

Persuasion to suggest 3D advertising through websites

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Abstract:

Advertising is a form of visual communication between the designer and the provider of the visual message addressed to the recipient. From the imagination of the designer and his ideas in addition to modern design techniques the designer must follow a mechanism of thoughtful persuasion It aims to achieve by modern design techniques contained in modern design programs that give inspiration and bring the shape closer to reality or reality to capture the interests and desires of the recipient. The researchers found a research topic worthy of study that identifies the research problem with the following question (What is the mechanism of persuasion to suggest a three-dimensional design of the ad published through the websites)? The objectives of the research included a statement of the mechanism of persuasion to suggest 3D and its effectiveness In advertising design. The theoretical framework of the mabahith was distributed to two researchers. The first dealt with persuasion and communication in the declaration. The second topic is the three-dimensional advertising design and computer software as the development of technology and science accompanied the development of work style and production. By computer through some programs and tools, which vary and increase to achieve the desired function, which allows the possibility of creating multiple and innovative variations as well as achieve the aesthetic aspect of the subject. They reached the most important indicators resulting from the theoretical framework and identified in the third chapter the research procedures based on the descriptive method and the society and the sample. The fourth chapter included the results and conclusions and the results of the questionnaire and recommendations and proposals.

Keywords:

Persuasion ,Revelation 3 ,D Advertising ,websites