

Using street art as a child-directed advertising medium

Prof. Tamer Abd-ELlatif

**Professor of Design and Head of Advertising Department - Faculty of Applied Arts -
Helwan University**

proftamer@gmail.com

Assist. Prof. Dr. Mai Ali Nada

**Assistant Professor, Department of Advertising - Faculty of Applied Arts - Helwan
University**

dr.mainada@yahoo.com

Assist. Lect. Rana Mohamed Fawzy

Assistant Lecturer at the Higher Institute of Applied Arts

lroro48@yahoo.com

Abstract

In light of the technological revolution, creativity has become the basis of any artwork, which led to search for unconventional ideas that break all the series restrictions regarding the concept of advertising in its simple and customary form, to come out of this pattern to other shocking patterns when the recipient absorbs them to achieve the desired goal by some mental effort by exploiting All that is in the environment surrounding us and by some types of arts that have emerged after modernity, making a fuss in its time. Therefore, the development is still ongoing for it to be exploited by the advertising designer at the present time to synthesize it with the art of advertising in a dramatic or comic nature according to the type of product or service to receive the admiration of the recipient and acquires a new category of new-recipients.

Concerning the technology contributed to improve the level of creativity and innovation in the design of advertising, which in turn produced unique atypical ideas of its kind that operate the mind of the recipient to become part of the advertising industry, so it was obligatory for advertising to enter this new era in adapting modern technological means in the interactive advertising industry.

Street art took advantage of all patterns, shapes, arts and technologies to produce different new patterns emanating from the usual patterns on them in order to make a fuss in the advertising industry, drawing attention and then interesting happens. Regarding this pattern, the awareness and interaction with the idea are done to persuade the recipient faster and firmly in the mind. In such research, the method of adaptation of the environment to product street art advertising will be discussed in and the role of street art in establishing the street in a different way that can be applied in the advertising industry and also the extent to which street art benefited from the postmodern arts and the arts emanating from it and its effect in producing a new and unconventional form of advertising to draw the child's attention and arouse his interest when he exposed to the advertising message.

Key words:

Street art, Child's culture, Advertising penetration