

فعالية استراتيجية التفكير البصري فى تصميم الملصق الإعلاني

Effectiveness of visual thinking strategy in designing advertising posters

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▪ Research Abstract:

The tendency to use visual thinking operations comes as a bid to understand the world through contemplating images, a step to get different shapes of advertising designs outside typical style with a view to coming up with new designing horizons based on imagination, symbolism and creativity, thus, stimulating the recipient mind to try to deal with this symbolic side of the image and decrypt its codes and significance to deduct such invisible meaning lying in the advertising idea as well as to convert such meaning to a mental image. Visual thinking is an attempt to open up horizons to human imagination for free exploration outside the typical style of the advertising poster design.

▪ Research Problem:

The research problem lies in answering the following question :
How can the visual thinking strategy and its effectiveness be utilized in designing advertising posters to get out of typical designs to new innovative ideas?

▪ Research Objectives:

The research objective is to shed light on effectiveness of the visual thinking strategy and its role in decrypting codes, signs and significance lying behind the external face of the advertising poster design. Those codes, signs and significance enable minds to convert such codes, signs and significance to a mental image.

▪ Research Methodology:

The research depends on the descriptive method which is the most appropriate to achieve the research objectives.

▪ Key Words:

(Visual thinking – imagination – shockvertising – mental image- meaning).