

# Digital Imaging Crafting of Nokia Handphone Print Ad in 2009

Saut Irianto Manik

*Jakarta Institute of the Arts | iriantomanik@senirupaikj.ac.id*

## **Abstract**

The industry of advertising in Indonesia is vastly developing, which can be seen from the creativity that is supported by the digital technology that has entered the area of visualization. Digital technology has brought a new discourse in the matter of producing visual advertising. The production of advertising has had a significant change in terms of execution. The advancement of manipulation becomes a strong element that is calculated in the visual execution process of a print ad design nowadays. The expertise in this area becomes an important position in the work process that has to be maximized by every advertising agency, and of course the involved practitioners. This research is done through the method of direct observation by analyzing a sample ad, the ad of Nokia phone. It finds that the visual of ad can build a manipulated new reality from the mind of a digital imaging designer to the mind of a reader (target audience) of the print ad. The manipulation of digital imaging requires a concept of art direction, because the power of visual that is produced by the advancement of digital imaging can change society's thinking pattern towards the messages in the print ad and it influences the mind and desire of the consumers to buy the product. Therefore, a digital imaging designer has to train their sense of art direction.

## **Keywords:**

**advertising, digital imaging, manipulation, new reality**



## Introduction

Digital imaging crafting is the process of modification of media, such as photos, films, or videos, by using graphic computer software, for example *Adobe Photoshop*, to produce new high quality images. The development of computer technology has made it possible to produce an optimal image. Nowadays, the technology of digital image crafting is also highly accessible. Anyone with the help of the software can easily be an image crafter. Problems arise when the manipulated visual images are considered as reality. This becomes a dilemma between ethics and moral.

The advance development of media technology has created the potentials to distort perceptions, behavior, as well as to change reality. The reality within the world of photos, in the beginning, is made to persuade the readers (the target audience) who usually do not realize the changes happening around them. The existence of digital image crafting or photo manipulation can create a new reality that blurs the truth. Digital manipulation directly influences society, who doesn't realize that the visuals that often appear are actually not real, because of the exploitation of this digital manipulation.

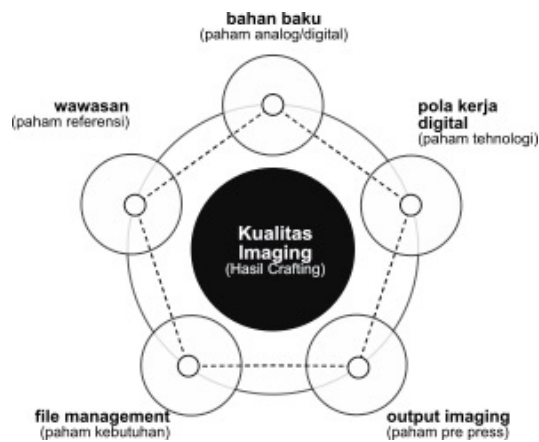
In today's development, the digital expertise of manipulating images or photos could be done by anybody, regardless whether or not they have the professional background in visual communication design. The technology has made it possible for anyone to do so. What is left is whether or not the result fits the expectation.

In the advertising industry, imaging is done by mainly using the visual, so that the readers can easily understand. The visual of an advertisement influences the thoughts and desires of consumers, so that they are moved to buy the products. The well-thought concept of communication in advertising based on good research could fail if the designers or executors who create the visual do not have knowledge in digital imaging. This manipulation of digital imaging becomes important because it has the power to create new reality, according to the purpose of advertising.

The advertisement for Nokia can be considered as one of the successful ones. It is based on a well-done research that manifests in the right communication concept with a well-done execution in the work of digital imaging that serves the purpose. In this paper, the advertisement of Nokia becomes a case study that will be elaborated, on how the manipulation of digital imaging can create a new reality.

## Discussion And Analysis

The manipulation of digital imaging is a working process (expertise) in manipulating images according to certain purposes. The result of Crafting Digital Imaging is determined by the understanding and expertise in several elements (see Picture 1), such as: File Management (understanding needs); Knowledge (understanding references); Raw Material (understanding analogue/digital); Work Pattern (understanding technology); Output Imaging (understanding prepress).



Picture 1. Elements of Quality in Digital Imaging (Saut Irianto Manik)

A work of digital image manipulation requires an art direction concept. In an advertising agency, there is an art director who is fully responsible in managing and directing the art for the sake of the company’s creative venture. The one thing that needs to be prepared by digital imaging designer is practicing their sense of art direction.

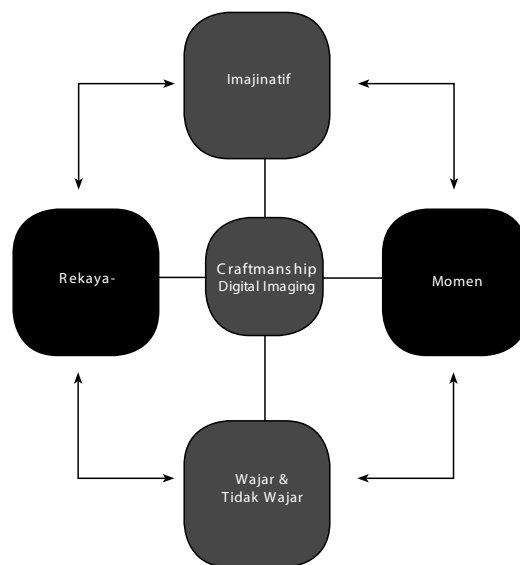
Fundamentally speaking, digital technique and manipulative technique is included in the expertise of a digital imaging designer. They also need to possess knowledge in design, photography, illustration, as well as having a strong sense of creativity. What a digital imaging maker does or works on when designing visual images could vary. The following are recounts of what two experts in digital imaging experienced when creating.

Anton Ismael, a photographer and image-maker for advertising, says that the creative process that he goes through is, in principal, the same. The order of the work begins by receiving briefs from an art director or a creative director from advertising agencies who need his services. The brief usually comes as a “dummy” (an example draft) of the design of the advertisement that has been approved by the client. Responding to the brief, he provides “photographer treatment”. Here, Anton Ismael prepares references that will be used or proposed to the agency, according to the given brief. The next process is the brainstorming with the teams to begin photo shoots. As an image-maker, he has the full authority in choosing equipment, including the type of camera, the lenses, and more. After the photo shoots are done, the project enters the digital imaging step, if needed. In summary, digital imaging is a part of its own; it can be done when needed.

Meanwhile, Thorbjorn Ruud, a digital imaging designer, shows a very complex process when creating a digital image. He starts with a sketch of the imaging, with a theme of a block of a city being (sedot). The atmosphere of the city block is then mixed with different images. After

everything is done, there is also a 3D modeling process. The function of the 3D image is to make the quality of the picture dense.

An image that has been manipulated through digital imaging (crafting) can result in many ways. It can result in imaginative images, it can create new moments, and it can be seen as a normal reality, or even an abnormal one (see Picture 2).



Picture 2. Result of Crafting Digital Imaging (Saut Irianto Manik)

### NOKIA – GPS Ad “Medical Officer”

The advertisement for HP-GPS ‘Petugas Kesehatan’ is clearly an advertisement that is resulted from a total digital manipulation work, which shows the possibility of a new reality produced by the expertise in digital manipulation (crafting). This advertisement is designed by the agency JWT Indonesia for the handphone brand, Nokia. This particular Nokia product has the feature of GPS technology (to scan map/area). This advertisement was shown in 2009 and published in magazines. The advertisement to the Nokia-GPS shows a rescue officer who is seen looking at the screen of a Nokio-GPS phone, with the background of a slum area (with the foundation dismantled) (Picture 3).



Picture 3. Nokia – GPS Ad (Saut Irianto Manik)

Here is the analysis for the advertisement of Nokia-GPS ‘Petugas Kesehatan’, which is part into three variables: 1. Visual Manipulation Process; 2. Advertisement’s Components; and, 3. The Relation between Message (in the ad) with the Result of Crafting.

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### **Analysis on the Visual Manipulation Process**

In principle, the process of visual manipulation consists of these following steps:

#### Visual Direction

Visual direction process. This part mainly emphasizes on the visual sensitivity: the ability to translate new logic from a message of a brand into visuals; the ability to direct the desired visual reality; the ability to create and to find new settings. In the advertising world, this becomes the responsibility of an art director.

#### Composite Crafting

The process of merging or composing visual materials into the framework of manipulation technique between images that will be produced through photos, 3D illustrations, or even 2D, with the help of the technology of imaging software. Composing visual materials that are provided based on the art direction becomes the essence of digital imaging craftsmanship.

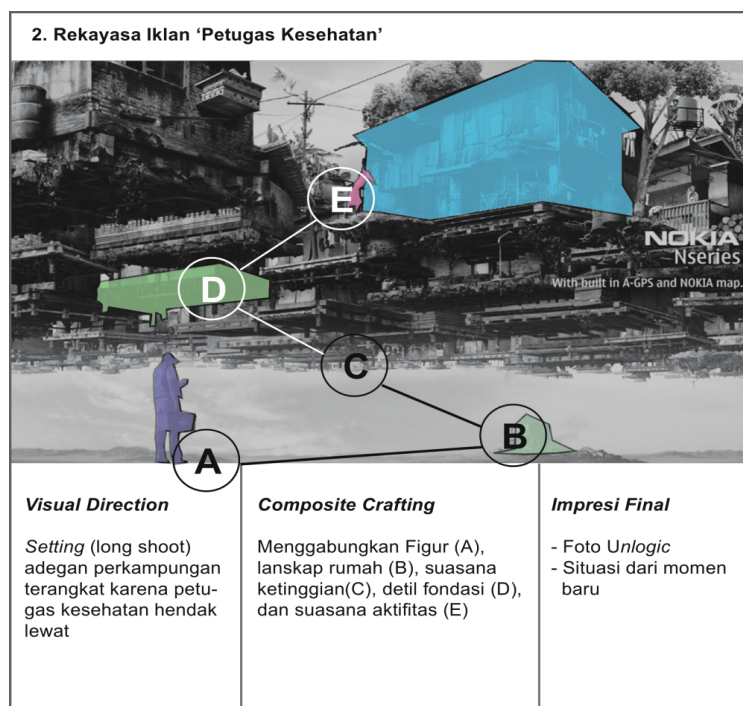
In the context of visual manipulation for print advertisement, the requirement is the ability to create realistic images based on the personalities and character of a message, which in the end result in something normal, but also can represent new reality. This is why the knowledge print imaging technology and a sense of art is a must for the craftsman of digital imaging. This expertise is similar to what the painters in the realist style possess.

#### Final Impression

The end result of the photo or the image that has been manipulated has to be in tune with the objective of the visual advertisement. This end result, of course, has to give impressions, such as: bringing up new logic; by disturbing the logic, it makes it memorable for the readers; its mission

is to deliver a story-message that will be perceived by other layers of stories, freely interpreted by the readers; perfect as the final presentation of a high quality advertisement visual design.

The process of visual manipulation in the Nokia advertisement is as followed: 1. Visual Direction: long shot setting, the scene in the slum area is picked up because the medical officer is about to pass; 2. Composite Crafting: merging figure (A), house landscape (B), high position (C), foundation detail (D), and the atmosphere of activities (E); 3. Final Impression: illogical photo, there is a new moment (new reality). For more details, see Picture 4.



Picture 4. Process of Visual Manipulation in Nokia – GPS Ad (Saut Irianto Manik)

### Analysis on Advertisement's Components

In principle, an advertisement consists of several components, which are: Creative Visual Digital Imaging, Description of Reality, and Advertisement Message. In the context of the Nokia advertisement (Picture 5), the elaboration of the 3 components is as followed:

**Creative Visual Digital Imaging:** *“Manipulating the floating slum area from below.”* The manipulation process attempts to create an atmosphere of a dynamic moving location, because the housing complex is lifted up, the foundation beneath the houses is clearly seen. The setting and the angle of this floating housing complex expose two objects with the background of a clear sky. Those objects are a medical officer and a house.

**Description of Reality:** *“A floating slum area, flying. An officer is checking his phone.”* A very imaginative moment, outside of the logic of the actual event, but the situation of the landscape, the house property, foundation, and the background seem normal, from the materials and its

realist shape.

Advertisement Message: *“With Nokia GPS technology, every goal is easily reached.”* As a phone with advanced GPS technology, the Nokia phone can help its users to easily find the location they are trying to reach. It is even made to look that as if the location can directly be reached, even when the area has a difficult situation that becomes a hurdle for the Nokia phone user.



Picture 5. Components in Nokia – GPS Ad (Saut Irianto Manik)

### The Relation Between the Message and the Crafting Result

The analysis related to the end result of the crafting and the message tries to show how the end result of crafting digital imaging manages to deliver a strong message, unveils the product’s advantages, as well as elevates the brand itself.

The creative strategy of this advertisement is in its exaggerated message. The crafting concept builds a scene of a floating slum area that is seen from an extreme point of view, with details of house foundation, activities, living creatures, phone users, and the desired location is seen in an out of place tone manner; it is fantastical, it floats but looks real (see Picture 6).

This advertisement shows a rescue officer who is looking at his Nokia GPS phone screen, with the backdrop of a slum area with its foundation lifted up and deconstructed. The landscape background brings a different atmosphere, because other than seeming to be far and wide, the background also provides a contrast. The meaning of the complexity of an urban slum area can, in an instant, disappear.

The image shows a message that everything becomes easily accessible, especially as an objective for the rescue office. The element of thought manipulation appears because the message of the visual advertisement is delivered through a short narration. The atmosphere of the house from afar is made to look as if it has been expecting the rescue officer for help.

An idea of floating a slum area for an advertisement surely requires an in-depth study and research, as well as references about the structure of a foundation, what kind of effect will



happen if it is lifted up or deconstructed, and what is the material composition of the foundation. The power of digital manipulation in this advertisement is outside of the normal logic.

When the reader looks at the visual of this advertisement, there is an interaction between the images sending the message with the reader's mind. When they agree with what is delivered by Nokia, they will agree to buy the product.

Having said that, seeing a new reality delivered by an advertisement that has gone through a visual manipulation will bring a variety of understanding among the readers, because their sense of imagination is different; some will straightforwardly understand the message of the advertisement, some will not. A variety of interpretation will appear when interacting with manipulated visual.

The advertisement offers a dream, and the craftsmanship molds that dream. The crafting of manipulating visual elements in an advertisement determines the sense of surprise that can disturb the readers' logic of thinking. A concept that is outside of the logic is an area where a visual advertisement always plays in. The design has to be different from the existing ones. Logic-disturbing visual context is actually an old style within the format of advertisement, but it is still used by crafting digital imaging, by emphasizing in the power of manipulating images to become illogical.

## 2. Tabel Iklan Nokia

Ide • Kampung Melayang (Headline • With Built in A-GPS and Nokia Map.)



Picture 6. Nokia – GPS Ad; Relation Between Message and Crafting Result (Saut Irianto Manik)

## Conclusion

The creativity of concept in digital management and visual manipulation of print advertisement represents the skill and intelligence of the designers in reducing the message through visuals. Similarities of effects in digital management can appear, but the difference is the success of visual strategy that supports a strong concept of digital imaging, the sense of present, and the level of communicability. The power of visual does not only appear in the end result that



surprises the readers, but also something that can disturb their mind. In this regard, Nokia GPS advertisement is included in the category.

The reality that is to be realized in this advertisement has a similar route with the situation of the medium of film. In films, special effects are used to direct the audience's imagination to something pleasant through a certain condition. This pleasant situation is produced through imagination that disturbs the consciousness towards a new reality that can be enjoyed. Advertising that uses the skill of crafting does visual manipulation to give pleasures to the consumers. It disturbs the imagination through existing visual references. Visual manipulation in advertising brings something that disturbs the logic and is odd to the normal reality within society.

The situation of advertising production during the digital era gives permission for the designers to be free. Through digital imaging, the designers attempt to keep creating new realities that can disturb the mind of the readers. Manipulation in terms of delivering a message through visuals still has to consider the reader's agreement. The designers are expected to explore their creativity, which has become more complex in ideas, but still has to be simple in comprehension.

With the development of visual culture and technology, crafting digital image for the print advertisement also goes through some changes. The digital technology devices that produce the visual through many media can influence each other, be it print media to film media or to audiovisual, internet, and more. The advance development in media technology has created to potentials to distort perceptions and behaviors, as well as change reality. The magical formula for advertising, film, computer and animation is: 'Everything is possible.'

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