We live in a world overflowing with advertisements. Wherever we turn, we are bombarded by a symphony of colors, sounds and textures in advertisements. Consumers are never far from advertisements, products, radio and tv commercials and billboards that clamor for their attention. As we know, consumer, who works hard or goes around from one place to another is hard to catch but Billboard advertisements catch him in every place with effective reach. Due to this reason Billboard Advertisements are preferred from advertisers and marketers.

(Elden, 2003:223). The Priority objective of Billboard Advertisements is: To gather and attract consumers interest and Attention.

Due to this reason all the figures, text and design methods, types which are used in Billboard advertisements are very effective by sending the message.Sex, Excitement, Fear, Homour,

Colour,Texture, Movement, Rhythm, Harmony, Balance, Contrary and effective use of white spaces are the characteristics of Billboards, which enable effective reach and large target audiences for this medium.Billboard advertisement's message’s and visual figures’ which effect on consumer's perception forms the purpose of our study.

Introduction
Billboard advertisements are first used in 1980’s and create criosity, with its interesting, different colors, designs and messages (Teker,2003:172).

Billboards are charming and attractive advertising vehicles. The meaning universality of the messages, photos and graphics, which are used in Billboards are important and effective for the perception of the consumer. (Elden,2003:232). The Billboards are in the centre of the crowded city, are usually 2x3.5m large.

As known, Billboards are short lived and lasted advertising vehicles, because they change fastly. Billboard advertisements should reach consumer with its different stimulusses, colours and designs. It is hard to catch consumer with this vehicle, because of the movement of the consumer. There is no time, to stop and look the Billboard advertisement, while running from one place to another. There are also external environment stimulesses, which interrupts target audiences’ perception. To catch the consumer and to be more effective, Billboard advertisements’ visual and design criterias should be formed with perception criterias view. They should gather and attract consumers interest and attention. As we know the perception is a process by which the stimuli (light, color, sound) are selected, organized and interpreted (Solomon, 1998:55-56).

Another important point is for target audiences attention that the visual and text figures of Billboards shouldn’t be in image confusion. To reach this purpose, there should be one focal point for consumer to focus. To Attract the Interest and make the understood of Billboard’s message it should be clear designed, it is essential to bring together the right
visual elements which affect visual perception. By sending the advertisement message the important factors are;

* To place the Visual elements, which affect visual perception,
* Effective use of white spaces,
* Determine which element should be emphasized;

The most important characteristic of Perception is perceptual selectivity;

The need, interest and the expectations for the stimulus affect the individuals perceptual selectivity. Another important point for effective advertisement is that the advertisement texts should be legible and easy readable. The Legibility depends on text's language (used easy readable and understandable letter types) and the interest of the consumer, whether he or she is interested with the advertisement (Teker2003:144; Söker, 1999:73). Legibility is not enough alone for the message's reach effect. The text of the advertisement should also be readable. Readability depends on the perception level of the letters by the reader and also depends on the characteristics of the letters, which affect the readability(Becer, 1999;185).

For easy and successful perception of the advertisement, the factors like, the size of the letter, the character of the letter, the color of the letter, the white spaces between the letters and the sentences size should be appropriate to graphic design criterias.

Another point is, the color of visual and text elements of an Billboard Advertisement should be appropriate with the product/service, they should be bright, saturated, contrast and high and attractive color. For example, contrast colours are purple-yellow, red-high blue, green-magenta, black-white, orange-blue. The emotional, mental and physical stimulusses of an individual determine the interest and attraction potential of an Billboard advertisement.

(Teker, 2003: 138). By determining the color, it is important to know the emotional and mental effects of the colors of an individual.

The stimulesses, which reach our feelings arise our attention and interest.

To arouse interest in a design, it is important that the focal point should have been formed.

The focal point in a design is provided with emphasizing one of the elements of an design more than the other elements with help of size, color, shape and measure. Every focal point can obtained with contrast, because contrast means movement in a design and avoids from monotonous.

Balance, which is a type of equal dispersion of visual weight elements, is a basic design principle. Visual stimulation appears from correct balance or disturbing balance.

Balance shows itself in shape, colour, movement, light and dark. There are two kinds of balance; symmetrical and assymmetrical balance. Symmetrical balance means that the reputation of the elements in same conditions. Assymetric balance is the form of the elements, which have not equal visual weights and attractions (Çellek, 2004).

Emotional stimulusses are more interesting than the other stimulusses. The emotional effects of the pictures or visuals, which emphasize love, hate, happiness, freedom, entertainment, nourishment and sexuality of target audiences are impressive for the message of the advertisement. When we analyze the Billboard advertisements we can see that man and woman sexualities are used in a lot of Billboards. The sexual stimulusses are one of the emotional stimulusses, which affect directly the target audiences, so that they are used in a lot of Billboards Ads.
AN EVALUATIVE STUDY OF MOTOROLA MOBILE, DIESEL JEAN AND FA‹K SÖNMEZ TEXTILE BILL-BOARD ADVERTISEMENTS FROM DESIGN CR‹TER‹AS, WHICH AFFECT VISUAL PERCEPTION

The Research Model:
The Model of this research is Qualitative Research; the category is content analyze method, in which the Billboard advertisements are analyzed and critisized from three variables: attention, perception and design criterias. We used depth interview method in this study. Our sample is 10 communication academicians. Our advertisements are choosen simple random. They are diesel jean, motorola mobile and Faik sönmez textile Billboard advertisements.

The coding procedure, the advertisements divided in twelve dimensions; colour of the billboard (text, figures), legibility, readability, contrast, balance, sex, excitement, use of white spaces, fear, humour, harmony and texture. The Billboard advertisements have been showed with projector to the sample in 3 minutes time. The coded dimensions are searched in the depth interview in the sample. The analyzed findings are;

1. THE FINDINGS OF DIESEL JEAN ADVERTISEMENT
As we know, it is essential for target audience’s attention that the visual and text figures of Billboards aren’t in image confusion. From attention and design criterias (because in this study they are nested).

But because there are more than one focal point in this Diesel Advertisement, it is hard for target audiences to gather the attention to the product. Due to the image confusion, the mean universality scattered. It is hard to understand what the product is.

In this Billboard the color green is used to symbolize nature with the blue colour which symbolizes the product. But the figures in the font aren’t so related with the concept that anyone who doesn’t know the brand Diesel, can’t understand that it is a jean advertisement.

As we analyze the Billboard, it is clear to see that the advertising message is in English, because of the target audiences. For this product the target audience is thought to be high income class like B, C. Besides the logo the USP is hard to read, it is unlegible.

As the figures in the Billboard are analyzed, it is easy to understand that the sexuality concept is largely emphasized with the women figure on the ground with the tree between her legs and man figure, who leans to the tree with half naked body. Because sexual feelings are very important parts of our lives, they are stressed with “nature” style of the product.

In this Billboard, the advertising message is related with sexuality and nature, but due to many figures on the font the logo is hard to see and understand.

The colour red is used in figures and title to create contrast effects and to gather the attention. The logo character is legible but “Nature” type style (for example; bold, light,normal and italic) is unlegible.

This Billboard Advertisement, which is formed with Illustration and photo, is more than usual designed advertisements, is like a work of art like painting.
2. THE FINDINGS OF MOTOROLA E 365
MOTOCCLICK MOBILE

In this Motorola Billboard Advertisement the first element, which draws attention is the half naked women figure and the product on her potbelly. From design and attention and perception criterias point of view; The women figure is designed to reflect the potbelly in the potbelly figure, which means the product has a camera. The other element which draws attention is the “365 title” which is used twice. The model number “E 365” is related with the price so that it is remembered easily. The dark pink color that is used in the font, facilitates the model and price difference in the billboard. This color is also the product logo color. The biggest problem in this advertisement is, the logo isn’t drawing any attention due to the ad title. The women figure in this billboard is physical stimulus, which draws attention.

The “motoclick” typing is easy readable and the with help the italic writing characteristic it facilitates gathering the attention to the focal point (women figure’s potbelly).

Another creative point is that the “motoclick” symbolizes “click” sound by photographing and enables selective perception.

From all this attention, design and perception criterias (visual and text elements analyze) this Billboard Advertisement and message are clear and easy to understand, draw attention and perception.

3. THE FINDINGS OF FA-K SÖNMEZ TEXTILE (LARGE BODY) ADVERTISEMENT

The emotional, mental and physical stimulates of an individual determine the attention and interest to a Billboard Ad.

When we analyze the Billboard, it is clear to see that the advertising message is gathered in women figures’ smile. The brand name is large enough (big punto) to draw attention and interest. The focal point in this Billboard is women figures’ smile. The brand “Faik Sönmez” is meaningful for the people who knows the brand, but for those who doesn’t know, the advertisement seems to be a sunglasses advertisement.

Because this product is for large body, it should be stressed in the ad, but the sign 40 + isn’t enough big to read and perceive. To show the paying type with visa is drawing attention for the consumer to consume the product. From the design point of view; The brand name is written with big punto so that it is perceived faster than the product. Another important point is; the contrast and lively colours are used effectively in the picture. The figure is more stressed than the font. With the tree image crossing to the women figure, the balance and movement in the picture is provided. In the design, the women figure, which seems flying from happiness like riding a horse, gives the message that free and unlimited shopping for Faik Sönmez is possible with visa paying.
Conclusion
To advertising basic principle AIDA requires that an advertisement should first draw attention and interest then desire and action. From this point of view drawing attention is the most important factor for the success of an advertisement. This character is related with gathering the attention of target audiences to the advertisement.

The basic concepts; sexuality, fear, colour of the billboard (text, figures), legibility, readability, contrast, balance, excitement, use of white spaces, humour and texture, harmony and focal point used in Billboards, enable this medium to reach large audiences effectively.

In designing Billboard advertisements, designing, attention and perception criterias are very important (sexuality, fear, colour of the billboard (text, figures), legibility, readability, contrast, balance, excitement, use of white spaces, humour, texture, harmony and focal point used in Billboards, enable this medium to reach large audiences effectively.

From this point of view this analyzed Billboard advertisements should give the message clear and easy to understand, should be easy readable, legible, balanced, should also have harmony and movement. To Generate the study, the sample size should be widen with different types of social classes. We reached with this study the academicians point of view for this analyzed Billboard Advertisements’ attention, perception and design criterias.

Bibliography