

Advertising Posters between play philosophy and Thinking Engineering

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Abstract

Advertising posters are important tools used by the designer, to identify the nature of the product or service provided by the institutions. The designer's perception of design components is well understood and understood for the connotations of each element that helps in the planning and organization process, which is called the Engineering of Thinking making the design process easy and valuable, and helps in evaluating and developing the design. The phenomenon of playing played an important role in the thinking of a number of scientists and researchers throughout the ages, We find that the philosophy of play and its theories have been applied in various fields of science and arts through the importance of play and its role in the creative process, but In some posters, however, we miss the integrated role between the advertising poster's purpose and its connection to the meanings and philosophical visions, and the presentation methods, planning and organizing processes of thinking in design and implementation through mental and physical pleasure, humor and fun.

The importance of researching how to achieve the complementary role between the philosophy of play and the engineering of thinking in the design of advertising poster through directing the design thought in the declaration to the importance of play and pleasure of mind and humor in the design of advertising messages Through the use of research tools that enable the search to navigate the knowledge heritage of the philosophy of play with a precise methodology and appropriate means, allowing the opportunity to reach certain scientific results The most important of which is that the design of advertising posters is not only an attractive work of art, but also an integrated system that combines the philosophy of play and the engineering of thinking to create a successful integrated mix.

Keywords

Advertising posters – Thinking Engineering– Theories of play

Introduction:

The art of advertising design is one of the most prominent visual arts, which depends on the delivery of a message to a group of targeted recipients in a thoughtful and attractive in order to achieve the main objective of the Declaration is persuasion.

Advertising posters are advertising tools that communicate information to a wide variety of audiences to achieve the required amount of knowledge of the nature of the case for discussion or service or product advertised.

And with the phenomenon of saturation of advertising it has become necessary for the designers of the advertisement to resort to new ways of advertising is unreasonable and 'after the philosophical makes the design of the poster advertising significance', encourages the recipient to follow the poster and then deduce the meanings of the design elements.

And from here the importance of playing philosophy has emerged Which means a humanitarian activity aimed at mental and physical pleasure, playing in itself is an art that has an essential role in the design of advertising because it is the skill with which the designer

distributes design elements within the design area not only attractively but a thoughtful planning based on the geometry of thinking through the use of elements that fit the content of the message in a non-logical way.

From here lies the importance of research on how to achieve the complementary role between the philosophy of play and the engineering of thinking in the design of advertising poster.

Statement of the problem:

The importance of research in trying to answer the following questions:

- 1- What are the determinants of the success of the complementary role between the philosophy of play and the engineering of thinking in the design of advertising poster?
- 2- How can the complementary role between the philosophy of play and engineering thinking in the design of advertising poster?
- 3- How can the effectiveness of the advertising message with the advertising posters be enhanced by achieving the complementary role between the philosophy of play and the engineering of thinking?

Objectives:

The research aims to:

The research aims at reaching determinants of the success of the complementary role between the philosophy of play and the thinking engineering in the design of advertising posters.

Hypotheses- :

Search assumes:

Achieving the complementary role between the philosophy of play and the thinking engineering in the design of advertising posters increases the effectiveness of the advertising message.

Significance:

Studying both the engineering of thinking and the philosophy of play to achieve the irrational idea that confirms the content of the message and keeps the continuity of the mind in the mind of the recipient.

Methodology:

The research depends on the analytical and then the applied method and then reach the results of the study, the most important of which - that the design of advertising posters is not just an attractive work of art raises the recipient, but is an integrated system combining the philosophy of play and engineering thinking to create a successful integrated mix.

Analytical Study:



The First Model:

Advertising a specialized channel for broadcasting and producing sports programs with high coverage for 24 hours Where he achieved the best use of the integration of the architecture of thinking and philosophy of play through the use of fun and humor in the declaration to express the comfort felt by the recipient to the sports channel as an integral part with the sofa



The second Model

Declaration of a fluid that facilitates the process of dressing shows the achievement of the complementary role between the engineering thinking and philosophy of play through the achievement of wit in the design and the distribution of elements accurately by going out of money in the presentation of the idea.

Application side



The use of the philosophy of play by playing elements of design through the emotional impact, which carries the meanings of the recipient needs visual and cognitive experience to understand those meanings through surprise and shock

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