Visualization in the design of advertising methods

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Abstract

Many companies rely on the policy of offering their goods in different dimensions, different atypical and customer-centric. They deal without any mediation through the unreasonableness of design, and here comes the role of advertising methods to achieve visual dazzle in the design, to achieve the method of interactive presentation mentally to the recipient to continue Even after they have been removed from the display.

Hence, the designer is looking for a language or tool to help him get closer to the recipient, to have a role in interacting with the unfamiliar mental perceptions of the recipient to build innovative ideas when designing presentation methods.

However, the methods of advertising in Egypt need a great effort to keep pace with modern technology, and build alternatives and different ways to take advantage of the irrationality and imagination of visual dazzling when building the design idea and access to a kind of optical dazzle.

Therefore, it is necessary to try to create an interactive relationship and to develop design ideas, to achieve the visual shock element through visual dazzling in the presentation methods that make the recipient is influenced and interacted mentally with the plastic elements used.

Hence the problem of research, which can be summarized in an attempt to answer the following question:

- How can visual dazzle be achieved in ad presentation methods that relied on irrational, imaginative and dynamic events high and effective, and the recipient's response to these visions and fantasies?

The research aims to invest in irrationality and imagination in the creation of design ideas based on visual dazzling to achieve communication objectives and access to innovative marketing dynamic response of the recipient.

The research follows the inductive method in the collection of information and data for ad presentation methods which have a new dimension using interactive and irrational imagination. Then the analytical descriptive method for selected models of the ad presentation methods depended on achieving the optical dazzle of the recipient in the light of innovation and the occurrence of the surprise element, followed by the applied side by the researcher.

The study showed the impact of modern techniques in presentation styles, which relied on the irrationality and imagination to introduce the innovative idea through the visual dazzling and the ability to employ innovative design style of the methods of advertising.

Key words Visual dazzling.   advertising methods.   Implausibility.

Introduction

 The external presentation is the first thing that attracts the recipient to the commercial unit as the first visual contact of the displayed commodity. It is the skill and art of visual selling of the product, which requires unusual ideas to design the display methods, to achieve the mental interaction of the recipient through the unusual visual dazzle to display the goods in a design form Different,

 The presentation methods complement the goods and improve the recipient's perception of their value, taking into account the purchasing decision. To make the presentation of the business unit more distinctive in the presentation of the innovative idea, this is the unusual visual wonder when the idea is implemented.

 Hence, the companies are working on the emergence of special and distinctive and competing with other competitors in the desire to innovate individuality through advertising methods, using specialized design companies to achieve the attractiveness and innovation.

However, the methods of advertising in Egypt need to draw the attention of the administrators to benefit from visual dazzling in the design of presentation methods to keep up with their counterparts abroad, taking advantage of the irrationality when building the idea and access to a kind of mental interaction with the recipient.

Theoretical Framework

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1. Light sources:

Light is electromagnetic waves that fall within the electromagnetic spectrum and are visible waves. The reflection of the body is more likely to be reflected than the reflection of the surrounding background in the display methods. Today's integrated reality technology can employ light for dynamic and efficient display methods.

Illustration (1) The visual luminance of the ad display methods is illustrated by the upper and lower lighting in the inner vacuum cavities.
http //www.gucci store display.com/4/11/2018/

Considerations for lighting design for display methods:

▪ Determine the type of activity of the methods of presentation within the spatial content and the importance of visual dazzle with the light appropriate to the nature of the activity.

▪ Work the lighting scheme based on the implementation of the idea of design and design unfamiliar design.

▪ Identify the relationship between the uncontrolled natural lighting of the methods of presentation and the planning of industrial lighting based on the unfamiliar idea proposed.

▪ Identify the appropriate optical structures for display methods.

▪ Put the dazzling light effects of the spatial content.

2. Color:

Color has an effective and dazzling effect on display methods, and the color is affected by the amount of light falling on it. The application of color theory should be considered in terms of contrast, complementarity and contrast according to the idea carried out to show the design elements in an unusual way. The use of colors randomly may weaken and distort the work.

Color indications of the recipient:

Colors are a visual language with signs and signals for each color grade used, and can be used to display the product or deliver a specific message to the recipient's mind by using it in the shopping environment and its elements. Some color indications are used to express certain seasons and events.

(1991Holly Bastow,)

Illustration (2) Color applications for visual dazzling of ad display methods by the strength of color contrast
Pinterest.com/pin/htb1sa-sdazmbk.piq6xfnvxa6/12/11/2018

Non-familiar plastic elements of color:

The sudden and dazzling impression is achieved by the use of elements or configurations or unexpected colors that attract the receiver and make the decision for this visual presentation.

3. Light Visual effects:

Is all that surrounds the human and works to attract attention through visual perception and these effects on the delivery of a message to the recipient directly or indirectly, and we mean here the techniques used to produce an unreal form of vision.

Optical illusion

  Illusion is meant in the language to show something other than the subconscious, and also means the trick, the word(op) Short for a word(Optical) It means visual, and intended (Optical illusion art) It is the art of visual deception, which is the act that always depicts the recipient of the visual image on the truth, where the vision is deceptive, form does not mean the proven sense.

Illustration (3) Some visual effects of the visual display methods of visual deception.
http //www.hermes store display.com/10/11/2018/

Holography:

 Is a unique technique that provides the ability to recreate a three-dimensional image of objects for use in laser-based presentation techniques. It can be defined as a technology or device based on a set of light waves that is responsible for three-dimensional imaging Of objects with high efficiency, and imaging begins when there is a collision between these optical waves and the objective of the display.

Illustration (4) Applications for visualization of holograms.
http //www.xmas store display.com/4/11/2018/

Video Projection:

The art of projection on the surface is one of the latest ad display methods, which is used to transform any surface or external to an innovative work of art by achieving visual illusion of a virtual three-dimensional and the combination of photography and audio together and form a tool to deliver an impression of the recipient of the During visual optical.

Illustration (5) Visualization of the methods of presentation by means of optical projection.
http //www.harvey nichols store display.com/4/11/2018/

4. <u>Movement</u>

The importance of the movement in the acquisition is limited to attracting the attention of the recipient, so as to elucidate the different methods of presentation and increase the chances of the recipient's response through the integration and imagination of the movement of the thumbs or the actual elements of the display methods.

Motion dynamics of display methods:

Characterized by the rapid pace of renewal and innovation that the designer is always looking for, a difference from what is familiar to express his emotions and his fantasies in an unusual manner, he was able to express the spatial dimension of the three real dimensions, and was able to express the value of a fundamental time and driven by the movement to achieve dimension Fourth, it is the dazzling phenomena of its ability to move, Transformation, and can convert both real motion and optical movement to something static(Wilfond Oren-1997).

Illustration (6) Visual dazzling through movement despite the stability of elements.
Pinterest.com/pin/3e4cc4fd730656b.f76746e4/12/11/2018

5. <u>Unusual Design:</u>

Is the transmission of the thought and imagination of the designer to use the design principles and elements the formation of the ad displays methods unexpectedly to the client, to reflect the concept and thought of modern visual dazzling integrated with the design of imagination or interactive design or otherwise ?......

- **Imagining Design**

Depends on the design of the physical interaction by designing an imaginative visual perception by creating predictable stories of potential interaction by using those who are related to the designer product, and linking these stories to an interactive function that works efficiently(Nam,2011)

Illustration (3)Applications for display methods by imaginative design.
Pinterest.com/pin/5a162edd59f729ce5ef6afe/12/11/2018

6. <u>Vacuum:</u>

Vacuum is an important element in the success of design and with the remarkable development of technology, awareness of its importance as an effective element and the cognitive.

The vacuum is classified into two types:
- **Emotional vacuum**

Is the impression resulting from the technical treatment followed by the designer to inspire the existence of the depth of the vacuum confirms the idea through which, is the space allocated to form the design and sense of inspiration through the vacuum.

■ **The real vacuum**

Is a space associated with the nature of the place, and affects the functions of the volumes in which they exist and in the relationship between them, and is affected by the manner of building different sizes and vary between spaces surrounding the objects or permeated or implemented by, and the vacuum is the extended or infinite space that cannot follow the end of the eye in the display?
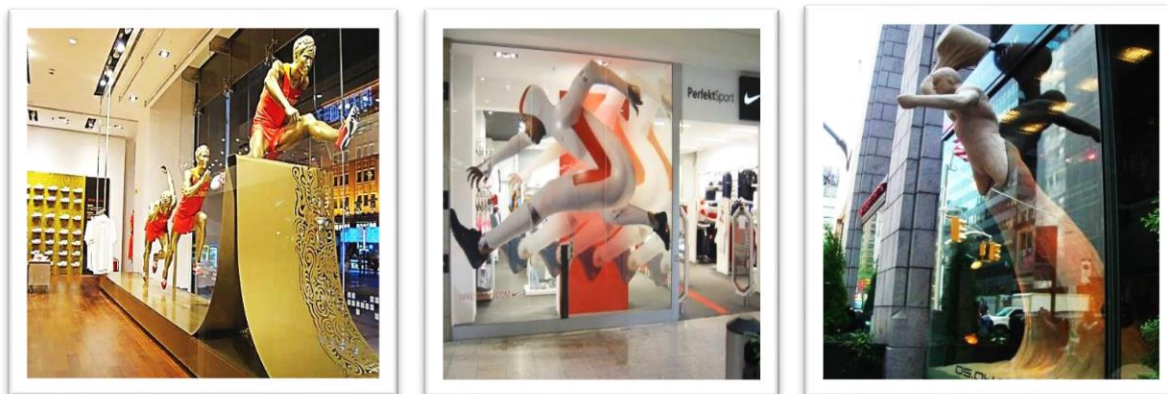

Illustration (8(Some visual effects of ad display methods through vacuum
http //www.perfekt store display.com/2018/11/4/

7. Conjecture

Is the guesswork, imagination, imagination and expectation of the nature of the product of the methods of presentation, even if the supply is not clear in the external presentation has been said to judge the things without thinking what the human mind in his subconscious and achieve intuition full knowledge about the design and living enough.

Illustration (9)The visual dazzle of ad presentation methods by conjecture.

http //www.chine porcelan store display.com6/11/2018/

Results :

<u>After the theoretical and analytical study, the research reached some results:</u>

• Achievement of the element of visual acuity that has a role in interaction with the mental (not familiar) perceptions of the recipient, and the sudden realization of the relations between the elements of the design aspects.

• Emphasis on cognitive tricks through the sense of sight during the design of the methods of presentation of advertising, which makes the receiver movement in the design, despite its stability.

• Demonstrate the real reflection of the use of the visual design of the presentation methods and give the receiver power to draw attention to the supply.

• Emphasis on the psychological impact of color through the color connotations of the recipient, and the possibility of interacting with the content of the advertising message of the unusual methods of presentation.

• Achieving the compatibility between the creative idea and the mental perceptions of the recipient about the product through the presentation methods that have the element of surprise and dazzling vision of the work carried out.

• Explore the unusual formal properties of ad display methods that crystallize the thumb movement between the configuration elements of the external display of the display that attracts the customer.

Recommendations:

<u>Through the results reached, the researcher recommends:</u>

• Paying attention to the unusual approach of thought to the design of advertising methods in Egypt and enhancing the link between visual design and interactive design to attract the attention of the recipient and influence it in a concept developed intellectually and structurally.

• The need to see the international designs in presentation methods and to identify the philosophy of innovative style of non-typical in presenting the idea and compare it with local designs to achieve a different design identity.

• The use of modern interactive media in ad presentation methods brings its fruits in an organized, innovative and intellectually interactive way with the recipient in a contemporary fashion in a different world that embodies reality and transforms imagination into virtual reality.

• The importance of achieving visual dazzle and use of the elements of visual effects in the impact on the recipient and achieve an aesthetic form innovative through an unfamiliar visual vision.

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