

تصميم الإعلان بين البلاغة البصرية والمعرفة البصرية

Advertising design between visual rhetoric and visual knowledge

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Summary of research

The purpose of the advertisement is to attract attention, convey the message, and convince the public. After the recipient has ignored the amount of ads, he sees daily and with the spread of the phenomenon of exchange of images and videos through social networking sites, including some of the ads had to rely mainly on the visual language that the idea was to be develop as soon as possible. It was necessary to invent and design an advertisement that uses the aesthetic dialect to attract attention and thus the cognitive approach to message transfer and persuasion. Today humanity is subject to an unprecedented amount of information exchange and technological development that eliminates space and time and close between the physical and imaginary. This makes ad design one of the most important issues for large companies to organize complex data and organize traffic. Relying on visual language and visual content to spread among the community and their interaction with the product.

Research problem:

- 1- To what extent does the study of visual rhetoric and visual knowledge contribute to the design of the advertising idea?
- 2- How does the visual rhetoric in the advertisement contribute to attracting the attention of the recipient and showing the advantages of the product?
- 3- How does visual knowledge contribute to communicating the message and persuading the recipient?

Research importance:

- 1- Design a clear and simple declaration and create an advertising message based on the visual language.
- 2- Draw a visual image of the product and increase the attention of the recipient of the advertisement.
- 3- The use of visual language as a source of advertising ideas and a means of persuasion.

Research goals:

Studying the importance of the visual language and its ability to show the advantages of the product effectively and effectively through an innovative advertising idea that takes into account the aesthetic and aesthetic input of the design and the coding of meaning.

Research hypotheses:

- 1- Visual rhetoric and visual knowledge in the advertisement may contribute to attract the attention of the recipient and show the advantages of the product.
- 2- The visual rhetoric used by the designer and the visual knowledge of the recipient may contribute to the creation of a successful advertising idea.
- 3- Visual rhetoric and visual knowledge in the advertisement may contribute to conveying the message and persuading the recipient.

Research Methodology:

The researcher will take the descriptive approach and analysis, through the theoretical framework and analysis of some models to confirm the hypotheses of the research