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The application of Ugandan visual elements into communication design

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ABSTRACT: Ugandan cultural visual elements have a significant application value in current communication design trends, as they can show the relationship people have with their roots and culture through people's product consumption and use of the different designs. As a result, they imply that there has been a tremendous shift in how people consume and interpret designs that are modern. Communication design has entered a new stage of growth, becoming a significant carrier for extensively and thoroughly communicating social and cultural factors, not only molding product brand image but also increasing product commercial value. This paper will focus on the specific application and method of Ugandan Cultural visual elements focusing on Communication design, with the goal of achieving self-innovation and development of modern design by integrating the old and the new.

The Cultural visual elements in communication design trends is realized through a study of the process of plan design and their application of these in various aspects.

KEY WORDS: Visual elements, communication design , Ugandan Culture, Application .

I. INTRODUCTION

With the development of Uganda in terms of tourism and trade, Various investors and well wishers have come into the country. This boosts the economy and society, cultural integration between Ugandans and other people from around the world have become more common, and the need to apply Ugandan cultural visual elements has become more prominent. However, because Uganda is still a developing country with a relatively slow development of Communication design, many design disciplines/ works in Uganda lack human elements and don't serve the purpose they are supposed to. This makes it hard for Ugandan design to compete in the international design field. As a result, we should reasonably apply Cultural visual elements in communication design, hence promoting Ugandan Cultural values and aesthetics. Which will give significance and value in modern design, in order to reflect the Ugandan cultural values and ties with the Ugandan Culture while maintaining a modern design.

A. The current state of Communication design in Uganda

The current state of design in Uganda is far from ideal, and there are a number of issues that need to be addressed, including the following:

- 1) **The simulation is used to design the works:** Communication design in Uganda began late, especially in the 1900s, which means that it only took less than 20 years for the Ugandan design work to complete nearly 100 years of development in developed countries, resulting in a lack of research on modern design style and concepts among designers, and many design works are based on simulation in form or concept.
- 2) **There is a lack of cultural connotation and qualities associated with a country.:** With the development of Uganda's economy and society, many designers have become acutely aware of the lack of cultural connotations and national characteristics in the country's design works, emphasizing the importance of Cultural visual elements in modern communication design. However, this pushes designers to the point where they blindly copy cultural elements without fully considering whether they conform to the psychological demands of modern people, resulting in cultural visual elements being improperly applied in communication design, unable to truly reflect Uganda's excellent national cultural characteristics, and also unable to form a communication design.



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B. The significance of incorporating cultural visual elements into Communication design

Uganda is a multicultural country that has gradually developed an independently unique cultural system with rich connotation and symbolic meanings over time. By incorporating these cultural aspects into modern communication design, the vital value of these cultural symbols, which serve an important function and role in information exchange, can be properly reflected. It should be noted that cultural aspects contain a plethora of cultural patterns with distinct cultural and national features that can serve as new sources for communication design, allowing for limitless design possibilities. As a result, the following ideals of using cultural components in communication design are mostly reflected:

- 1) **This is an unavoidable condition for Ugandan culture to be passed along.** Uganda's cultural visual elements are the achievements that have been steadily produced and deposited over many years of growth as one of Uganda's finest cultural heritages. People's thinking styles have altered dramatically in recent years as society and the economy have progressed. So, in modern Communication design, in order to present the great charm of culture, people blend some cultural visual elements into the Communication design, which not only better presents Ugandan culture to the world through communication design, but also greatly improves the artistic and national characteristics of the design industry, and it is also beneficial to endow Communication design with Uganda's cultural visual elements.
- 2) **This is the intrinsic demand for Uganda's culture to develop.** Ugandan cultural aspects have a long history, symbolizing the Ugandan nation's unwavering spiritual energy while also becoming an integral part of the global cultural system. The Ugandan culture has been tremendously startled and impacted by the rising culture, and people's cultural psychology has changed dramatically as a result of the ongoing development of the world and domestic economy and society. As a result, in such a social setting, Ugandan cultural aspects must be continuously developed in order to better match people's aspirations for modern culture. As a result, we believe that using cultural visual components in communication design is an efficient way to pass down and nurture Ugandan culture.
- 3) **This is the requirement for a Communication design brand to be established.** Communication design is a relatively new field in Uganda, and it is still considered a developing industry. As a result, its development in Uganda is still unable to match that of the international Communication design sector, and it is in a more disadvantageous position. As a result, Communication design work must determine its development direction, that is based on Ugandan cultural elements that have a long history and profound cultural deposition, which can help Communication design enterprises obtain new inspirations, which is beneficial to improving the competitiveness of the communication design industry internationally and establishing a communication design brand that is uniquely theirs; only in this way can they achieve their goals.

In general, the big type data has actually three features which include large type, high velocity kind and a large variety. The international type data in corporation or IDC which is predicted that the total amount of respective data which is generated in the year twenty which will be about thirty five ZB. Facebook herein needs to process about actually more than one million TB of respective data at each of the month.

Big type and relevant schema has become secured kind [3]. The transportation kind service herein is based on fresh and those of big kind data which belongs to a geo type distribution work which is basically identified as the Advanced Map kind Reduce framework. For a request kind with simple type operations, AMF herein employs a cooperative kind processing in the respective kind cloud and Map kind Reduce basically to consider processing geo type dispersed in big type data. There is flexibility or elastic kind execution basically between hand phones and the cloud [4].

Many newer kind data are actually generated at a high type velocity. For an instance, more than two million emails are actually sent over an internet every second of time. The new kind of herein represents only the physical type implementation basically of the new type system.

II. INCORPORATION OF VISUAL ELEMENTS INTO COMMUNICATION DESIGN.

Uganda culture visual elements include so many things. People's culture, traditions and beliefs have influenced the development of communication designs. People express their feelings, beliefs through communication channels in response to a range of historical events, elements, values and influences as well as the environment.

Ugandan communication design can be classified into the following categories on a domestic and cultural level; sensational comms, educational comms, commercial comms and promotional communication designs. There are various elements and principles that are used to create a communication design. In this regard, artist, designers should consider use of various cultural visual elements when creating designs.

In today's world exists cultural tensions, People from Uganda and beyond, for example live in Buganda. As a result, there is a nationwide shift of civilizations influencing each other in terms culture. This might lead to a strong political, social, and economic unification

New ways of communication have come into play. Digitization has created a wide platform for sending out information to the public. Creatives, Adsmen, artists and designers have come together to meet a shared need to sell products and services. There was no need to use the cultural visual elements in the past when the markets were local, when life progressed at leisurely and steadily pace and there were no influencers from other countries. While the creation of communication designs by local creatives, ads men is new to them., it is rapidly expanding and has enormous potential. The basic concepts behind it were to maintain and promote indigenous, way of life and methods to provide opportunity for locals.

III. SYMBOLISM/ NATIONAL SYMBOLS OF UGANDA



Figure 1 Uganda National flag

The flag was adopted in 1962, the same year that Uganda obtained her independence from the United Kingdom. The various colors indicate various concepts. The black color depicts Uganda as a predominantly black African country. The yellow color represents the plentiful sunshine Uganda receives all year due to its location near the Equator, and the red color represents the blood of brotherhood with the fellow Africans and the rest of the globe. The national bird is a visual element of Uganda, it matches with the colors of the flag. The crane stands on one leg to represent progress, evolution and motion.

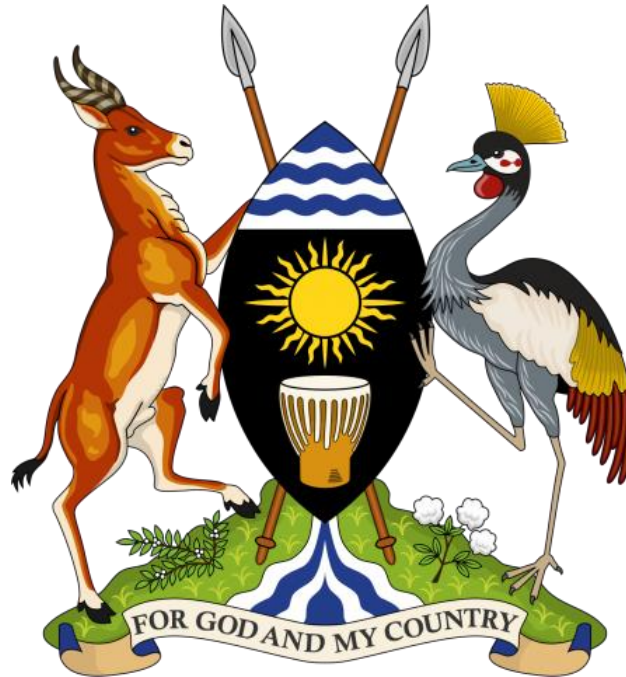


Figure 2; The Ugandan Coat of arms

The coat of arms, like the flag, was chosen in 1962 to reflect the country's identity, cultural values, goals, and economic activities. The Kudu on the left represents the diverse animals found in the Country's game parks, wildlife reserves, forests and community conversation areas. The grey crowned crane is a kind, peaceful, and sociable bird that embodies all of the Uganda's colors(black, yellow, and red). Ugandans are unique people. The spear and shield are classic Ugandan and african defense weapons. The sun, like the one on the flag, depicts Uganda's bountiful sunshine. The drum is a cultural symbol of Ugandan people's cultural history.

Below the shield, we see cotton and coffee, which were Uganda's principal cash crops at the time - but not so much now. It concludes with the phrase, "For God and My Country," which depicts Ugandans as people who fear God and love their homeland. The crimson depicts the blood of fraternity with other Africans and the world at large, and the year is positioned along the Equator. The national bird of Uganda is the grey crowned crane (also known as the Crested crane). Its colors match those of the flag. The Crane stands on one leg to represent Uganda as a nation that is progressing, evolving, and not standing still.

IV. CULTURAL VALUES AND VISUAL ELEMENTS

When people see nature and human-made things, many individuals become fascinated. When we examine the features present in nature and communication design more attentively, we see startling parallels. There are some common aspects and concepts that are present in both humans and nature as a result of such observation, and investigation.

All cultural elements, such as form, substance, and color, reflect some continuous order and elementary figures, from breathtaking views of landscapes to close-ups of ordinary objects. If we overlook their cultural origins for a moment, they appear to be basic elements used in communication design globally.

Concepts in communication design are basic and universal . They apply to many cultures and to people of all ages. The concepts are timeless, consistent, yet they are integrated in a variety of ways



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V. SIGNIFICANCES OF THE STUDY

The paper mainly focuses on how to apply/ use Ugandan Cultural visual elements in communication design. Understanding the basic notions on how the application of cultural visual elements attributes indirectly to the fundamental of creating a better sense of contrast in the use of communication design.

Designing of the computer led output should defacto been in ahead in the manner with the organization, the right kind of output herein must be defacto developed basically while ensuring that each of the known output kind element and is actually designed thus the people does find the required system do actually utilises more in uncomplicated manner. When an analysis of the design in computer type output is actually performed, and then herein should be recognition of the specific type output which is needed basically to meet those requirements. We need to further ourselves by selecting the particular method basically for presenting the respective information. Create those documents, or report or other kind of formats, which actually comprises of information, which is produced by the respective system.

The output in the form of an information kind system herein should actually accomplish one or more of the respective following kind objectives. It is required to convey out the information primarily about the past type activities, current type status or the projections of those as to future. Signal paramount kind events, those of opportunities, premeditating problems or those of warnings can be known. It is followed by provoking that action.

VI. METHODOLOGY OF THE STUDY

Cultural visual elements play an important part in Uganda's social advancement and market economy development, and they have an undeniable influence on the country's Communication design area. It should be noted that the majority of the present worldwide successful communication design works are all unique applications and integration of Ugandan cultural visual elements, as well as the ideal integration of Ugandan cultural concept with modern communication design concept. In fact, we believe that modern communication design work will inevitably require the continuous incorporation of Ugandan cultural visual elements in order to keep up with the growing international design competition, which must not only be created with basic elements and principles of design, but also present cultural values and visual elements .Then, how best can a designer apply Ugandan cultural visual elements into communication design. The following are the specific application methods:

1) The use of Ugandan artwork. The Ugandan paintings, as one of the most valuable artifacts in the cultural sphere, has gone through a long period of historical growth, primarily containing a cultural vision. When people enjoy paintings, they frequently have a different telepathy, allowing them to thoroughly experience the allure of old their culture.

2) In fact, as a result of global economic integration, Uganda's Cultural visual elements have become increasingly concerned and recognized by various countries around the world. In particular, the application of paintings in communication design has become a common phenomenon, adding a lot of bright spots and innovative elements to Communication design, not only allowing domestic people to experience the local characteristics of communication design, but also allowing foreign people to experience the local characteristics of communication design. not only to create an auspicious and lucky conception, but also to make people feel the depth and strong cultural meaning in design works, and to display the designers' imagination and creativity to the fullest extent possible. They can not only produce design works one-of-a-kind, but also give them a one-of-a-kind effect and design connotation. For example, the national coat of arms motif, which is most recognizable in Ugandan culture, when used in design, better represents the Ugandan people's well wishes and reveals a significant trait of Uganda as a nation;

3)Folk elements are incorporated. Folk cultural components, which are the wisdom catalysts for the Uganda people and the reflect their roots and heritage are also included as cultural visual elements. Designers have aggressively integrated some cultural visual elements from the folk society into modern communication design, resulting in communication design with rich artistic concepts and ideological undertones. The paper cutting art, which reflects the real life situation of the Ugandan laboring people and also contains the culture and spirit of different regions, centrally expressing the spiritual state of the laboring people, is the most typical representative of these folk components. As a



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result, incorporating traditional folk aesthetic aspects into Communication design provides designers with more creative freedom, which is beneficial to the industry's quick growth.

VII. CONCLUSION

Ugandan cultural visual elements with meaning .Cultural visual aspects and communication design have a deep and intricate relationship. The study's Ugandan participants viewed the context of cultural visual elements as the condition that most influenced their choices and responses. Other participants stated that "the majority of us don't comprehend Ugandan drama," implying that they interpreted the communication design differently based on outward visual hints rather than interior connotations. The unique visual components seen in the Communication designs clearly link to many areas of Ugandan society, history, and lifestyle.

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