

الإنفوجرافيك وتوظيفه في تصميم الإعلان التلفزيوني  
The Infographic and Recruitment it in the design of Television Advertising  
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### Abstract:

The research deals with the definition and the possibility of infographic's recruitment in the design of television advertising, Where it has an important and effective role in the transmission of information, data and knowledge clearly and attract attention, And this is done through the representation of data and information visually, As the information age change the way of thinking and the communication between individuals in society, The culture become now fed on learning and sharing, This flow of information needs to be processed differently, Which requires using new means and methods of communication, and Infographic is considered at the forefront of these methods.

Infographic recruitment in the design of television advertising and its use in the analysis of the message and the idea beyond advertising and also the information that provided through advertising and their simple visual representation works to achieve the goal of the advertisement and attract the attention of the receiver, In which Infographic provide brands with the opportunity to present unique storytelling about products or services in attractively way, Where become this complex information is easy for the consumer to understand, share, and remember. By visualizing it, companies can increase how much information consumers will remember when they are making a decision.

### Keywords :

Visual Thinking ،Visual Learning ،Data Visualization ،Information Design ،Infographic Television Advertising