

The Creative Role of Employing Augmented Reality into The Design of Political Advertising Campaigns

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Abstract:

Virtual Reality is called a number of technologies that use computers and multimedia to create an artificial visual environment in which the user can see, hear and touch by displaying the image that responds instantly to the user's movement. Virtual reality is the use of the computer in modeling and interactive simulation to enable someone to interact with other synthetic or visual synthetic products or environments. And make the user uses and live with them in a three-dimensional and deal with it in real-time Real-Time as if real things exist on the ground. Built-in reality is one of the most important developments in virtual reality and digital technology. It has allowed the real environment to be enhanced by virtual data that was not part of it. Integrated reality is essentially a form of technology that has been used in marketing and advertising by organizations, companies and political campaigns because of its various advantages The research problem stems from the lack of activating the role of modern digital techniques in the design of political advertising campaigns, which created the need to find a proposed vision for employing the reality integrated in the design The purpose of the research is to explore the creative role of employing the built-in reality in the design of political advertising campaigns and develop a proposed vision for employing the built-in reality in the design of political advertising campaigns. The research provides a suggested vision to use the augmented reality in the creative design of political advertising campaigns, which included six stages (the built- Phase I: Definition of the target audience according to the cultural, social, educational and age segments - Phase 4: The stage of designing political advertising campaigns - Stage 5: Final Declaration - Stage 6: Evaluation of the political declaration using AR)

Keywords:

Augmented Reality, Advertising Campaigns, Political Campaigns