

## **The effectiveness of using 3D programs to express the reality of the form in TV commercial advertising**

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### **Abstract**

Recently, there has been a tremendous development in the field of TV commercial advertising, forcing specialists to break out of the traditional style of implementation. The field of advertising has been influenced by some intellectual and technical changes. Digital programs, especially 3D programs, have become an integral part of the designer's tools to formulate a thought in the design process. And helped the Designer to find accomplishment methods that were difficult to express by traditional means. And the presentation of ideas in the form of simulation of reality and achieve the best results with less effort and less expensive in addition to the aesthetic values and technical of advertising, with the technological development of programs in the TV commercial advertising opened a new world showed the extent of technical possibilities made available to these programs to exploit the capacity to produce more dazzling works To the utmost realism to convince the recipient of the product.

### **Research Problem**

The Great development has contributed in digital 3D programs In a manner influential in the field of television advertising has made it clear that the field has benefited greatly from this development. Here we ask how effective these programs are in the commercial TV advertising field and what has it added to the field as an alternative method of traditional style?

If the great development

### **The importance of research**

- Highlight what 3D programs have added of exciting artistic values in this field and simulate the product into reality.
- Identify the alternative accomplishment solutions for TV commercial advertising in traditional style.

### **Research hypotheses**

Study the effectiveness of using three-dimensional programs to express the reality of form in TV commercial advertising.

### **The research methodology**

- The researcher followed the analytical descriptive method for the announcement of the Mercedes E class car, and the description of the technical elements of the different stages, which were affected by the addition of the development for it In a scientific manner to serve the idea of research.

### **Key words**

Commercial advertising - Commercial TV ad - Realistic three-dimensional Computer fees  
- 3D Digital Software - Effectiveness of the use of 3D drawings in the field of TV commercial advertising.