



## Art, Design and Promotional Communication: A Review

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### ABSTRACT

Facilitating the development of quality books by Nigerian academics, the Tertiary Education Trust Fund (TETFUND) commits to funding quality publications such as *Art Design and Promotional Communication*, edited by Babson Ajibade and Efiang Omini. The book presents complex concepts in simplified manners, which reduce preliminary and crucial research times that often discourage students and young researchers. This is an important feature for such a book in an age where a plethora of information on any subject is available anywhere, anytime, at the click or tap of a computer button, yet people's aptitudes for reading are shortened. Noting that the Editors have keen understanding of how visuals affect communication and learning, the review states that *Art, Design and Promotional Communication* clearly examines the fundamental concepts, technologies, and methods that underpin fields such as visual arts, graphic design, mass communication, media, printing/publishing, and advertising. The review concludes that the book is portable and minimalist in design, crafted in content and appearance to focus readers' attention on the most important aspect: the value of its content.

**KEYWORDS:** Nigeria, University Education, *Design and Promotional Communication*, Review

The book, *Art Design and Promotional Communication* is a multidisciplinary book for individuals with interests spanning visual communication, visual design, promotional communication, publishing, and advertising. Edited by Babson Ajibade and Efiang Omini, seasoned scholars and professionals in visual communication, as well as advertising and public relations, respectively, the book was published by the University of Calabar Press, with the support of the Tertiary Education Trust Fund (TETFund), an instrument of the Federal Government of Nigeria, set up to address the peculiar needs of public tertiary institutions in Nigeria.

*Art Design and Promotional Communication* presents complex concepts in simplified manners, which reduce preliminary and crucial research times that often discourage students and young researchers. This is an important feature for such a book in an age where a plethora of information on any subject is available anywhere, anytime, at the click or tap of a computer button, yet people's aptitudes for reading are shortened. For students with practical academic endeavors

in communication productions, this book presents simplified essential information on pre-production to sales phases like the basics of art and visual design, and editing, to sales promotion processes and techniques, in a single easy-to-read volume (Fig. 1).

The 184-page book is easy on the eye, being airy in design, and interspersed with pictures, graphs and tables, which not only enhance understanding and assimilation, but also break boredom that could arise from reading volumes of unbroken text. This element is one of the ways in which Ajibade's expertise as an educationist, as well as in design and visual communication come into play, having authored articles such as *The Importance of Visual Illustrations in Recommended Primary and Secondary School Textbooks in Calabar*, and *The Limitations of Teaching and Learning Fine and Applied Arts at the Tertiary Level in Cross River State: Calabar Metropolis*, as well as having written course content for the National Open University of Nigeria (NOUN), such as *FMC116: Elements of Film Production*. With a keen understanding of how visuals affect com-

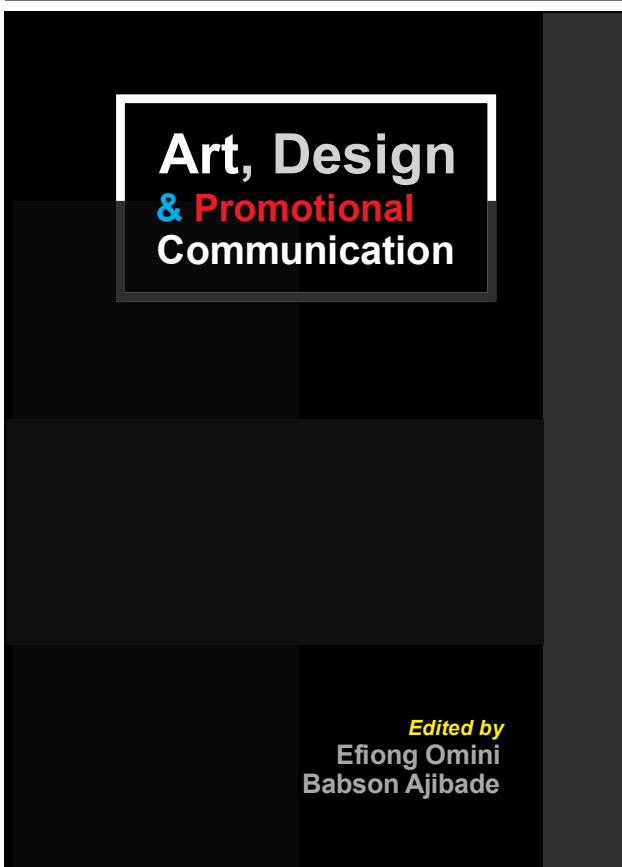


Fig. 1: The book's simple but strong and minimalist back cover.

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Fig. 2: The book's interesting and inter-textual content.

munication and learning, the Editors have ensured *Art, Design and Promotional Communication* clearly examines the fundamental concepts, technologies, and methods that underpin fields such as visual arts, graphic design, mass communication, media, printing/publishing, and advertising.

The book's chapter contributors are all seasoned practitioners of what they have taught over time, and so give a diversity of functional perspectives, which are largely responsible for the book's simplicity and practical effectiveness. This manifests in its 14 chapters such as 'The Basics of Art and Visual Design', and 'Principles and Applications of Graphic Elements' by Babson Ajibade; 'The Creative Art of Ad Copywriting', and 'Consumer Behaviour and Promotional Appeals' by Efiang Omini; 'Communication in Promotion' by Ugoji Nwabueze; 'Principles of Newspaper Design' by E.Y.E. Bassey and Ndoma Brown; 'TV and Space Design' by Theodora Etim and Bassey Daniel; 'Promotional Impact of Packaging' by Isangedighi Isangedighi; and 'Editing: The Art and Process' by Gabriel B. Egbe. Each chapter painstakingly communicates knowledge with the utmost simplicity and clarity, bringing each contributor's individual specialties to bear on the varied issues. The contributors' fluid and logical integration of the various principles that cross the boundaries of artistic creativity, the art of manipulating technologies and techniques, and the creation of effective communication in diverse contexts all add to the book's appeal and relevance.

An example of how *Art, Design and Promotional Communication* is a one-stop resource can be seen in how chapters support and add value to others, for the benefit of knowledge seekers (see Fig. 2). The journalist interested in producing a newspaper or magazine gets specific knowledge from 'Principles of Newspaper Design' (p. 60), but conveniently has information on 'The Printing Process' (p.38), and 'Editing: The Art and Process' (p.116) to enhance the quality of the newspaper/magazine to be produced. Individuals interested in advertising get to learn about 'Basic Types of Advertising' (p.107), as conveniently as 'The Creative Art of Ad Copywriting' (p. 115), 'Consumer Behaviour and Promotional Appeals' (p. 79), 'Promotional Impact of Packaging' (p. 135), and 'Sales Promotion: Process and Techniques' (p. 141) to midwife them to successful advertising campaigns and sales. Similarly, TV broadcast designers have at their fingertips 'TV and Video Space Design' (p.156); 'Principles and Applications of Graphic Elements' (p. 28), to enhance the optics of their productions. And the marketer/promoter gets to easily learn about 'Communication in Promotion' (p. 72) and its link with 'Promotional Impact of Packaging', and promotional appeals, as well as promotion techniques (pages 79 and 141, respectively). And, in all this, the import of art and visual design, as well as the principles and applications of graphic elements are discov-

erable and reinforced at the turn of a page.

Published in 2021, *Art, Design and Promotional Communication* is a contemporary text that addresses its various topics with realistic perspectives suitable to maximise and overcome technology opportunities and challenges, making the book a very useful study resource for students and resource persons in the different fields. The book is a wellspring of information about fine and visual arts, as well as newspaper and magazine production, TV broadcasting, product packaging, promotional communication, and would greatly enrich the quality of production and sales outputs of its users. It is portable and minimalist in design, crafted in content and appearance to focus readers' attention on the most important aspect: the value of its content.

#### **Reference**

Ajibade, B. and Omini Efiong (2021). *Art, Design and Promotional Communication*. Calabar: University of Calabar Press.

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