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THE IMPACT OF SOCIAL MEDIA ON PRINT DESIGN AND DISTRIBUTION

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Abstract. *This article explores the influence of social media on the aesthetics and dissemination of printed materials, addressing aspects such as visual trends, brief message formats, integration of QR codes, and augmented reality. It also examines audience growth through social media and underscores their significant role in shaping the design and distribution of printed materials.*

Keywords: SOCIAL MEDIA, IMPACT OF SOCIAL MEDIA, PRINT DESIGN, DISTRIBUTION.

In the world of modern print design, social media plays a key role in shaping trends and aesthetics. From filters and photo editing styles to typography, visual trends born in digital spaces are reflected in the design of magazines, brochures, and other printed materials. However, the influence of social media on printed materials is not limited to visual aspects alone. The concise message formats familiar to platform users contribute to shorter texts and more expressive headlines. Technologies such as QR codes and augmented reality are being integrated to create interactive and multimedia elements in printed publications, thereby fostering interaction with the audience. Adaptation to mobile devices, the pursuit of viral content, and even the use of social media to strengthen trust and authority are just a few aspects of the impact of the digital age on traditional media forms. Rapidly evolving social media not only set new standards in the design and distribution of printed materials but also provide numerous opportunities for interacting with the audience, thus enriching the media landscape of modernity.

Visual trends and aesthetics. Social media shape and propagate visual trends, which are then reflected in the design of printed materials. For example, popular filters, photo processing styles, and typography influence the choice of color schemes, fonts, and compositions in printed materials.

Brief formats and message conciseness. Social media platforms, where users often view content on the move, encourage brevity and clarity in messages. This is reflected in the design of printed materials, where texts become shorter, headlines more expressive, and visual elements more appealing.

Integration of QR codes and augmented reality. Print materials can use QR codes to direct readers to online content or interactive elements related to social media. Some publications also experiment with augmented reality, offering readers unique interactions with printed pages through mobile devices.

Synergy between print and digital content. Publications often use social media to distribute their content and attract new audiences. In turn, printed materials may refer to social media for additional information, interviews, or discussions, thus creating synergy between different communication channels.

Feedback and interaction. Social media provide opportunities for direct interaction with readers and obtaining feedback. Printed publications can use this feedback to improve their content and design, as well as to better understand the needs of their audience.

Targeted advertising and targeting. Social media platforms provide powerful tools for targeted advertising based on users' interests and behavior. Print publications can use these tools to attract new subscribers or readers, as well as to increase the effectiveness of their marketing campaigns.

Interaction with mobile devices. With the increasing number of users accessing social media through mobile devices, print media also becomes more mobile-oriented. Designers take this factor into account by creating materials that are easy to read and perceive on mobile screens, as well as by integrating elements that facilitate the transition to online content, such as QR codes.

Support for virality and dissemination. The design of print materials increasingly includes elements that contribute to the viral spread of content on social media. These can be bright illustrations, quotes, infographics, or even special sections designed to encourage users to share content on their social networks.

Adaptation to different platforms. Different social media have different requirements for image sizes, video formats, and textual content. The design of print materials can adapt to these requirements to ensure maximum efficiency in social media distribution. For example, square or vertical images may be created for Instagram, while shorter and more compressed texts may be used for Twitter.

Building trust and authority. Print media that refer to their accounts on social media or online discussions can increase their trustworthiness and authority. This is especially relevant for journalistic publications or expert publications that use social media as an additional channel of communication with the audience.

Audience growth through social media. Print publications can use social media to attract new audiences and retain existing readers. Active presence on social networks allows establishing contact with new readers, sharing updates, and attracting attention to the publication.

Overall, social media have a significant influence on the design and dissemination of printed materials, introducing new trends, technologies, and opportunities for interacting with the audience.