

## **(Visual Experience and Its Role to Achieve the Perception in the Interactive Press Advertisement)**

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### **Introduction**

With the development in time, the visual experience of the recipient has evolved in all fields and the mind has become aware of various ideas that sounded unreasonable at certain times. At daily modern life you can be in any place you want at any time, everything is possible and actionable.

Advertising has become of high variety. When you get into your car, you find ads on the main roads, streets and on the bridges, you hear ads on the radio at the same time, but which of these ads will attract your attention and arouse your curiosity?

Therefore, advertising designers began to search for new and advanced ways to attract the attention of the recipient, and the advertising designer often uses elements present in the recipient's visual experience so that the recipient can easily and quickly perceive them, so there must be a common visual experience between the advertiser and the target group until the message is delivered then the advertising is considered successful.

### **The research problem**

The Egyptian recipient has become surrounded by many different advertising messages, so it has become difficult to attract his/her attention and interest, especially with the development of the visual experience of the recipient as a result of exposure to many modern means of communication, in addition to the risk of advertisement saturation, which necessitates searching for unconventional advertising methods and that in order to attract the attention and persuade the recipient.

### **The research problem lies in trying to answer the following questions:**

1. How can the recipient's visual expertise be used to persuade him/her of the usefulness of the advertising message?
2. Can non-traditional methods and means of advertisement overcome adverbs of saturation in automatic means?

**The research aims:****The research aims to**

1. Studying the role of visual expertise in achieving the awareness of the interactive press advertisement.
2. Study the interaction patterns in an interactive press ad.
3. Study the effect of semiotics on the recipient's perception.

**The research hypotheses:**

The researcher assumes that:

Studying the visual expertise of a community enable ad designers to persuade the receiving audiences in a faster way, by formulating advertising messages in a way that suits their visual experiences, habits and cultures.

Unconventional advertising is able to attract the recipient's attention and make it part of the advertisement.

**The research Methodology:**

The research relies on the descriptive approach in an attempt to know the importance of visual expertise to achieve awareness in the interactive press advertisement.

**Theoretical Framework**

The theoretical framework for the research is based on the relationship of the visual experience with the realization of the interactive press advertising. In our time, the recipient has received thousands of visual and auditory messages that affect his attitudes, beliefs and behavior. This is the result of globalization and the openness of markets, which led to increased competition among brands and institutions, so advertisers are looking for innovative and unconventional ways to deliver the advertising message, so the interactive press advertisement began to attract the recipient's attention in a new way, and the advertising designer relies on using elements present in the recipient's visual culture until the recipient can easily perceive them, but if the designer uses items that are not in the recipient's visual memory and visual culture, the advertising message will not be correctly perceived and a misunderstanding will occur.

**Definition of visual experience:**

It is the set of mental images stored in the memory of things that are visible in reality, and their impact on the individuals have visual memories that call for mental images at any time they want.

They are the fees that record perceptions, i.e. everything that the eyes see, and these fees are influenced by the culture that gives them values.

The visual experience in teaching and learning art constitutes a basic axis. Through the visual experiences, the individual comes to a lot of knowledge and skills, whether he is a child or an adult, he is in dire need of continuous and renewed visual experience, as the more their visual experiences increase, they develop the concept of the thing or phenomenon.

**Definition of visual sensory memory:**

Researchers knew that it is "the lowest level of the process of organizing information, and optical information is referred to as symbolic memory, which is considered a temporary

memory where the information will remain stored in the memory even with the absence of the stimulator."

### **The definition of semiotics:**

The science of signs or (semiotic) is the general study of signs, that is, the study of everything that can convey a certain meaning, and the sign is a relationship between D and denotation.

Ad designer performs the process of creating the encoding code, and this term means producing texts. The process of creating the text code includes highlighting some of the meanings and placing them at the front of the text, foregrounding, hiding other meanings, or migrating them to the background of the text back grounding.

### **Interaction concept:**

Interaction: (It is a type of action that occurs between two or more things with a mutual effect between them), and therefore the idea of mutual influence is essential and necessary in understanding this concept instead of a one-way influence.

Interactivity is the expression of the extent of exchange through a series of communication, where each message is related to the previous messages on it and thus the communication is interactive when it is characterized by a high degree of response and reaction and this response appears when the recipient plays the role of the sender and responds to the original message and this response represents the main component of the interaction, hence, the communication does not become unidirectional, but rather a dynamic process between the transmitter and the receiver.

### **Interactive press ad:**

Press advertising in general is the print advertisement through newspapers and magazines, and it is characterized by an increase in the number of times the audience receives the advertising message, so many advertisers resort to it, but with the technological development, a new type of press advertising appeared, which is interactive newspaper advertisements where the recipient can interact with the advertisement directly. Contributes to attract the recipient's attention to the content of the advertisement. Interactive ideas vary between play style, artistic style, movement style, paper folding style, stereo page style, scratching style, cut style or remove part of the advertisement. I study the recipient's ergonomics, and the more he addresses the advertisement, the more the sense of the recipient has whenever he succeeds in communicating the message more successfully.

### **Interactivity patterns in the interactive press ad:**

This type of reaction involves many things:

#### **First: expressive interaction with facial gestures:**

This interaction means the ability of the recipient to transmit his/her feelings and induce a reaction to the message addressed through the body language of different facial expressions, and it can also be defined as the reaction that appears on the recipient's side to the advertising message and interacts with the advertising message through different facial expressions such as smile, laughter, surprising ... etc.

## **Second: a kinetic reaction:**

### **1. Pop Up:**

These are advertisements that contain text, illustration, or image executed in a prominent style (stereoscopic), which can be opened and closed when the ad page is flipped. Where the two-dimensional element is changed to a three-dimensional element when the magazine is opened, or the product appears in a hologram form when the magazine is opened.

Among the advantages of using prominent and solid surfaces "Pop-up":

Change the flat visual ad to a tangible reality.

### **2. Movement style:**

This estimated movement is made by closing and opening, and the movement is visual where an item appears as if it is moving or performing a certain performance and is in fact fixed, and it is usually on two opposite pages, where the movement appears when you open and close the magazine, and a page is often used from Stencil to move through by flipping it over.

### **3. Folding style:**

This type of interaction is often used in print ads as the designer exploits the paper folding technique and uses it as an interactive tool to communicate the advertising message.

### **4. scratching method:**

I took this idea in advertising design from the idea of removing the safety space that covers the secret code of mobile phone cards, and the challenge here was from the printing and advertising companies in order to reach the correct type of paper and ink, as the ink must be scratched easily, and also be transparent enough to hide the message through it..

As for the paper, it uses a paper called Sappi Magnomatt, and it is characterized by the fact that the outer layer is smooth and good, which keeps the ink on the surface, it can be scratched.

### **5. Pull Off method:**

A pillar is used in this advertisement and the pillar is stretched so that one of the elements of the advertisement elements moves "either to the top, bottom, right or left.

### **6. Method of removing part of the advertisement:**

A part of the advertisement is cut or removed to show the advertising message to be delivered to the child, and then the idea becomes clear, and the focus must be on the advertising message to be clear and explicit, and the designer must take into account that this method is usually used only once by the user, Whereas, by cutting off the part to be removed, the idea becomes clear and it is difficult to return the part that was removed again to the advertisement, thus making the advertisement interactive for one time.

### **7. Playing style:**

Play is an innate tendency through which the recipient gets pleasure, and amusement, and is a mean of expressing oneself, revealing its capabilities and talents.

Through play, recipients get rid of the psychological pressures that fall on them. Therefore, the method of playing in ads was used in order to deliver the advertising message creatively and at the same time fun for the recipient such as a maze game and a game of paper cutting to form a shape.

**Maze Game:**

The maze game is used in advertising to develop the child's ability to solve problems and reach the goal, and develop their ability to observe, attract their attention to the advertisement, and increase his/her association with the product that is being advertised.

**Third: Digital interaction:**

Quick Response Code or Square Code, Quick Response Code or QR Code are types of barcodes (two-dimensional code) and were for the first used in the design of the automotive industry. In recent times, this system has spread out of industry due to its rapid readability and high storage. The symbol consists of black units arranged in a square shape against a white background. Encrypted information can be any type of data, for example, binary numbers, numbers, symbols, images, etc. They are used in highly innovative and highly effective forms in the design of an interactive press advertisement, which gives added value that makes advertising more effective.

**Results:**

1. The recipient's exposure to a large group of advertising messages all the time makes him/her unaffected by most messages, and it has become difficult to attract his/her attention and interest.
2. Thinking outside the box and outside of traditional methods is the only way to make the recipient get attracted to the advertisement.
3. Having the recipient part of the advertising message develops a sense of loyalty to the product.
4. Innovative new ideas are circulated among individuals and work to spread them quickly, while traditional ideas are not noticed by anyone from the original.
5. Interactive press advertising helps avoid boredom from seeing a large amount of traditional ads.
6. The diversity of formulation and treatment methods and the study of the recipient's psychology, motivations and desires help the designer to formulate the advertising message more successfully and enable him/her to convince the receiving audience.

**Recommendations:**

1. Design colleges and institutes should train their students on innovative and unconventional thinking, and search for advanced ways to communicate the advertising message.
2. Advertising designers should pay attention to the principle of interaction in the design of an interactive press ad in a manner that respects the intelligence of the recipient.
3. The interactive journalistic design must combine simplicity and interactivity to avoid the difficulties that the recipient may face when exposed to the advertising message.
4. Companies working in the field of design and advertising should search for the latest technologies in the field of advertising.

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