

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.

The Introduction:

Contemporary advertising designs depend in their design construction on the application and practical practice of formulating modern ideas through materials, images and interaction between the designer and the various artistic practices and contemporary technologies that are renewed day after day, which constitute the visual and physical aspect of the design process, and this aspect requires special ideas and methods for each designer. To adapt and benefit from them in different ideas and artistic methods and in various fields.

The idea is the basis of successful advertising. If the advertising artist is able to formulate the advertising idea in an innovative way and link the technical and design elements in a creative way, he has achieved success in advertising over a long period of time. More than realistic, while employing it in its appropriate place according to the subject of the advertisement without causing a defect in the general composition, it is one of the most important factors for the success of the advertisement and making it influential on the recipient. In expanding the horizons of the recipients as well as contemporary designers in Egypt, the idea here means the mental dialogue that the teacher takes as a main focus in teaching methods of achieving

contemporary media arts to reach successful solutions in designing an innovative advertising poster in line with the requirements of the modern era.

Photographic visuals have gone beyond the faithful transfer of reality, as artists have added to it many manual and experimental techniques developed day after day, so it has become an emotional and expressive visual art that addresses the feelings and affects the consciousness of the viewers.

In this research, the importance of teaching art college students to the methods and techniques of photo-collage and photo-montage in particular in the school curricula is emphasized. It cannot exist in the visual reality by making what is called virtual or alternative reality, which deepens the concept of the technical laws of the technically modified photograph, and creates a special language of dialogue between it and the recipients in exciting creative ways and different in design in a contemporary technical way in line with the data of the modern era evolving day after day.

Research Importance:

1. Utilizing the arts of photo collage and photo montage to enrich the imagination of advertising designers in Egypt and create innovative advertising designs and ideas that enrich the imagination of the recipients and raise the public taste.
2. Take advantage of the philosophical dimension by using the method of achieving alternative or virtual reality in the art of photography that fits with the ideas of young people in our modern age.

Research problem:

1. How to teach the art of photomontage and the art of photocollage in technical colleges to the extent that the teacher can apply it in the photographic course for graphic art students in Egypt.
2. Finding ways to create new ideas and design relationships in the advertising poster inspired by the alternative reality through the manual and graphic techniques of the various arts of photomontage and photo collages.

Research Aims:

Finding ways to teach the arts of photo-collage and photomontage and access to innovative and contemporary artistic designs and combine them with the design of advertising posters for students of graphic arts in Egypt.

Research hypotheses:

1. The researcher assumes the application of the photomontage and photocollage arts course in technical colleges to the extent that the teacher can expand the horizons of design innovation among graphic art students in Egypt.
2. Finding innovative methods and contemporary design relationships in the Egyptian advertising poster inspired by the manual and graphic techniques of the infinite and different arts of photomontage and photo collages.

key words:**Photo collage:**

It is an artistic technique used by many international photographic artists, through which the artist can add some parts or elements in a certain image and put them in another way, or empty some parts of the image to put them in another way manually by cutting and pasting them to give different textures on the surface of the painting or printing it to give The same feel as a glossy or matte photograph.

Photomontage:

It is an art dating back 150 years that has been used before in the technique of collage through which drawing, deletion and addition of some different raw materials together, and this was especially in the work of advertising posters in the past, and montage is basically the use of negative and positive photographs in the production of a work of art New (This method is now used to reformulate the photograph and introduce some different graphic technical effects and manipulations into the computer to recreate the essence of the image, and achieve a new image that cannot exist in the visual reality.

Virtual Reality:

It is a semi-realistic representation of things, bodies, people and their environments, in addition to the idea of permanent interaction, to give the recipient the exemplary life that he wants to exist in with all its data as if they were real things that exist on the ground, so he immerses himself in a fictional artificial environment created by the artist to achieve his artistic goals and transfer his ideas to this world with the help of his fertile imagination It is widely used in computer programs and technology games and has uses in various fields such as medicine, engineering, science, architecture, education and the arts in all its forms.

Research Methodology:

The research is based on the use of the descriptive approach and the applied approach through a practical application in teaching the arts of photocollage and photomontage and their various techniques to undergraduate students (18: 20 years) in the Graphic and Advertising Arts Department at the Higher Institute of Applied Arts in Sixth of October City, to create contemporary creative paintings that fit the spirit of the age and benefit Including creating contemporary advertising designs and ideas that students can benefit from in their future career as professional designers.

Results:

1. Access to some unique artistic and advertising designs associated with photo montage and photocollage techniques and integrate them with each student's own artistic styles.
2. The success of advertising posters creatively in our time depends in the design building on the good combination of virtual reality and the advertising message.
3. Reaching the best possible results available by using different photographic techniques in interaction with the advertising idea in a good and innovative way.
4. Incorporating virtual reality into the advertising design leads to a good interaction between the spoilers and the advertising message.

Recommendations:

1. Art teachers in Egypt should support the new designers of the bachelor's stage in knowledge of contemporary techniques and artistic methods in order to create new structural design foundations commensurate with contemporary Egyptian thought.
2. Satisfying the needs of the recipients of the target groups aesthetically and utilitarianly, psychologically and mentally, imaginatively and financially through the creation of innovative and attractive advertising ideas.
3. Art students should pay attention to modern artistic techniques that support his creative ideas and apply them in various fields.

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