

الأساليب التفاعلية اللاإلكترونية ودورها في تصميم الإعلان التفاعلي

Non-electronic interactive methods and their role in the interactive advertising design

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Abstract

The research includes a discussion on the concept of "interactive advertising design" from the viewpoint of the reciprocal relationship between the sender and recipient at the communication process. By the interaction between the recipient and the advertising message, a lot of creative interactive designs can be created by non-electronic ways and simple methods.

The research shed light on how to create interactive advertising design without the need for technological media that may be complicated and expensive.

Non-electronic interactive design ad can be defined as the design that achieves the interactivity between the sender and the recipient simply that is more capable of Motivate the recipient to participate, and achieving a higher degree of interactivity without the need to use technological media.

Although "interactivity" is an old term, it has recently appeared to reflect the design that requires the participation of the audience in the communication process, but by the advent of technological media the term has been restricted to technological and electronic means, in fact interactive is not an expression of technological means, otherwise it is an expression of audience participation in the process of connectivity that gets attention spurred by adding element of fun , and converting the advertising design with a two-dimensional and three-dimensional move to other dimensions more deep and interactive with the receiver.

Objective

The Research aims at:

1. Clarifying that interactive advertising is a strategy for and development of advertising thought for the participation of the recipient in the communication process and it is not limited to the use of recent technology.
2. Studying the creative methods to create interactivity in advertising by using simple resources and ideas and clarifying the method of utilization of the resources available to the designer to create interactivity in advertising.

Importance

The importance of the research is to shed light on the study of creative methods of non-electronic interactive design to find out how to put design solution interactive advertisements in Egypt that achieve excellence and creativity that adopts a simpler and more efficient

Methodology

The research depends on the descriptive Methodology, supported by an analytical study through the analysis of a selection of models for interactive advertising according to the results of the theoretical study, then the applied side to verify the validity of the hypotheses.

Results

- Interactive advertising communication does not mean simply replacing traditional media with Innovative media, but the issue goes far beyond that, where transitions affect the whole communication process to include the means, the message, the sender, the receiver and the echo.
- The Interaction between the user and the message is the perspective through which interactive can be considered as old as the contact itself.
- The achievement of different interactive advertising designs is primarily depending on the sense of creativity of the designer.
- Creativity has no limits, as long as creativity is found, new forms of non-electronic interactive methods can be introduced.