Future Trends for the development of the advertising industry in light of Vision 2030

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Abstract:

Modern future studies are based on the use of technology for the purpose of adding scientific principles that help in developing societies and developing strategic thinking methods by employing available resources in the best possible way to implement Vision 2030, The advertising industry is an interesting and challenging thing as it is a mixture of science and art The importance of future studies in advertising industry because it gives a wide scope for exploring the methods that this industry must go to and which opens up for jobs thought of the 2030 vision. **Research problem** What are the future Trends that the advertising industry should take in light of Vision 2030? **Research importance** by revealing the future trends of creative development in the advertising industry in light of Vision 2030,. **Research aims** to explore how modern technologies and media affect the creative development of the advertising industry by 2030 and affect future jobs and skills. **Research hypotheses** Study future scenarios for advertising helps define important strategic focus areas that graphic and advertising designers must consider when planning for the future. **The research relied on** the descriptive approach and the predictive report survey to develop future directions to enhance and support the advertising industry in light of Vision 2030. **research concluded** that to visualize the future of advertising industry helps define the requirements, mechanisms and pillars of this industry in the future. **recommendation** the concept of collaborative approach should emerge in learning the skills of advertising designers