Persuasion to suggest 3D advertising through websites

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Summary:

As we know that advertising in essence is a form of communication, communication is between the designer, which is designed as a message addressed to the recipient and this message has the task of convincing the recipient of the product you declare, that is This message is convincing for the recipient and motivates him to acquire the product in its creative design, which must be shad for the consideration of the recipient first and convincing him for the acquisition of the second. This creative design of the printed advertisement is through the imagination of the designer and his ideas and also through the techniques of modern design and of these techniques modern design technology three-dimensional, which employs the advertising printed in an innovative manner and formulated the problem of the research by the following question: Is the design of the printed advertising three-dimensional Persuade the receiver higher than other ads? The objective of the study of the research problem is to employ artificial communication in the design of the three-dimensional advertising in the printed advertisement.

1 - Highlight the design of the three-dimensional printed advertisement

2 - The following research in the study of theories of persuasion and its role in the declarations

The research aims Identify the possibility of persuasion to suggest 3D advertising through websites.

Research Limits:

 1 - Objective Limits: The objective research limits are the ads used in 3D design technique.

2 - spatial limits: The researcher relied on a sample of the ads published on the advertising site Coloribus.com.

3 - Time Limits: Announcements published in 2016 to achieve research objectives.

The theoretical framework included two topics, the first of which dealt with the first topic, the communication of the industrial and its employment in the advertising, the art of persuasion includes Transforming or adapting the ideas, opinions and concepts of others towards a targeted opinion, which requires a comprehensive and accurate knowledge of the target group. In other words, creating an image that has the power to influence and control others in order to benefit or achieve a goal. The conviction grows when the target audience feels that design is a means to achieve certain goals. Such as indicative advertisements aimed at achieving a certain vision of the recipient or increase the conviction of the subject referred to or commercial advertisements that meet his daily need so that the ad satisfactorily meet his needs. the second topic is the design of the three-dimensional advertising and computer software. The computer and its programs became a means used by the designer in the presentation of his design work in a distinctive and integrated, making digital design to be

distinguished in the property of reducing space, time and effort using computer programs and tools. The possibilities of programs vary and increase in order to achieve the desired function, which allows the designer to find multiple and innovative variations as well as achieve the aesthetic aspect of the subject and these programs: Photoshop, Crowel Drew, Adobe Illustrator, and 3D Max. These techniques can be considered as one of the contributions of technological development in obtaining modern and easy methods of advertising design by the designer in the installation and formation of his design environment, and has a role in the launch of creative and innovative thinking and expression closer to the real reality.
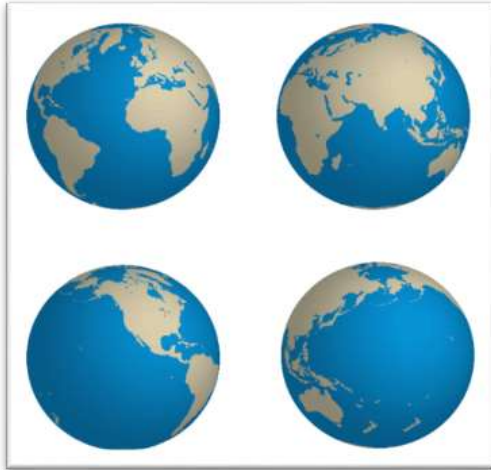
Designed by Illustrator   **Designed by Corel Draw**

The theoretical framework may have resulted in a number of indicators, including:

- The characteristics of the good persuasive message: simplicity and clarity, excitement and suspense, satisfying the desires and needs of the recipient
- Three-dimensional advertising design simulates reality through the third dimension property and therefore has greater impact on the receiver.

The descriptive approach was adopted in the analysis of five samples that were deliberately selected from the research community. Based on a survey questionnaire after the design of a questionnaire questionnaire dealt with (16) paragraphs by different community groups representing the study categories (40) students, (40) employees, (40) housewives) targeted by (90) individuals for the category Age (20-45) years, and the questionnaire included a unique question which ads more convincing according to the point of view of the study categories.

Themes of the questionnaire	Agreed	I do not agree	Somew hat	Suits me	It doesn't suit me
1-Is the theme of the announcement came to promote position					
2-Is the subject of the declaration came for guidance and guidance					
3-Is advertising design contain simplicity and clarity					
4- Does the ad contain excitement and suspense					
5- Are the colors used in advertising realistic or fictional					

If the analysis results in a number of results, including:

1. The printed advertisement used by the three-dimensional design techniques shall bear the simplicity, clarity, excitement, suspense and satisfaction of the desires and needs of the recipient.

2. The three-dimensional designs make the design of advertising appear close to the realistic picture of the product.

Recommendations:

1- Employing the techniques and tools of the design programs that constitute the inspiration of the three-dimensional design in a new and varied manner.

2- the need to adopt realistic and fictional forms or merge between them for the purpose of creating the desired effect and persuasion to the recipient.

Sources:

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3- Oliver, satisfacton: Abehavioral perspective on the consumer. The McGraw- hill companies, inc R (1997) pp. 81.