

**for the development of potential of Modern digital technology& multimedia Study hiring
Advertising intellect and creative design to produce a declaration Printed
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and patterns associated with the That divides society activities for different types,
accumulation of experience and knowledge, and the recruitment of data and information increases
the innovation and development.

Since the beginning of the technological evolution to the present era called the era of
information technology has become of that revolution is the main feature which in various areas of
As a result, application and use design on the face of modern technological revolution landmarks.
was natural that the designer advertising discovers modern of the results of science in all fields, it
technology and the results of ores and techniques characteristics in the production of designs show
creative compatibility with elements of modern digital technology, which is no future need for the
designer advertising in general designer advertisement press especially in light of the stunning
progress applications in digital technology to keep pace with that progress and become a
contemporary to him and expressed as an influential and influenced by the taking of the results of
modern digital technology tools and materials to help him to express his thoughts.

The problem with this research in how to improve and keep up with the Progressive Era to elevate
thought and productive design printed through the activation of the role of applications and employ
effective employment of the Declaration. the

The research aims to study the possibilities of modern digital media and highlight the role
of these applications and the potential to raise the efficiency of the design thought to announce the
publication and to achieve the main objective of the feasibility of the application. The most study
axes to include overview presentations of modern technologies and methods employing those
applications to serve the creative artistic design printed declaration deals with the second axis
Bunting analysis of some recent models ad to move on the third axis to develop a practical vision
for the implementation of those models for successful design advertising publication.

Key words: digital media - technological development - the thought of a creative - artistic creativity
- Design print ad.