

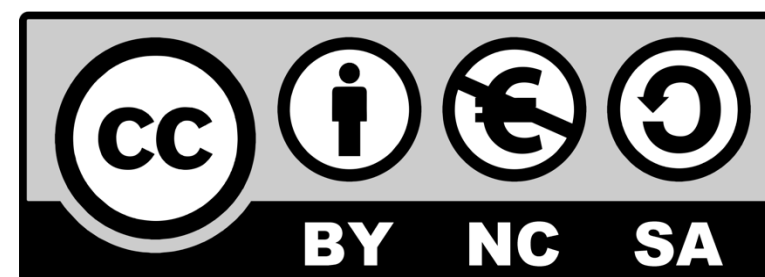
**Futures Designed.**

**Module 1**

# **Printed Vs Non-Printed Mediums**



Co-funded by  
the European Union



# Overview

This module offers a brief overview of the historical progression from traditional print media to digital media. It emphasizes important milestones and pivotal moments that have influenced the shift in media consumption. The module explores technological advancements, evolving consumer behaviours, and the influence of digital platforms on the media industry.

# Historical Background from Print(handcraft) to Screen(digitization)

Until the late 20th century and since the first mass communication revolution with Gutenberg and the invention of printing in the 15th century, the design process had more or less remained the same, designers had to visualize a design, hand draw it; use a typesetter to organize typography; proof type and project images in position on paper or board for photographic reproduction and plate-making

It was in the 1980s when the introduction of Apple Computers and the MacPaint program revolutionized the design process. Designers were able to interact with computer graphics using a mouse or a tablet. The upcoming Postscript from Adobe Systems, Inc. allowed pages of type and images to be translated into graphic design elements on the screen.

# **Historical Background from Print(handcraft) to Screen(digitization)**

Following the technological innovations of the 1980s and mid-1990s, the field of graphic design underwent a significant transformation. The development of computers allowed graphic designers to experiment with typesetting overlay images and quickly test different type weights and sizes. The introduction of on-screen software facilitated the seamless integration of type and images, thereby encouraging the creation of dynamic and visually engaging compositions.

# Evolution from print to digital

From the late 1990s and beyond, the internet's invention and evolution significantly impacted mass communication and advertising design. It allowed users to interact over long distances, replacing traditional communication and advertising with digital interfaces. This shift has greatly affected the creation and dissemination of content. Email, websites, and online forums have played a crucial role in revolutionizing communication, paving the way for the rise of social media platforms at the beginning of the 21st century.

The emergence of online platforms such as Facebook, Twitter (now known as X), and Instagram has enabled individuals to share, comment on, and actively contribute to content creation. This transition from passive consumption to active participation represents a significant shift in the dynamic between media creators/advertisers and consumers.

# Evolution from print to digital

The extensive utilization of mobile phones and tablets has greatly increased the impact of new media technologies. Portable gadgets are now everywhere, allowing individuals to retrieve information at any moment and in any location. The integration of mobile technology with social media, streaming services, and applications has led to a personalized mobile media experience, making it possible for advertisers to reach their audience through new channels.

Recent technological advancements have led to the widespread use of hi-tech outdoor digital billboards and screens, rapidly replacing traditional mediums such as posters and billboards. Digital out-of-home (DOOH) platforms have enabled more targeted and dynamic advertisements, providing a more engaging experience for their intended audiences.

# Why an on-screen advertising campaign

The effectiveness of on-screen advertising content, whether on websites, web blogs, social media platforms, streaming TV, LED displays, or digital signage, in reaching its audience and its impact on the environment has been extensively researched and challenged in contrast to traditional printed media.

# Why an on-screen advertising campaign

One key advantage of online content, streaming TV, and digital displays is their unparalleled flexibility in content management. The ability to instantly re-edit and re-target content provides businesses with a powerful tool to keep their messaging relevant and engaging. This flexibility enables businesses to easily update and adapt content, delivering precisely targeted messages to specific customer segments and maximizing the impact of their advertising efforts.



# Why an on-screen advertising campaign

For instance, on-screen mediums allow advertisers to carefully schedule their advertisements to appear at specific times of the day or week, ensuring that they reach their intended audience at the most opportune moments. This level of precision is difficult to achieve with traditional print media. In contrast, redirecting and changing content in print media requires a cumbersome and time-consuming reprocessing and reprinting process, which not only adds to the cost but also leads to a significant waste of ink, paper, and other materials. This, in turn, has a negative impact on the environment, making digital mediums a more sustainable choice for businesses looking to reduce their carbon footprint.

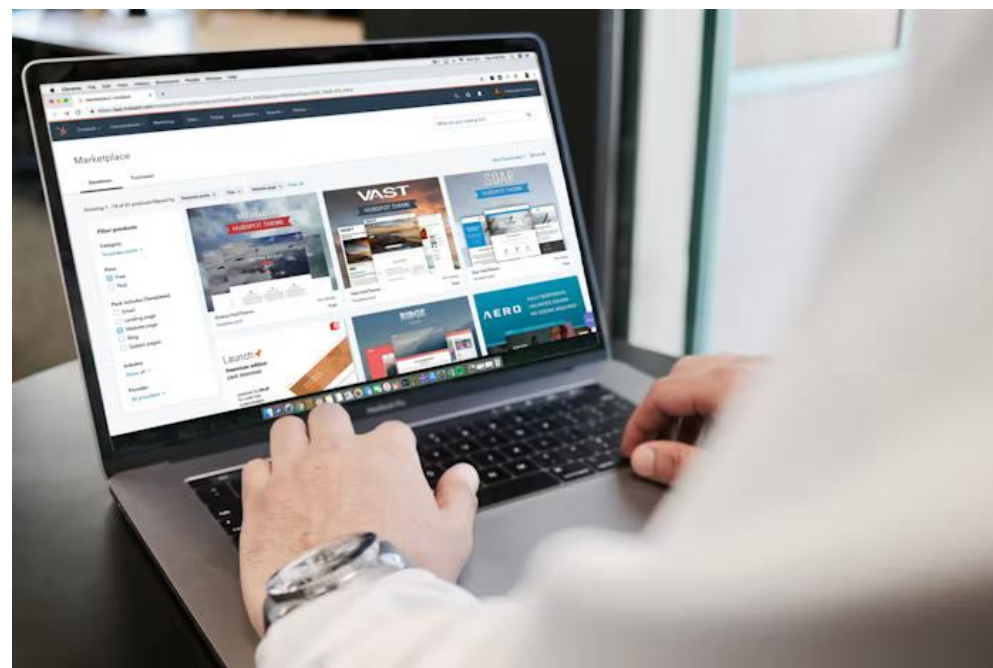
# Why an on-screen advertising campaign

In conclusion, utilizing on-screen advertising through dynamic digital displays featuring videos, animations, interactive content, and a commitment to being environmentally friendly can greatly enhance a business's image. This modern advertising approach can position a business as forward-thinking and sophisticated in the eyes of customers, ultimately leading to a positive brand perception and increased customer engagement.

Here is a link to an article explaining how Advertising Goes Green with DOOH  
<https://www.adomni.com/cms/advertising-goes-green-with-doooh>

# The Screen-Based Advertising Mediums Explained

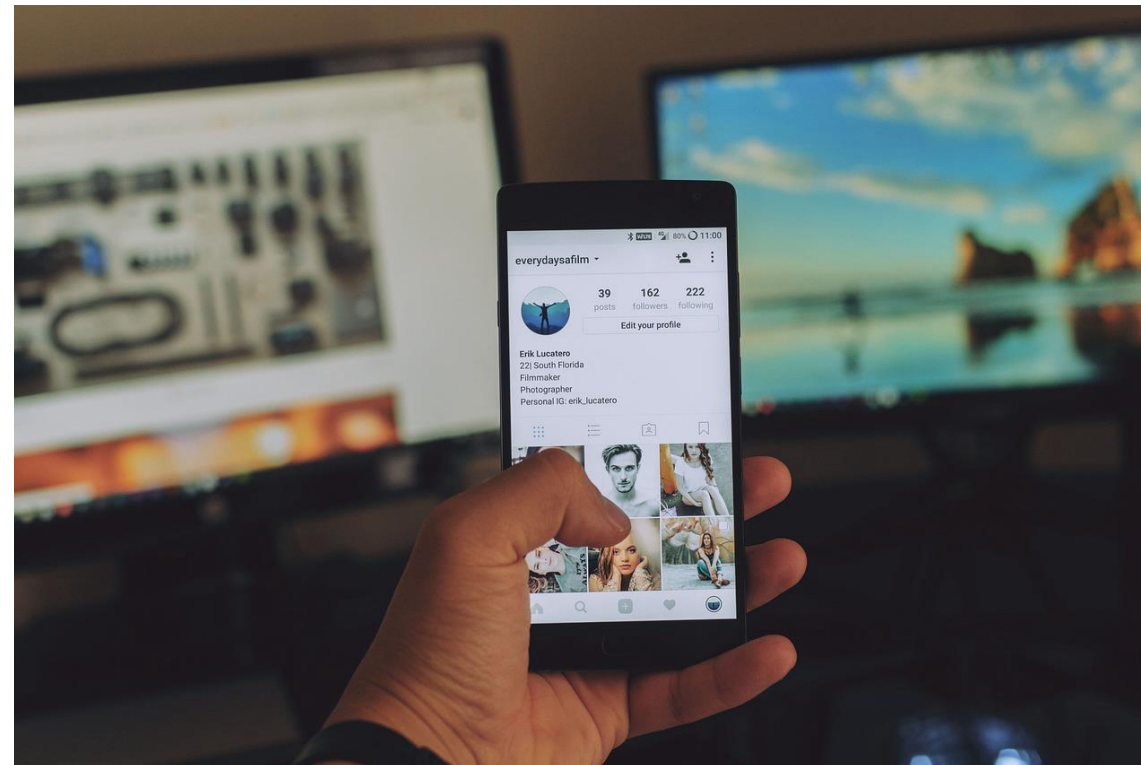
On-screen advertising comes in various forms, such as online, streaming TV, and DOOH (digital-out-of-home) through outdoor digital screens.





# The Screen-Based Advertising Mediums Explained—Online advertising

Online advertising encompasses a wide range of channels, including social media platforms like Facebook, Instagram, and Twitter(now X), email marketing, website advertisements, and search engine marketing on platforms like Google.



# **The Screen-Based Advertising Mediums Explained—Online advertising**

These channels offer the advantage of providing measurable and trackable results, allowing advertisers to analyse the effectiveness of their campaigns. Furthermore, these advertising channels have the potential to reach a vast global audience, enabling businesses to connect with customers worldwide. For example, a local clothing store can leverage the targeting capabilities of Facebook advertising to reach potential customers in their specific geographical area, thus maximizing the impact of their marketing efforts.

# **The Screen-Based Advertising Mediums Explained—Streaming TV**

Streaming TV has gone a long way from what traditional TV broadcasting used to be some decades ago. The internet brought about the digital revolution, completely transforming the broadcasting industry. The emergence of streaming services such as Netflix, Hulu, and Amazon Prime has provided viewers with unparalleled control and flexibility. Now, consumers can enjoy their favourite shows at their convenience and on any device. This shift towards on-demand content is reshaping the entertainment industry, with streaming companies investing significantly in original programming to attract and keep subscribers.

# The Screen-Based Advertising Mediums Explained—Streaming TV

Advertisers use ad-supported streaming TV platforms to deliver targeted advertisements to their audience. These streaming ads can be seamlessly integrated within a show or movie, similar to the advertising breaks seen in traditional linear or cable TV. However, the advantage of streaming ads lies in the ability to gather comprehensive analytics and viewer data, enabling advertisers to measure ad performance with high precision.

Here is a link on streaming TV and the evolution of TV broadcasting

<https://medium.com/@kathyflow29/the-evolution-of-broadcasting-7b29b84ba1ba>



# **The Screen-Based Advertising Mediums Explained–DOOH(digital-out-of-home) media**

In today's constantly changing advertising world, digital out-of-home (DOOH) media has largely replaced traditional mediums such as posters and billboards. Digital screens offer a wide range of benefits that traditional advertising methods simply cannot match. These benefits include dynamic content delivery, real-time updates, targeted messaging, interactive capabilities, and the ability to measure and analyze audience engagement. Digital screens have become an indispensable tool for businesses seeking to effectively promote their products and services in a world where consumer attention is fragmented and competition for visibility is fierce.

Here is a link to a short video and an article dealing with the blooming DOOH(digital-out-of-home) media

<https://www.euronews.com/business/2024/06/19/billboard-billions-why-high-tech-screens-are-booming>



# **The Screen-Based Advertising Mediums Explained–Possibilities: Innovations and future trends**

In today's rapidly evolving digital landscape, there has been a significant increase in focus on creating and selecting visual content for advertising. This change is in response to the decreasing attention spans of audiences in the digital era. The latest trends in video advertising emphasize the critical role of video content in effectively engaging customers.

# **The Screen-Based Advertising Mediums Explained–Possibilities: Innovations and future trends**

Advertisers are increasingly directing their resources towards platforms where their target audiences are most active, such as various social media platforms and mobile gaming. This shift is reshaping digital marketing strategies, with a particular emphasis on more interactive formats, including conversational marketing and the integration of virtual reality in campaigns. These interactive techniques are crucial for enhancing customer engagement and fostering long-term customer loyalty.

# The Screen-Based Advertising Mediums Explained–Possibilities: Innovations and future trends

Moreover, marketers use AI tools to analyse consumer data and optimize advertising spending. The inclusion of artificial intelligence and augmented reality in advertising efforts is revolutionizing engagement strategies in the digital space, offering consumers immersive experiences.

Here are two links along with case studies on the use of AI in advertising campaigns.

[“https://www.xenonstack.com/blog/generative-ai-sustainable-marketing#:~:text=Measurable%20Impact%3A%20Advertisers%20can%20use,green%20products%20after%20the%20campaign.](https://www.xenonstack.com/blog/generative-ai-sustainable-marketing#:~:text=Measurable%20Impact%3A%20Advertisers%20can%20use,green%20products%20after%20the%20campaign.)

<https://www.marketingaiinstitute.com/blog/ai-in-advertising>

# **The Screen-Based Advertising Mediums Explained–Possibilities: Innovations and future trends**

The growing investment in visual marketing, including innovative interactive experiences like augmented and virtual reality, reflects a broader shift towards more immersive customer interactions. These advanced technologies allow customers to deeply engage with products and services, thereby enhancing the overall customer experience and potentially leading to increased sales.

