into three categories namely: those who have undergone some kind of apprenticeship at some small scale art shop;

those who are solely relying on their natural talent and those who have studied a computer programme for design and can therefore produce some form of design to be used for advertisement.

Apprenticeship, talent and knowledge in computers do not teach basic principles of design. Apprenticeship mostly just teaches the production techniques. Such artists may produce some design for a banner, for instance, but may lack the knowledge of the relevant principles of design such as balance, variety, good colour combination and so on.

Talent is basic and routinely needed in producing good artwork for an advertisement, but talent alone the researcher believes, is not enough to produce good advertisements. It is the opinion of the researcher that, if proper training is added to talent, it may help in building up the talent for better job execution.

Computer software for design are readily available on the market. Clearly, they make designing faster and easier for graphic artists but does not teach how to produce a good advertisement. It is evident that because untrained artists have not studied art formally, their works sometimes lack the tutored application of basic principles of design. These untrained artists end up producing non-professional looking advertisements. This unfortunate situation has, therefore, affected the graphic design profession negatively.

1.1 Statement of the Problem

Even though art plays a significant role in the development of every nation many stake-holders, policy-makers, industrialists and businessmen in the Kumasi metropolis are not fully aware of it. Also, although the advertising industry is supposed to be run by trained professional artists, it has virtually been taken over by untrained artists. They are rather patronised ignorantly by most businessmen and women in the Kumasi metropolis. In view of these problems, this research topic was proposed to highlight and sensitise the general public about the negative effects of the activities of those untrained artists in the advertising industries in the Kumasi metropolis.

1.2 Objectives

The objectives of this thesis are:

1. To study the activities of the untrained artists in Kumasi and the effect of some of their poor advertisement.

2. To criticise, appreciate and document some samples of the untrained artists' works in the kumasi metropolis.

1.3 Reasons for the Thesis

Though it is quite clear that art is necessary in advertising, most Ghanaians do not really appreciate the good quality art applied in an advertisement. They seem not to take cognisance of the good quality of artworks produced. It is obvious that some advertising firms which need graphic designers just want people who can use computer softwares such as CorelDraw, Adobe Photoshop and Adobe Illustrator. This thesis is written so that Ghanaians will be made aware of the importance and role of art in advertising. Also, the Ghanaian will know that poor quality art

affects the quality of an advertisement. They would also be made aware of the negative effects of producing poor advertisements and understand how the works of untrained artists are adversely affecting the advertising industry in the Kumasi metropolis.

Furthermore, the research would be educative to companies and advertising firms on the benefits of employing professionals instead of the untrained artists.

1.4 Scope of Study

The study looks at the trend of advertising in the Kumasi metropolis in relation to the activities of untrained artists. This is done by looking at the various forms of advertisements produced by the untrained artists in Kumasi. Also, the thesis examines good and bad sides of the advertisements produced by the untrained artists in Kumasi. The thesis research focuses mainly on advertisements such as posters, banners, billboards, newspaper advertisements, etc and also on the effects of the activities of the untrained artists on the advertising industry.

1.5 Hypothesis

Activities of untrained artists affect the advertising industry negatively.

1.6 Limitations

Due to limited time, the thesis did not cover television commercials, radio and web advertisements. These three could not be covered because that would make the thesis too broad for the time period. Also, the thesis did not focus on colour and its effect on an advertisement. However, the researcher only looked at colour on the surface. Finally, due to the large size of the

Kumasi metropolis the researcher could not cover every area. The researcher could only limit herself to places in the Kumasi metropolis that are heavily populated with advertising firms and wayside art workshops such as, Creative Dreams, Authentic Jah, A & H Graphix.

1.7 Importance of Study

This study is important because it brings to light what goes wrong when untrained artists are contracted to produce advertisements. Stakeholders, policy makers and businessmen would consequentially be educated on the numerous defects in untrained artists' works and how those defects affect the decision of consumers being that advertisements appeal to the psychology of people. People have the notion that when an advertisement, for instance, a label of a product is poorly designed, the product itself is of poor quality. This notion is detrimental to product promotion. This thesis is also important because it serves as a source of information for other researchers who may want to look at some other aspects of activities of untrained artists.

1.8 Methodology

The qualitative research methodology was adopted for this research. The primary sources were made up of interviews and observation. They were information gotten from untrained artists, trained artists and the general public. The secondary sources were information gotten from seminar papers and articles as well as published books. Also, the research made use of the internet for more information on graphic artists as well as advertisements.

All these information were critically analyzed, discussed and interpreted by comparing and contrasting the various views.

1.9 Chapter Organization

Chapter One of this thesis is made up of an introductory chapter which introduces the reader to the topic. It is also made up of the statement of the problem, objectives, reasons for this thesis, scope of study, hypothesis, limitations, and importance of the study, methodology, chapter organization and definition of terms.

Chapter Two deals with the review of related literature. This chapter compares, contrasts and analyses various opinions of several writers on untrained artists and the advertising industry, the effects of advertising on people and historical overview of advertising and graphic design.

Chapter Three is the methodology. It shows the various methods through which information was gathered for this thesis. It deals with the research designs which are observation, interviews and questionnaire, library and internet research, population for the study, sampling, validation of data collection and data collection procedure.

Chapter Four is the findings. It deals with the results of the research. The research looks at the trend of advertising in Kumasi, the advertising industry in Kumasi, activities of untrained artists, samples of their works, effects of the works of untrained artists on the people of Kumasi, effects of untrained artists on the advertising industry in Kumasi, effects of advertising on the people of Kumasi, role and importance of Art in advertising, benefits of employing trained graphic artists, and finally interprets the findings.

Chapter Five deals with a discussion on the topic and outlines some useful recommendations on how to reduce the problem. Also, this chapter comprises the summary of the thesis as well as the conclusion.

1.10 Definition of Terms

Untrained: not formally trained in a school or an institution.

Artist: a person who paints or draws pictures and produces sculpture in a creative way.

Advertising: to describe a product or service publicly in order ti convice people to buy or use it.

Graphic artist / designer: is a professional within the graphic design and graphic arts industry who assembles together images, typography or motion graphics to create a piece of design.

Industry: a group of business, influenced by the factors of production, that produces and/or sells the same or similar type of goods and services.

Concept: A concept is a cognitive unit of meaning - an abstract idea or a mental symbol sometimes defined as a "unit of knowledge," built from other units which act as a concept's characteristics. A concept is typically associated with a corresponding representation in a language or symbology such as a word.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter is aimed at reviewing related literature of the activities of untrained artists and their effects on the advertising industry. The chapter compares and contrasts ideas of various writers on the topic. Also, the chapter has opinions of the writer on what others have said on the topic. It contains sub-topics such as historical overview of advertising; historical overview of graphic design; untrained artists and the advertising industry; role and importance of art in advertising; and effects of advertising on society.

Advertising is a collective term for public announcements designed to promote the sale of specific products or services. It can also be said that it is a form of mass selling, employed when the use of direct, person-to-person selling is impractical, impossible, or simply inefficient.

Advertising techniques ranges from billboards, newspapers, magazines, television, radio, internet, labels, complementary cards, letterheads, book covers, sign boards and so on.

From an unsophisticated beginning in ancient times, advertising has burgeoned into a worldwide industry. This work is usually done by a group of people called the graphic designers. The graphic designers are artists who have gone through a series of training to learn the best ways of selling a product or service through designing of posters, billboards, etc. They work extensively with images, fonts and colours. They come out with the best attractive pictures that communicate well for a particular occasion and audience. Graphic designers also learn how to use the right

colours for the right mood. This makes potential buyers feel what advertisers want them to feel. Graphic designers are also taught to use fonts that can reflect what they are selling or fonts that speak for themselves. For example, if one wants to sell a horror movie, the colour and the kind of font used alone can send the message to the people. They are taught how to brainstorm and come out with meaningful pictures that can catch attention and communicate well on their own. Graphic designers go through several years of training to be able to produce good quality advertisements.

In spite of all that is needed to become a graphic designer, a growing number of untrained artists who call themselves graphic designers. These individuals have not had any formal training in art but only possess superficial knowledge about producing advertisements.

In the search for related literature, the researcher realized that little had been written on untrained artists and their effects on the advertising industry. Despite this fact, the researcher went ahead to review the little literature available to her.

2.1 Historical Overview of Advertising

According to Encarta (2006) archaeologists have found evidence of advertising dating back to 3000 BC, among the Babylonians. According to historical data, one of the first known methods of advertising was the outdoor display which is usually an eye-catching sign painted on the wall of a building. During the medieval times when word-of-mouth praise of products gave rise to a simple but effective form of advertising. Also, archaeologists have indicated that this was usually done by the so-called town criers. The criers were citizens who read public notices aloud and

were also employed by merchants to shout the praises of their wares. Later, they became familiar figures on the streets of colonial American settlements. The town criers were forerunners of the modern announcer who delivers radio and television commercials.

They went further to say that, although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the movable-type printing press by German printer Johannes Gutenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper advertisement was published offering a reward for the return of 12 stolen horses. In the American colonies, the *Boston News-Letter,* the first regularly published newspaper in America, began carrying advertisements in 1704, and about 25 years later, Benjamin Franklin made advertisements more readable by using large headlines.

The Encarta gives a more vivid information as to when advertising started but in another article written by Copper (2006) about the history of advertisements, he does not talk about the Babylonians. He only talks about Newspaper advertisements being the oldest form of advertising. This source indicates that advertising started with newspaper advertisements and today, it has grown so much that even internet advertising has become a reality. Copper indeed does not agree with Encarta or the archaeologist about having found advertisements on walls among the Babylonians. It is true advertising has grown very much but as to whether it started with newspaper the researcher does not think so. He further states that, the good thing about the newspaper advertisements is that though the costs have increased tremendously, they still are

reasonably priced as compared to other forms of advertising. In earlier times, newspaper advertisements were black and white advertisements, but today colour advertisements as well as digital motion advertisements become a reality.

Like the Encarta, Funk & Wagnalls® New Encyclopedia (2006) agree upon the origins of advertising. They both talk about the excavations of archaeologists and the Babylonians. They also pointed out one of the first known methods of advertising which was the outdoor display. They agree with the Encarta about medieval times when word-of-mouth praise of products gave rise to an effective form of advertising and the use of town criers.

They go on to agree with Encarta that graphic forms of advertising appeared early in history and printed advertising made little headway until the invention of the movable-type printing press in Europe about 1440.

Throughout the history of advertising, nobody really talked about the graphic artists and whether they were trained or not. Though there is not enough information about that, the researcher thinks that, people probably had some training to enable them produce a very good eye-catching sign paintings on the walls of building.

2.2 Historical Overview of Graphic Design

The term graphic design refers to a number of artistic and professional disciplines which focus on visual communication and presentation. Various methods are used to create and combine symbols, images and/or words to create a visual representation of ideas and messages. A graphic designer may use typography, visual arts and page layout techniques to produce the final result.

Graphic design often refers to both the process (designing) by which the communication is created and the products (designs) which are generated.

Common uses of graphic design include magazines, advertisements, product packaging and web design. For example, a product package might include a logo or other artwork, organized text and pure design elements such as shapes and color which unify the piece. Composition is one of the most important features of graphic design especially when using pre-existing materials or diverse elements.

According to Golec (2004), there is no consensus amongst historians of graphic design on what the history of graphic design is or what it should be. That clearly tells us that he does not know the order in which the graphic design history follows.

http://www.princorporated.com (2009), points out the time graphic arts started developing. According to this source, graphic design could be considered as existing since the appearance of the written word. However, as a separate entity it could be traced back to the late 19th century.

It is indicative that the first graphic design proof was represented probably by the Paleolithic cave paintings in Lascaux, caves that exists in southwestern France. It was pointed out that it started with the birth of the written language, somewhere in the 3rd or 4th millennium BC, when the evolution of Western alphabets began.

They went further to talk about Johann Gutenberg, the German printer who was the first in Europe to print using movable type and the first to use a press (1400-1468), that he actually made the books widely available.

According to them, other people in the development of graphic design like William Morris (1834 - 1896), a poet and novelist, who founded the Kelmscott Press that produced books of great stylistic refinement. Also, he founded William Morris Co. that produced fabrics, tapestries and household objects - some of the most significant of the graphic design products of the Arts and Crafts movement.

2.3 Untrained artists and the advertising industry

Concerning the nexus between untrained artists and the advertising industry, Bierut (1997) states that 'Untrained newcomers are increasingly seen as a threat to "real" graphic designers. In the last few years graphic designers have gone from complaining that nobody has ever heard of graphic design to complaining that everybody claims to do graphic design'.

He thinks that untrained artists are, in a way, threats to professional graphic designers or the advertising industry because probably they are now taking the job away from the graphic designers. The present researcher agrees with Bierut (1997) on that fact that anybody who can use the design software calls himself a graphic designer and the trained graphic designers are complaining. The trained graphic designers may not be complaining just because their job is being taken away from them but also because the untrained ones are producing poor works which affect the industry collectively negatively.

Thornton, (1996) blames all that is happening on the advent of computers. According to him, untrained individuals have access to inexpensive tools that can be used for a variety of publications. New softwares have templates that facilitate the creation of newsletters, logos, announcements, letterheads, business cards, and home pages on the World Wide Web.

Beirut (1997) agrees with Thornton (1996) that many untrained individuals have entered the advertising industry and it is because of the widespread usage of the computer. The researcher also agrees with both of them on that note. This is because the untrained artists have access to the computer which makes designing easier and faster. Nevertheless, many people think they can do graphic design without any formal training. It is obvious that, when graphic design started and it was all about drawing and painting the advertisement, it was left for the professional artists. Just as Thornton indicated, some of the software even have templates that make it extremely easy to produce an advertisement. All one has to do is to fill in the necessary information and probably change colours to create a design. With templates, anybody could produce a letterhead, banners, business cards etc. Repetitively done for several clients, this may exhibit lack of creativity and ingenuity.

Tingleguts (2006), on the other hand, is of the view that it is the professional graphic designers themselves who have caused this problem. He indicates that he knows plenty of professional graphic designers, himself included, who produce poor quality advertisements from time to time. He also knows a few who produce such advertisements almost exclusively.

Probably, he is right in saying that graphic designers themselves have cheapened the profession so much that everybody thinks he could do graphics but this does not mean nothing should be done about this problem. The researcher thinks that, at least, if people are made to understand that there is art in advertising and appreciate the quality of the art in the advertisement, it would make clients ask for good quality advertisement from the artist; this would make professional graphic designers, who produce poor advertisements, reassess their operations.

From another perspective, Ginsberg (2001) seems to agree with Thornton. He has indicated in his article that although technology has sharpened, expanded and broadened the artists' skills, computers should be seen as a tool, just like a pencil and a paintbrush. In other words, untrained artists should see the computer as a tool that is vital for the trained artists.

He also indicates that, Jamie Thornton, once said that, there is a difference between an untrained graphic artist and a trained one and that employers would still want excellent design skills for websites and other forms of multimedia. Here, Thornton, in a way, disagrees with Beirut for saying that, the untrained newcomers are increasingly seen as a threat to "real" graphic designers because there is a difference between the quality of work produced by trained artists and untrained artists. He further indicates that people would still want excellent design which would compel them to patronize the trained graphic designer's works. Therefore, the untrained is not a threat to the trained ones. They cannot take the job away from the trained artists. It may be true that people would always want excellent design but then the question is "are they willing to pay for excellent design?" The researcher thinks that, clients would always go in for average designs from the untrained designer if they are cheaper rather than pay more and have an excellent design from the trained designer.

According to Steve (2006), the blame is on the advertisers themselves. He is of the view that, the advertisers are constantly bombarding people with a range of advertisements, promotion and branding and for this reason everybody has been trained by them from a very early age. He thinks that probably, everybody has seen so many advertisements several times that, they know

what is needed in an advertisement and that may be the reason for everyone to think that they could do design. There are many technicalities in almost every professional job and that is what the untrained artists repeatedly do not acknowledge in their works. Producing advertisements is not all about images, colours and text. One should be able to produce creative concepts in the advertisement.

2.4 Role and Importance of Art in Advertising

We can first start by asking the question "what is art?" Art is anything that is skillfully and intelligently made to give people some kind of pleasure, for example, painting, music, dance and sculpture. Art is the life blood of advertisements. For instance, when one does a poster, he would skillfully and intelligently arrange the elements of design, such as line, shape and colour by using the principles of art to create a meaningful concept in the advertisement. This is because he wants to attract the potential customer and by so doing he has to give them some kind of pleasure when they look at the advertisement.

Art, as we all know, plays a role and is important in the making of an advertisement but the question is that, to what extent is it important in the production of an advertisement? According to Sheldon, (2008) when Brent Almond, a graphic designer was asked the advice he would offer someone who wants to start a graphic art design service, he responded "get a degree". Here, Almond is just saying that, art plays a major role in graphic design so much that one does not have to study art at just the basic level. One needs to study art to the level of getting a degree. He thinks that by the time one gets to the degree level, he would have gained enough knowledge to be a professional graphic designer and to set up his own advertising firm therefore making art

very important. The researcher agrees with Almond and she also thinks that the art institution is a very good environment for any artist who wants to be good to be. This is because, the art institution is the place one may be trained by competent professionals with diverse expertise.

Though Watson (1922), does not really say anything about university education in arts, he admits that there is art in advertising and the art factor is very important. He states

> And whatever is designed must be sold. Yet selling is possible to the best degree only through advertising. Commodities must be properly packaged, and it is the artist who produces the design, who incorporates the package message of the copywriter into graphic salesmanship. The art equation is the big one in American business at the present time (p. 428).

He thinks that the art equation is very important in advertising probably because he thinks that the art is what sells the product.

Heller (2005), agrees with graphic designer Brent Almond that one must be highly educated in art to be a graphic designer. He indicates that

> There are not even enough days in an average undergraduate four year graphic design program to develop the skills and foster the talents necessary to become a viable practitioner. Any individual or institution that claim to impact total mastery of graphic design in less than four years are kidding themselves and every one else. What they really mean is that technique and technology can be taught through intensive classes in a limited time frame but that is only one part of the total requisite comprising the education of a contemporary graphic designer. Conceptual, strategic, psychological marketing and other abstract and practical issues are key (p. 1).

The researcher fully agrees with Heller (2005) that there are so many complexities in graphic design and it is so intensive that it needs to be studied to the highest level possible. He went ahead to say that once inside the field, of course talented practitioners can grow into whatever is thrown their way but like other professions where technology, art and science interest, the

complexities involved in becoming a graphic designer would require solid educational foundations that could only emerge from intensive study in a serious academic environment.

In another perspective, Young (2006) does not really agree that art should be studied for a long time, probably to the degree level like Almolnd and Heller think. When Young was asked about his opinion concerning what makes a good graphic designer?, he responded by indicating that, it comprised intelligence and creativity. He explained that intelligence allows you to solve problems. Creativity allows you to offer solutions no one else would have thought of. If you have one, you can fake the other. But if you have neither, chances are you would not make it in this field". In other words, he indicates that one needs just intelligence and creativity to do graphic designing and not necessarily long study of art. However, he agrees that art plays a major role in advertising because when he was asked, "how does one become a great designer?", he talks about the study of the design principles.

According to Young (2006), "The difference between a good designer and a great designer is huge. It is easy to become a good designer: learn the design principles, utilize the creative process, and study what other designers do". He further writes that he can teach anyone to become a good designer if they want to learn but to teach someone to be a great designer is different. In his opinion a teacher can not make a person a great designer just great writers can not be made in the classroom. To be a great writer, you'll have to live and experience all that life has to offer. You'll need to make mistakes, to suffer, to love, to laugh, to commune with other cultures, to expand your mind. A designer is no different. To be a great designer, you must have

something to say to the world. I can teach you how to say it, but you'll have to figure out what to say (Young, 2006).

According to Winters (1999), art really plays a role in advertising because visual design is becoming an increasingly important part of message communication, marketing and advertising. She stressed that companies are contracting out to graphic design firms on many projects. Design consultants influence not only product advertising and marketing, but also the actual visual appearance of product brands via logo and packaging design. Many new art design firms are springing up in New York City and those already established are growing rapidly.

Winters (1999), in her article also confirms that art is important in advertising since she says that companies are contracting out visual design to art design firms to be able to sell out their products. If art were not so important they would not spend so much on contracting art design firms to do their advertisement for them.

2.5 Effects of Advertising on Society

From research, it has been proven that advertisement does really affect people. People have purchased things because of an advertisement they have seen. Article entitled "The Effects of Advertising on Society" confirms the fact that advertisement does influence people. It states that Advertising sells more to consumers than just products. It sells hidden images of the product that is being advertised. As the amount of advertising and exposure increase, the influential effects on the public increases. Companies would not spend millions of dollar on advertising if it had little to no effect on the public. Advertising provides a general service of product information. The

researcher agrees with the fact that advertising helps in selling ones products because it is very influential on society. Many people will buy a product because of the advertisement especially if they want to know if the product really offers what the advert says it offers. Companies knowing of this influence will therefore spend much money on advertisement to sell their products. The fact that companies spend so much on advertisement alone goes to confirm the fact that advertisements do really affect or influence the public. www.termpaperslab.com (accessed: 29th March, 2009).

It is important to indicate that advertisements do affect the public. Advertising often works by making people feel unhappy with their lives, anxious and dissatisfied. The messages are that you are not satisfied unless you buy this, wear that brand, wash your hair with, and look like that very slim model. It attacks our self-esteem. It may be true that some of the advertisements do attack ones self-esteem but for an advertisement to be able to do so, it has already affected you. Even though the writer is trying to say that it is not fair for an advertisement to make one feel bad about him or herself to sell a product, it still does not disprove the fact that it has the power to make people buy a particular product, and this is the aim of every seller (www.sa.gov.au / 2009).

http//www.wikipedia,org, (2006) states, "Advertising can be persuasive and also informational. Advertising is used to influence the thought patterns of society. It is a part of everyday life with almost everything that people do." This article agrees that advertising is influential on society by saying that advertising is persuasive. On the other hand, the article did not mention any negative impact advertising has on society unlike that of the article from www.sa.gov.au entitled "What does advertising do?"

From the Encyclopedia of Communication and Information (2001-2006) there is an article which agrees to the notion that advertising affects the society. It indicates that

> Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the advertiser wishes. Thus, the ultimate objective of advertising is to sell things persuasively and creatively.

This article also confirms that advertising persuades people to buy particular products. This does increase the patronage of a product.

From all angles, it is quite clear that advertising does affect the society and that is why everybody who has something to sell to the public would advertise. For that same reason clients would want good advertisements. Advertisements that would attract and persuade many people as possible and this is where a great and creative art comes to play.

From the literature review, the researcher noticed that people had written substantially on advertising and about the training needed to enable artists produce good advertisements. They have outlined reasons for training in art before taking up the job of advertising. They are of the view that there are many technicalities involved in the job and it would take much training to enable anyone produce a good advertisement. The gap the researcher found in the literature was the negative effects of not having any training before producing the advertisements. This gap is what the researcher intends to fill through the research findings.

CHAPTER THREE

METHODOLOGY

This chapter aims at showing the various methods used in collecting data to address the problem. The research methodology employed was the qualitative research methodology which consists of questionnaire, observation and interviews. Also, some information was collected from the libraries as well as the internet. The Chapter further explains the population for the study, sampling and validation of data collected.

The researcher used observation to find out the activities of the untrained artists that might not be so evident to people and to see if the untrained artists are really thriving practicing as graphic designers or not.

Interviews also had to be conducted to find out the reason why people decide to do advertising without necessarily going through any training, why the public patronize the works of the untrained designer, what the public think about the works of the untrained designer, how the people of Kumasi used to advertise and if their way of advertising has changed and for what reason it has changed.

Administration of questionnaire aided in the collection of written information from the general public. It also helped in analyzing the works of the untrained artist and analyzing the thought pattern of the general public.

3.1 Observation

The study used observation because it was concerned with the standard of advertisements produced by the untrained artists. The researcher visited some practitioners and observed them working. The observation process dealt with the concept behind the work, neatness of the work and the basic principles of design. The observation process was guided by objectivity and carefulness.

3.2 Interviews

Interviews were conducted using both open and closed questions. The researcher (interviewer) interacted with some of the untrained designers and the general public thus bringing out the questions as and when necessary. The interview helped to bring out much information than any other data gathering device. Since it took the form of conversation, the interviewee did not hesitate explaining their artworks to the interviewer.

3.3 Questionnaire

Questionnaire made up of orderly written questions were shared among some of the untrained artists for answering. They entailed questions that could help the researcher analyze the problem very well.

The questionnaire were in three different categories. The first category of questionnaire was designed for the untrained artists in Kumasi to find out the sort of activities they carry out, how

well they are doing as graphic designers, why they chose to do graphic design without training and whether they would like to spend time and money to study art and so on.

The second category of questionnaire was designed for the general public within the Kumasi metropolis to find out their perception about the untrained artists, whether they know of any threats the untrained designers pose to the adverting industry, whether they would like to patronize the works of the untrained designers and for what reason they would like to do that.

 The third category of questionnaire was designed for the highly trained graphic designers to appreciate and criticize the untrained artists' work to know whether their works are of very high standard or not. Sample of the questionnaire are in the appendix.

3.4 Data Collection Tools

The data collection tools were interviews, observation and questionnaire. After the researcher had decided on the firms, people and places to visit, she got her designed questionnaires ready and went to the advertising firms and art shops. At the firms, the researcher told the head of the firm what she was working on and needed to talk to some of the workers. She was introduced to graphic designers with whom she interacted extensively. Through the conversation she got to know some of the untrained artists. She asked them a few questions after which she pleaded with them to fill the questionnaires. She also asked them for samples of their works which they willingly gave out. At the art shops, the situation was not much different. The researcher first asked for the one in charge and told him about the project. The person in charge then introduced the researcher to the untrained ones in the art shop with whom she once again interacted. Aside

talking to the untrained artists, the researcher went to the streets of Adum where she found all manner of people from whom she gathered information about their views on advertising and advertising firms in Kumasi.

3.5 Library and internet research

The library and internet served as a great source of information to the researcher especially in the related literature review. The Kwame Nkrumah University of Science and Technology library, Art Education library and the internet were very helpful to the researcher.

3.6 Population for the Study

The target group for the study is the untrained artists producing adverts in the Kumasi metropolis. This is because the researcher is looking at the standard of the adverts they produce. The research limits itself to only print adverts and that includes banners, posters, newspaper adverts, billboards, various kinds of packaging, book covers, brochures, etc.

Kumasi has quite a large geographical area so the researcher decided to divide the working space into three major zones. The three areas included Kwame Nkrumah University of Science and Technology and its immediate surroundings, Adum and Asafo. This is because these are areas where advertising firms are heavily concentrated. The research includes the *"wayside artists"* doing adverts through to the graphic designer sitting behind the computer who has had no formal training.

3.7 Sampling

The researcher made use of the Random Sampling technique. This is because the target population was too large an area for the researcher to cover. After identifying the three major places in Kumasi which are Kwame Nkrumah University of Science and Technology and its immediate surroundings, Adum and Asafo, the researcher decided to pick ten untrained artists from each area thus having thirty untrained artists in all.

3.8 Validation of Data Collection Procedure

Having gotten information through the use of questionnaires, interviews and observations, the data was discussed, analyzed and given to some experts to determine its validity. In their opinion the information was valid.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

This chapter deals with the trend of advertising in Kumasi, the advertising industry in Kumasi, some activities of the untrained artists in Kumasi, as well as an examination of various samples of works produced by untrained artists.

Also, the purpose of this chapter is to afford readers the opportunity to examine and critique what the trained designers produce. This will help readers to see the difference between the trained artists' works and works produced by the untrained. Furthermore, the chapter looks at the effects of the untrained artists' works on the advertising industry in Kumasi. Lastly, the chapter vividly discusses the roles and importance of the creative concept in advertising as well as benefits of employing trained artists to produce advertisements.

The chapter ends with the interpretation of the findings. This brings out impressions and meanings of the results of the findings.

4.1 Trend of Advertising in Kumasi

Kumasi is the homeland of the Akan-speaking peoples who were originally located between the Pra and Ofin rivers in the forest plateau of country which is now called southern Ghana. The region is rich in gold, and various Akan-speaking groups and chiefdoms throughout history

generated wealth and power through gold mining and trading. Much of the history of the people of Kumasi who come from the Ashanti region is shrouded in legends.
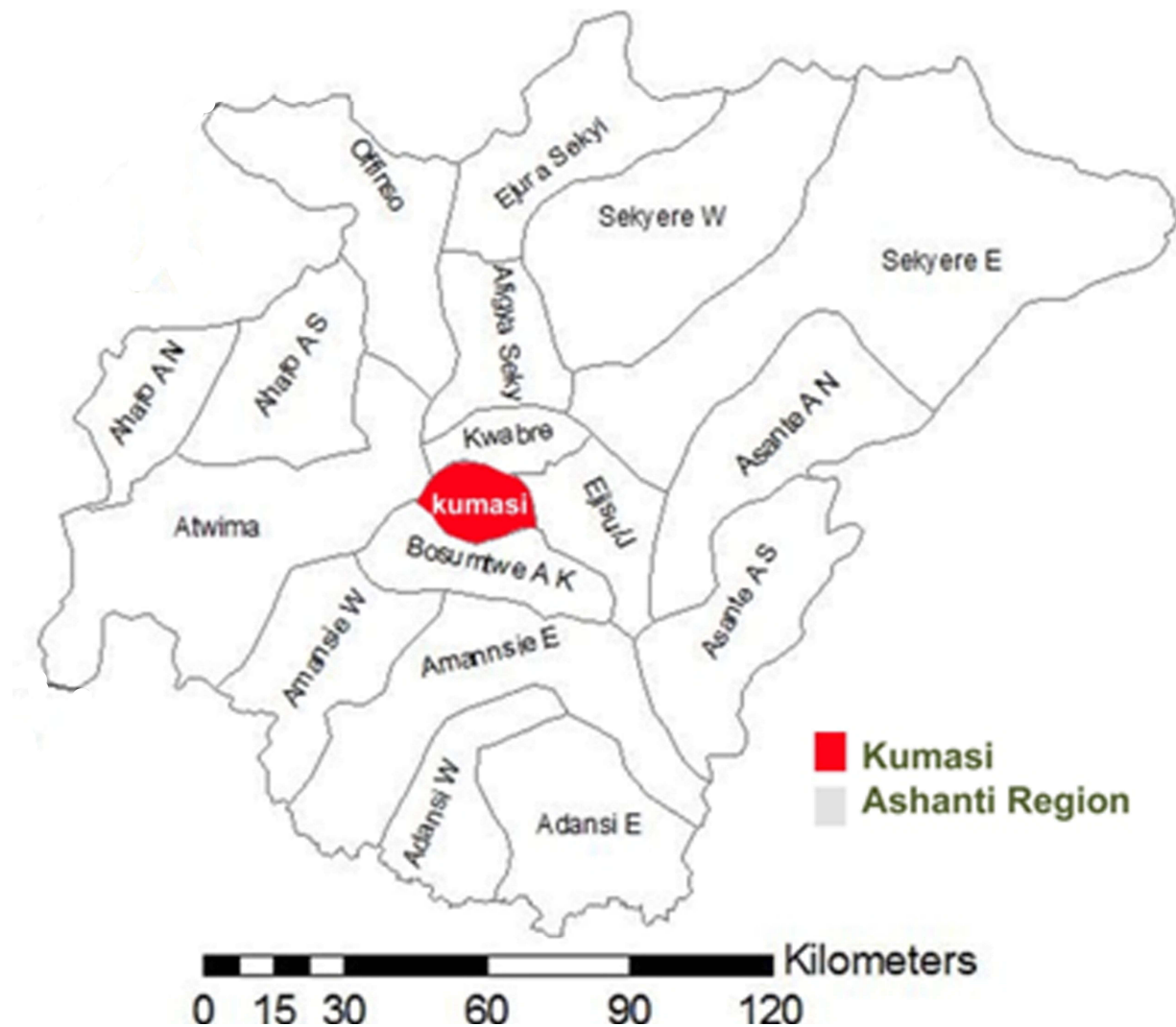
Fig:1 Map of Kumasi within Ashanti Region

The researcher could not find dates as to when Advertising started in Kumasi. What the researcher found is that advertising has been there among the Kumasi people for a long time.

They also probably pointed out positive things about whatever they wanted to sell, so that they can have it sold faster. In those days, advertising was done by the seller shouting out words in praise of the item being sold. Even as at now, some indigenous people of this town still maintain this method of advertising. For example, fresh maize sellers of this region go round shouting "*ebro shiew*" meaning hot corn, just to let potential buyers know or think that it is hot.

Advertising in this region has reached the world wide web as well. Most people do advertisements ranging from print, radio, television and the internet. The print media ranges from newspaper advertisements to posters, fliers, banners, signboards, billboards, labels, etc. Currently, radio and print are the most common forms of advertisement. From the research conducted, the researcher found out that people in this region prefer the television and internet mainly because they reach out to larger group of people on the internet. There is also the belief that people pay more attention to motion pictures on TV than listening to radio or reading posters or billboards. In any case, a lot of people do print and radio advertisements more because that it what they can afford.

4.2 The Mode of Operation of the Advertising Industry in Kumasi

The advertising industry includes all those involved in the production of an advertisement. Though the standard advertising firm in Ghana is made up of the Creative Director, Graphic Designer, Illustrator, Production Coordinator and others (marketing personnel, copy writer, accountant, secretary, etc.), in Kumasi, not all the companies have these groups of professionals. One may find in a firm a graphic designer playing the role of a creative director, illustrator, and production coordinator. Though this practice of one graphic designer playing the role of the

illustrator, production coordinator and creative director at the same time is not the best, in the researcher's opinion, it is better than having untrained people do all that. In the training of graphic artists, they are taught the production techniques and how to produce good illustrations but the researcher believes that when the graphic artist does one particular job at a time, he or she will be able to produce the best out of whatever he or she is doing.

The Creative Director usually does the brainstorming in a creative session. The creative directors create fast thumbnail sketches and then pass them off to the art director for more careful rendering. Frequently the creative director also does some copywriting, but usually limited to slogans or headlines. Throughout all the stages of the creative process, the project must be approved by the creative director who also works closely with the client. This person is usually present during crucial stages of a project such as taking pictures or printing.

The Art Director is the person who takes conceptual ideas from the creative director and puts them into a finished layout. Once the ideas are approved they also work closely with production to see the project through completion. Occasionally, this person meets with clients and attends photo shoots and printing sessions too.

Graphic Artist/Designer is the person who does a variety of work ranging from quick illustrations, rendering layouts and typography. Strong computer skills are needed for this position.

The illustrator may be a freelancer. In large agencies, they hire an illustrator on a full-time basis to save money. This person creates illustrations for advertisements, TV, brochures, etc., using a variety of media including the computer.

Production Coordinator is the person who usually acquires quotation or estimates from the presses with regards to the job. Once a competitive price is found, they work closely with the printers to assure quality in production. Strong computer skills are needed for this position.

It is obvious that with all the professionals involved in the production of the advertisement, great computer skills and good knowledge in art is of paramount importance.

From the research conducted, it was found out that the quality of advertisements produced in Kumasi was generally acceptable to the people of Kumasi. Most of the people the researcher spoke to about the quality of advertisements produced in the Kumasi metropolis, thought that the adverts did not have good concepts but were not very poor either. They graded it average. From this point of view, one can say that the advertising industry in Kumasi is doing just average works and the researcher thinks that it is not good enough since when very good advertisements are produced they attract more people thereby increasing sales and returns.

4.3 Activities of Untrained Artists in Kumasi

After the research, it was noticed that the untrained artists in Kumasi produce all kinds of advertisements ranging from posters, flyers, banners, newspaper advertisements, book covers, stickers, "T" shirt designs, billboards, business cards, letterheads, receipts, invitation cards, etc. It

was also detected that funeral posters and wedding invitation cards dominated their works. Examples of some works produced in Kumasi by unprofessional artists are shown below.
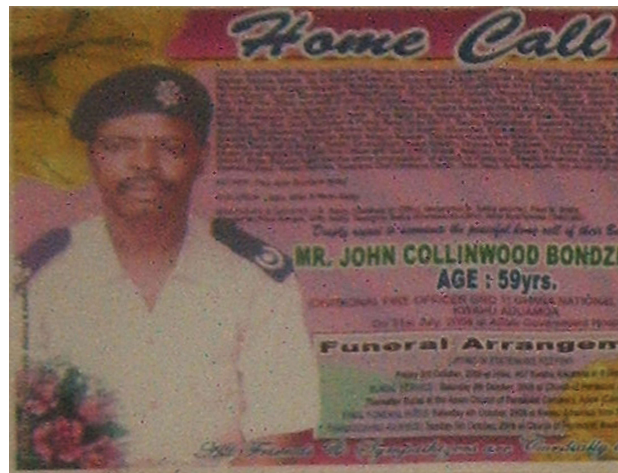
Plate 1: A funeral poster

Source: Photographed by the researcher on a wall
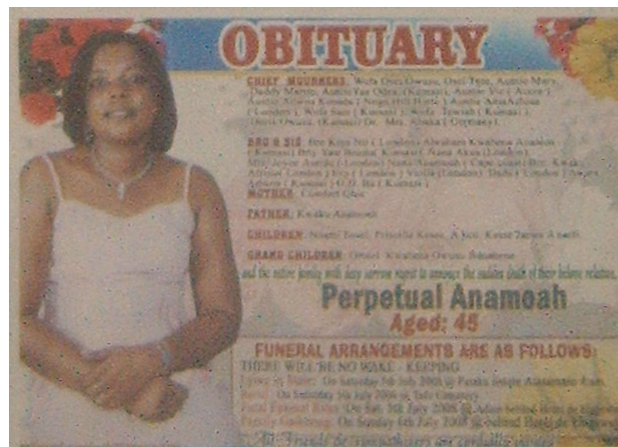
Plate 2: A funeral poster

Source: Photographed by the researcher on a wall

In most of the funeral posters the untrained artists produce, the picture quality of the deceased person is often poor. Also, most of the posters usually have flowers at the corners of the poster and this style has been done so many times that it is now cliché. Though the colour scheme is

often good, because they usually use a variety of colours for the background, they have problems with typography. For instance, when a part of the multi-coloured background is dark and a black coloured text is placed on it. This makes reading of that text difficult and thereby making it difficult for readers to get the necessary information.
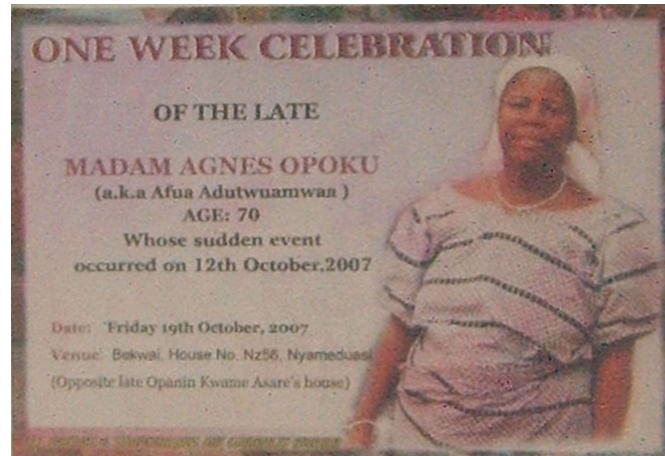
Plate 3: A funeral poster

Source: Photographed by the researcher on a wall

Plate 4: A wedding invitation card

Source: Researcher's own collection

Plate 5: A wedding invitation card

Source: Researcher's own collection

Plate 6: A wedding invitation card

Source: Researcher's own collection

Plate 7: A wedding invitation card

Source: Researcher's own collection

It was also detected that, they did not pay particular attention to the quality of print output. Their works have printing problems such as bad colour registration, colour inconsistencies, scumming, etc. When advertisements have such printing problems, they fail to attract the potential buyers therefore making it impossible to achieve the purpose of advertising. It also came to light that some of them go out doing marketing for themselves. Some of them also have their own small workshops where they produce such advertisements for people while others work in well established firms. Most of them produce advertisements for the middle class but not for the big and well established companies. Also, several others are into advertising because of the monetary gains purported to be in this business. Even though most of them agree that the study of art would enhance the quality of advertisements they produce and the trained ones do better in the job, many of them do not want to train in the field because that is not what they want to be in future because of their aspirations. They all think they are doing very well as graphic artists. Furthermore, others are of the view that the job does not need much professionalism. They want to do advertising as a part time work and a few of them talk about financial problem that is why they have not trained.

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Some of them have been working as untrained graphic artists for several years. Aside their thoughts and views regarding their performance as untrained graphic designers, the researcher noticed that their works lacked good concepts and most of the concepts have people laughing. Almost all of them have people laughing or smiling in their posters and billboards and this makes all their works monotonous.

Plate 8: A signboard advertisement for a communication centre

Source: Photographed by the researcher

Plate 9: A book advertisement for Prof. Quarms's Megastar

Source: Researcher's own collection

4.4 Samples of advertisements produced in the early days of advertising

The researcher would like readers to examine some of the very early advertisements to expose them to the early days of advertisement. This will also give readers the opportunity to see the kind of standards advertisements had always carried and how the untrained artists in Kumasi are trying to break that sequence.

Plate 10: A black and white newspaper advertisement for

Keeley treatment for liquor and drug using

Source: www.vintage.com

Plate 11: A black and white newspaper for toasted corn flakes

Source: www.vintage.com

Plate 12: A poster ad for Philishave

Source: www.philiclub.com
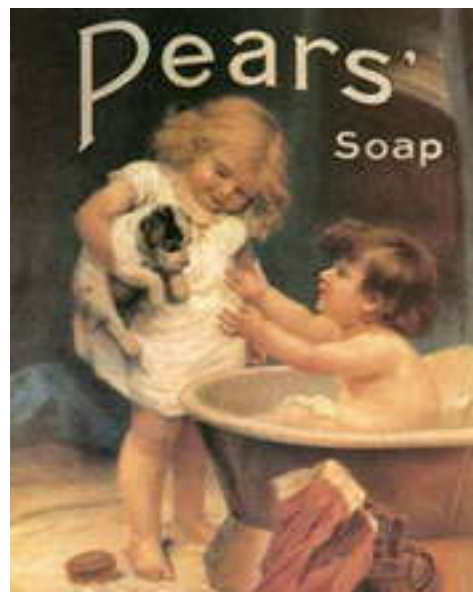
Plate 13: A poster advertisement for Pears' soap

Source: www.pizzobook.com

Plate 14: A poster advertisement for coca-cola

Source: www.vintage.com

Plate 15: A poster advertisement for Guinness

Source: www.blogspot.com
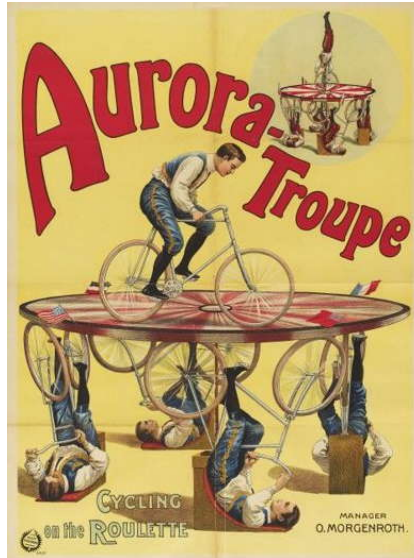
Plate 16: A poster advertisement for a troupe which cycles on the roulette

Source: www.blogspot.com

Plate 17: A poster advertisement for a drink

Source: www.blogspot.com
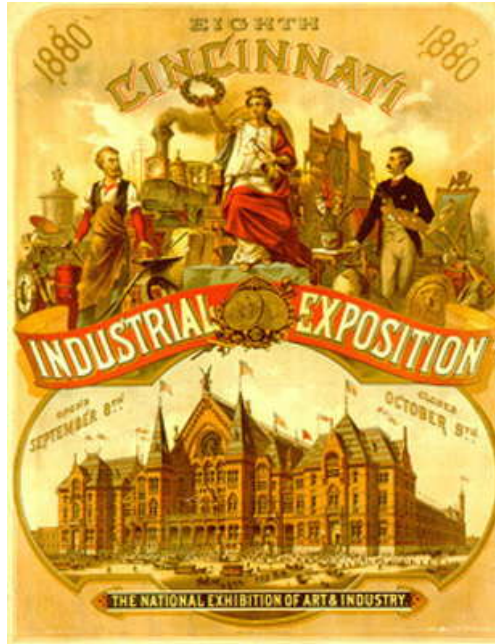
Plate 18: A poster advertisement for a national exhibition of arts and industry

Source: www.ohiohistory.org

Plate 19: A poster advertisement for a drink

Source: www.czechabsintheworldpress

From the examples of the advertisements made in the early days, it is evident that advertising has come a long way but then what it had always maintained is good concepts development, good choice of colours, good choice of fonts and good layout and these are the very things the untrained artists in Kumasi are lacking.

4.5 Samples of works of Untrained Artists' works in the Kumasi metropolis

These are samples of the untrained artists' works in Kumasi and they have been criticized and appreciated by some highly trained graphic designers in terms of colour, fonts, concepts and layout.

Plate 20: A directional signboard advertisement of a "chop bar".

Source: Photographed by the researcher

This advertisement may have a few good sides but on the whole the advertisement is not conceptually appropriate. Colour combination for this signboard advertisement is good since the blue and red contrasts well enough with the white background which is legible enough. Also, the fonts used in this advertisement are clear and not difficult to read.

On other hand, the advertisement is not attractive and even if somebody by chance comes across it, the person may have an impression that the "chop bar" is not decent enough for him to patronize it because the signboard gives an impression of the unhygienic environment in which it operates.

Secondly, the message on the signboard is not clear since the text layout is poor. One is not clear on whether the "Sunday Special" is the *fufu, banku, emotuo, abetee* or the "Sunday Special" is something else. Aside the fact that, the drawing of those pounding the *fufu* is bad and not attractive, the trained artist thinks it is not the best picture or drawing to use. The trained artists are of the view that this advertisement is not communicative enough.

On the whole, the advertisement is bad because if a foreigner comes to see such a signboard he/she may think that it is a place for pounding *fufu* instead of eating. There is nothing like a delicious meals to whet one's appetite.

Plate 21: Billboard advertisement for Leyland and Leylac paint

Source: Photographed by the researcher

This billboard advertising paint also has a good side. The font is legible and easy to read thereby making it easy to transfer the necessary information. On the other hand, experts are of the view that the advert has too many elements making it difficult to appreciate. Also, though the advertisement has bright colours to attract, the colours are too bright thereby making the advertisement not pleasing to the eye.

Finally, the researcher is of the view that the paint company has a beautiful slogan like "feel yourself, colour your world" of which they could derive a beautiful concept. But they rather chose to use a can of paint with a brush in it rendering the concept poor to be used for an advertisement.

Plate 22: A board advertisement for soccer competition

Source: Photographed by the researcher

Everyone agrees to the fact that the contrast of black and white is good and clear thereby making it easy to see what is written but it is evident that the advertisement in Fig. 23 is poorly rendered. Layout for this advertisement is poor. Elements (typography) have been placed anyhow and one cannot tell if the name of the place is "Terry" or "Today Terry". Also, placement for the price of entrance is not good. It gives an impression the designer did not know where to fit it. Time for the event which is very important in an advertisement but in this advertisement is looking very

insignificant. Finally, the font used is not clear enough. Unless one is a football fan one may not be able to read some of the names of the teams playing.

This advertisement may be a daily or weekly one so it might be very expensive giving it to a professional graphic artist to do. But the owner can give it to a professional to draw a good layout for him so that he would clean and fill in the necessary details every day or week.

Plate 23: A label for an insecticide powderby Emmanuel

Source: Photographed by the researcher

The font used for this label is legible and the colours also stand out against the background colours. Opinions from the respondents indicate that there are too many elements in the design

thereby making the design appear crowded. The researcher cannot also understand the rationale behind putting three cockroaches one on top of each other in the middle. Also, the design does not have any meaningful concept. This is because the elements such as animals and foodstuffs do not communicate clearly.

Furthermore, the researcher thinks the design does not have a good layout. The elements in the design have been placed anyhow on the label and that does not show professionalism in the designing of the label.
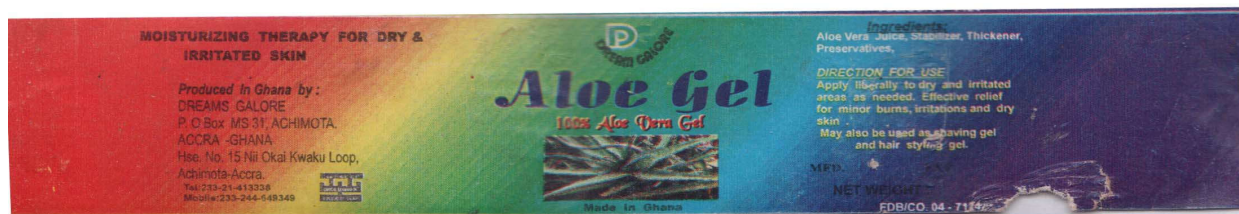
Plate 24: A label for an Aloe Gel
Source: Photographed by the researcher

The name of the product is bold and clear which is appropriate for the product because, it is legible enough to be read by everybody. Also, the label has a very catchy background to attract customers to take a look at it and that can make people buy the product. Aside from all the good sides, it is in the researcher's opinion that the gradient fill, that is the blended bright colours graded as the background may be beautiful but a little too vibrant for the eye. Also, some of the text has been written in black and placed in the blue-black background and that makes it hard for potential buyers to read and know the necessary information of the product. The picture of the Aloe Vera leaf is too small and not attractive. This could be replaced with a very bold one which may be more appropriate for the label.

Plate 25: A label for Agyenkwa ointment

Source: Photographed by the researcher

The blue colour stands out well in the white background and the font is legible and easy to read thereby making the label capable of sending the necessary information to the buyer without any problem.

This label is very simple and straight to the point. It has no disturbing background but the label has the picture of the person who produced the cream which makes it unprofessional. Unless the designer of the label is trying to tell potential buyers that the maker of the cream has very good skin and that is what the cream can give to buyers.

Plate 26: A signboard for a designer/ boutique

Source: Photographed by the researcher

This signage has a fairly good concept because it has the name of the shop clearly written with bold and easily readable fonts. The colour combination is appropriate since the colours used for the background make the text stand out well. The only problem about this signboard is that the elements are too many, making the design "crowded". Also, information such as the telephone numbers and address are more important than the motto but it seems the design rather places emphasis on the motto.
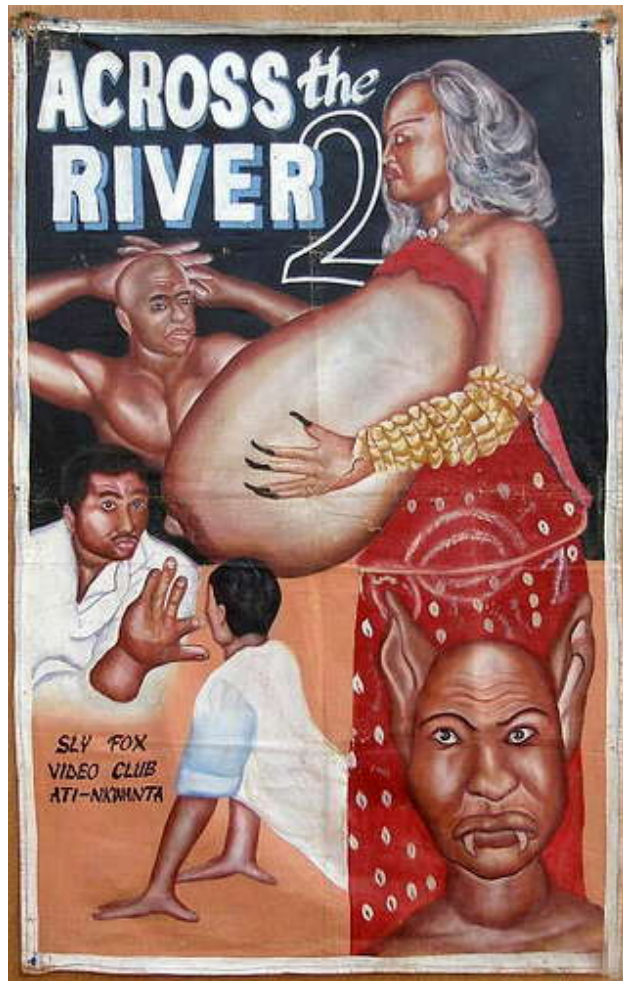
Plate 27: A poster advertisement for a movie

Source: Photographed by the researcher

This is a poster advertisement of a movie and looking at the poster one can tell it is a horror movie. The images are scary and send a clear message to the public that it is a horrow movie. The poster has colour, layout and font just right except that the drawing and painting in the advertisement is very poor. The artist may have wanted to exaggerate some parts of the body in the drawing but because he has inadequate training the drawing looks poor and unprofessional.
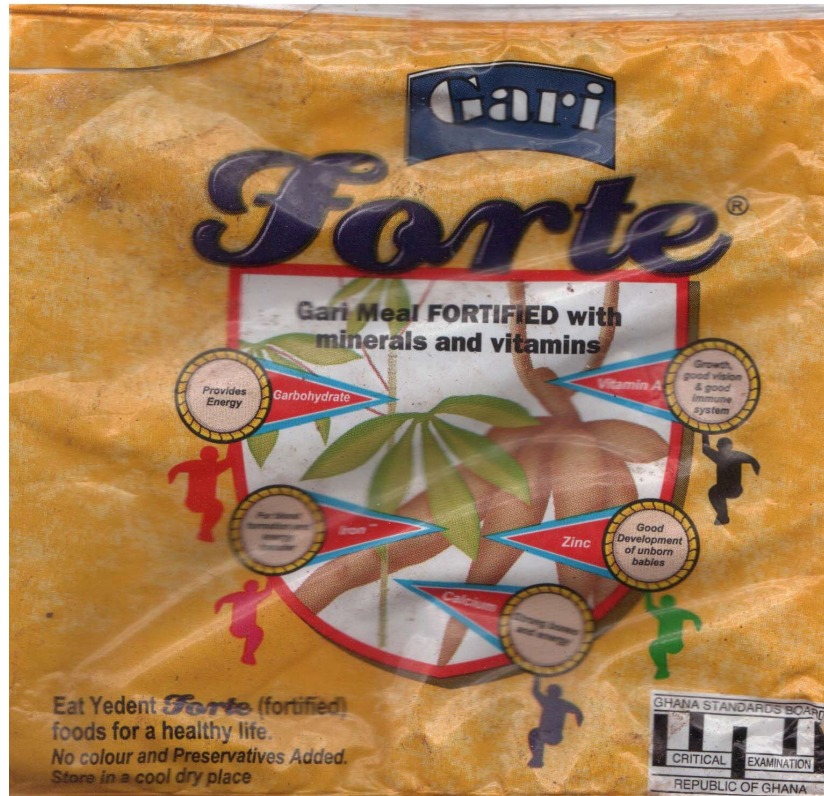
Plate 28: A package design for "Forte gari"

Source: Photographed by the researcher

Fig 29 is a package design for "Forte gari" and the colour combination of this package is good. The problem is with the layout. Everything is centered in the middle thereby making the middle of the design too heavy. The elements seem to be too many in the middle. Also, the font used for the name "Forte" is not legible enough. Finally, the picture of the cassava is not clear. People might not be able to identify the image as cassava and experts think that the cassava leaves in the design are quite unnecessary since the elements are already too many.

Plate 29: A signboard for Obaapa beauty parlour by Gyesi

Source: Photographed by the researcher

Opinions from trained graphic designer about this *Obaapa* signboard is that it is good in terms of colour combination. The font used is clear and easily readable to the potential buyer. They are also of the view that the concept of showing beautiful girls on the signboard to show what the beauty parlour offers to people is a good concept. The only problem they had with this signboard is that it is too crowded. There are too many elements on the page, which are not necessary.

Plate 30: A signboard for Awo Nail Shop

Source: Photographed by the researcher

This sign has the name of the shop legible enough except that the font used for writing "nail" is bad. It is hard to read that. Experts also cannot understand the reason behind highlighting the shop in the signboard. They are of the view that, "Shop" does not need highlighting. Also, a question arises when one takes a look at the elements of design in the signboard. They ask what an eye, feet and a hairpiece doing in a nail shop. Aside from that confusion, the telephone number in the signboard is also just hanging as if it was an after-thought. On the whole the design is poor enough to give the impression that the nail shop offers cheap services. They might use cheap products and when people have such an impression of your shop, they might not make a purchase.
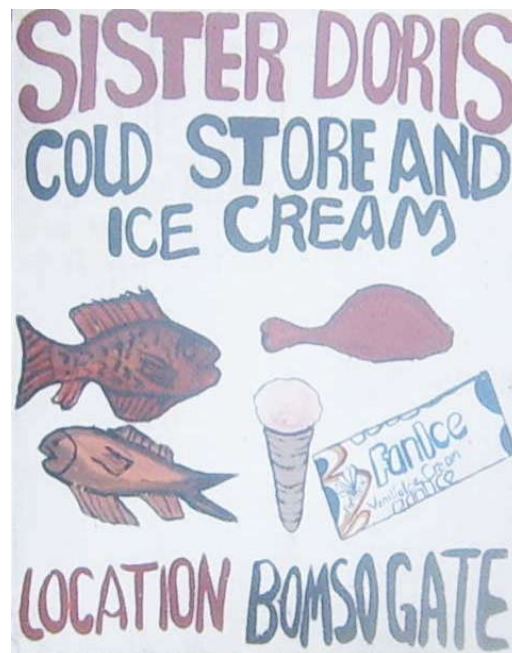
Plate 31: A signboard for sister Doris cold store and ice cream

Source: Photographed by the researcher

Plate 32: A signboard for glory collection

Source: Photographed by the researcher

Plate 33: A signboard for Authentic Jah

Source: Photographed by the researcher

From the samples of works of the untrained artists in Kumasi, it is evident that their works are of low standard and therefore be unable to achieve the maximum benefits of advertising. Such works by the untrained artists affect the industry negatively since they give an impression that, these are the kinds of works the industry produces.

4.6 Samples of works done by some trained artists

Plate 34: An advertisement for a rest stop

Source: www.quipsterworldpress.com

Clearly the advertisement sends the message of eating. It also has an interesting concept, showing the lady with opened mouth and eating all the vehicles that drive through it. Also, it has an interesting caption like "all you can eat" which communicates effectively.

Plate 35: A poster advertisement on a celebration week

Source: www. nephiagraphic.com

This poster can also be easily understood. It has a cartoon drawing of barbwires representing security being the main concept.

Plate 36: A poster advertisement for receptionist

Source: www.vintage.org

The picture alone tells people about the kind of person wanted. A person with typewriter head.

This clearly communicates the idea of the usability of a typewriter by everyone.
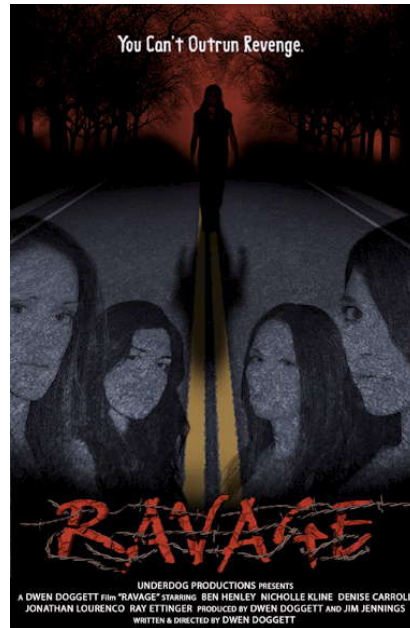
Plate 37: A poster advertisement for a movie
Source: Researcher's own collection

This poster communicates the concept of horror. The layout is appropriate with the use of the

right image, colour and typography.

Plate 38: A newspaper advertisement for Prestige Decor
Source: Researcher's own collection

The difference between the trained artists' works and those done by the untrained is obvious. Clearly, there is lack of professionalism in the works of the untrained artists.

4.7 Negative Effects of the Untrained Artists' Work

When this question on effects of the works of untrained artists was posed to the general public in Kumasi, the respondents confirmed that the untrained artists produced poor work, and also agreed that when a poor advertisement is produced it negatively affects the products because the products are perceived to be of low quality due to poor advertisements. People also have the notion that poor advertisements do not attract customers, therefore the aim of advertising which is to attract customers and sell more is not achieved. This notion reduces the number of potential buyers and the advertisements would not have the expected impact. Thus, it may not be able to sell more to achieve the desired results.

4.8 Effects of the Untrained Artists on the Advertising Industry in Kumasi

The advertising industry in Kumasi does not bother itself with the threat of the increasing emergence of the untrained artists. The industry has no known association tackling this problem. It is obvious that the trained artists are not happy with the trend of advertising whereby those who have not received any formal training in art have rather taken over the profession. Negatively, this has affected the industry greatly with poor quality advertisements being produced nowadays.

Some professionals are of the view that the public might think all graphic designers in Kumasi produce such poor quality advertisement thereby tarnishing the image of the trained ones. The

trained artists also think the untrained ones are a real threat to the industry because, they produce advertisements at cheaper rates that most people patronize them.

It is important to indicate that if this continues the Kumasi designer will not get big contracts because most clients may conclude that they are all not good enough. The untrained artists have cheapened the profession which, in actual fact, is not so and this is affecting the trained ones.

Finally, people are of the view that the untrained artists are really affecting the advertising industry negatively by pointing out that when the untrained artists are allowed to continue producing poor works, more people would think the profession does not need much professionalism. This notion will make more untrained individuals come in and produce poorer works thereby increasing the non professional advertisements in Kumasi.

4.9 Effects of Advertising on the People of Kumasi

Though, the general public of Kumasi believes advertising influences their choices in the purchasing of a particular product or service, they believe TV and radio commercials are more effective. In their opinion, they prefer print advertisements (fliers, posters, billboards, etc.) to advertising their products though TV and radio convince people more. After sampling 36 mothers in the Kumasi metropolis it was found out that all their children get influenced by advertisements especially television commercials because most of them are not attracted to print advertisements.

Women's opinions were also sought in this perspective. It was found out that women are more easily convinced to purchase a product more than men. Out of 82 women 76 would buy a

product or service because of an advertisement and 6 of them would not. On the other hand, it was found out that, men are not easily convinced by any kind of advertisement. This is because, by nature, men are more critical in their judgment than women.

Fig 2: A table on people who get influenced by adverts in Kumasi

Group	Number interviewed	Number which responded yes	Number which responded no	Percentage of yes	Percentage of no
Children	36	36	0	100%	0%
Women	82	76	6	92.7%	7.3%
Men	69	39	30	56.5%	43.4%
Total	187	151	36	80.7%	19.2%

From this research, it is evident that, the majority of the people of Kumasi are influenced by advertisements. This shows that if only the untrained artists could get training to produce good advertisements, the people who patronize the advertisements would get the full benefit of advertising. This would however, translate into a boost in their business venture.

4.10 Roles and Importance of the Creative Concept in Advertising

After posing the question "Is art important in advertising and does it play a role in advertising?" they responded positively. They admitted to the fact that art is important in advertising and plays a role as well in advertising.

A creative concept plays the role of conveying the message of the advertiser to the public directly especially if the concept is clear and meaningful. Sometimes, the advertisement may just

have a picture which in itself is a creative concept. If the picture is good and has a clear concept the public would just understand what the product gives to the buyers just by looking at the picture.
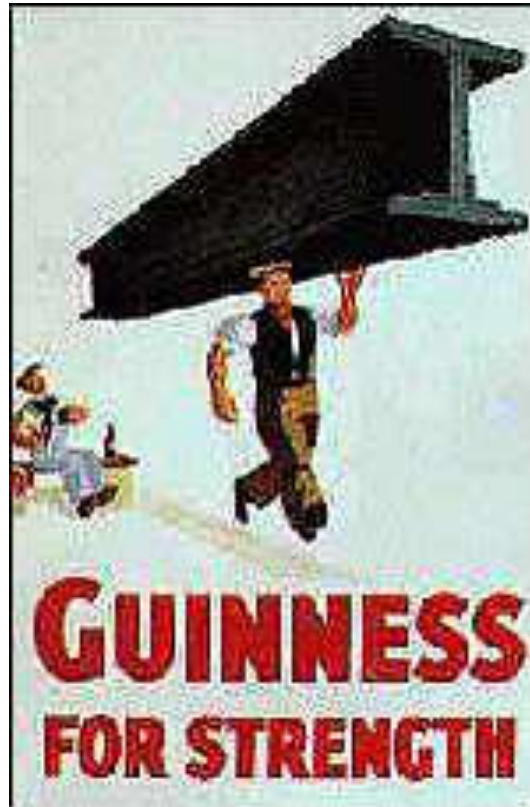
Plate 39: A poster showing how strong one can be after drinking Guinness

Source: www.blogspot.com

Plate 40: A BMW car showing everything in motion around it

Source: www. apruarchivoworldpress

Secondly, creative concept plays the role of selling a product or service to the public. The concept in the advertisement is what presents the product to the public. Like the BMW car in fig. 42 the concept of showing the car is what presents the car to the potential buyers.

Thirdly, the creative concept in the advertisement plays the role of convincing the buyer to purchase the product. Like the poster advertisement for the BMW car in fig. 42 has everything in motion around the car and this shows the public the kind of speed they can expect by using the car.

A creative concept is important in advertising because it attracts people to look at the advertisement and appreciate its message. In every advertisement, the concept is what usually

attracts everyone to take a look at it be it a poster, billboard, banner, etc. Without the creative concept, most people would not even look at the advertisements to see what the product can give them. Print advertisement without a concept is meaningless because there will be nothing to look at and be attracted to.

Also, a creative concept is important because it gives the public a visual example of what can be expected after using the product or service. For example, when a person uses a cream, the concept may show what the cream can give to buyer by showing a picture of how someone use to be before and after the application of the cream.

Furthermore, creative concept is important in the advertisement because it shows the existence of the product. For example, when the advertisement has a picture of the product people would know that there is such a product and they can go for it if they want.

It has been proven by the research that a creative concept plays a role and it is of great importance to advertising and this goes to tell the public and all the untrained artists that creative concepts are very important in advertising, therefore graphic design must be studied to enable one produce a very good advertisement for products and services.

4.11   Benefits of employing trained artists to produce advertisements

Artists who are trained in an art institution to produce advertisements are usually called the graphic artists or designers. From the research, many people believe that the trained artists can produce better advertisements than the untrained. The public think that the trained artists can

better combine colours and understand colours more than the untrained. The general public think that since the trained artists are taught how to use colours, they would not commit unnecessary design mistakes. Also, they are expected to produce advertisements with colours that can make the public feel whatever mood the product brings. It is believed that when there is good colour combination, the product would receive more patronage. More people would be attracted to look at the advertisement and can clearly read whatever needs to be read.

When there is a good application of fonts, the advertisement would communicate well to the public without any confusion, which would augment the confidence level of the public. Fonts being easy to read and giving a good reflection of the product is something the trained artists are taught to do and can do it well.

Good pictures are another aspect that everyone appreciates. When good quality pictures are used, it attracts a lot of people to look at the advertisement, thereby getting more buyers for the products and the trained artists are trained to identify good quality pictures.

Good and very interesting concepts are something that a lot of the untrained artists lack. The trained artists are trained to always brainstorm and give good and interesting concepts to every product they produce an advertisement for. They aim at making sure the product sends a clear, right and interesting message to the people. It is believed that when the message is clear, everybody understands what the product gives. When the message is right, it does not take away from the product but rather adds to the product. Example is this advertisement for a "chop bar" (fig. 21), the advertisement takes away from the service because instead of making one think that

the "chop bar" is clean and have delicious foods, it rather gives an impression the place is dirty and that one would have to patronise the services at their own risk. Finally, when a message is interesting people may even start talking about it to others, thereby increasing the potential buyers.

All of the above mentioned benefits are what one gets from patronizing people who have been trained in the profession to produce advertisements and it all sums up to getting the best advertisements and enjoying the purpose of advertisement, that is increase of sales.

4.12 Interpretation of findings

From the various sub-topics of the findings, the researcher can say that, advertising in Kumasi has come a long way and is almost abrest with the world trend of advertising. The advertisements produced in this region is also of average quality and not really the best since a lot of them do not carry good concepts. From the research conducted on the activities of the untrained artists, it was clear that they produce all kinds of advertisements. They produced advertisements ranging from billboards, banners, signboards, labels, web sites, etc.

The researcher could also say that, they had little respect for the job since a lot of them saw the need to train but they would not train for reasons such as, that is not what they want to do in future. Some of them would like to train but would rather train for what they want to do in future. The researcher is of the view that if they had respect for the profession like they do for whatever they want to do in future, they would train in art as well. From the findings, the researcher could also say that the untrained artists did not care much about the quality of

advertisements they produced for people and the quality of printing as well. Since some of the works had printing faults they accepted them from the printers and prepared them for the client.

From the samples collected it was evident that the works of untrained artists had a lot of problems ranging from choice of colours to fonts, layout, concepts and neatness. Many of their banners are dirty before it leaves their workshops to the client, which is not good enough as far as design ethics are concerned.

From the findings, it seems people are aware that the untrained artists are not the best to purchase to produce an advertisement but people do purchase them because they are cheaper. Also, people did not know the effect of their bad works. It is now very evident that the activities of the untrained artists are affecting the advertising industry negatively.

The research brought to bear that advertising affects the people of Kumasi since 80.7% of the people agreed that they do get affected by advertisements. The researcher would therefore, advice the public to give their works to trained artists in order that they could enjoy the full benefit of advertising in the Kumasi metropolis.

Finally, the findings brought to bear that good creative concept plays important roles in advertising, therefore the untrained artists should get training to enable them produce good quality advertisements.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter deals with summary of discussion, conclusion and recommendations. It discusses the research topic, summarizes the thesis, draw conclusions and make recommendations as to how the problem could be solved or reduced.

5.1 Summary

Quite recently there has been a growing number of untrained artists producing advertisement for people in the Kumasi metropolis. This problem has arisen, probably, due to ignorance. Because of ignorance, policy makers have not put in measures to solve this problem. Also, because of ignorance, the public patronize works the untrained artists more than what the qualified professionals in the field would give them.

It is of the view of the writer that, if this practice is allowed to continue, the advertising industry in Kumasi could colapse. The standard of advertisements produced by these untrained artists are very poor and if nothing is done to reduce or control this problem, more and more untrained individuals would enter the professional job of graphic design.

Though, the research aims at educating the public on the numerous defects in the untrained artists work and the dangers of patronizing them, the researcher thinks that, people would always patronize them because of their cheaper rates. For this reason, the researcher thinks that, it is up

to the Advertising Association of Ghana (AAG) and policy makers to solve this problem. The trained artists in the Kumasi metropolis should organize themselves to find solutions to this problem since they are of the view that, the untrained artists are collapsing the essence of advertising and thereby tarnishing the image of the trained artists as well, since people might think that, all artists in Kumasi produce poor works.

It is of the researcher's opinion that, if the right measures are taken to reduce this problem, it would go a long way to help the public, since if their advertisements are produced by trained artists, they would enjoy the full benefits of advertising which may increase sales. It would also help the advertising industry itself in Kumasi, since, there would be an increasing number of high standard advertisements to boost the image of the industry.

Many people in Kumasi agree to the idea that advertising is not too good in that metropolis. Some blame the problem on the trained graphic designers, that they have produced poor advertisements therefore setting low standards for others to follow. While others also blame the problem on the invention of computers, saying that the computer has made designing easier therefore making people just learn the design software and then start designing. In the writer's opinion, what matters most is how to solve the problem and that is the reason for the thesis.

Some businessmen and women, stakeholders and policy makers do not see the threats the untrained artists pose to the advertising industry. They seem not to know the harm they can do to the product rather than advertising the product. That is, the advertisement can drive people away rather than attracting buyers. They seem not to know the training artists have to go through to

enable them produce good advertisements so they do not see a problem with the increasing number of untrained artists producing advertisements in the Kumasi metropolis. This thesis is aimed at educating anyone who reads it, on the benefits of employing trained artists to produce advertisements for their product and what can possibly go wrong when an untrained artist produces advertisements for you.

From the research conducted, most of the untrained artists believe that the trained ones are better at the job and also think that training in art would help them produce better advertisements but then a lot of them do not know what to train in art because that it not what they want to do in future. This clearly tells the public that most of such untrained artists are just doing the work for the money and do not care much about the quality of advertisements they produce for people. Though people think the untrained artists are relatively cheaper than the trained ones hence the huge patronage, the writer thinks that if the public only know the problem associated with an advertisement produced by untrained artists they would not patronize them.

The research has brought to bear activities of untrained artists and their effects on advertising in the Kumasi metropolis.

5.2 Conclusions

From all indications, the research has supported the argument that activities of untrained artists affect the advertising industry negatively. Though there may be a few positive side to the argument that not everybody can afford the works of trained artists, the researcher thinks that, if

the proposed recommendation are taken, then those who cannot afford the works of trained artists can still go to the untrained artists art shop but with a supervision of the trained artists.

The research has outlined the relevance of a creative concept in advertising, which proves that a creative concept is very important and plays a lot of roles in advertising so stakeholders, policymakers, businessmen and women in Kumasi should not take that for granted. Poor art in the advertisement can rather deter people from purchasing a product.

Also the research has identified the numerous effects of unprofessionalism in the advertisements produced by untrained artists in the Kumasi metropolis. The research conducted also, justifies the hypothesis that, activities of untrained artists affect the advertising industry negatively.

Finally the research has also given recommendations as to how this problem could be reduced or controlled. If these recommendations are considered, it would go a long way to help solve the problem.

5.3 Recommendations

In every society, there is this problem of people taking up jobs of the professionals. In cases where it has been found out that the practice affects the people in the society, measures have been taken to reduce or control the problem. In Ghana and to be specific, in Kumasi, much has not been done for the advertising industry. The thesis has some recommendations as to how to control and reduce the problem before it gets out of hand.

At the moment there is an existing association in Ghana for advertisers and this is the Advertisers Association of Ghana (AAG). They aim at encouraging and demonstrating good advertising. Apart from that, they organize the Gongon Awards Night where they award firms that have produced very good advertisements. The AAG is on the national level but there can be such an association within it at the regional levels. The association could award very good advertisers in Kumasi in order to encourage them to produce better advertisements and when firms or individuals are made known to the people of Kumasi that such persons are very good and have won so many awards, the company or individual would get more clients thereby leaving less clients to the poor advertisement producers. If that happens those producing the poor advertisements, be it trained or untrained would not get jobs and would slowly fall out of the industry.

Apart from awarding individuals and firms, there could be a law that before one sets up an advertising firm one should employ at least one trained artist with a first degree in Graphic Art. This may give the public an assurance that they would be given good and effective advertisements that would communicate clearly.

Also, once in a while the association (Advertisers Association of Ghana) could produce an advertisements educating stakeholders, businessmen and women and the general public about the dangers of patronizing the untrained artists.

The association could also organize in-service training at a subsidized cost for the untrained ones from time to time to enrich the skill and knowledge in the field. During such training, the untrained artists must be taught some of the basic principles of design.

The association could also organize exhibitions of very good works for the untrained ones to come and have an idea of what is expected of them when contracted to produce an advertisement. Also, among the industry, they could organize a program where a designer can go and spend a few weeks at another firm to have an idea of the procedures other people take to produce a good advertisement. They are to learn from that and teach the rest of their colleagues when they go back to their various firms.

The researcher believes that, when all of these suggestions are implemented, the problem of untrained artists' works affecting the advertising industry negatively in Kumasi would be drastically reduced.

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Appendix

Research Questions for the general public

1. Will you patronize the work of an untrained graphic designer?

☐   Yes   Why..

☐   No   Why...

2.Why do you think people patronize the untrained graphic designers?

....

3. Are there any advantages in training in art before doing the job?

☐   Yes   What...

☐   No

4. Does art play a role and is it important in advertising?

☐   Yes   ☐   No

6. In your view, how is the advertising industry doing in Kumasi?

☐   Excellent

☐   Very good

☐   Good

☐   Average

☐   Poor

7. Does the untrained graphic designer pose a threat to the advertising industry in Kumasi?

☐   Yes   ☐   No

Research Questions for the untrained artists

1. What kind of adverts do you do for clients?

☐ billboards   1b) Why do you choose to do these adverts

☐ banners   because..

☐ news paper   ....

☐ web page   ....

☐ posters   ....

☐ flyers   ....

☐ brochures   ....

☐ books   ....

2. How long have you been working as a graphic designer? ....

3. How well are you doing as an untrained artist?

☐ Excellent

☐ very good

☐ good

☐ Average

☐ poor

4.Which people mostly patronise your work? ☐ Elite ☐ middle class ☐ uneducated

5. What motivated you to be a graphic designer even though you have no training in it?

....

6. Why did you not get any training in art before pursuing the job?

....

7. What did you train in and why are you not practising it? ....

....

8. Will you spend to study art?

☐ Yes   why ....

☐ No   why..

9. Do you think studying art will help you to become better?   Yes ☐   No ☐

10. Do you think the trained graphic designers are better at the job? Yes ☐   No ☐

Research Questions for the highly trained graphic designer

1. What grade will you give to this signboard A ☐   B ☐   C ☐   D ☐   E ☐

2. What grade will you give to the concept? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to colour conbination? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to layout? A ☐   B ☐   C ☐   D ☐   E ☐

3. legibility and right usage of fonts? A ☐   B ☐   C ☐   D ☐   E ☐
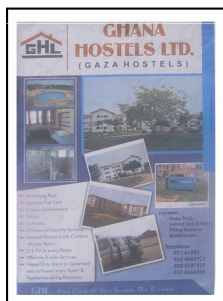

1. What grade will you give to this signboard A ☐   B ☐   C ☐   D ☐   E ☐

2. What grade will you give to the concept? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to colour conbination? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to layout? A ☐   B ☐   C ☐   D ☐   E ☐

3. legibility and right usage of fonts? A ☐   B ☐   C ☐   D ☐   E ☐

1. What grade will you give to this signboard A ☐   B ☐   C ☐   D ☐   E ☐

2. What grade will you give to the concept? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to colour conbination? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to layout? A ☐   B ☐   C ☐   D ☐   E ☐

3. legibility and right usage of fonts? A ☐   B ☐   C ☐   D ☐   E ☐

1. What grade will you give to this poster? A ☐   B ☐   C ☐   D ☐   E ☐

2. What grade will you give to the concept? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to colour conbination? A ☐   B ☐   C ☐   D ☐   E ☐

3. What will you give to layout? A ☐   B ☐   C ☐   D ☐   E ☐

3. legibility and right usage of fonts? A ☐   B ☐   C ☐   D ☐   E ☐