

أثر استخدام المعايير التصميمية للإعلان المطبوع في تحقيق القيم الجمالية والتعبيرية

The impact of the use of the design criteria of printed advertising in achieving aesthetic and expressive values

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Research problem

The absence of the scientific approach and the design standards of the printed and visual advertising which are compatible with the creative content in the advertising designs leads to the failure of the advertisement and the advertising message and not achieving the goal of the advertising campaign.

Research goal

The establishment of a systematic basis for a set of design criteria through which one can emphasize one of the most important elements of the formation of the declaration based on a scientific approach and an objective study to analyze the design dimensions of the advertisement and how to reach it to a successful design formulation.

Research Methodology

The researcher uses the descriptive analytical method using some applied designs in order to identify the facts of the problem and achieve the research objective.

Research hypotheses

The research assumes that:

1. The effectiveness of the relationship between the foundations and design criteria to form a successful advertising design and the ability of the recipient to receive the idea is essential to the success of the design.
2. Follow the scientific approach in the design of the advertisement to achieve the success of the design.

Keywords: design standards - advertising design - advertising content - design dimension - artistic creativity.