

Achieving the methods of the photo collage and photomontage arts in contemporary advertising poster for art students in Egypt

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Abstract:

Teaching photography arts in art colleges to create advertising posters in a contemporary way, requires innovative ideas and methods that contribute to expanding contemporary ideas for designers and recipients in Egypt. And with the great technical development of cameras, their small size, the increase in the number of images, and the endless technical experiments without needing special laboratories to show results it has become a wealth owned by every ordinary individual, only designers, artists, and art students knowing its importance.

Therefore, the various technical processes and methods are combined with visual thinking that combines visual and verbal forms ideas, the artwork becomes a mediator of communication and a better understanding of seeing the symbols and connotations contained in the design, which makes it reach the desired goal then makes communication with the target recipients.

That's will reach successful solutions in designing that is in line with the requirements of the modern era. Hence, the researcher confirmed the importance of teaching various techniques of photo collage and photomontage in art colleges.

To enrich the students' mental images by reformulating the images, introducing technical effects, manually and technologically, to recreate the essence of the image and achieve the idea of virtual or alternative virtual reality, then creating new advertising design ideas that cannot be found in the real-life, creating a special dialogue language between the designer and the target recipient in creative and different ways in a contemporary technical way.

Keywords:

photo collage – photomontage - virtual reality.