

## **Philosophy of The Visual Metaphor in the Advertising Poster Design**

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### **Introduction: -**

The use of optical metaphor in advertising designs makes them distinct and attractive, that's what can be achieved from aesthetic dimension that carries philosophical semantic content. The optical metaphors in the design are considered a different artistic vision of reality which helps the designer to create new structural dimension in design which address the recipient in a symbolic language with aesthetic vision produced through relationships among the constituent elements of the design, it represents a sympathetic relationship between sensory and metal methods. The metaphor is the language which communicates among art work with its elements, and its optical installations and the receiver. It is considered a fertile area of interpretation in advertising designs, it is a different view for formal elements which are complementing the design, its nature, its job and its semantic role which open a new perspective to produce meaning. The metaphor methods include ideological references, and scarification and doctrinal political backgrounds, inside both the designer and receiver. It can't considered as only a kind of artistic addition only, rather, it supports the emotional feeling value of the recipients. The metaphor tells us a new thing about reality, it expresses ideas and meanings in semantic style in an abstract.

### **The problem of the research: -**

- 1- The scarcity of employment of the optical metaphor in Arab and Egyptian propaganda designs which expresses the philosophical value of the design, when it is appropriate with nature of the thought, culture and identity of a society.
- 2- The wrong use of optical metaphor lead to undeniable reverse effect unless we follow some procedure which include the advertising message to be delivered correctly and clearly.

### **The aim of the research: -**

- 1- To confirm the effects of using metaphor methods in creation and formulation of ideas that enrich the advertising design.
- 2- The study of various figurative formulas of creative advertising designs with semantic indications.
- 3- Study metaphor thought and its effect to receive the information message that is carried by advertising design with a figurative dimension.
- 4- Study the role of metaphor methods to persuade recipients of advertising.

**Imposition of the research: -**

1- The research assumes a relationship between use of optical metaphor in advertising design and achieve creative design strategy which aim to persuade the consumer of the advertising message more effectively.

**Research Methodology: -**

1- Descriptive analytical method based on testing some models designs which use optical dimension in their designs and expose them to study and analysis.

**Forms of language in advertising design: -**

The language is expanded more inclusive as a system of visible or audible symbols; verbal and non-verbal which are used in coding communication message, outgoing messages to others with intent to evoke their meanings, it works as a container to interaction among individuals and to transfer and receive meanings, where it has an abstract function which represents informing ideas which strips reality and shorten it to a group signs which contain ( Icon ,point and symbol ) that enable a person to understand what is going on around him as well as ,it classifies things , events and different operations.

The language used are divided in advertising design field into two kinds (verbal and nonverbal), it is called visual language which is represented in fine art vocabulary that consist of a group of signs (Icons, pointer, symbol) both work side by side to reach advertising idea for the mind of the receipt and influence it. The use of written words enables the designer to collect ideas and transfer it to optical content. Verbal language is different from visual language that it is audible, as for language of printed advertising poster, it is a visual language that expresses ideas by pictures, the word verbal is a label for the product while the image is a description or a hint or assign or metaphor for it. This is in the form that text narration aligns with the poster narration.

**Optical metaphor and its relationship to advertising design: -**

A picture is able to communicate meanings and ideas more than twenty words and in a way that is faster, simple and more understanding and comprehensive, therefore advertising designer uses images as design elements with the help of optical metaphor style instead of words to express his advertising message with a way that attract the attention of the viewer , it makes him try to decode the advertising codes and understand the signification of it, and allow recipient to create special meaning instead of directing him without the need to think or realize by his mind, the metaphor is optical communication in which means are generated by the comparison of different visual elements.

Metaphor methods used in the design are mutating the visual shape away from literal meaning and directing toward imaginary metaphor. The metaphor language doesn't mean what it says, the method includes a lot of implicit meaning which manifests itself in the form of a mental image or visual that can deliver the desirable message to the recipient.

Visual metaphor is the way to express ideas through use of image, advertising designer should have the ability to analyze picture through shape and meaning, it is based on semantic metaphor techniques that teaches image structure and the consequences that mental and psychological effects convince the public of its message.

**Reasons of optical metaphor in design: -**

The meaning and ideas exist and they need ways to understand them and know how to express them. Through metaphor methods the designer can express ideas, visual images and send suggestion of what is appropriate for nature to enhance the meaning and connect it stronger for the recipient (Mohamed 2006)

The visual metaphor characteristics give strength to deliver meaning through ability to reduce multiple meaning in a visual image.



**Analytical model**

Table (1)

Analytical model	Standard	Description and analysis
1	The name of designer	David lesage
	The country	French
	Date of design	2014
	Kind of poster	Awareness poster for French ministry of health
	The address of poster	Obesity starts from childhood
	Metaphor method	Visual and metaphor
	The advertising idea	The aim of the design is to raise awareness towards the excessive intake of sugar and sweets on children, use of visual Metaphor to express the idea, so he replaced part of the ice cream shape with a flappy body. This is a Metaphor for the bad side of sugar and sweets on children body.
	Aesthetic value in design	Aesthetic value in design.

		<p>The design is beautiful because of its ability to suggest a lot of meanings and implied thought.</p> <p>This is an indication of design ability to extend the perceptual properties to the maximum in order to see what we usually do in unbalanced way.</p> <p>Aesthetic shape the formative composition of the design is good, it was achieved through achieving unity and balance between various technical and chromatic elements.</p> <p>The composition is a single visual formula that brought consistent and harmonious result due to collaboration of the used technical character.</p> <p>Aesthetic value in designer usage: Balance close mastery to symmetry.</p> <p>The major element was put in big size (as a center of mastery in design to indicate its important.</p> <p>Harmony: in the colors used in the design.</p> <p>The metaphor replacement related with the job icon, both of them concentrate on the principle of similarity between ice cream and flabby body.</p> <p>The designer has worked to shorthand the advertising ideas in visual formation which became visual sign that provides semantics.</p>
	<p>Semantics dimension in advertising poster.</p>	<p>Designer seeks to use visual metaphor in design to make it carry semantics about (harm of eating sweets) and express the hidden meaning behind visual formation embodiment the idea (message in the form of Semantics sign.</p>
	<p>Persuasive ability of optical metaphor in design.</p>	<p>persuasive power of optical metaphor use design strategy that depends on fiction as a way to reach new and innovative optical formations that helped (visual borrowing)</p> <p>Designer provides lots of potential to persuade recipient with the advertising ideas, the design has distinguished the idea, and the message is clear and easy to understand.</p>

		<p>1- The design was distinguished by employing an over stated, component, as one of the attraction for recipient to think about the message.</p> <p>2- The design doesn't depend on aesthetic pleasure only but weave a relationship between the design, and the recipient, the design attracted and persuaded the recipient.</p>
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