The strategy of designing contemporary advertising using modern digital media

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Abstract:

The research aims at clarifying the role of modern digital media in its programs, techniques and graphic treatments and its impact on the stages of design and implementation of contemporary advertising in order to suit the strength and importance of the advertised event and the development of different presentation methods through the interplay of the relationship between the vocabulary of modern technologies And digital technology and with the management of the strategic plan for the design of the Declaration to enrich the field of technical and technical foundations of scientific design, In accordance with the requirements of mental image, which expresses the greatness and importance of the cultural event of the global civilization is the opening of the Egyptian Museum in Giza and highlight the image of civilization in the light of modernity and global, to raise the creative level of advertising and influence the speed of attracting the recipient and achieve dazzling.

Announcements are one of the contemporary community's cultural landmarks, which largely emphasize the level and identity of the announced event and indicate the designer's objectives of giving the fittest message for their target audience and community.

The concept of this study is derived from this point in an attempt to highlight the role of the digital media in designing contemporary announcement and employing such role to create more effective and creative announcement ideas suitable for the above-mentioned cultural event.

Due to the various modern digital media development, it is important to illustrate the role of using such media to design contemporary announcement aiming at attracting the audience attention and urging them to visit the event site.

Finally, the study concludes with some conclusions and recommendations. The most important results are that modern digital media has a positive impact on the quality, sophistication and modernity of the modern digital advertising suitable for the various means of presentation, which adds the attraction, dazzling and interaction of the recipient. The research recommends the importance of keeping pace with the scientific and technical development in the design, Egyptian art, skill and technical pace of developments of the times.

Keywords: Modern digital media, Contemporary Advertising, Cultural event of civilization.