

Advertising Posters between play philosophy and Thinking Engineering

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Abstract

Advertising posters are important tools used by the designer, to identify the nature of the product or service provided by the institutions. The designer's perception of design components is well understood and understood for the connotations of each element that helps in the planning and organization process, which is called the Engineering of Thinking making the design process easy and valuable, and helps in evaluating and developing the design. The phenomenon of playing played an important role in the thinking of a number of scientists and researchers throughout the ages, We find that the philosophy of play and its theories have been applied in various fields of science and arts through the importance of play and its role in the creative process, but In some posters, however, we miss the integrated role between the advertising poster's purpose and its connection to the meanings and philosophical visions, and the presentation methods, planning and organizing processes of thinking in design and implementation through mental and physical pleasure, humor and fun.

The importance of researching how to achieve the complementary role between the philosophy of play and the engineering of thinking in the design of advertising poster through directing the design thought in the declaration to the importance of play and pleasure of mind and humor in the design of advertising messages Through the use of research tools that enable the search to navigate the knowledge heritage of the philosophy of play with a precise methodology and appropriate means, allowing the opportunity to reach certain scientific results The most important of which is that the design of advertising posters is not only an attractive work of art, but also an integrated system that combines the philosophy of play and the engineering of thinking to create a successful integrated mix.

Keywords:

Theories of play –Thinking Engineering – Advertising posters