HOVHANNISYAN S. V., HULA Y. P.,
MAZNICHENKO O. V., BOLDYREVA O. A.
Kyiv National University of Technologies and Design

CURRENT DESIGN TRENDS IN COMPUTER GAME ADVERTISING

The purpose *of the study is to analyze and identify the main trends in computer game advertising and its design. Research of functional and visual features of the design of certain types of Internet advertising.*

Methodology. *The research methodology is based on a systematic analysis of scientific works mainly thematically related to Internet advertising and the features of its design for different platforms. Visual analytical, comparative, and monographic methods of scientific analysis of sources are used in this paper.*

Results. *The current trends in advertising, which are most relevant for the gaming industry today, were studied. Therefore greater emphasis has been placed on the three most popular and relevant to the game field types of online advertising and their graphic design features. Based on the analysis of scientific works and responses from people on Internet sites, a significant interest in Internet advertising was found in contrast to traditional form of advertising, namely the banner, video advertising and blogging. The features, advantages, and disadvantages of each of these types of online advertising have been identified. It has been clarified which aspects in the design of these types of advertising are important. The reasons for the success of the use of these types of online advertising in the field of games and their psychological impact on the consumer are analyzed. The importance of the right approach to the design of these types of advertising is determined.*

Scientific novelty *of the research lies in summarizing previous research on this topic and identifying the features of certain types of online advertising, structuring information about the advantages and disadvantages of each, identifying the design features of each type, as well as analyzing the reasons for their success in gaming and the role of graphic design in this.*

Practical significance. *Research materials can be used as a theoretical basis for the creation of projects related to computer games advertising. Researched information and scientific materials of various authors allowed us to create an informative article, the content of which can be useful in developing appropriate design projects and choosing the direction of advertising for them.*

Keywords: *internet; advertising; online advertising; design; graphic design; banner; video advertising; games; blogging.*

Introduction. The computer game industry today is a huge mechanism for earning money. The market for computer games is growing rapidly, thousands of new games are released every year, and the level of competition in this area is quite high. In this regard, gaming companies are trying to use the latest and most effective ways to promote their products. Based on differences in consumer preferences today in the arsenal of products produced by companies, some games are designed for a single player and are independent of the network and there are mass online games designed for many users, in which the gameplay is related to the interaction of a group of players via the Internet [4].

Technologies are constantly evolving, advertising trends are trying hard to keep up. The main trend of in-game advertising today is the use of the Internet as a platform for advertising. Because today, broad opportunities are provided for promotion not only by traditional forms of advertising that will never lose their relevance but also by using the Internet, which is replenished every year with new communication tools.

The use of the Internet as a platform for advertising allows to expand the advertising opportunities of the company and helps to form a good relationship between the

company and the consumer. Quite a large percentage of potential buyers receive information about the company's products on the Internet, which contributes to the study of current types of online advertising and the use of online advertising as a means of promoting products and services in the field of games. It is proved that the high-quality design of an advertising message allows you to draw more attention to the advertised product, so we can conclude that the study of the features of graphic design of a particular type of advertising is also very important.

Analysis of previous research. D. Ljakhovych [1], V. Godin, A. Terekhova [2], and I. Epishkin [3] were engaged in research of Internet advertising as an important tool for product promotion. The authors determined the existing types of Internet advertising, analyzed its tasks [2], as well as identified the main functions it corresponds to [1]. Scientific researches of M. Nikolaev [5], I. Bajkov and A. Petrov [6] demonstrated various aspects of Internet advertising: characteristics and features of advertising types on the Internet, analysis of their capabilities and effectiveness, functional orientation as a means of products promotion on the Internet, which provides communication between the audience and the advertiser, the pros and cons of their use.

K. Tatarinov and V. Kapustjan, in their article [11], focused on the reasons for the use of Internet advertising by companies to promote products. The authors concluded that online advertising today is a more effective way to increase the reach of the target audience of potential customers who were previously unavailable when using traditional types of advertising. Y. Anis'kovich, S. Onufrienko [15], N. Vlasjuk [14], and Cameron Francis [13] in their articles explored aspects of the design of different types of online advertising. The authors are confident that the rules and aspects of design that they have described in their articles will help in planning the design projects for online advertising in the future.

Thus, thanks to the analysis of scientific articles of these authors, it was concluded that the topic is relevant and requires further study. The works of these authors can identify the main directions in online advertising and their features, but they lack a more detailed disclosure of some important aspects of online advertising. It is also worth noting that not all articles on the features of advertising design are informative enough and not all of them are in the archives of scientific conferences and journals, which is an omission on the part of researchers because the topic is important.

Statement of the problem. Since the game industry is quite developed and popular today, the study of trends in modern advertising and design methods and more effective promotion of products is very important. Therefore, the analysis of trends in the types of Internet advertising, which is currently a very popular niche, their systematization, and identification of features of their design is relevant. The article aims to study and analyze the most successful types of online advertising and their design; to identify their features and analyze their effectiveness; determine their advantages and disadvantages; find out the design aspects for certain types of online advertising.

Results of the research. Nowadays, online advertising is an integral part of the modern world as a tool for the strategy of promoting products and services to consumers of any industry from completely different parts of the world. Internet technologies are not standing still and are successfully evolving every year, expanding the range of advertising opportunities with new ideas. There are many tools for promoting business and products on the Internet, but not all of them are suitable for the gaming industry.

Due to intensified competition in the domestic and global markets, the successful promotion of any organization of its products depends largely on the chosen methods of advertising and their effective use, as well as

the well-established system of interaction with customers. Therefore, it is important to analyze current trends and systematize current types of advertising and means of their effective design in the field of games.

Unlike traditional advertising, such as outdoor advertising and press publications, online advertising has a number of advantages that make it more popular. The first advantage is the low cost. In the past, only large development companies could afford different types of advertising, but today due to the advent of online advertising, smaller companies with small capital have the opportunity to promote their products on the market.

It is also important to be able to correct the advertising message at any time. For example, in publications on networks such as Twitter or Facebook, which are often used to highlight information, the designer has the opportunity to adjust the color scheme or text message if something does not suit or has changed. In the case of press releases, more time and effort are required. Advertisers also have the ability to track users' reactions and actions to adjust their advertising strategy depending on the situation [1].

The scope of advertising views should also be noted. The field of computer games is designed for the younger generation from about 14 to 55 years. Not all of them pay attention to outdoor advertising or television, but they definitely use the Internet, which means that most of the users interested in games will see the advertisement.

There are various expert assessments of Internet advertising trends in this area. However, the analysis revealed that the main areas include the use of banner advertising and video advertising, as well as those which are currently in demand – blogging and its specific directions [2].

Banner advertising is a tool for attracting users, promoting goods, services, or brands, in which the advertiser places the graphic objects of advertising nature on other sites. This is a popular format and is used by many advertisers. Yepishkin I. notes that each banner contains a unique advertising message, which can look like a static or animated image, and in some cases contains interactive elements. Ads are placed in separate blocks, and in addition to a short relevant advertising text also a miniature image of the advertised product or character is added [3]. The tactical task of banner advertising is to move the user to the advertiser's site. There are four types of banners:

1. Graphic banners – static information graphic blocks that are placed in different parts of the site. In (Fig. 1) we can see the ordinary banner, the design of which is not quite aesthetic but reflects the essence of the game, which for some advertisers is more important than beautiful design.

2. Flash banners – animated images made using Flash or HTML5 technology. Such banners also do not cover the entire page and appear in some parts of the site. Elements of animation in such a banner perfectly convey the movements of objects. The banner can redirect the user to the advertiser's page.

3. TopLine – banners that are located at the top or bottom of the page, above or below the content of the site. Such banners usually contain inserts that allow them to resize depending on the screen settings.

4. Rich-Media – "floating banners" that appear on top of the content of the site and block access to the content of the site until the user closes them or expires the time set for reviewing advertising. These banners may include many elements, such as video, audio, and others [5].

The advantages of banner advertising include a large audience, advertising budget, and the ability to experiment with content. Banners are one of the most visible formats of advertising, which allows the company to expand coverage, ensuring high user engagement and increasing product recognition. The banner can be placed on any site, even not thematically related, which

allows the company to expand the field of advertising. The opportunity to experiment is that graphic content has a huge field for creative implementation. Due to the fact that banner advertising is not expensive, it is possible to experiment with color solutions, shapes, text, characters, placement on sites and test which option consumers will prefer for future use.

Depending on the type of banner, the cost of advertising can vary from very low to quite high. Creating a designer animated banner can be quite expensive, but placing the usual graphic banners on the sites, which are used most often, does not require a large budget. Thus, banner advertising is available to more companies and is so popular.

The big disadvantage of banner advertising is that it causes irritation and "banner blindness" of the users. Banner blindness is a phenomenon in which people develop intolerance to the advertising placed on the website and knowing the places where it is usually placed, a person ignores it, so the coverage falls. However, the correct placement and design of the banner can improve the situation.

Proper banner design is an important aspect of developing an advertising strategy. Properly selected colors and composition will attract more attention and minimize the impact of the phenomenon of "banner blindness", which hinders the promotion of products. A good slogan and posted information directly affect the perception of advertising by consumers, so it is important to choose everything correctly to increase traffic and clicks on ads, encourage people to go to the site of the game.

In addition to the usual pop-ups, the design of banners, which are located at the top of the sites (Fig. 2) is also very important because this is the first thing that users see when going to the site. Seasonal offers and promotions can be placed on such banners, which will be perceived more positively than a pop-up banner. Thus, the development of a

unique, professional banner that will be attractive and interesting, will be effective for promoting the game on the Internet and will minimize the shortcomings of this advertising [13].

The main aspects in the design of banners are layout in format, simplicity of composition, bright colors, the correct selection of font and text content, as well as the variability of banners [14].

Composition is always important in any design project. Proper placement on the format changes the user's perception of the advertising message. In the case of games, the main element of the banner is always the character and the user's reaction depends on its location and posture. Static and dynamic poses are felt differently and can reveal the nature of the character and the game itself. Equally important is the correct arrangement of the character with the text message. A memorable slogan and bright characters that are properly arranged are the key to successful banner design.

It should also be noted that many elements can overload the composition therefore small size of Internet banners is worth considering. So currently the trend in banner design is simplicity. Only the most important things are placed on the format and the amount of text is reduced for better perception. The main purpose of the banner is to draw attention to the game, to encourage people to go to the website where they can find all the detailed and important information.

The use of bright colors in the design of the banner allows you to attract more attention, especially taking into consideration the psychological characteristics of the impact of color on human perception. There is no need to create and broadcast only one type of banner, because the more options one has, the higher is the chance of attracting consumers. Banners with different characters, options for their layout, and a variety of slogans can increase audience reach. If the banner is

placed on the site, it must be integrated with the design and interact with other elements on the page. So creating interactive banners that organically blend into the design of various sites and applications, encouraging users to interact with them, is an effective method to interest and make people look at advertising longer and spend more time on the site. Thus, we can conclude that banner design plays a significant role in promoting online advertising.

On the screenshot of the banner for the game «Crossfire» (Fig. 2) we can see an example of a simple banner design for the site. The purpose of placing game banners on gaming sites is more informative than advertising. Such banners are not aimed to promote the game, but to draw users' attention to special seasonal offers, because they will find the games in the catalog anyway. Although for some users, such a banner can advertise a new game. The design of such banners is trying to save budget, so it is quite simple and clear.

Composition and fonts in terms of graphic design are very stereotypical but effective. Clear fonts are used for text messages and placed on the right or left side of the banner. To attract attention on the opposite side of the text message male and female game characters are placed, there can be shown more than two characters to demonstrate the choice of weapons and clothing style for the greater interest of users. Special locations from the game can be used as a background to convey the atmosphere and to give a more holistic look to the graphic image. The logo of a game can be placed in order to give an idea about which game is advertised.

An interesting feature of the design of advertising banners and posters for games is that in the vast majority, they place female characters in the foreground, which can be seen above. This phenomenon can be explained by the fact that female characters look more interesting and their design is

always more detailed and diverse than the male ones. Another trend in online game advertising is video advertising. Video advertising is advertising content that is played before, during, or after streaming content, which is based on the demonstration of visual images. Videos are often broadcast on TikTok and Instagram social media platforms or on websites before watching an online movie. They usually last from 15 to 30 seconds, which is enough to interest the user. But the most popular platform for advertising videos is Youtube. Youtube videos always have built-in ads (Fig. 3), which automatically start when you click on the video.

Built-in advertising on the YouTube platform is the trendiest way to promote any product today. The audience of YouTube channels that promote graphic video content of various topics is estimated at hundreds of thousands of users and casual consumers of content [7]. Therefore, this type of advertising will work more purposefully, in contrast to television or other advertising.

Thus, two main benefits of video advertising can be identified. The first is multicomponent. Video advertising consists of musical and visual components that can affect the consumer's hearing and vision at the same time. As a result, users who see such advertising will have more components in their memory to build an associative series with a particular company and its products.

The second one is informative. Unlike banners, the video provides an opportunity to demonstrate the history and benefits of the advertised object. Advertising videos for games usually show the world of the game, its characters, and, depending on the timing of advertising, fragments of the game history. Due to this, users learn more information in a short time and are more interested in going to the site [6].

Video advertising has two major drawbacks in terms of obsession and advertising budget.
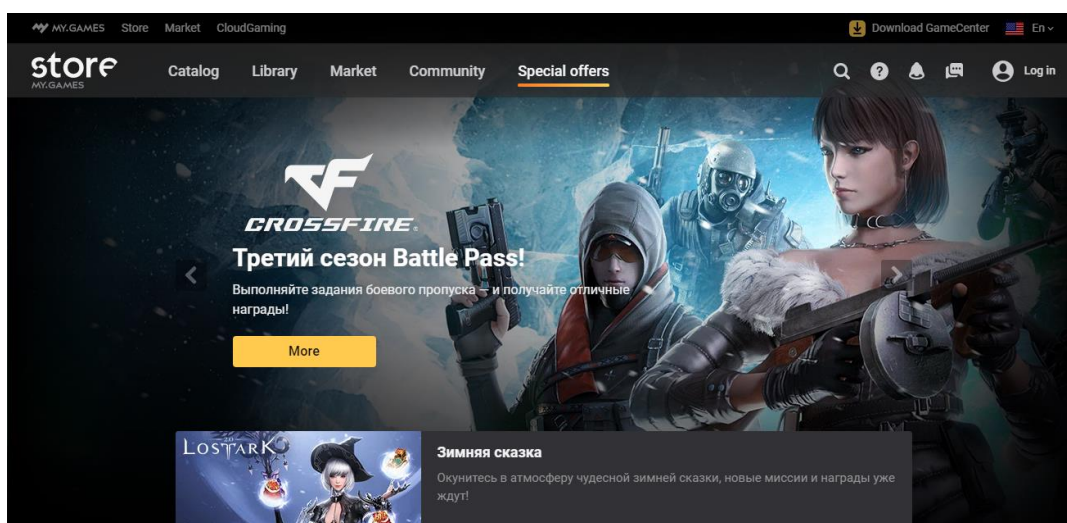
Fig. 1. Banner of the game «FIFA»
[https://play.google.com/store/apps/details?id=com.ea.gp.fifamobile]

Fig. 2. Banner with a special offer for the game «Crossfire»
screenshot of the «Store my games» website, author – Olha Boldyreva, 2022;
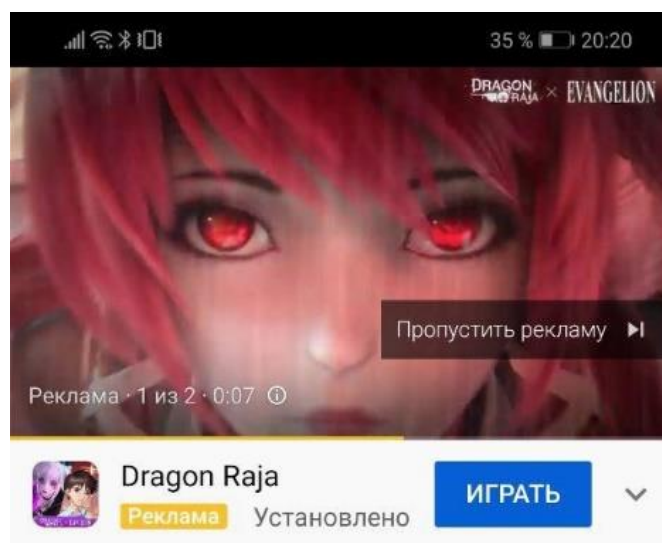[https://store.my.games/play/promo]

Fig. 3. Built-in video advertising of the game «Dragon Raja» on
YouTube; screenshot of the site, author – Olha Boldyreva, 2021;
[https://www.youtube.com/watch?v=zceBSzfW39E]

Video advertising has a higher level of obsession compared to, for example, banner advertising. On the YouTube platform, you can choose to insert a "skip ad" button in the video or set a timing without the ability to switch. Many advertisers prefer the second option, which has a bad effect on consumer perception. It is worth noting that YouTube now inserts not one, but two or even three promotional videos in a row, which, unlike the old version with one, annoys people even more.

In this regard, consumers may also have a syndrome of "banner blindness", but with a different reaction. The company may receive negative reviews because almost always the video with the ad can be like or dislike rated, which affects the statistics of advertising, and therefore its impression rate is underestimated. It also encourages consumers to use Adlock and buy YouTube Premium, which will allow them to avoid ads and reduce the company's advertising reach.

As for the advertising budget, we can highlight its inaccessibility to all companies. Compared to television advertising or outdoor advertising on the big screen, online video advertising is available to a much larger number of advertisers, but for very low-budget companies, such advertising can be a luxury. Advertising videos on platforms such as YouTube or online theaters is very costly, so video ads should only be considered if you have enough budget. Despite its shortcomings, video advertising is the most effective and popular form of online advertising today.

The main aspect of the design of the graphic component of video advertising is a well-thought-out script and the correct use of the visual components of the video. Composition is the basis of everything. The ability to harmoniously arrange graphic elements in the format is crucial to animation design. The right composition allows you to breathe life into the image of objects and makes the work interesting.

Choosing the right font also plays an important role. Text is the main tool for transmitting visual information to the consumer. It should be clear to read and pleasing to the eye for better assimilation of information. A designer uses different types of fonts as a tool for visual conveying and facilitating the perception of the desired information. To do this, there are many types of fonts from grotesque to Gothic, which have their own individual and interesting features of writing [16]. In font design, it is very important to distribute the text blocks correctly so that they harmonize with the overall picture and are readable. The perception of the text in the format and its size will also depend on its perception. By adding expressive text and playing on contrasts, you can emotionally touch the user.

As with banners, the right choice of colors is extremely important in video advertising graphic design. It is essential to be able to choose the right colors and understand the psychology of color for a more effective impact of advertising [15].

The main difference between banner design and video advertising is the presence of a script. Animation graphics allow you to show the user the story. It is crucial to show the essence and engage the user within a short time. For the first seconds of the video, it should intrigue the person, otherwise, they will not watch. Therefore, video ads often use clips with interesting moments of the game, beautiful locations, and unusual skins (variable images of the character in the game).

But as an option, it is also possible to create a simple animation of the character and leave a static image behind it, essentially creating an animated banner with the ability to insert it into the video. This option is also common, but not very popular because it is not so impressive.

It is worth noting that in such videos, textual information is always provided by placing captions or subtitles as well as audio or voice-overs because some users watch

commercials with sound, others without it. Thus, the placement of the text and its voice acting gives a better chance that the information will reach the consumer.

Another popular form of online advertising is blogging. Tatarinov K. notes that blogging includes all types of advertising forms related to content on special platforms on the Internet, used in order to place advertising information [11]. A blogger can place advertising content on their thematic blog or website, or create content for platforms such as Facebook, Twitter, TikTok, Youtube, or Instagram.

Instagram is positioned as a network where people can share their events, stories, and impressions. But like other social networks, it is a popular platform for advertising. There are several ways to advertise your product through Instagram. The first is to create a page for the company or directly the game account, where the developers can convene posts with promotional offers, special promotions and just post new information about the game.

The second is advertising through well-known bloggers. In the last 5 years, blogging advertising has become the most popular format. According to K.S. Fjællingsdal [9], the audience sometimes has a fanatical obsession with popular bloggers, they are no longer perceived as ordinary living people and equate them to a character from the Internet. Some subscribers buy almost everything that their favorite blogger advertises because they trust his opinion. Therefore, advertising products through bloggers is quite profitable but not cheap.

The main advantage of Instagram is targeted messages. This feature is a kind of inline advertising. The ability to adjust those who can see the ads according to the desired parameters (gender, age, interests) makes it much easier. In addition, you can check the statistics and analyze how many people viewed the ad and how many went to the game page.

Another important advantage is the ability to communicate with the audience. In the case of video ads, users could only show their opinion by liking or disliking. However, the Instagram format allows maintaining live communication with the audience and quickly correcting problems with the game or character design as needed. Also quickly report innovations and problems on game servers.

No significant shortcomings were found in Instagram, except for the low effectiveness of advertising compared to video advertising and banners. It usually makes sense to create a game account when the game already has some popularity. Trying to promote the game from scratch will not be the best idea.

Almost all of these design aspects, such as composition, fonts, and color, are also suitable for Instagram graphic content. In fact, Instagram images with some text messages are exactly the same banners. It should be noted that Instagram recommends using one color scheme for all posts on the page to look more solid. However, this tactic does not work with the content of games and is not mandatory for them.

Dimensions should be considered when creating design content. Instagram cuts a certain amount of graphic material when uploading it to the page, so you should work carefully with the format and make indents.

A designer should also use the same boundaries for each post. In this case, the overall image of the page will look more complete and beautiful. For a more pleasant overall look of the page before posting it, a designer can use a grid and see what the graphics will look like [10].

On the example of the instagram post of the game «LeagueOfLegends» (Fig. 5) we can observe a great solution for the design of the post with an information message, which may as well be a banner on some other site. The dynamic composition and the design of the character look very good and attract attention. Fonts are also well-chosen and do not conflict

with the image. A possible remark would be to use a brighter suit color instead of brown, but overall everything is fine. Fig. 4 shows that the game page has 4.2 million subscribers, which is a good indicator and confirms that Instagram is suitable for advertising games.

Conclusions. The analysis of online advertising as a means of promoting modern graphics of online computer games revealed that the Internet nowadays provides a wide range of opportunities to interact with the audience and a large number of options for promoting products. It was found that those advertising projects, which were meticulously designed, are more effective in promoting

products. Formats such as banner advertising, video advertising, and blogging have proven to be the most suitable for gaming advertising, due to their capabilities and audience perception. If you approach the design of each type of advertising correctly, you can get a good result and a positive reaction from the audience. An analysis of the design aspects of each type of online advertising has shown that they have equally important elements: composition, fonts, and color. These three components are crucial to developing a design project for each type of online advertising, but are not limited to them, and are complemented by their own features.
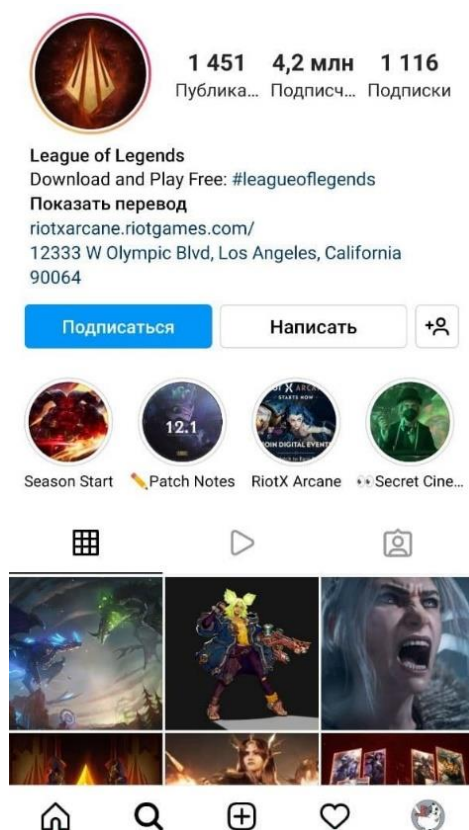

Fig. 4. Screenshot of the official page of the game «LeagueOfLegends», author – Olha Boldyreva, 2022; link to page: https://www.instagram.com/leagueoflegends/

Fig. 5. Screenshot of the content of the game «LeagueOfLegends» from the official page, author – Olha Boldyreva, 2022; link to page: https://www.instagram.com/leagueoflegends/

We can assume, that in a few years the format of online advertising will displace the usual ads in the field of graphic design and marketing, which is shown by the data on its success now, and the range of design

techniques will be replenished with new interesting tools. This statement is due to the fact that the development of technology in recent years is happening at a tremendous pace. More and more methods of product

promotion are appearing, new technologies in graphic design are being introduced, and new and more non-standard design solutions are being offered to companies. The flexibility of the Internet space, its ability to quickly adjust graphic content, the ability to go beyond the usual formats of design and advertising is the reason that online advertising is now in the lead. A careful approach to the development of a design project, proper use of online advertising, and evaluation of its effectiveness for a particular product, will result in its successful promotion. Due to the identified lack of scientific study on the issue of the design of certain types of online advertising, it was concluded that further research is needed.

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СУЧАСНІ ТЕНДЕНЦІЇ В РЕКЛАМІ КОМП'ЮТЕРНИХ ІГОР

ОГАНЕСЯН С. В., ГУЛА Є. П.,
МАЗНІЧЕНКО О. В., БОЛДИРЕВА О. А.
Київський національний університет технологій та дизайну

Метою роботи є аналіз та визначення основних тенденцій у рекламі комп'ютерних ігор та її дизайні. Дослідження функціональних та візуальних

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ОГАНЕСЯН С. В., ГУЛА Е. П.,
МАЗНИЧЕНКО О. В., БОЛДЫРЕВА О. А.
Киевский национальный университет технологий и дизайна

Целью работы является анализ и определение главных тенденций в рекламе компьютерных игр и ее дизайне, исследование функциональных и визуальных

особливостей дизайну певних видів інтернет-реклами.

Методологія дослідження заснована на системному аналізі наукових праць переважно тематично пов'язаних із рекламою в Інтернеті та особливостями її дизайну для різних платформ. У роботі використано візуально-аналітичні, порівняльні та монографічні методи наукового аналізу джерел.

Результати. Було досліджено сучасні тенденції у рекламі, які найбільш актуальні для сфери ігор зараз. Акцент зроблено на трьох найбільш популярних та відповідних для сфери ігор видах інтернет-реклами та особливостях графічного дизайну кожного. На основі аналізу наукових праць та відгуків людей на інтернет-майданчиках було виявлено значний інтерес до інтернет-реклами на противагу традиційній, а саме до банерної, відеореклами та блогерства. Виявлено особливості, переваги та недоліки кожного з цих видів інтернет-реклами. З'ясовано, які аспекти у дизайні цих видів реклами є важливими. Проаналізовано причини успішності використання цих видів інтернет-реклами в галузі ігор та їх психологічний вплив на споживача. Визначена важливість правильного підходу до дизайну даних видів реклами.

Наукова новизна полягає в узагальненні попередніх досліджень по зазначеній темі та виявленні особливостей певних видів інтернет-реклами, структуруванні інформації про переваги та недоліки кожного, виявленню особливостей дизайну кожного виду, а також аналізу причин успішності їх використання у сфері ігор та ролі у цьому графічного дизайну.

Практична значущість отриманих результатів полягає у тому, що вони можуть використовуватися як теоретична база до створення проектів, що пов'язані з рекламою комп'ютерних ігор. Досліджена інформація та наукові матеріали різних авторів дозволили створити інформативну

особенностей дизайна определенных видов интернет-рекламы.

Методология исследования основана на системном анализе научных работ, преимущественно тематически связанных с рекламой в Интернете и особенностями ее дизайна для разных платформ. В работе использованы визуально-аналитические, сравнительные и монографические методы научного анализа источников.

Результаты. Были исследованы современные тенденции в рекламе, наиболее актуальные для сферы игр сейчас. Акцент сделан на трех наиболее популярных и подходящих для сферы игр видах интернет-рекламы и особенностях графического дизайна каждого. На основе анализа научных работ и отзывов людей на интернет-площадках был выявлен значительный интерес к интернет-рекламе в противовес традиционной, а именно к баннерной, видеорекламе и блогерству. Выявлены особенности, преимущества и недостатки каждого из этих видов интернет-рекламы. Выяснено, какие аспекты в дизайне этих видов рекламы важны. Проанализированы причины успешности использования этих видов интернет-рекламы в области игр и их психологическое влияние на потребителя. Определена значимость правильного подхода к дизайну данных видов рекламы.

Научная новизна заключается в обобщении предыдущих исследований по указанной теме и выявлении особенностей определенных видов интернет-рекламы, структурировании информации о преимуществах и недостатках каждого, выявлении особенностей дизайна каждого вида, а также анализ причин успешности их использования в сфере игр и роли в этом графического дизайна.

Практическая значимость полученных результатов состоит в том, что они могут использоваться как теоретическая база для создания проектов, связанных с рекламой компьютерных игр. Исследованная информа-ция и научные материалы разных авторов по-зволили создать информативную статью, со-

статтю, зміст якої може бути корисним при розробці відповідних дизайн-проектів та виборі напряму реклами для нього.

Ключові слова: *інтернет; реклама; інтернет-реклама; дизайн; графічний дизайн; банер; відеореклама; ігри; блогерство.*

держание которой может быть полезно при разработке соответствующих дизайн-проектов и выборе направления рекламы для него.

Ключевые слова: *интернет; реклама; интернет-реклама; дизайн; графический дизайн; баннер; видеореклама; игры; блогерство.*

ІНФОРМАЦІЯ ПРО АВТОРІВ:

Оганесян Соломія Володимирівна, аспірантка, кафедра ергономіки та дизайну, Київський національний університет технологій та дизайну, ORCID 0000-0002-7295-5047, **e-mail:** solomia_mysak@icloud.com

Гула Євген Петрович, професор, завідувач кафедри рисунку та живопису, Київський національний університет технологій та дизайну, ORCID 0000-0002-3559-2179, **e-mail**: evgenush.gula@gmail.com

Мазніченко Оксана Володимирівна, доцент кафедри рисунку та живопису, Київський національний університет технологій та дизайну, ORCID 0000-0001-8517-4955, **e-mail:** maznichenko.ov@knutd.com.ua

Болдирева Ольга Андріївна, магістр, кафедра рисунку та живопису, Київський національний університет технологій та дизайну, ORCID 0000-0002-3559-2179, **e-mail**: leologan.sama@gmail.com