

**The Influence of Visual Perceptual Constancy on Attracting Attention
to Digital Images on Advertising Posters**

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Abstract:

This paper is aimed to study how to attract more attention to the digital images used on advertising posters, by applying the visual perceptual constancy.

To achieve this goal, the study used the descriptive and experimental methods to analyze the nature of visual perception and visual perceptual constancy. Then, experiments were designed to employ the perceptual constancy, which extends its influence to the ability to produce a digital image used in advertising poster, beyond the boundaries of the visually familiar.

The results measured the audience' exposure time and analyzed it. They indicated that there was an increase in the audience's exposure time when using perceptual constancy as the main design concept in the digital images on advertising posters, and they led to the recommendations to expand the use of perceptual constancy in the digital image on advertising media to get more audience' attracting attention.

Keywords: Visual perception; Digital image; Advertising poster; perceptual constancy, Photography.