Positive Space
A New Perspective for the Application of the Optical Illusion Art In Advertising Design

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Summary

The Optical Art, known as Op-Art, is one of the artistic movements that emerged in the late twentieth century. It is characterized by a purely visual relationship between the recipient and the artistic work. It aims to change the visual perception of the viewer through contrast or overlap of colors and shapes. The art movement had a scientific nature. In addition to being artistic, visual art artists combined the rules of mathematics, engineering, physiology and psychology, and created distinctive works of art based on visual deception and its impact on the eye of the recipient and the presence of depth, or a visual contradiction on the difference of visions of its artists.

The optical illusion art is one of the artistic trends that focused primarily on visual sensations and the effect it leaves in the eye of the recipient, This trend was based on the study of the results of the Gestalt theory, which stressed that "the sense of forms is through the logical system of the various images received by the senses and aware of them fully or partially by deleting and adding according to the nature of the field surrounding the work of art, Therefore, color, shape and space have a special nature in the process of perception.

Because the visual element plays an essential role in the advertising and for the visual art philosophy of artistic addition, Therefore, the researcher believes that the optical illusion art can be invested by employing the space positively in advertising to develop a new design vision that can be applied in the field of contemporary advertising directed to the Egyptian audience as well as the global audience based on the mental capacity of the audience has witnessed an unprecedented boom with the technological revolution, especially in the field of visual communication, The recipient is exposed to a variety of visual stimuli, which makes him qualified to absorb an advertisement in its design, idea or graphic processing on one of the art of optical illusion.

Keywords:
Positive space - Optical illusion art - Gestalt theory - contemporary advertising

Introduction

Advertising designers have been able to take advantage of the positive space in advertising design as one of the applications of the optical illusion philosophy using each of visual perception theories and the philosophy of optical illusion art, and the modern technological techniques in the design of an advertisement directed to the contemporary audience in an unusual way out of the ordinary and attract the attention of the recipient and achieve persuasion, this is based on the optical illusion that the eye will recognize in the advertisement will stimulate the recipient intelligence and motivates him to focus on what he sees to understand the content of the message .

However, at the same time the designer should employ the optical illusion art in a thoughtful manner so as not be difficult for the recipient to understand message. The designer should also employ the methods of motion, the movement used in visual art in the design of the ad, because this movement is one of the strongest ways of attraction attention in the field of advertising. The designer should also observe the laws of the Gestalt theory and exchange between figure and ground and provide visual elements in the space that the eye can complete according to the visual experience of the recipient so as not to be difficult to understand.

Advertising is a cleverly crafted idea that is intelligently executed and processed graphically to suit an audience exposed daily to thousands of advertising messages that are almost devoid of endless visual effects.

In the present era, there is no substitute for the designer of the advertisement but the creation of design ideas that go out of the ordinary and attract attention and raise interest in order to convince recipients of the content of advertising messages surrounding them in various means of advertising. The creative designer in the current era has created a link between the principles of optical illusion art, the laws of gestalt theory, advertising psychology and the laws of visual perception that control the recipient's perception of the advertisement.

Research problem

1. How useful is the use of space in a positive way as one of the applications of the art of optical illusion in the design of contemporary advertising?

2. How can positive space as an application of optical art to provide innovative visual formulations in the field of advertising design?

Research hypotheses

1. The design space can be used positively to create new visual formulations in the field of advertising design.

2. The use of positive space as an application of the art of optical illusion helps to embody an innovative and non-stereotyped advertising idea that increases the effectiveness of advertising.

Research aim

To shed light on the art of optical illusion and how to get benefit from its applications in the design of visual configurations that help to clarify the meanings and messages contained in the advertisement to achieve communication goals and contribute to the impact on the recipient.

Research importance

1. To benefit from the optical art and its applications in the field of advertising design to create innovative approaches to link art with design.

2. The need to integrate different arts to get a stronger impact and the need to create modern methods in the design of advertising, which keeps pace with the technological development and mental energy of the contemporary recipient.

Research Methodology

The research follows the descriptive approach with an analytical study of local and international advertising models.

Theoretical framework for research

Positive space

The space generated around or between the theme or theme of the ad, and a positive space may be more pronounced when it forms the area around a subject rather than the subject itself. A positive space gives the design more clarity and ensures that the eye remains within the design; Designs are often very simple until the space is clearly visible.

Effective use of positive space is an important way to emphasize and distinguish primary and secondary information, Where the advertising element is emphasized by the corresponding positive or surrounding space, Consequently the larger the positive space, the greater the focus on the element of the ad subject.

The idea of using space in a positive way is that the left area of the design is as important as the space utilized from the design, whether it is a logo, a magazine page, or a website, Sometimes the empty space of the design is as strong as the design itself by positively utilizing the space to complement the meaning of the design

Optical illusion art

Deception is meant to show something other than concealer, and Op is an acronym for Optical it means visual, the whole term means Optical illusion art.

The base upon which this art relies is the eye of the viewer himself and his physiological ability with the cognitive ability of the brain, which interpret the artistic work of tight organization and translate it into optical illusions. As a suitable formula for what he sees.

The art of optical illusion emerged in the early 1960s as a distinctive style within the international art movement by artists like Victor Vasarely, Bridget Riley, M. Escher.

Results

1. Applying the principle of positive space as one of the applications of the optical illusion art deception in a deliberate way in the design of the advertisement results in advertising ideas that carry a certain amount of innovative and unfamiliar.

2. Employing the principle of positive space makes a kind of motivation for the recipient to interact with the advertisement in an attempt to explain the ambiguity of the advertising idea or graphic processing to satisfy the instinct of his curiosity.

3. The designer was able to employ the form and the ground law in the creation of new design entries for the visual language, which addresses the recipient of the cognitive awareness and mental energy which qualifies him to assimilate the entries of that visual language.

4. Optical Illusion art is one of the enormous potentials that can be invested successfully to develop new visions for the design of the ad that is compatible with the mental energy of the contemporary recipient.

5. The inclusion of advertising on an art of optical illusion in the presence of a puzzling mystery in the recognition of forms accompanied by help elements that lead to the solution such as writings will help the recipient to keep the subject of advertising in memory.

6. Exploiting the art of optical illusion in the advertisement to attract attention and interest in advertising and keep the advertisement in the memory of the recipient, which in turn helps to keep the intellectual form of the product advertised.

Recommendations

1. The need to deepen the study of the technical philosophies of each of the schools and the different technical trends of the possibilities involved in enriching the field of advertising and achieve uniqueness in the presentation methods of advertising and a source of creative and innovative ideas for advertising.

2. The need to guide students and students specialized in advertising and training to inspire innovative advertising ideas from the artistic philosophies of the trends of modern and contemporary art to the production of advertising ideas characterized by innovation and out of the ordinary.

3. Developing the creative thinking of the designer and investing in the creation of ideas suitable for the use of various techniques of visual illusion arts and mental energy for the contemporary recipient.

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