Philosophy of The Visual Metaphor in the Advertising Poster Design

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Abstract:

The poster design is an international language, it contains a semantic visual content that the designer tries to communicate with the audience with their different cultures , It conveys the advertising idea as visual data that the audience can translate, interact with and perceive, When the advertising designer uses visual metaphor as a design tool, he uses a method that includes a lot of imagination and symbolism which He uses to present his advertising message , Some visual elements can be used as metaphors in advertising design like the verbal metaphors , it also helps us to understand the unfamiliar concepts of audience, and Deliver the message of advertising to them more effectively, and it doesn't seek to Deliver the meaning directly, but It seeks to provide symbolic inferences to form a comprehensive understanding of the presented message and it's The implicit meaning ,And It is well known that The Advertising Affects Souls And Minds Together , The recipient finds himself critical of it , and this response to the ad's compelling benefits helps the designer find the best and most appropriate way to convince his recipients , Sometimes we use the language and image, or they may meet in a single design, to appeal to the recipient , And to provoke positive reactions in it , The metaphorical methods that we are studying are included in the new Rhetoric, which called for such subjects, namely, linking the Rhetoricto different areas of daily use, The Rhetorical Methods (Metaphor, Metonymy) that It formulates are Visual Templates, As a means Of Persuading The Recipient , Overall, Visual Metaphor Is A Different Artistic Vision of Reality, Which Make Metaphoric advertising designs distinct from any other design, Because It Achieves Esthetic dimension that carries a philosophical And Semantic Content.

Keywords:

Advertising Poster, Visual Metaphor, Semiotic ,Metaphoric Thinking