



Communication Theory's Impact on Volunteerism through the use of Graphic Designs: A Quantitative Study

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ABSTRACT

Regarding visual communication in volunteer campaigns, graphic designers could work with Saudi society and encourage them to share their efforts in volunteer work. The understanding of volunteer motivation in Saudi society remains poorly studied. The different types of volunteer services, the reasons that motivate Saudi people to volunteer, and the conditions and forms of volunteering, can be considered key factors for graphic designers when they start volunteer projects. However, visual designers can lose track of what they are trying to present, so graphic designers tend to be confused by the ideas they wish to deliver. To fill this gap, this research has integrated three theoretical frameworks to explore strategies to attract volunteers. The challenges were addressed using a quantitative approach. It underlines the importance of graphic designers in educational volunteer work in different parts of the Kingdom of Saudi Arabia. Creators of graphic designs that connect with people must consider the cultures, social value messages, and behavior patterns of Saudi society.

KEYWORDS: Graphic design, Saudi Arabia, Volunteer, Designers, Theory, Motivate

Introduction

The vitality of graphic design in advertising volunteer efforts lies in creating visually striking and emotionally appealing materials (Smith, 2019). It achieves this by appealing to the eye, enhancing understanding, conveying emotion using emotional narratives, and reinforcing branding consistency (Jones & Taylor, 2021). Through graphics, animations, and interactive content, graphic design can engage audiences, drive participation, and broaden the scope of volunteer efforts on social media platforms (Ahmed et al., 2022). Bichler, Katrin, and Sofe (2015) pointed out that visual communication helps solve societal problems such as public health issues and disability awareness. Given these aspects, graphic design can effectively attract and stimulate volunteers' participation in activities by appealing to common objectives and ideals within a community (Al-Zahrani et al., 2023).

In 2023, the number of volunteers in Saudi Arabia reached approximately 834000 reflecting significant growth since 2016 as shown in Figure 1. This study investigates the role of graphic designers in promoting volunteerism in Saudi Arabia. Research conducted by Hassan (2020) explored factors that attract volunteers to assist in voluntary activities, emphasizing the ability of graphic design to communicate with audiences through cultural symbols and modern design elements. Designers can help simplify massive amounts of information (Bark, 2021). This is why designers need to examine the effectiveness of incorporating cultural elements, such as Saudi heritage symbols, into volunteer campaigns. In addition, graphic designers should analyze their audience and utilize appropriate design elements to foster social responsibility and goodwill (Khan et al., 2021). According to Bhatti and Arslon (2021), using cultural elements is beneficial for increasing the number of volunteers.

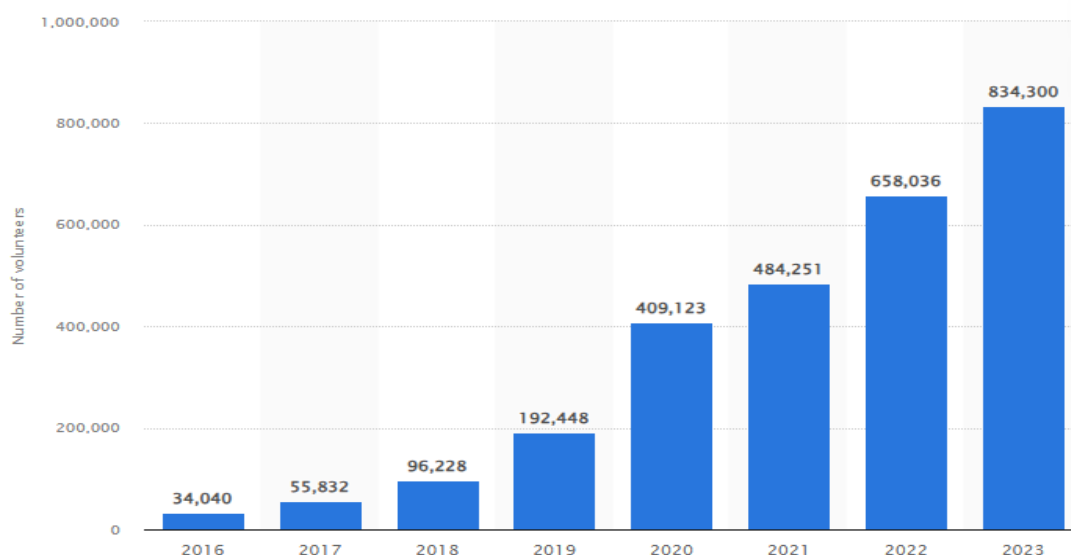


Figure 1: Number of Volunteers in Saudi Arabia 2023(source: stats.gov.sa)



Study Purpose

This study intends to answer two primary questions:

1. “How important are appealing graphic designs in encouraging Saudi’s people to volunteer for various projects?”
2. “Does including cultural elements, such as Saudi heritage symbols, improve the outcomes of voluntaristic contributions?”

Theoretical Framework

To address the research questions, graphic designers need to focus on multiple factors linked to the theory of planned behavior (TPB), visual communication theory, and cultural frameworks (Zhao et al., 2018). The TPB explains how beliefs, subjective norms, and perceived behavioral control shape intentions and behaviors that are vital for understanding volunteerism in Saudi Arabia (Al-Ghamdi, 2022). Visual communication theory highlights the interpretation of figurative elements, colors, and symbols that serve the purpose of promoting altruism (Ali & Johnson, 2019). Additionally, Hofstede’s dimensions of culture, which emphasize Saudi Arabia’s collectivist values, are crucial in designing culturally relevant campaigns (Hofstede Insights, 2021). This combined approach underscores the need for graphic designers to account for cultural specifics, emotional targeting, and precise messaging in volunteer campaign designs (Yusuf et al., 2023). Daxton (2020) highlighted the importance of applying emotions to motivate volunteers.

Methodology

This research utilizes an online questionnaire to explore the methods graphic designers rely on to grab Saudi citizens’ attention on their outputs for enhanced persuasion on volunteer

work. The survey targeted 50 participants divided into four groups: professional graphic designers, specialists in marketing, students, and freelancers. Distributed through online platforms in both Arabic and English, the questionnaire was gathered via quantitative data (Rahman & Salem, 2020). The idea was to provide insightful conclusions regarding the benefits and challenges faced in attempting to establish voluntary projects.

The survey was informed by multiple factors linked to the theory of planned behavior, visual communication theory, and cultural frameworks, which also focus on how graphic design can facilitate volunteer work in Saudi Arabia. It investigated the visual elements most influential in encouraging volunteers, such as color palettes, fonts, images, layouts, and call-to-action (CTA) buttons (Fernandez et al., 2022). Identified challenges included budget constraints, unclear objectives, audience engagement, and balancing creativity with context (Al-Mutairi, 2023). Strengthening graphic design education in Saudi Arabia is a potential strategy for increasing volunteer engagement (Saleh, 2024).

Results

A total of 50 individuals participated in this study. The analysis of survey results in Figure 2 reveals that most designers are freelancers with 4-7 years of professional experience. Approximately 60% of the respondents participated in volunteer activities. The majority rated visually appealing designs as “Very Important” or “Extremely Important” in achieving program goals (Elham et al., 2023). Effective design elements identified include call-to-action features and color schemes.

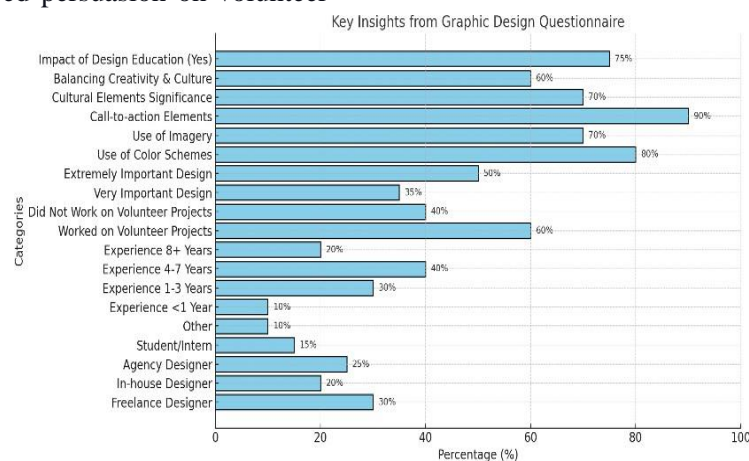


Figure 2: Analysis of survey results of this study

Additionally, 70% of the participants believed that incorporating Saudi cultural motifs significantly enhanced the effectiveness of the designs. However, challenges, such as maintaining creativity while ensuring cultural relevance, persist (Khalid et al., 2021). Finally, 75% of respondents agreed that students who study the field of graphic design have greater access to higher-quality graphic design educational resources that offer them greater ways to grab attention, along with further persuading viewers to contribute to volunteerism (Mahmoud et al., 2024).

Conclusion

This study emphasized the need to increase the sense of responsibility among Saudi citizens, along with the importance of maintaining quality with graphic design outputs to increase volunteerism in Saudi society. There is a need to understand the visually appealing output of designers, as it further grabs attention and increases the likelihood of gaining volunteers. When graphic designers share the same culture, and values with their target audience seem to influence other people to become involved in volunteering. Graphic designers should have a clear understanding of proper Saudi cultural motifs to further grab the



interests of viewers. Similarly, educational programs for graphic designers, along with opening a new project dedicated to the progression, learning, and improvement of graphic designers across all of Saudi Arabia can increase the knowledge about the audience preferences. In addition, the government's investment will improve the likelihood of better outputs, as newer graphic designers are likelier to make more effective choices in their outputs that will help grab the interest of more Saudi citizens. Saudi society has a large, diverse community in all parts of the

kingdom. It is important that graphic designers are aware of this fact, and that they try to appeal to as many different types of interests at once with their outputs.

Ethical Standards

The authors assert that all procedures contributing to this work were approved by the Human Research Ethics Committee at Taif University, Saudi Arabia (Ethics Approval Number:(HAPO-02-T-105), and comply with applicable ethical standards of the relevant national committee for Bioethics.

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