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## Means of Ensuring the Integrity of the Image and Writing in the Performance of Visual Advertising

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### ABSTRACT

Radical reforms aimed at improving the quality of education in our country have been considered. This article provides information and suggestions on the methods of developed countries, in the specificity of the text and images in the creation of advertising.

**Keywords:** Art of Writing, Innovative Technologies, Modern Information, Quality of Education, Image and Writing

21st century technology century. As a result of the gradual, step-by-step implementation of the first reforms of independence of Uzbekistan, market relations were formed and the forms and methods of influencing consumer activity by specific means began to work. The emergence of economic entities in various forms of ownership, the growing competition in the domestic and foreign markets, the need for visual, advertising tools began to be felt. As a result, the legal framework for advertising in the country has been created and the advertising market has been formed.

Today, advertising is unimaginable without images. We can find them everywhere, in the markets, in shopping malls, in city and district centers, or on the avenues, newspaper and magazine ads, billboards, Internet sites. Modern art decoration greatly enhances the knowledge of advertising, which greatly facilitates the

perception of information about the objects associated with it.

The dialectical way of perceiving the art of writing to a certain extent expands the artist's professional thinking and, first of all, encourages him to know and imagine many types of writing. This implies that knowledge of the basic types of letters helps to create modern forms by illuminating their stages of historical development and conditions. In the artist's practice, this serves to create more fresh storage and content. Letters are an integral part of slogans. Therefore, the most important task for the artist in the creation of visual aids is the correct choice of fonts and colors. They should take into account the fact that the decoration of administrative and organizational buildings is constantly evolving. The most pressing issue today is to improve the visual aids and ensure a more diverse aesthetic appearance. In order to do this, every creative artist working in this field must constantly strive to improve their skills. The quality of each written text depends on its content, artistic and technical design. We will of course pay special attention to the artistic aspect below and think. The structure of the text means the main structure of the content, and its location.

Easy reading of the text, as mentioned above, depends on the character of the characters, because they form words, lines, sentences, paragraphs. The main requirement for easy reading is to choose a convenient font size. Graphic display is carried out depending on the content of the intended text.

If we talk about the fact that the text is closely related to various pictures and drawings, this idea depends on the following cases.

1. Text and illustration occur in parallel, relying on each other, otherwise their information is less important.
2. The text under the illustration ensures that the purpose is clear, concise and effective.
3. The presentation of information, text or illustration increased the variety.
4. All tools can be used in complex information.
5. "Symbol-illustrations" may not be directly related to the text or may have a generalizing meaning.

It is important to keep in mind that the quality of writing is a very important aspect of visual propaganda, which is closely related to the easy comprehension and compilation of the content of the text.

According to many experts, it is very difficult to always find the best novelty and uniqueness in art to express their disturbing ideas. Each artist learns something from the restless others, and the chain of this process goes on indefinitely. But every artist brings something new to his work, and this is called creativity. Innovation is based on an old foundation.

The unity of logic in the meaning of the image and the text can be considered the second sign of integrity.

It is possible to write the text in different letters, to combine different fonts in one word, and so on. It is also possible to underline these text words to express richness. This is a simple example. The font should match the style and meaning of the image. Themes of ceremonies, celebrations or heroism should be reflected in the font. In such

cases, it is not possible to "paste" the font after completing the table. In this case, the font is always "foreign". If the composition is considered in the author's opinion to be divided into two parts, then it is enough to notice that the text and the image are artificially separated from each other, albeit slightly. Therefore, when working on a composition consisting of pictorial and writing elements, it is necessary to start and continue the whole work in one go. It should always be remembered that the image with the writing is an integral part of a being.

Modern art decoration is not outside of history, but only a link in a continuous historical process. How to correctly place the inscription and picture in the composition? Of course, in accordance with the plasticity of the picture (the first sign of integrity). Because a picture on any historical subject can be done differently. This means that the font should match each image.

It is not recommended to limit oneself to a simple historical font. Even if the composition has a historical character, it should reflect the lines of modernity. There is another feature that serves to ensure the harmony of the font and image, which is the composition, the integrity of the scale.

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