

**THE ROLE OF DIGITAL ADVERTISING DESIGN IN DEVELOPING GRAPHIC
DESIGN: APPLIED STUDIES ON JORDANIAN DIGITAL MARKETING
COMPANIES, NEWSPAPERS, AND NEWS WEBSITES**

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Abstract

The study aimed at explaining the role of digital advertising design in developing graphic design: applied studies on Jordanian digital marketing companies, newspapers, and news websites. The descriptive analytical approach was followed, and the questionnaire was adopted as a tool for collecting data. The study population consisted of (a website manager, a newspaper editor-in-chief, journalist, graphic designer). The sample was taken randomly, as the sample reached (384) individuals, and the study tool (the questionnaire) was distributed electronically, where (384) questionnaires were distributed, and (370) were retrieved. After examination, (10) questionnaires were excluded, where the number of questionnaires suitable for analysis reached (360), with a percentage of (93.7%). The statistical package program (SPSS) was used to analyze the study data.

The most important results of the study are: the design of the digital advertisement obtained a high score, as the arithmetic average reached (3.92), and that the development of graphic design obtained a high score, as the arithmetic average reached (3.87), and that the value of the coefficient of determination (R^2) for the relationship between digital advertising design and graphic design development reached (96.9%). The recommendations of the study included: the necessity of paying attention to the availability of graphic design elements during the digital advertising design process because it is a combination of graphic design and marketing, and the

items of graphic design is organized and combines aesthetic and functional performance.

Keywords: digital advertising design, graphic design, digital marketing companies, newspapers, news websites, Jordan

Introduction

Digital advertising design is a phenomenon that works to improve and expect better human life, as it enjoys speed, accuracy, and quality of performance, as digital advertisements have become part of the upcoming society and technology of society, in addition to that it celebrates the importance of new technology that helps in the development of graphic design (Ali, 2023). Digital advertising is often used with the concepts of online advertising or online. Digital advertising is defined as online advertising through items intended for mass consumption. Digital advertising uses interactive techniques in media to marketers to deliver enhanced advertising (Lee & Cho, 2020).

In addition, improving graphic design is a very effective method for digital visual advertising, as it is not just an artistic working tool, but contains a strategic application for digital advertising. This requires focusing on several items, such as colors and graphic shapes to direct them, which each provided for a specific digital advertisement. Most of the work today's marketing requires graphic design, whether it is on the Internet or through digital advertising websites (Aba Al-Khail, 2022). Digital advertising design methods have changed the way graphic design is accessed, shared, and experienced by everything from a number of users. For graphic designers, this field has opened a wealth of opportunities, from digital advertising design to digital marketing companies (Gurn, 2023).

Study problem and questions

Graphic design is the visual language through which e-marketing companies, newspapers, and news websites address their audiences. Therefore, it is visual communication carried out by the graphic designer based on the client's request with the aim of conveying his message to the target audience. Therefore, the tremendous cognitive development in recent times has contributed to the need for the development of graphic design. In line with the rapid developments in the digital environment, which affected society, the greatest impact was digital advertising, which is the message of persuasion of products, services and ideas, with which the study community interacts through digital media (Lee & Cho, 2020). Digital advertising is a multi-faceted process that requires their performance by professional individuals, given their importance in the development of graphic design (Abdul Hadi, 2022). Therefore, it has become necessary to clarify the role of digital advertising in graphic design in this process. The problem of the study can be summarized by the following main question:

What is the role of digital advertising design in its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design) in developing graphic design in Jordanian digital marketing companies, newspapers, and news websites?

The following questions branch out from this question:

1. What is the level of digital advertising design and its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design) in Jordanian digital marketing companies, newspapers, and news websites?

2. What is the level of graphic design development in Jordanian digital marketing companies, newspapers, and news websites?
3. What is the relationship of digital advertising tools to the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites?
4. What is the relationship of digital advertising design strategies to the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites?
5. What is the relationship between the barriers that affect digital advertising design and the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites?

Objectives of the study

The research aims to explain the role of digital advertising design in its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design) in developing graphic design in Jordanian digital marketing companies, newspapers, and news websites, in addition to seeking to achieve the following goals:

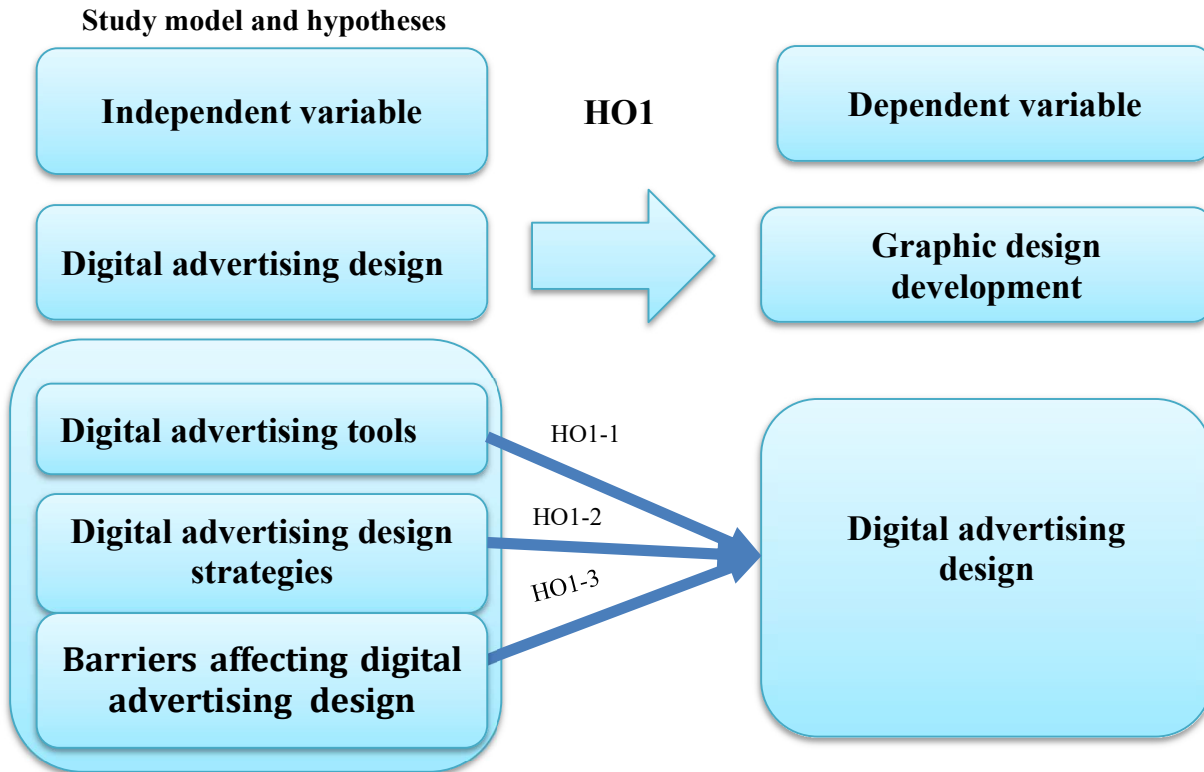
1. Explaining the level of digital advertising design and its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design) in Jordanian digital marketing companies, newspapers, and news websites.
2. Statement of the level of graphic design development in Jordanian digital marketing companies, newspapers, and news websites.
3. Explaining the relationship of digital advertising tools to the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites.
4. Explaining the relationship of digital advertising design strategies to the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites.
5. Explaining the relationship of the barriers that affect the design of digital advertising to the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites.

Importance of the study: The importance of the study appears in two aspects:

Theoretical importance: Since digital advertising design is considered of great importance to graphic design developers and its users, it was necessary to focus on the study of digital advertising design, which is supposed to show digital advertising tools, digital advertising design strategies, and barriers that affect digital advertising design honestly and fairly. Away from manipulation, by studying the impact of: digital advertising tools, digital advertising design strategies, and barriers that affect digital advertising design for Jordanian digital marketing companies, newspapers, and news websites. Therefore, this study will be important for marketing companies first and then for all their users.

Practical importance: This study contributes to the consolidation of research and studies related to the process of designing digital advertising and its dimensions, which achieve very important results in the field of graphic design development. Therefore, it is considered a completion of the vision of digital advertising design. It also works to reveal if there are deficiencies in the dimensions of digital advertising design and development. Graphic design and working on creating proposals to increase the efficiency and quality of digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design from the point of view

of each of the beneficiaries of digital advertising.



Based on the questions of the study problem and its objectives, and based on the above, the hypothesis can be formulated to suit the variables of the study:

Main hypothesis (H01): There is no statistically significant effect at the significance level ($\alpha \leq 0.05$) for the role of digital advertising design in its dimensions (digital advertising tools, digital advertising design strategies, barriers affecting digital advertising design) in developing graphic design in Jordanian marketing companies digital newspapers and news websites.

The following sub-hypotheses emerge from it:

The first sub-hypothesis (H₀₁₋₁): There is no statistically significant effect at the significance level ($\alpha \leq 0.05$) for digital advertising tools in developing graphic design in Jordanian digital marketing companies, newspapers, and news websites.

The second sub-hypothesis (H₀₁₋₂): There is no statistically significant effect at the significance level ($\alpha \leq 0.05$) for digital advertising design strategies in developing graphic design in Jordanian digital marketing companies, newspapers, and news websites.

The third sub-hypothesis (H₀₁₋₃): There is no statistically significant effect at the significance level ($\alpha \leq 0.05$) for the barriers that affect the design of digital advertising in the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites.

The limitations of the study

The current study was limited to the following limitations:

- Objective boundaries: The role of digital advertising design in developing graphic design in Jordanian digital marketing companies, newspapers, and news websites.

- Time limitations: 2023/eighth month
- Spatial limitations: digital marketing companies
- Human limitations: website manager, newspaper editor, journalist, graphic designer

Second: Theoretical framework and previous studies

2-1 Introduction

Digital advertising occupies large areas on the Internet, and takes on multiple styles and different designs. It is competing with advertisements published in daily newspapers and magazines. Electronic advertising has become an industry that differs entirely from other advertisements. These designs are also characterized by flexibility, rapid spread, and wide geographical area compared to traditional methods. It uses video clips, sounds, multiple images, and variable flashes, which makes digital advertising more attractive and influential than other methods, specifically print and even visual (Abu Kharma et al., 2022).

Many people also think that graphic design is just regular drawing or computer drawing. In fact, it's much more than that. Graphic designers are professionals in brand strategy, design planning, and digital marketing. Graphic design is a great tool you can use to make presentations, market your small business, create a web page, and much more. It can take all your great ideas and turn them into perfect, realistic designs and layouts to make your business stand out among the rest (Al-Mukhtar, 2022)

2-2 Digital advertising

The concept of digital advertising is a type of marketing that companies use to advertise their brands, products, or services via digital platforms, and it is the practice of reaching the target audience through digital channels such as websites, email, social media, search engines, mobile applications, and affiliate networks. One of the main advantages of digital advertising is that the advertiser can monitor the progress of the campaign in real time. Digital advertising aims to market inorganically where consumers are located and meet the tastes of the target market (Samuel, 2023).

Digital advertising is marketing to a target audience through digital platforms, including social media, email, search engines, mobile apps, affiliate programs, and websites. One of the major benefits of digital advertising is the ability for an advertiser to track the success of a campaign in real time. The goal of digital advertising is to inorganically advertise where consumers are located and tailor ads to the preferences of the target audience (Beal, 2022).

The importance of digital advertising

Storm (2023) noted that the importance of digital advertising allows you to reach your target audience online, in a variety of ways, and on a variety of platforms. Digital marketing includes methods such as social media marketing, content marketing website design. It includes strategies that allow you to target your specific audience online

Digital advertising objectives

Hilson (2023) noted that the goals and objectives of digital advertising should be:

1. Specific: What audiences or personas are we targeting to gain these new leads?
2. Measurable: How many leads should we aim to get in total from the campaign? What specific KPIs are we tracking for this campaign or group of campaigns?
3. Achievable: What percentage will we need to increase our chances and is this achievable? What was our ex-earnings performance?

4. Appropriate: How do we address this audience's pain points and how does our product or service seek to solve them? Can we offer them very specific benefits?
5. Time-bound: How long will this campaign last? When do we want to measure the success of our digital marketing goals and objectives?

Digital advertising tools

Mukhtar (2023) indicated that in simple terms, marketing tools can be defined as “any technical or strategic marketing tool or program used to promote products or services with the aim of enhancing the image of the company or brand and increasing sales. Digital advertising tools have been divided into categories or types in order to be more clear” as follows:

1. Social media marketing tools
2. Email marketing tools.
3. Search engine optimization (SEO) tools.
4. Conversion tools.
5. Image and graphic design tools

3-2 Graphic design

Al-Majzoub (2020) indicated that graphic design is a creative approach carried out by a designer or a group of designers based on the request of the client or customer, and a group of designers cooperate in implementing its material data in order to deliver a specific message to the target audience. The term graphic design refers to a number of technical and professional specializations that focus on visual communications and methods of display. Graphic design is considered one of the most powerful methods in the field of business and marketing, as it contributes to conveying the correct image for your benefit in marketing campaigns and greatly helps in increasing sales. It also helps to influence user behavior through visual guidance.

The work of graphic designers influences many people because it is so clearly present in media, commerce and politics. The impact of graphic design in society can be felt through communicating concepts and depicting events, issues, and people. Graphic design reflects society and in turn reflects society. Graphic design can positively impact society if designers combine skills with progressive values. With advances in digital graphics technology, jobs in this field have developed rapidly. (Skrybnz, 2022)

Previous studies

The study by Alqudah et al. (2023) indicated that the study aimed to identify the impact of creative thinking on marketing ideas and its impact on the structure of modern Jordanian advertisements for telecommunications companies. The study population is customers of Jordanian telecommunications companies residing in Jordan. The study followed the descriptive analytical approach, and adopted a questionnaire as a data collection tool. The sample size was (270). The data was analyzed using statistical programs such as SPSS and AMOS version 27 to test the research hypotheses. The study reached a set of results: that all four paths are statistically significant. The first hypothesis, which relates to creative marketing, obtained the highest estimated result of 0.62, while the second and third hypothesis obtained, and as for the fourth hypothesis, the results were estimated at 0.152, 0.133, and 0.111, respectively. Overall, the results support the hypothesis that all four marketing domains have a significant impact on SMJA.

In his study, Ali (2023) referred, which aimed to benefit from modern digital media to develop a

contemporary advertising design strategy. The study relied on the descriptive analytical approach followed by the experimental approach as a starting point for the current study. The most important result of the study is the contribution of the use of modern digital media to the design of contemporary advertising with what it contains of digital programs and processors with distinct artistic and aesthetic features and characteristics in raising the quality of advertising, which works to attract and influence the recipient and build a dazzling visual image of the event. The study recommended the necessity of employing programs and processors for modern digital media in contemporary advertising design. However, the study of Aba Al-Khail (2022) aimed to reveal the impact of training courses on the skills of a graphic designer. The study relied on the descriptive and analytical approach. A questionnaire was developed and distributed to a sample of (244) male and female designers working in the State of Kuwait. The study concluded that the most important results are that the general average degree of possession of graphic design skills by graphic designers in the State of Kuwait was moderate. The study recommended working to provide graphic design trainers with a high degree of competence and ability in training and delivering information and knowledge to the trainees. On the other hand, Al-Khafaji (2021) revealed the impact of the artistic movements of the post-modern era on graphic design, the study relied on the applied basis of selected models in preparing his study according to the historical method to describe and record past events and then interpret and analyze them to arrive at facts intended to draw a predictive picture of the future. The most important result of the study is that graphic design is associated with artistic movements and their methods, and that the transformation and change in artistic treatments between artistic movements then establishes a design style followed by the movement in its style and the mechanism of treatment and application in conveying the idea. The study recommended reviewing the raw materials and materials used in artistic fine works and an attempt to find ways to display it on the printed surfaces of the design for the purpose of borrowing the effect of the material on the recipient in print designs. However, Mahmoud (2020) confirmed in his evaluation study, the effectiveness of the form of the advertising message in attracting the attention of the target audience in the specialized markets for mobile phone applications. The study relied on the comprehensive survey approach, which is considered one of the most prominent approaches used in the field of global studies, especially descriptive research, in both its descriptive parts. The most important results of the study is the presence of a statistically significant effect on the reasons for the study sample's interaction with smart phone application advertisements to identify specialized market products based on their preference for these advertisements. The study recommended the importance of spreading such applications via smart phones for various products, especially as they provide the public with the advantage of interactivity. Ease of use and the ability to compare different products through it

Mehralian and Khazae's study (2022) aimed to study the impact of digital marketing on the business performance of micro, small, and medium enterprises (MSMEs) during the Coronavirus (COVID-19) pandemic. The study was cross-sectional and quantitative. Data were collected using a three-part questionnaire, drawn from De Pelsmacker's Digital Marketing Questionnaire, Customer Relationship Management Questionnaire, and Business Performance Questionnaire. The validity and reliability of the questionnaires were verified and confirmed by evaluating the content, construct, convergent validity, and calculating alpha and Cronbach reliability,

respectively. The most important result of the study is the impact of digital marketing efforts on the business performance of small and medium-sized companies in Tehran during the Covid-19 pandemic, as digital technologies have enabled companies to Participating and interacting with its customers remotely, and the aforementioned effect was also enhanced through customers. Another study by Hassana and Harb (2021) aimed to determine the practices of graphic design students in visiting art exhibitions, starting with the visit plan, through developing its design process, and exploring the impact of exhibition visits on teaching and practicing graphic design. The study relied on collecting secondary data from a literature review and primary data using structural survey with closed questions. The survey consists of 14 multiple-choice questions with 4 options and open-ended questions. However, the graphic design student applies procedures of limited effectiveness. The study recommended enhancing student learning during visits to art exhibitions. However, Najmaldeen's (2020) study aimed to be able to critically analyze Cranbrook's journey from its beginning until now, and to make attempts to alleviate the literature gaps in this field. Undoubtedly, there was a lack of research based on similar concepts and concepts. The study relied extensively to find and discover relevant published works and sources that would benefit the study at this institute. Subsequent newspaper articles, reports and articles were carefully sifted depending on year, uniqueness, content, relevance to the research topic, etc. The most important conclusion of the study is that this quantitative information will be able to fill the current lack of details about Cranbrook and his influence, the latest concepts and theories in the field of graphic design. Informed via these methods, the study recommended working with emerging technologies that include new frameworks for graphic design such as embedded electronics, 3D printing and projected images.

Third: Method and procedures

Study approach

This study is considered an applied analytical study that aims to describe the extent of the role of digital advertising design in developing graphic design: applied studies on Jordanian digital marketing companies, newspapers, and news websites.

In order to achieve the aim of the study, the descriptive approach, which is based on a field study, was used to collect the data and information necessary to complete this study and analyze them using statistical methods, and then test the hypotheses and interpret them to determine the relationship between their variables using the statistical program. (SPSS)

Study population

The study population represents Jordanian digital marketing companies, newspapers, and news websites, and the study sample to which the questionnaire was distributed consisted of a group of workers (website manager, newspaper editor-in-chief, journalist, graphic designer).

Study sample and unit of analysis

The sample was taken randomly, considering that the population is not statistically known due to the number of large digital marketing companies. It was determined to be a size of (384) individuals. (384) questionnaires were distributed, (370) questionnaires were retrieved, and after examination, (10) questionnaires were excluded. This is due to bias, and the number of questionnaires suitable for analysis was (360), which is (93.7%).

Data collection sources

To achieve the goal of the current study, we relied on two sources to collect data to achieve the

study objectives, which are:

- 1- Secondary sources: These are the data obtained from library sources and the literary review of studies related to the title of the study, which is the role of digital advertising design in developing graphic design in order to establish scientific foundations and a theoretical framework, such as:
 - References and sources related to the subject of the study and documents related to the data.
 - Arab and foreign peer-reviewed journals and literature to cover the theoretical aspect.
 - Information available on the Internet.
- 2- Primary sources: These are the data obtained from the study tool, as a questionnaire was developed specifically for the purpose of answering the study’s questions and hypotheses and to achieve the study’s goal of explaining the role of digital advertising design in its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect Digital advertising design) in developing graphic design in Jordanian digital marketing companies, newspapers, and news websites. A five-point Likert scale was adopted (strongly disagree, disagree, neutral, agree, strongly agree), and the length of the period was determined by the following:

Category length = (upper limit of the scale – lower limit of the scale) / number of categories

Category length = $3/(5-1) = 3/4 = 1.33$, then add the category length to the end of each category, so the evaluation level is as follows:

Table (1) Level of evaluation for members of the study sample

Categories	Evaluation level
2.33-1	low
3.66-2.34	medium
5-3.67	high

Reliability of the study tool

The reliability coefficient was calculated, through Cronbach alpha values, for the internal consistency of the axes of the study tool. Table (2) shows the values of the reliability coefficients for the areas of the study tool, and shows the reliability coefficient for the study scales. The alpha values ranged between (0.836) as the lowest value, and (0.924) as the highest value. This shows that all alpha values have exceeded the minimum percentage that is acceptable for the purposes of statistical analysis, as alpha equal to or greater than (0.60) is considered acceptable in previous studies, and the total value is (0.966), which is a high value.

Table (2) Cronbach alpha reliability coefficient values for the study scales

Variable	No. of paragraph	Digital advertising
Digital advertising tools	10	0.836
Digital advertising strategies	10	0.861
Barriers affecting digital advertising design	9	0.924
Independent variable: Digital advertising design	29	0.955
Dependent variable: Digital advertising development	12	0.859
Total	41	0.966

• First: Multicollinearity

The Pearson correlation coefficient was used for the dimensions of the digital advertising design (the independent variable) to ensure that there is no multiple linear correlation between its dimensions, as shown in Table (3):

Table (3) Pearson correlation for the dimensions of digital advertising design (independent variable)

Variable	Digital advertising tools	Digital advertising strategies	Barriers affecting digital advertising design
Digital advertising tools	1	0.892**	0.887**
Digital advertising strategies		1	0.878**
Barriers affecting digital advertising design			1

(**) at a significance level of 0.01

Table (3) shows that the highest correlation between the dimensions of digital advertising design (the independent variable) (0.892) is between both the digital advertising tools dimension and the digital advertising design strategies dimension, while the correlation values between the other dimensions were lower than that. This indicates that there is no a phenomenon of high linear correlation between the dimensions of digital advertising design (the independent variable), as they were all significant at (p=0.01) and less than 0.90. This indicates that the dimensions of the independent variable are free of the problem of high multiple linear correlation.

The Variance Inflation Factor was also calculated for the dimensions of the digital advertisement design (the independent variable) to verify that there is no high correlation or linear overlap between its dimensions, and the results were as follows:

Table (4) Variance inflation factor test and tolerance

Variable	Tolerance	VIP
Digital advertising tools	0.158	3.338
Digital advertising Strategies	0.169	2.903
Barriers affecting digital advertising design	0.177	2.647

Table (4) shows that the values of the variance inflation factor (VIF) are less than (10). It is also noted that the values of Tolerance are between (0.1), which indicates that there is no linear relationship between the dimensions of the digital advertising design (the independent variable).

Fourth: Presentation of the study results

4-1 Results of the analysis of the demographic characteristics of the study sample members

In this section, the demographic characteristics of the study sample members are described according to variables using frequencies and percentages as follows:

It is noted from Table (5) the following: that males constitute the largest percentage of the study

sample members at a rate of (68.1%) compared to (31.9%) for females. Those aged 30 to less than 40 constitute the largest percentage of the study sample members at a rate of (45.3%), and the lowest percentage was for those aged 50 years and over (6.7%). Those whose academic qualification was a bachelor’s degree constituted the largest percentage of the study sample individuals (59.7%), and the lowest percentage was for those whose academic qualification was a doctorate (3.3%). Those who their years of experience range from 10 years to less than 15 years constitute the largest percentage of the study sample members at a rate of (56.7%), and the smallest percentage was for those whose years of experience range from 15 years or more at a rate of (3.9%). Those whose job title is graphic designer constitute the largest percentage of the study sample’s individuals, at a rate of (32.2%), and the lowest percentage was for those whose job title is website manager, at a rate of (15%).

Table (5) Distribution of the study population according to demographic variables

Variable	Category	Frequency	Percentage %
Gender	Male	245	68.1
	Female	115	31.9
Total		360	100%
Age	Less than 30	50	13.9
	30 – 41	163	45.3
	40 – 40	123	34.2
	Over 50	24	6.7
Total		360	100%
Academic Qualification	Technical education	24	6.7
	Bachelor	215	59.7
	Master	109	3.03
	PhD	12	3.3
Total		360	100%
Years of experience	Less than 5 years	17	4.7
	5 – 10	125	34.7
	10 – 15	204	56.7
	Over 15	14	3.9
Total		360	100%
Job title	Website manager	54	15.0
	Editor-in-chief of newspaper	76	21.1
	Journalist	114	31.7
	Graphic designer	116	32.2
Total		360	100%
Total of study population		360	

2-4 Results of averages and standard deviations

The study questions were answered as follows:

Results of the first question: What is the level of digital advertising design, including its

dimensions (digital advertising tools, digital advertising design strategies, barriers affecting digital advertising design) from the point of view of the study community?

To answer the first question, the arithmetic means, standard deviations, and materiality of the digital ad design items were analyzed according to its dimensions (digital advertising tools, digital advertising design strategies, barriers affecting digital advertising design). Tables (6), (7), (8) and (9) explain that.

Table (6) Results of arithmetic averages and standard deviations for digital advertising design (independent variable)

Rank	Paragraph	Arithmetic averages	Standard deviation	Materiality
2	Digital advertising tools	3.88	0.75	High
1	Digital advertising strategies	3.93	0.74	High
3	Barriers affecting digital advertising design	3.96	0.76	High
Total		3.92	0.554	High

It is noted from Table (6) that the design of the digital advertisement received a high score, as the arithmetic average reached (3.92). It came in first place after “barriers that affect the design of digital advertising,” with an arithmetic average of (3.96). It came in second place after “strategies.” "Digital advertising design", with an arithmetic average of (3.93), and came in third place after "Digital advertising tools", with an arithmetic average of (3.88), all of which came with a high score.

The arithmetic means and standard deviations were analyzed for the dimensions of the digital advertising design as follows:

First: the arithmetic averages and standard deviations for the paragraphs of digital advertising tools

Table (7) Arithmetic averages and standard deviations for paragraphs of digital advertising tools

Item No.	Rank	Paragraph No.	Arithmetic means	Standard deviation	Materiality
1	1	Digital advertising works to create interest and awareness of the brand	4.05	0.818	High
8	2	Consumers prefer digital advertising design because of the wide range it offers them	4.02	0.967	High
6	3	The design of digital advertising on websites had a significant impact on building the company’s name and products	4.00	0.957	High

9	4	The use of digital advertising increased the popularity of the brand among Internet users	4.00	0.911	High
10	5	Digital advertising design acts as portals that provide spaces for companies and individuals to promote their products	3.69	0.705	High
5	6	Digital advertising design acts as portals that provide spaces for companies and individuals to promote their products 3.96 0.705 Hi	3.84	0.888	High
7	7	The digital advertising design worked to create value for the products through their bearer that is memorable and easily recognizable	3.80	0.869	High
2	8	The design of digital advertising has a positive attitude towards the company's product and thus works to increase companies' performance in terms of (sales, market share, and profitability)	3.73	0.626	High
3	9	The use of digital advertising helped provide feedback, which enhances awareness of the product	3.73	0.658	High
4	10	Digital advertising is more efficient compared to other media channels	3.70	6.24	High
Total			3.88	0.516	High

Second: Arithmetic averages and standard deviations for paragraphs of digital advertising design strategies

Table (8)

Arithmetic averages and standard deviations for paragraphs of digital advertising design strategies

Item No.	Rank	Paragraph No.	Arithmetic means	Standard deviation	Materiality
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8	1	The use of digital advertising through mobile advertising is advancing mobile technology and creating new delivery platforms for both marketers and advertisers	4.04	0.961	High
3	2	Digital advertising design encourages viral advertising by conveying the information they receive about family and friends	4.03	0.966	High
5	3	The design of digital advertising as banners works to create awareness and attract customers' attention	4.03	0.966	High
4	4	Digital advertising design as display ads has a positive impact on brand awareness and ad recall	4.02	0.926	High
10	5	The design of digital advertising through word of mouth advertising is seen as a trustworthy and reliable source of information	3.98	0.930	High
1	6	Digital email advertising design increases attitudinal brand loyalty through growth in purchasing behavior	3.97	0.834	High
6	7	The use of digital advertising increases the return on investment	3.86	0.585	High
9	8	The use of digital advertising design through advertising games, which are games specifically designed to function as promotional advertisements	3.86	0.515	High
2	9	The use of digital advertising via e-mail works to reach a large number of subscribers daily	3.80	0.869	High
7	10	The use of digital advertising through social media works to influence various aspects of consumer behavior, including awareness,	3.68	0.574	High

		information acquisition, opinions, attitudes, and purchasing behavior			
Total			3.93	0.554	High

Third: Arithmetic averages and standard deviations for the paragraphs of barriers affecting the design of digital advertising

Table (9)

Arithmetic averages and standard deviations for barriers affecting digital advertising design

Item No.	Rank	Paragraph No.	Arithmetic means	Standard deviation	Materiality
9	1	Consumer use of digital advertising varies according to income levels	4.07	0.822	High
7	2	Education levels affect consumer use of digital advertising design	4.05	0.821	High
1	3	Consumer attitude can affect the quality of digital advertising design	4.04	0.966	High
5	4	Trust affects the buyer through digital advertising and enhances customers' purchasing confidence	4.03	0.970	High
8	5	The increasing spread of the Internet affects the design of digital advertising	4.01	0.804	High
3	6	The use and knowledge of social media affects customers' attitudes towards the digital advertising design process	3.98	0.920	High
2	7	The nature of digital advertising information can influence consumer decision	3.95	0.927	High
4	8	The issue of privacy of personal information affects the design of digital advertising	3.81	0.878	High
6	9	Providing customers with control over their information reduces perceived privacy risks to customers	3.69	0.619	High
Total			3.69	0.668	High

Results of the second question: What is the level of development of graphic design from the

point of view of the study sample in Jordan?

To answer the first question, the arithmetic means, standard deviations, and materiality of the graphic design development paragraphs were analyzed. Table (10) shows this.

1. Arithmetic averages and standard deviations for graphic design development paragraphs

Table (10) Arithmetic averages and standard deviations for graphic design development paragraphs

Item No.	Rank	Paragraph No.	Arithmetic means	Standard deviation	Materiality
9	1	The presence of design, creative and marketing ideas affects the design of digital advertising	4.07	0.822	High
7	2	Graphic design is a very influential means of mass communication	4.04	0.961	High
1	3	Graphic design is a creative approach carried out by a designer or group of designers based on the client's request	4.03	0.966	High
5	4	The graphic design as a logo symbolizes the company or institution and expresses its position and ideas	4.01	0.804	High
8	5	Graphic design requires time, effort, and effective experience	4.00	0.957	High
3	6	The goal of graphic design is to create a design that pleases the eye and attracts the attention of the recipient	3.86	0.585	High
2	7	Graphic design is for the designer to deal with ideas, concepts, texts, and images and display them in a harmonious visual form	3.84	0.888	High
4	8	Graphic design is the basis for solving visually designed problems using writing, drawings, and images	3.80	0.869	High
6	9	Graphic design contributes significantly to building a brand	3.69	0.626	High

		Graphic design vocabulary is organized and combines aesthetic and functional performance	3.73	0.658	High
		It is important to have graphic design elements in the digital advertising design process	3.73	0.574	High
		Digital advertising design is a combination of graphic design and marketing	3.68	0.574	High
Total			3.87	0.668	High

It is clear from Table (10) that the most important paragraphs for the development of graphic design were “The presence of design, creative, and marketing ideas affects the design of digital advertising” with an arithmetic mean of (4.07), and the lowest percentages are Paragraph (3) with an arithmetic mean of (3.88) and indicates (the design of digital advertising is a combination of graphic design and marketing) with a total number of (12) paragraphs and an overall arithmetic average of (3.87).

3-4 Testing the study hypotheses

In this section, the study hypotheses are tested:

First: HO.1 The first main hypothesis: There is no statistically significant effect at a significant level ($\alpha \leq 0.05$) for digital advertising design represented by its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design) in the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites.

To test this hypothesis, the standard multiple linear regression test was used. Table (11) shows this.

Table (11): Standard multiple regression analysis to identify the impact of digital advertising design represented by its dimensions (digital advertising tools, digital advertising design strategies, barriers affecting digital advertising design) on the development of graphic design in Jordan

Dependent variable	Model summary		Variance ^b			Dimensions of independent variable	Regression coefficients ^a		
	RR	R ²	Degree of freedom	(F) Value	Sig F statistical significance		(B) Value	(T) Value	Sig t statistical significance
	Correlation coefficient	Coefficient of determination							

		ation								
Indepe nd-ent variabl e	0.969	0.939	Reg re- ssio n	3	260.2 36	0.000	Constant	0.32 6	6.33 9	0.0000
							Digital advertisi ng tools	0.60 3	19.1 00	0.0000
			Resi dula s	35 6			Digital advertisi ng design strategie s	0.18 8	6.62 6	0.0000
			Tota l	35 9			Barriers affecting digital advertisi ng design	0.11 7	5.07 9	0.0000

*The independent variable is digital advertising design, represented by its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design

^b Change dependent on the development of graphic design

Table (11) shows, based on the t-test values, that the sub-variables related to digital advertising design represented by its dimensions (digital advertising tools, digital advertising design strategies, barriers affecting digital advertising design) have a statistically significant impact on the level of graphic design development, The calculated (t) values ranged between (5.079 - 19.100), and all of them were significant values at the significance level ($\alpha \leq 0.05$). It is noted that the value of the correlation coefficient for the relationship between digital advertising design with its dimensions and graphic design development reached ($R=0.969$), and the coefficient of determination reached ($R^2=0.939$), meaning that digital advertising design as an independent variable with its dimensions explains (93.9%) of the variance in the dependent variable. It is the development of graphic design, and the calculated F value was ($F=1822.735$), which is a significant value at the significance level ($\alpha \leq 0.05$).

To determine the importance of each independent variable separately in the impact of digital advertising design on the development of graphic design, a Stepwise Multiple Regression analysis was conducted, as shown in Table (13), which shows the order in which the independent variables enter the regression equation.

Table (13) Results of Stepwise Multiple Regression analysis to predict the level of graphic design development through the dimensions of digital advertising design

Model number	Model summary	Variance			
	R	R ²			Sig F

	Correlation coefficient	Determination coefficient	Degree of freedom	(F) value	statistical significant
1	0.958	0.919	1	4040.143	0.000
2	0.967	0.934	2	2544.451	0.000
3	0.969	0.939	3	1822.735	0.000
Model number					
1. Digital advertising tools					
2. Digital advertising tools, digital advertising design strategies					
3. Digital advertising tools, digital advertising design strategies, barriers affecting digital advertising design					

Looking at the results presented in Table (13), the dimensions of the independent variable “digital advertising design” were as follows: Digital advertising tools came in first place and explained (91.9%) of the variance in the dependent variable “graphic design development,” while digital advertising design strategies came in second place, as they explained (93.4%) of the variance in graphic design development . Resolving the barriers that affect digital advertising design comes in third place with digital advertising tools and digital advertising design strategies, and explains (93.9%) of the variance in graphic design development. Accordingly, the null hypothesis is rejected and the alternative hypothesis is accepted, meaning that “there is a statistically significant effect” at a significant level ($\alpha \leq 0.05$) for digital advertising design represented by its dimensions (digital advertising tools, digital advertising design strategies, barriers affecting digital advertising design) in the development of graphic design.

Table (15) Results of stepwise multiple linear regression coefficients to reveal the impact of digital advertising design with its dimensions on the development of graphic design in Jordanian digital marketing companies, newspapers, and Jordanian news websites

Model		Regression coefficients		
		(B) value	(T) Value	Sig t statistical significant
1	Digital advertising tools	0.918	63.562	0.000
2	Digital advertising tools	0.680	23.723	0.000
	Digital advertising design strategies	0.248	9.289	
3	Digital advertising tools	0.603	19.100	0.000
	Digital advertising design strategies	0.188	6.626	0.000
	Barriers affecting digital advertising design	0.117	5.079	0.005

It is noted from Table (15) that all values of (B) at the calculated and different levels of (T) in the three models had a significance of (0.000), and all of them were less than (0.05), and they are significant at the level ($\alpha \leq 0.05$). This confirms the significance of the coefficients. Based on the above, we cannot accept the first main null hypothesis and accept the alternative hypothesis, which states that there is a statistically significant effect at a significant level ($\alpha \leq 0.05$) for the design of digital advertising represented by its dimensions (digital advertising tools, digital advertising design strategies, barriers affecting the design Digital advertising) in graphic design

development.

Question Three: What is the impact of digital advertising tools on the development of graphic design in Jordanian digital marketing companies, newspapers, and news websites?

To answer the third question, (HO1.1) was tested, and a simple regression test was conducted to identify the relationship between digital advertising tools in developing graphic design from the point of view of the study sample. Table (16) is illustrative.

HO1.1 The first sub-hypothesis: There is no statistically significant effect at a significant level ($\alpha \leq 0.05$) of digital advertising tools in developing graphic design in Jordanian digital marketing companies, newspapers, and news websites.

Table (16) Results of the median linear regression test to reveal the impact of digital advertising tools on developing graphic design in Jordanian digital marketing companies, newspapers, and news websites

Dependent variable	Model summary		Variance ^b			Dimensions of independent Variable	Regression coefficients ^a			
	RR	R ²	Degree of Freedom	(F) Value	Sig F statistical significance		(B) Value	(T) Value	Sig t statistical significance	
Independent variable	0.958	0.919	Regression	3	4040.143	0.000	Constant	0.307	5.437	0.0000
			Residuals	35			Digital advertising tools	0.918	63.562	
			Total	35						

^a Independent variable digital advertising tools

^b Change dependent on the development of graphic design

Looking at Table (16), the results showed that the value of the correlation coefficient (R) between the two variables (digital advertising tools and graphic design development) was 0.958, and the relationship between the two variables was direct. This explains that the dimension of digital advertising tools positively affects the dependent variable “development of graphic design,” and the value of the coefficient of determination (R²) was (0.919), meaning (91.9%) of the change in

digital advertising design and development of graphic design, while the value was (The calculated F (4040.143) has a statistical significance level of (0.000) which is less than ($\alpha \leq 0.05$). This confirms the significance of the regression. Based on the previous results, the null hypothesis was rejected, and the alternative hypothesis was accepted, meaning that there is a statistically significant effect at a significant level ($\alpha \leq 0.05$) of digital advertising tools in developing graphic design from the point of view of the study sample.

Question Four: What is the impact of digital advertising design strategies on the development of graphic design from the point of view of the study sample in Jordan?

To answer the fourth question, (HO1.2) was tested, and a simple regression test was conducted to identify the relationship between digital advertising design strategies in developing graphic design from the point of view of the study sample. Table (17) shows this.

HO1.2 The second sub-hypothesis: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) of digital advertising design strategies in developing graphic design from the point of view of the study sample.

Table (17) Results of a simple linear regression test to reveal the impact of digital advertising design strategies on developing graphic design in Jordanian digital marketing companies, newspapers, and news websites.

Dependent variable	Model summary		Variance ^b			Dimensions of independent Variable	Regression coefficients ^a			
	RR	R ²	Degree of Freedom	(F) Value	Sig F statistical significance		(B) Value	(T) Value	Sig t statistical significance	
Independent variable	0.912	0.831	Regression	1	1761.703	0.000	Constant	0.677	8.802	0.0000
			Residuals	35			Digital advertising design strategies	0.814	41.973	0.0000
			Total	35						

^a Independent variable: digital advertising design strategies

^b Dependent variable on the development of graphic design

Looking at Table (17), the results showed that the value of the correlation coefficient (R) between the two variables (digital advertising design strategies and graphic design development) was

0.912, and the relationship between the two variables was direct. This explains that the dimension of digital advertising design strategies positively affects the dependent variable “development of graphic design,” and the value of the coefficient of determination (R^2) was (0.831), meaning (83.1%) of the change in digital advertising design and graphic design development, while the value of the calculated F was (1761.703) and has a statistical significance level of (0.000) which is less than ($\alpha \leq 0.05$). This confirms the significance of the regression. Based on the previous results, the null hypothesis was rejected, and the alternative hypothesis was accepted, meaning that there is a statistically significant effect at a significant level ($\alpha \leq 0.05$) of digital advertising design strategies in developing graphic design from the point of view of the study sample.

Question five: What is the impact of the barriers that affect the design of digital advertising on the development of graphic design from the point of view of the study sample in Jordan?

To answer the fifth question, (HO1.3) was tested, and a simple regression test was done to identify the relationship between the barriers that affect the design of digital advertising in the development of graphic design from the point of view of the study sample. Table (18) is illustrative.

HO1.3 The third sub-hypothesis: There is no statistically significant effect at the level of significance ($\alpha \leq 0.05$) on the barriers that affect the design of digital advertising in the development of graphic design from the point of view of the study sample

Table (18) Results of a simple linear regression test to reveal the impact of barriers affecting digital advertising design in graphic design development

Dependent variable	Model summary		Variance ^b			Dimensions of independent Variable	Regression coefficients ^a			
	RR	R ²	Degree of Freedom	(F) Value	Sig F statistical significance		(B) Value	(T) Value	Sig t statistical significance	
Independent variable	0.902	0.813	Regression	1	1560.729	0.000	Constant	1.228	18.104	0.0000
			Residuals	35			Barriers affecting digital advertising design	0.668	39.506	0.0000
			Total	35						

^a Independent variable: Barriers affecting digital advertising design

^b Dependent variable: The development of graphic design

Looking at Table (18), the results showed that the value of the correlation coefficient (R) between the two variables (barriers affecting digital advertising design and graphic design development) was 0.902, and the relationship between the two variables was direct. This explains that the number of barriers that affect the design of digital advertising positively affects the dependent variable “development of graphic design,” and the value of the coefficient of determination (R^2) was (0.813), meaning (81.3%) of the change in the design of digital advertising and the development of graphic design, while the calculated (F) value reached (1560.729) with a level of statistical significance (0.000), which is less than ($\alpha \leq 0.05$). This confirms the significance of the regression. Based on the previous results, the null hypothesis was rejected, and the alternative hypothesis was accepted, meaning that there is a statistically significant effect at a significant level ($\alpha \leq 0.05$) on the barriers that affect the design of digital advertising in the development of graphic design from the point of view of the study sample.

4-4 Discussing the results of the study and recommendations

First: Discussing the results

A discussion of the results can be presented, organized according to the study variables, as follows:

The results of the study showed that the digital advertising tools dimension has a high degree of agreement, as its arithmetic mean reached (3.88). This indicates the study sample’s perception and awareness of the importance of digital advertising tools, and this is shown by the fact that consumers prefer the design of digital advertising because of the wide scope that is provided to them, and that the design of digital advertisements through websites had a significant impact on building the company’s name and its products.

It is clear from the results of the study that the most important paragraphs of digital advertising tools were “Digital advertising works to create interest and awareness of the brand” with a mean of (4.05), and the lowest percentages are paragraph (4) with a mean of (3.70) and indicates that (Digital advertising is more efficient compared to others Media channels) with a total number of paragraphs (10) and an overall arithmetic average of (3.88).

The results of the study showed that the digital advertising design strategies dimension had a high degree of agreement, as its arithmetic mean reached (3.88). This indicates the study sample’s perception and awareness of the importance of digital advertising design strategies, and this is shown by the fact that digital advertising design works to encourage viral advertising by conveying the information they receive about family and friends, and that digital advertising design as banners works to create awareness and attract customers’ attention.

It is clear from the results of the study that the most important paragraphs of digital advertising design strategies were “The use of digital advertising through mobile advertisements works to develop mobile phone technology and create new delivery platforms for both marketers and advertisers” with a mean of (4.04) and the lowest percentages is paragraph (7) with an average Arithmetic (3.68) and indicates (the use of digital advertising through social media works to influence various aspects of consumer behavior, including awareness, information acquisition, opinions, attitudes, and purchasing behavior) with a total number of paragraphs (10) and an overall arithmetic average (3.93).

The results of the study showed that the dimension of barriers that affect advertising design has a high degree of agreement, as its arithmetic mean reached (3.96). This indicates the study

sample's perception and awareness of the importance of barriers that affect advertising design, and this is shown through: Education levels affect consumer use of digital advertising design, and consumer attitudes can also affect the quality of digital advertising design

It is clear from the results of the study that the most important items on the barriers that affect the design of digital advertising were "The consumer's use of digital advertising varies according to income levels" with a mean of (4.07), and the lowest percentages are paragraph (6) with a mean of (3.69), and it indicates (that working to provide customers controlling their information reduces the risks of customer privacy) with a total number of items (9) and an overall arithmetic average of (3.96).

The results of the study showed that after developing the graphic design, there was a high degree of approval, as the arithmetic mean reached (3.87). This indicates that graphic design is a means of mass communication and is very influential, and that graphic design is a creative approach carried out by a designer or group of designers based on the client's request.

It is clear from the results of the study that the most important readings for the development of graphic design were "The presence of design, creative and marketing ideas affects the design of digital advertising" with a mean of (4.07), and the lowest percentages are paragraph (3) with a mean of (3.88) and it indicates that (The design of digital advertising is a combination of Graphic design and marketing) with a total number of paragraphs (12) and an overall arithmetic average of (3.87).

The results of the study showed that the (independent variable) digital advertising design represented by its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design) has a statistically significant relationship with the development of graphic design and that the value of the coefficient of determination (R^2) for the relationship between design Digital advertising and graphic design development amounted to (96.9%).

The results of the study showed that digital advertising tools have a statistically significant relationship with the development of graphic design, and that the value of the coefficient of determination (R^2) for the relationship between digital advertising tools and the development of graphic design reached (95.8%).

The results of the study showed that digital advertising design strategies have a statistically significant relationship with the development of graphic design, and that the value of the coefficient of determination (R^2) for the relationship between digital advertising design strategies and graphic design development reached (91.2%).

The results of the study showed that the barriers that affect the design of digital advertising have a statistically significant relationship with the development of graphic design, and that the value of the coefficient of determination (R^2) for the relationship between the barriers that affect the design of digital advertising and the development of graphic design reached (90.2%).

Second: Results

The study reached a set of results:

1. Digital advertising works to create interest and awareness of the brand, and consumers prefer digital advertising design because of the wide range it offers. Digital advertising design across websites had a significant impact on building the company's name and products and worked to increase the popularity among Internet users towards the brand. Finally, it acts as portals that

- provide spaces for companies and individuals to promote their products.
2. Digital advertising design works as portals that provide spaces for companies and individuals to promote their products and works to create value for the products through their bearer that is memorable and easily recognizable. It also has a positive attitude towards the company's product and thus works to increase companies' performance in terms of (sales, market share, and profitability).
 3. The use of digital advertising through mobile advertising works to advance mobile technology and create new delivery platforms for both marketers and advertisers. Digital advertising design works to encourage viral ads by conveying the information they receive about family and friends, and banners work to create awareness and attract customers' attention.
 4. The design of digital advertising via e-mail increases brand loyalty in situations through the growth of purchasing behavior and works to increase the return on investment. The use of digital advertising design through advertising games, which are games designed specifically to work as promotional advertisements
 5. The consumer's use of digital advertising varies according to income levels, and education levels affect the consumer's use of digital advertising design, and the consumer's attitude can affect the quality of digital advertising design. Trust also affects the buyer through digital advertising and enhances purchasing confidence for customers.
 6. The presence of design, creative and marketing ideas affects the design of digital advertising. Graphic design is a means of mass communication and is very influential and it is a creative approach carried out by a designer or group of designers based on the client's request. It is also used as a logo to symbolize the company or institution and express its position and ideas.

Third: Conclusion

The study aimed to demonstrate the role of digital advertising design in its dimensions (digital advertising tools, digital advertising design strategies, barriers that affect digital advertising design) in developing graphic design for digital marketing companies (newspapers and news websites). The results concluded that the use of digital advertising... Mobile advertising works on developing mobile phone technology and creating new delivery platforms for both marketers and advertisers. Digital advertising design works to encourage viral ads by conveying the information they receive about family and friends, and banners work to create awareness and attract customers' attention, and the coefficient of determination (R^2) has a role of digital advertising design in developing graphic design (93.9%).

Fourth: Recommendations

The study recommended working on the following:

1. It is necessary to pay attention to the availability of graphic design elements during the digital advertising design process because it is a combination of graphic design and marketing, and the graphic design vocabulary is organized and combines aesthetic and functional performance.
2. The necessity of working to provide customers with control over their information reduces the risks of perceived privacy for customers. The issue of privacy of personal information also affects the design of digital advertising.
3. Encouraging the use of digital advertising via email, which works to reach a large number of subscribers daily, and its use through social media works to influence various aspects of consumer behavior, including awareness, information acquisition, opinions, attitudes, and

purchasing behavior.

4. Encouraging the use of digital advertising because it helps provide feedback, which enhances awareness of the product and digital advertising is more efficient compared to other media channels.

Fifth: Future recommendations

The coefficient of determination (R^2) reached (96.9%), and this indicates that (3.1%) is attributable to other factors. Therefore, the researcher recommends studying the effect of the colors used in digital advertising on the development of graphic design, as the time period of digital advertising and the colors used in it are factors. Influencing the psychology of members of the study communities and their ability to view advertisements can be achieved through increasing interaction with graphic design.

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