

Annotation

The graduation thesis on the topic of:
«The promotion of small-scale businesses on social network Instagram by means of graphic tools»
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74 Pages, 4 appendix, 42 references.

Key words: advertising, social network, graphic, promotion, design.

The relevance of the research is related to the increasing role of the image and graphic in the society, and in particular in advertising, as well as in the Internet. Modern person is not used to large amounts of verbal information. The flow of news, events, and facts that people receive, leads to a defensive response of the mind. The brain perceives and remembers only the most important, bright and easily understandable information. Such cognition is possible only in direct contact with the sense organs.

This situation is associated with an ongoing "visual" or "iconic turn", the main idea of which is the transition from the verbal method of data transferring in the media to the non-verbal one, via a visual image.

That is why, we have chosen a social network based on visual content, the one of the most promising platforms for business promotion.

Purpose: to develop a new visual style for the Instagram account of the porcelain tiles producer "Absolut Gres".

Objectives:

- to review the social network promotion tools;
- to analyze the social network Instagram as a tool for business promotion;
- to identify visual trends and tools of social network Instagram;
- to develop a new visual style for the Instagram account of "Absolut Gres".

Theoretical and practical significance of the research. The conclusions and recommendations obtained in the research can be used both by advertising, public relations and marketing specialists for further theoretical research, as well as by employees of advertising and PR agencies in practical activities in order to increase its effectiveness.

The project proposed in the second chapter may be of a particular interest to graphic designers.

The results of the research: The development of a new visual style for the Instagram account of porcelain tiles producer "Absolut Gres" has been presented.

Recommendations: Studying and following the main visual trends, professional use of graphic tools will help to improve the company's image, as well as attract new customers.