

Creative strategy for shadows as an obtained artistic value in advertisement

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Allah says” didn’t you see how Allah stretched shadow and he could have left it standing still ,then he made the sun it’s proof “

Allah has created our mind to think meditate his blessings ,whatever the eye sees is a reflection to images,and those images are signal to the mind to reach the highest levels of creativity. Nature is the source of all visible shapes that is used in the applied design in general and design ads. in particular .

That’s why the creative process is based on the thinking concept philosophy which is the basic component in the connection process.

Delivering creative thoughts is considered the most difficult stage in designing ad. as the designer has to look and search about information and thoughts relying on his previous experiences and regulating it in new form to create new image that hasn’t existed before. Shadows are considered to be one of the artistic ,designing elements that wasn’t used in creative, effective way in advertising field .it plays an important role in in dramatic effect of the used image in the ad. and it’s ability to assure the balance and contrast in the design gaining manifestation and inspire depth beside its symbolic dimensions which inspire mystery .so the designer has to consider culture, intelligence and way of thinking of the Egyptian receiver and reaching creative solutions to different designing elements like shadows in a way that fits with the ad. message and the audience according to his wishes, desires and buying habits to reach the best artistic way to express the advertising message to attract attention and deliver the purpose .