

An Analytical Study of the Use of Infographic Advertisements in Altaif Islamic Bank, International Development Bank, and Al-Rafidain Bank

By

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Abstract

Employing infographics in advertisements is one of the important topics that have received great attention from institutions and companies, especially banks. Infographic is one of the modern techniques and methods that have been employed in advertisements in order to attract the audience to the advertisements and influence them due to its features that make the advertisement more attractive, easy to understand, and persuasive. Moreover, the infographic presents complex data and information, especially that contains numbers and statistics in a simple and fun way that makes it easy to circulate among the public. This helps banks provide services and information to the public because banks depend in providing their advertisements on services Information that addresses the mind and logic and has profit goals that depend on the language of numbers and statistics.

Keywords: Infographics, advertisements, banks.

Introduction

Contemporary world is characterized by a set of great changes in the field of communication and information technology, which made the world become very small. As a result, the transmission of information from the sender to the audience in different parts of the world became in the least fraction of a second. Undoubtedly, these changes have had a direct and different influence on all cultural, social, economic, and intellectual aspects of life, as well as the great influence it has on individuals, institutions, and profit or non-profit companies, which prompted them to accept this development and adapt to it in order to achieve the greatest benefit from the advantages it offers in all different areas.

As a result of this great development in communication technology, as well as the emergence of social networking sites, companies and institutions have become very interested in advertising, in addition to working to attract and influence the public's attention. Hence, a new art has been used in advertising known as infographic, which is a visual presentation of information. The design elements are used in order to display the content of the advertisement written material in the form of an image in order to increase the audience's understanding of it. The basic principle of advertising is to attract attention, create desire, and communicate information in the simplest form, as well as help memorizing and easy retrieval of information in memory.

Infographic has emerged with its various designs and its new and distinctive visual style

in displaying information. It is also able to transmit data in an attractive image to the audience. It gives the recipient a better opportunity to view and obtain information and data in an easy and more attractive way. It is a sophisticated and innovative art and is a distinctive way to display and understand content. It is not just numbers or graphs and statistics.

Section One

The Methodological Framework

Problem Statement

The research problem revolves around the use of infographics in the advertisements of Iraqi banks through the Facebook website. This is carried out through conducting an analytical study of the official pages of a group of Iraqi banks on Facebook. It is characterized by the simplification of information, the ease of storing it in memory, as well as its reliance on visual effects in communicating information, through the use of images, symbols, and interesting drawings. Sound and kinetic effects can also be added in the design of the advertisement, which prompted the researcher to shed light on this important topic. After reviewing the available research and studies that dealt with the subject of infographics, it was found that there is a clear shortcoming in the study of this important aspect, especially in Iraqi research and studies, so the researcher felt that there was a problem worthy of research and study. The research problem is in the attempt to answer the main question about the extent to which the infographic is employed in Iraqi banks' ads via Facebook and. Several sub-questions emerge from this main question as follows:

1. What are the most prominent infographic patterns on which advertisements in the Iraqi banks focused?
2. What are the most commonly used types of infographics in the Iraqi bank advertisements?
3. What are the most prominent readable and visual elements used in designing the infographic for the advertisements of the Iraqi banks?
4. What are the benefits employed in the infographic advertisements for the Iraqi banks?

Significance of the Study

The present study gains its significance from the significance of the topic it deals with, given the importance of the infographic in presenting information and marketing goods and services, and its ability to influence the recipient and attract attention, as it is one of the powerful advertising methods used by many companies in their advertisements. Infographic is a modern technology that has been Employed in the field of advertising because of its features in simplifying complex information and summarizing the steps required to implement a particular thing. It also provides an interesting and attractive way of displaying information and data that results in helping to save information in memory and retrieve them easily, as well as using visual and sound effects in advertising in order to Add a kind of excitement in order to influence the recipient and arouse interest.

Objectives of the Study

The present study has the following objectives:

1. Identifying the infographic patterns that banks focused on in advertisements.
2. Determining the most commonly used types of infographics.
3. Identifying the most prominent reading and visual elements used in designing the infographic for bank advertisements.
4. Determining the solicitations employed in the infographic advertisements of the banks.

Methodology of the Study

The present study adopts the (survey approach), which ensures the identification of research variables and their influence on the phenomenon in question, in addition to being one of the methods used in descriptive studies in order to collect, organize, and analyse data according to a scientific and systematic method. The researcher also adopted the content analysis method that describes the apparent content and explicit content of the media material to be analysed in terms of form and content.

Population and Sample of the Study

The study population is represented by infographic advertisements published on the official Facebook pages of three Iraqi banks, including Altaif Islamic Bank, Altanmia Alduwalia Bank, and Al-Rafidain Bank. The researcher adopted the comprehensive survey method to survey the advertisements published from (1/1/2021-1/1/2022). The selection of this period is in line with the aim of covering all the topics of infographics in bank advertisements. The researcher selected the study sample represented by video and image advertisements, which amounted to (142) advertisements.

Limits of the Study

1. The Spatial Limits; The Facebook website. The researcher selected the official documented page of the three Iraqi banks of (Al-Taif Islamic Bank, Al-Tanmia Al-Duwalia Bank, and Al-Rafidain Bank).
2. The Temporal Limits; (1/1/2021-1/1/202AD). The researcher found that this period contains advertisements related to the subject of the present study that can be subjected to research and careful analysis.

Section Two

The Concept of Infographic and Its Design Elements

The Concept of Infographics

Infographics are an aid to obtain information. Instead of using long words and sentences that are complex to describe events, the designer can use graphics and images. These images help people understand information very quickly and efficiently. Informational designs are described as " The visual graphic representation of information or knowledge that aims to present a set of information quickly and clearly. It is also used to convey all kinds of information, news, current events, weather, graphs, and statistical data (Liang, 2013). Infographic is a mixture of textual paragraphs and titles containing an attractive element, in addition to being the image, shapes, and graphics that accompany music, colours, words, and other effects. Infographic is a specialized art form that consists of visualizations that combine words and images in order to deliver a specific message to the recipient for the purpose of reaching a specific goal (Al-Jundi, 2019).

Infographic is defined as an art that is used to transform data and information into images and graphics that are clearer and can be understood and absorbed in a clear and interesting way. It is a distinctive method for presenting complex and difficult information in an easy and clear way to help the recipient understand it and attract attention to it (Muhammad, 2021).

Features and Advantages of Infographic

Infographic is one of the most prominent and attractive ways to present information and convey ideas. Therefore, infographic has several advantages, including (Qassim et al.):

1. Abbreviating information, facts, and concepts and encoding them in animated and static

- shapes, pictures, and arrows, in addition to providing focused and rich information containing various details.
2. Providing rich ability that enables the designer to add addresses and Internet links related to the content of the presentation, which can be referenced when needed in order to provide the recipient with more clear parameters on a particular topic.
 3. Providing attractive designs that help to provide the use of colours, fonts, images, etc. It can also be static or animated.
 4. Saving time and reducing typing by using icons, shortcuts, and images.
 5. Simplifying complex and incomprehensible information so that it is easy to understand and rely on visual effects in order to communicate information (Burka, 2021).
 6. It is used effectively in marketing through social networking sites in order to attract customers and clients.

Types of Infographics

Infographics are divided into several types, namely:

First, In terms of design and presentation style, infographic is divided into three types, which are (Burka, 2021):

1. Fixed infographic; It is in the form of fixed images and designs in which information and data are presented in the form of images and drawings that are easy to understand. They exist in both printed and published cases, including vertical fixed and horizontal fixed, which does not require interaction from the recipient. Choosing this type of infographic must be determined before Starting with the implementation in the image size, direction, and colour that dominates the design, which should be comfortable to the eye, as well as choosing the way in which the data and information will be displayed (Shatnawi).
2. Animated infographic; It is a graphic drawing with which the reader interacts. It is divided into two types:
 - Videography; It depends on the representation of information on the graphics that are on a videotape in a moving way in order to show some facts and concepts on the video itself.
 - Animated infographic design; It is the placement of data and information in a fully animated form. This type requires a lot of creativity. It also requires the selection of expressive movements that help to produce it in an interesting, fun, and attractive way. This requires the use of part of the animation technology. It has a complete scenario for the final output. This is the most common type.
3. Interactive infographic; This type of information carries a lot of information and is somewhat similar to an animated infographic, but it is characterized by the presence of the feature of interaction between the displayed and used graphics when the user clicks on an image or word whose information is displayed (Al-Dalou, 2018).

In terms of content, infographic is divided into (Labbad, 2017):

1. Charts: This type contains a chart that represents the main axis of the design in order to facilitate comparison between two data. Brief explanatory statements can be added on these charts. Some shapes, colours, and illustrative symbols can also be added without prejudice to the main idea so that it is easy to understand and comprehend. This type of infographic is suitable in cases of comparison between the audience of social media.
2. Infographic menus; This type is used to display instructions and services that are provided. It is characterized by ease of design and attractive presentation. It makes use of visual elements, creative fonts, and attractive colours, which contribute to highlighting the

- design elements in a distinctive and more attractive way (Beverley, 2015).
3. Infographic charts; This type is a graphic visual presentation of information or data, which aims to display complex information quickly and clearly, in addition to improving the understanding and awareness of the recipient using drawing and design. It improves the ability of the audience's visualization system to see patterns and trends in the data, in order to Choosing an infographic, the audience who will receive the infographic message and their interests and level of awareness should be taken into account.
 4. Statistics and numbers; This type is most commonly used in the daily work of newspapers, as it enables them to show numbers and data in an orderly and sequential manner that is easy for the reader to perceive. It uses numbers as an alternative language to the written text, but it is not free from the use of some texts in order to clarify the intent of the design. This type is particularly suitable in the arts of advertising to digitally promote an idea or service, given its smoothness and flexibility in presenting data and information in short (Milam, 2015).
 5. Chronological or historical sequence; This type is based on providing a chronological presentation of the data using drawings and designs that are related to a specific issue or developments in an institution during a specific time period. It thus requires the existence of a chronological or historical sequence of information (Al-Ghareeb, 2017).
 6. Image; This type mainly focuses on the use of image, which is of greater importance compared to other components, especially writing, as image is a visual language that is in line with the philosophy of infographics that is also a visual language. Image is the main component around which the subject revolves and is surrounded by a set of information and data that explain and clarify its content simply and clearly without neglecting the aesthetic and interesting aspects (Labbad, 2017).
 7. Infographic; This type is a graphic visual presentation of information and data, which aims to display complex information quickly and clearly. These charts help improving understanding and awareness using graphics, design, and expressive shapes (Hassan, 2019).
 8. Geographical infographics; This type is widely used in geographic information systems as a result of the widespread use of GBS. Maps are the best way to illustrate geographical features using infographic art, in addition to mapping and including icons, tables, charts, arrows, and signs used to indicate the way and streets, tunnels, and familiar symbols of tourist places, airports, hospitals, banks...etc. (Al-Ghareeb, 2017).

Infographic Design Software and Tools

Visual content represents one of the most important and best types of content that can be published on social networks. The design of the image and visual content presents a challenge to many social media marketing specialists with the help of some tools on the Internet in order to convert textual data into visual content using some tools, including:

1. Canvas

It is one of the best tools ever as it is an integrated tool. If the designer can deal with it, he/she will dispense with other programs, as this tool provides a large and different set of ready-made templates that the designer can use or modify with ease without the need for previous experience in Designing programs. In addition, it has an attractive and easy-to-use interface, as well as many templates, up to 800 templates, to design more than 100 types of designs, infographics, images for social networking sites, posters, etc. (Koushik, 2020).

2. Befunky

This tool helps the designer to modify and design various images and produce them with the

best quality and clarity. Its features can be used online from the Internet browser.

3. *Pickmonkey*

It is one of the online photo design and editing tools that can be accessed through a web browser or through a mobile application. picMonkey offers graphic design tools, photo editing tools, and design templates for wedding invitations, advertisements, as well as business cards. The most important feature of this tool is that it has a wonderful and very useful blog in which many tips and directions are published periodically and continuously (Nancy, 2019).

4. *Infogram*

It is one of the tools for creating infographics, which represents an ideal choice for infographics that contain a large amount of data and statistics. It provides a set of properties that enable the designer to represent this visual data in the best possible form. In order to get the full features of this tool, the designer must pay and subscribe (Singh, 2018).

Steps for Designing Infographic

The artwork consists of a group of elements that are linked together to contribute to the distinguished aesthetic value of this work. They are named design elements in relation to their flexible capabilities in taking the form of the design. They are flexible and able to merge and unite with each other to form a form for the designed artwork. To reach a successful and convincing infographic design, it is necessary to follow important steps that make it easier for the designer to produce it in a coordinated and integrated manner according to the following steps (Khayoun, 2019):

1. *Idea*

It is the things, solutions, or modern proposals that come to the human mind. The idea is the product of thinking, and thinking is one of the characteristics of the human being. Advertisement needs an idea that is related to what one wants to design, whether it is small or large, and that the design is able to convincingly translate the idea.

2. *Research*

It is an analysis, research, and study carried out by the designer in order to identify new facts and information that can be used in the design of an advertising infographic. In addition, it helps to identify the audience and its characteristics and how to influence it and attract its attention in order for the infographic to achieve the main goal for which it was designed (Shaltout, 2016). There are many details that help in reaching the best distinctive infographic as follows (Bestley, 2016):

- Determining the purpose of infographic.
- Determining the goals of infographic.
- Determining the target group.
- Information collection and analysis.

3. *Data*

The infographic design must be supported with reliable and confirmed data in previously published studies and books, taking into account the credibility of the reference, as well as its recentness in order to support the idea with reliably studied numbers and statistics, and search for sites that use the concept of open data, including opendatafoundation.org/Data.org/ Data.gov / data.worldbank.org (Al-Jundi, 2015). The process begins with a new idea that is defined through the goals of the brand according to which

the infographic is planned and produced or determined according to the institution or company for whom an infographic is designed. It is important that informational designs contain goals that reach the target audience. It is necessary to maintain a clear and consistent vision. Ideas can come from almost anywhere through continuous viewing of advertisements, programs, films, and other things that develop thought and skills (Abdulmaqsoud, 2018).

4. Coordination

It means organizing and formatting text options in a way that makes readers clearly see the most important thing, which enables them to easily browse and search quickly to find the information they want, in addition to the important benefit of formatting texts in a clear sequence that enhances readability and ease of use. This is done by using free programs available Whether through the Internet, such as Excel, PowerPoint, and Word, and other programs that help in building content in a coordinated and tidy manner.

5. Planning

It is a preliminary conception of the drawing, setting the main and sub-headings, and defining the general shape and colours. The planning stages are as follows (Arnheim, 2012):

- Determining the title and the text; The designer segments the shapes he/she wants to display in a sequential and gradual manner according to the display he/she wants to use. He/she determines the main shape in which the title will be placed, and then determines the locations of other shapes, basic texts, and interactive texts.
 - Arranging the design parts; When designing the infographic, the designer must take into account the sequence in the way information and data are presented. His/her design should not distract ideas so that it does not attract the reader and becomes boring and does not attract attention. It must be interconnected in the way the idea is presented, so that each part is complementary to the other, whether in Static or mobile information designs.
 - Colours: The designer must choose colours that do not lead to distracting the viewer's attention and choose calm colours with a similar pattern. Designers should rely on their knowledge of colour relationships and the psychological influence they produce on the viewer. A particular advertisement often succeeds as a result of consistency between its colours. Scientists have shown that colour is light, and light is an energy that physiologically affects a person when he/she sees a certain colour because colours have the ability to create an atmosphere of joy, sadness, despair, hope, and other feelings. They also have the ability to open appetite and create a sense of cold and warmth (Al-Iraqi, 2016).
6. Initial drawing; The designer sets the initial lines, shapes, and divisions after which he/she distributes the infographic elements according to these initial divisions, which provides great assistance to the designer in laying the foundation stone for the design and enables us to make changes and modifications later in order to come up with a final, professional, and high quality.
7. Final output; It is the process of checking and making sure that there are no repetitions and errors in the design. This stage is the result that the designer exits from the previous stages and is the last stage, after which we get a high-quality infographic.

The concept of Advertising

Advertising is a multi-dimensional process. It is a form of communication in addition to the importance it has in our contemporary lives. It has social, economic, and political importance due to its important role in the marketing process. Some view advertising as if it is

an art. Others see that it is a science with methodological bases and rules. Therefore, they see that it can be said that advertising represents a science, an art, and a tool of marketing that affects and is affected, especially when it interacts with the variables of the social and economic system (Sheiba, 2016). Advertising is an essential feature of the current era. It is a colour of human knowledge. It also represents one of the main promotional activities in the field of marketing goods and services as well as satisfying the desire for consumer goods or enjoying the service with the least possible effort and the fastest time. The increased use of advertising is a means to promote goods and services that have become available in large quantities and advanced qualities, which made the supply often exceed the demand (Al-Zubi, 2014).

The American Marketing Association defines advertising as a non-personal means of presenting ideas and promoting goods through a known entity and for a fee paid (Zainuldin, 2015). It is a personal or impersonal communication process, usually paid, through which information of a persuasive nature about goods, services, or ideas is transmitted by institutions sponsoring this process through mass means of communication (Al-Jubouri, 2012). Advertising is also defined as the art of identification and a persuasive communication method.” It is directed to the public with what it announces. It is a communication process that aims to influence the seller and the buyer. Communication takes place through various means of communication (Ahmed, 2011).

Types of Advertisement

Researchers differ in the division of advertising. Some divide it depending on the geographical scope. Others divide it according to the goal of the advertisement. Others deal with this division from the point of view of marketing functions and from the point of view of distribution outlets. Because advertising is a key element in the promotional mix and that promotion is of great importance as an element of the marketing mix, it is appropriate to study this topic through these two angles as they are complementary to each other, and divide advertising from the point of view of marketing functions into the following types (Al-Muhammadi, 2014):

1. Educational Advertising; It is the advertisement that promotes new products and goods that are marketed for the first time in the market, or old goods that are well known but have new uses that were not previously known. The function of this type of advertisement is to teach consumers the characteristics of new goods.
2. Indicative or Informative Advertising; It is related to goods, services or ideas that the public and consumers do not know enough facts about, or do not know how to obtain them and from where. The function of this type of advertising is to inform the public and consumers with information that facilitates obtaining the advertised thing with the least effort, shortest time, and lowest cost.
3. Reminder advertisement; It is the advertisement that is concerned with reminding the public and consumers of goods and services in order to ensure that they are not forgotten (Hijab, 2004).
4. Media Advertising; This advertisement works to strengthen an industry or a certain type of services and goods by providing data to the public whose dissemination leads to strengthening the link between the audience and the product, as well as correcting the misconceptions in the public's minds, and strengthening trust in relation to a particular type of services and goods.
5. Competitive Advertising; This type relates to goods and services that have a strong position in the market, and for which competing products appeared in the market, as well as

new services and goods that compete with old and well-known services and goods in the market. It is required in this type that the competition between goods and services be of equal type and similar to each other in terms of characteristics, price, and conditions of use (Al-Abdali, 1993).

Elements of the Advertising Message

The advertising message has several elements that share the main idea of the recipient. The most important elements are the image, title, logo, general design, text, and colours. Each element participates in presenting the information in a different way that supports the idea. The advertising message must be Clear so that the recipient can understand and comprehend it from exposure to it, in addition to the fact that online advertising provides technical capabilities that help the public to perceive the advertising message (Al-Mashhadani, 2012). The advertising message consists of the following elements (Ridha and Al-Awadli, 2008):

1. Image

Image is one of the most important and attractive advertising elements because it expresses the reality of the event. Image is characterized by the following characteristics (Ridhwan, 2013):

- It is characterized by tenderness, simplicity, and harmony.
- It reflects the ideal reality of the advertised good and service.
- It works to attract attention and arouse interest.
- It presents a distinctive and innovative idea.

2. Title

Title plays an important and prominent role as advertisements containing titles are read more than advertisements that do not contain titles. It has a role in attracting attention and arousing interest, especially if the ad contains the following elements (Simpson and Kurtz, 2016):

- Consisting of only one or two words.
- Taking the form of an interrogative, as the interrogative style is characterized by a great ability to attract attention.
- Containing a small number of words, large in size, and containing a distinctive mark.

2. General design

The design of the advertisement has a very big role in attracting attention and arousing interest in the advertisement and the commodity, especially when (Al-Mashhadani, 2012):

- Presenting an innovative, distinctive, and unconventional idea.
- The advertising design is simple and harmonious.
- It is an integrated component and expresses the commodity.

3. Text

The text of the advertising message consists of one or several paragraphs, containing the main idea around which the advertisement revolves. The text must be clear and specific and it must include detailed information about the characteristics that characterize the commodity. Verbal expression is one of the easy means of conveying ideas to the consumer so the writer of the text must take into account when formulating the words and sentences that they are well and consistent so that they do not conflict with the trends and tendencies of the audience (Abad, 2016).

4. Colours

Colour plays an important and prominent role in attracting attention, as it works to create a positive impression in favour of advertising. When the designer designs the advertising message, the appropriate colour should be chosen because each colour has a specific meaning

and significance. Colours are associated with certain feelings of consumers. The green colour, for example, indicates Calm and future. Red indicates danger and heat. Blue indicates coldness. The use of colours is associated with three main effects, namely (Al-Hanafawi, 2014):

- Specialized plastic influences related to aesthetics.
- Psychological effects related to the effects of colours on the psyche and behaviour of the individual.
- Physiological effects related to the effect of colour on an individual's body.

5. Logo and symbols

Logo consists of short and distinct sentences that are repeated in an organized manner in advertisements. The repetition of logo is an important factor in remembering the commodity because it is associated with the name of the company or product. Good and attractive design of logo achieves the greatest amount of persuasion, but if it is poorly and randomly designed, it will lead to the recipient's dispersal and lack of understanding (Ahmed et al., 2011).

Employing Infographics in Advertising Design

Animations and shapes can be used in advertisements. The most important thing that distinguishes them is that they attract the attention of the recipient in a different way from the normal advertisement, especially if the infographic is accompanied by an audio commentary of the animated infographic. It also has the ability to emotionally appeal to the recipients besides displaying the information represented visually. It provides the opportunity to communicate the advertising message in a strong and influential way (Iankow, and Ritchi, 2012). In order for the infographic design in the advertisement to be successful, some professional designers put tips and tactics consisting of three parts. Each part represents a basis in the design. These parts are as follows:

Part One: Visual Thinking; A picture is worth a thousand words. This phrase indicates that complex ideas that are difficult to understand can be simplified and understood with just a picture. Advertising is easy and simple. Brain's processing of graphic information is easier than its processing of texts because the brain deals with information and visual data in one go and receives it. It deals with text in a successive linear way (Abu Aziz, 2009). Scientists discovered that vision is the largest part from brain physiology. The brain's processing of graphic information is less complex than its processing of raw texts. Visual thinking is defined as the individual's skill and ability to imagine an idea or information, and display it using pictures, shapes, and symbols instead of the many words that we use to deliver the message.

Part Two; The technical construction of the infographic; It is an essential part of the process of employing the infographic in advertising. Every designer must master it. It includes the following:

1. Accuracy; It is one of the most important technical aspects of infographic design. The data and information used in the advertisement must be accurate and from reliable sources in order to contribute to building the credibility of the advertiser and influence the audience and help them remember the advertising message (Beegle, 2014).
2. Balance; The design of the infographic in the advertisement must be balanced and planned and not designed randomly. There is more than one way to create balance in order to obtain designs of beauty and attractiveness through three layouts. The first layout has three parts. In the upper part, there is the graphic layout, a large element at the bottom, and the third part is the white space. The second layout has

six parts and is less used because it is more complex but perfectly balanced by having a visually dominant element for the purpose of unifying the other elements or the way of floors to narrow information as well as colours in order to guide the viewer through Narration (Few). The third layout allows the basic element to control the entire drawing. This layout may be the most appropriate choice if the artwork has a good attractiveness. It is necessary to take advantage of the white space as it allows the eye to take a rest and help achieve balance. Quantities must create Equal white space in all design elements.

3. Typographical elements

Typographical elements refer to any unit that participates in building the design message in order to be readable, understandable, and influential through letters, words, pictures, shapes, music, and other elements that facilitate the directing process of the message and are complementary in the realization in order to identify the most important features that distinguish them from others serving the goals that the advertising message seeks to achieve.

The concept and origin of the banking institution

The origin of the word bank is taken from the Arabic language from the word exchange, meaning the sale of cash for cash. It means the place where the exchange takes place. During the European renaissance in the city of Venice in Italy in (1397) under the title Banco Rialto. This word means the table on which the banker sits. That banker used to accept the deposits of the wealthy and merchants to keep them as a trust. They get coins in exchange for that. The purpose of these banks is to protect money from theft. In 1619, another bank was established. It was called (banko di giro). It means bank of transfer. A special method was developed to facilitate transactions in this bank by issuing receipts for the money that is deposited in it. These receipts are traded in the markets and used as banknotes. Later, many banks were established in various countries of the world (Al-Shabeeb, 2020).

A bank is defined as a financial institution that deals in cash and all other means of payment. It plays the role of a financial intermediary between individual and corporate dealers and works to secure the financial needs of customers by presenting and dealing with a range of financial services within a set of local and international rules. From the modern point of view, bank is seen as a group of financial intermediaries who accept deposits that is paid on demand, or for a specific period. These banks engage in internal and external financing operations and services that achieve the objectives of the development plan and state policy, support the national economy, and engage in savings development operations, financial investment at home and abroad, as well as contributing to the establishment of projects, and the required banking, commercial, and financial operations in accordance with the conditions decided by the Bank.

Section Three

Presentation and interpretation of the results of the content analysis

From the quantitative analysis, it was found that the infographic advertisements on the website of Al-Taif Islamic Bank, International Development Bank, and Al-Rafidain Bank for the period from (1/1/2021) to (1/1/2022) are (142) infographic advertisements. The following is a presentation and interpretation of the results of the content analysis.

Table (1) *The category of infographic style*

Rank	Percentage	Frequency	Infographic Style	No.
First	%44.37	63	Statistical infographic	1
Second	%22.54	32	Informational infographic	2
Third	%18.31	26	List infographic	3
Fourth	%6.34	9	Comparative infographic	4
Fifth	%3.52	5	Geographical infographic	5
Sixth	%2.81	4	Hierarchical infographic	6
Seventh	%2.11	3	Stage infographic	7
	%100	142	Total	

Table (1) indicates that in the first place, statistical infographic is placed with (63) occurrences and a percentage of (44.37%). This is due to the fact that banks focus in their advertisements on presenting information and services in the language of numbers and statistics that reflect the quality of the services provided and the honesty of the information and gaining the support and trust of the public through these statistics and figures. In the second place, informational infographics are placed with (32) occurrences and a percentage of (22.54%). This type of infographic provides a summary of the information and data and helps in Presenting banking services in an easy and simplified manner. This type also provides information that is intended to be communicated to the public in a concise and understandable manner. The third place is occupied by list infographic with (26) occurrences and a percentage of (18.31%). This type is used to display the instructions and services provided by the bank to the public in order to obtain the largest amount of benefits by providing services related to investing money and creating deposits and the amount of loans provided services by the bank and other services. In the fourth place, comparative infographic ranked with (9) occurrences and a percentage of (6.34%). The services provided by each bank are numerous. Therefore, this type is used in order to present the services provided by each bank. In the fifth place, geographical infographic ranked with (5) occurrences and a percentage of (3.52%). In the sixth place, hierarchical infographic ranked with (4) occurrences and a percentage of (2.81%). In the last place, stages infographic ranked with (3) occurrences and a percentage of (2.11%). It is clear from the previous results that banks have used infographics in their advertisements to a large extent because it is one of the modern and advanced methods of design that have been introduced to the advertisement due to its advantages and characteristics, in addition to representing information and data in a visual and enjoyable way.

Table (2). *Infographic Design Styles*

Rank	Percentage	Frequency	Infographic design style	No.
First	%79.58	113	Fixed infographic	1
Second	%19.01	27	Moving infographic	2
Third	%1.41	2	Interactive infographic/ video	3
	%100	142	Total	

Table (2) indicates that banks are interested in employing the three types of infographics during their advertisements. Fixed infographics ranked first with (113) occurrences and a percentage of (79.58%). Banks relied on the fixed infographic in a significant manner in advertisements. This is appropriate with the main objective of employing infographics. Static infographics try to explain information and data quickly and immediately and often do not address complex details and clarifications. Moving infographics ranked second with (27) occurrences and a percentage of (19.01%). Banks used this method to display information and data that need more clarification and to add some excitement and interaction with the

advertisement because of the advantages of this method in integrating shapes and images with sound in a distinctive and more attractive way, in addition to the fact that using this method in advertisements is more appropriate to explain and advertise the services provided by banks to the public and their characteristics. In the last place, interactive advertising / video ranked with (2) occurrences and a percentage of (1.41%).

Table (3) Infographic Displaying Methods

Rank	Percentage	Frequency	Infographic display	No.
First	%40.14	57	Longitudinal and Latitudinal display	1
Second	%31.69	45	Longitudinal/ vertical display	2
Third	%28.17	40	Latitudinal/ horizontal display	3
	%100	142	Total	

Table (3) indicates that longitudinal and latitudinal display ranked first with (57) occurrences and a percentage of (40.14%) that adds more aesthetic and attractiveness to the design than in order to attract the public's attention to the bank's advertising infographic. In the second place, longitudinal/vertical display ranked with (45) occurrences and a percentage of (31.69%). In the last place, latitudinal/horizontal display ranked with (40) occurrences and a percentage of (28.17%). Banks have largely relied on arranging and displaying data and information in the design of infographics in their advertisements on the three methods. There is no significant difference between the use of these three methods due to the aesthetic and appropriateness of each method to the type of information and data that is intended to be displayed.

Table (4). The language used in the infographic

Rank	Percentage	Frequency	Language	No.
First	%65.49	93	Standard Arabic	1
Second	%23.94	34	Mixed/ Standard and Colloquial Arabic	2
Third	%7.04	10	Colloquial Arabic	3
Fourth	%3.53	5	English	4
	%100	142	Total	

Table (4) indicates that Standard Arabic ranked first with (93) occurrences and a percentage of (65.49%). The reason for this is that banks direct their services to the public in all its layers and categories, so Standard Arabic vocabulary is easy, understandable, and clear to the audience and conveys the meaning easily without complexity or ambiguity. The mixed Standard + Colloquial Arabic ranked second with (34) occurrences and a percentage of (23.94%). Most of them are in the moving infographic in order to add some kind of influence and to ensure the delivery of information to the public clearly and explicitly. In the third place, Colloquial Arabic ranked with (10) occurrences and a percentage of (7.04%). In the last place, English ranked with (5) occurrences and a percentage of (3.53%). This percentage is low because the banks' advertisements and services are directed to the local audience, for whom the Arabic language is the language they speak and understand.

Conclusions

1. The infographic patterns used in the design of bank advertisement are various. The most important patterns are the statistical infographic, informational infographic, and list infographic. The other patterns are less.
2. There is a lack of use of mobile and interactive infographics in the advertisements of the

study sample banks, which has a major role in clarifying the complex information and data, as well as explaining the services provided and their importance to the public. The fixed infographic advertisements that were focused on reached (113) advertisements, while the advertisements of the animated and interactive infographic reached (29) advertisements.

3. The design of the infographic in the advertisements relied on all methods, especially the horizontal/longitudinal together, latitudinal/horizontal, and longitudinal/vertical.
4. Standard Arabic is the primary and approved language in the infographic for the advertisements of the banks in the sample of the study because the banks direct their services to the public in all its classes and categories. Therefore, Standard Arabic, its words and vocabulary are easy, understandable, and clear to the public.

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