

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

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Abstract

The visual experience of the recipient affects his perception of the interactive press advertisement. When an advertiser places a set of familiar and existing elements within the recipient's visual memory, this makes the advertisement easier, but when the advertiser creates a set of strange and unfamiliar elements, misunderstanding and Realization of the advertising message may occur, so the interactive and advertisement-based designer of the advertisement must share the visual experience.

And interactive press advertising is characterized by its ability to attract the recipient's attention to the content of the advertising message and understand it more successfully, and the interactive methods used in the interactive press advertising vary between playing style such as maze and puzzle game, scratching style, individual style and folding, stereo page style, the method of removing part of the advertisement, and interaction Digital by) QR Code Quick Response Code (It is a type of barcode or barcode (two-dimensional code) matrix and this system is spread because of the fast readability and high storage percentage, and the code consists of black units arranged in a square on a white background, and p D there is a press statement by the QR Code is open mobile phone camera work Scan the code to see a moving advertising or open your site

The recipient of the interactive press advertisement feels that he is playing and enjoying and that gives him a feeling of happiness, as he is not obliged to do a certain thing, sometimes the recipient is required to cut a part of the advertisement and follow the steps until a chair is installed, for example, in the case of announcing Ikea (a furniture store) And his idea depends on that every person installs the furniture himself at home) when the advertisement is designed interactively that helps to communicate the idea of the store more successfully..

Key Words:

(Visual Experience - Interactive Press Advertisement - Interactivity patterns in the interactive press ad)