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# Employing Infographics in Websites in Enhancing Visual Identity: An Analytical Study of a Sample of Saudi Ministries (\*)

*Dr. Saad Nasser Al-Huwaidi*

*howede@gmail.com*

*Assistant Professor of Graphic Design (part-time),  
Graphics and Multimedia Department,  
Faculty of Mass Communication,  
Imam Muhammad Bin Saud Islamic University*

## Abstract

The main problem of this research focuses on the absence of a clear scientific vision to highlight the components and features of the infographic processing found on Egyptian and foreign websites. Therefore, the research attempts to monitor the general features and characteristics of infographics with all their characteristics, and to try to explain the neglect of exploiting the potential of graphic design elements and components in enriching the visual identity through it, and to identify the role of infographics in Saudi websites and its impact on the visual identity through an analytical study on a sample of Saudi ministries' websites. The importance of the study stems from enriching the knowledge of researchers, studying the phenomenon and the accompanying problem, and then working to solve it, by searching for ways to enrich the visual identity of Saudi websites from Saudi ministries' websites. In this context, the study relied on the survey method as an organized scientific effort to obtain data, information and descriptions about the phenomenon or a group of phenomena that are the subject of the research. The data collection tool in this study is the content analysis form: to collect data related to the analysis, which includes the questions and hypotheses of this study and serves its objectives. The time period was determined (October - November - December) 2025 AD, in the first semester of the academic year 2024-2025 AD, and this period was chosen to also carry out the study procedures at the same time in light of the results of the exploratory study conducted by the researcher during the study period and after completing the full preparation of the forms for collecting data, and the study reached a set of results, including: that the first place was occupied by "pictures and illustrations", with a percentage of 28.3%, then came in second place "colors", with a percentage of 26.5%, then came "lines" in third place, with a percentage of 13.7%, and perhaps they are used extensively in news materials, and it is noted that animated images with extensions and others due to their small size and containing dynamic movement by the Flash Media program, and are for simple animated content such as banners, and this is a type of diversity in multimedia content "Images - Video". This is due to the fact that some image formats may be PNG, which is lighter than GPG, lighter than

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(\*)The Paper was received on March 15, 2025, and accepted for publication on April 04, 2025.

others, and the use of the (vertical) shape is the first arrangement, which is consistent with the nature of computer screens, as it is noted that this appears frequently in most of the portal, consistent with the nature of narrating the content and placing the elements of the content in a way that is more consistent and facilitates the process of using the portals for the user easily and smoothly, and this is the opposite of the circular shape, which is not consistent with the nature of the screen, and thus it occupied a late arrangement. The study recommends benefiting from the research in establishing projects for students of the advertising department in the faculties of Arts to continue enriching the Saudi identity, which helps in serving our society and building the visual and institutional identity, and it should not be treated as a purely administrative process without resorting to the design aspect and graphic communication. We recommend the necessity of having specialized advertising departments in each institution to ensure that editors and designers are taken into account, which ensures emphasizing the visual identity of the institution, and the importance of balancing between authenticity and modernity and between the present and the past to reach graphic solutions that achieve a contemporary advertising function that carries the values of heritage, and the necessity of paying attention to study the spread of infographics through social networks and to study the future expectations of infographics in the Saudi media, in general in the future, and the extent of prosperity or lack thereof, and paying attention to study those in charge of communication for infographics on Egyptian websites and to know their opinions about their impact on the level of exposure.

**Keywords:** Infographics, Websites, Visual Identity, Ministries.