

تطبيقات الإعلان التفاعلي في نوافذ العرض المستوحاة من العناصر الطبيعية
Interactive advertising applications in display Windows inspired by natural elements

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Abstract

The interactive feature of the display Windows design is an entry point for creative challenges, where display windows are one of the most important advertising tools which are versatile and cyclical, and represent an effective influence on the procurement process where the advertising designer relies on attraction. and dazzling the interactive feature adds attraction to the design elements of the display window because of its influence on the senses of the receiver and then persuade him to direct access to trade and commodity exposure, the problem of research is to illustrate the impact of rapid development in the communication age Interactive electronic and off-line templates in the design of the display windows to access sophisticated interactive electronic systems that combine the most important thing is to attract his attention to goods or services and to pay the recipient to be part of this interaction that gives a sense of enjoyment and fun when dealing with those interactive electronic media, we find that the search aims to display interactive advertising applications and the methods of choosing it and the priority of employing it and clarifying the possibilities of interactive thinking and employing it in the design of the display windows that are inspired by natural elements The research follows the Descriptive analytical approach of models of interactive display Windows both locally and globally.