

## Use of cartoon characters of Celebrities in advertising breaks to indicate the artwork

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### Research Summary:

Ad breaks refer to a specific information and data and to attempt to create a desire for the viewer to follow up and prefer the action mentioned and to boost their decision.

Ad breaks dedicated to mentioning dates of the presentation of drama, series, plays and films which play a vital role throughout the day in drawing the viewers' attention to the dates of the show on the screen.

Recently, satellite channels have tended to pay attention to the ad breaks and to enhance it with an entertaining artistic dimension in addition to their role in the announcement.

Stimulating viewers' interest and attracting their attention during the mentioning presentation in addition to its aesthetics dimension to create a positive interaction between the viewer and the artwork through creating creative characters from the same environment content of their artwork with the addition of some other elements such as backgrounds, familiar decorations to the viewer, physical movements or facial expressions already known in the viewers' background and already know in advance to viewers about the artwork and its characters.

Those elements add attractions, elation and splendor that are used to indicate the artwork throughout the day, or the ad breaks during the broadcast of the artistic work, which is an additional attraction to mention the dramatic work displayed.

Keywords: cartoon characters - celebrities - ad breaks

: Research importance

There is a lack of mentioning ad for the presentation times on the screens, as well as the ad breaks during the presentation of the artwork to the element of attraction, where the mention often contains the date of the presentation and parts of the most important scenes contained in the artwork, while the advertising interval within the work itself is often a long separation period that isolates viewers from the artwork environment, which they follow, hence the importance of the research lies in the development of a different way to give an indication of the work of art by inventing Cartoon characters of the same work and give them a distinctive character in terms of personal design and accessories and fashion and movements that are famous in the work to be use in the same note about this work before and during the presentation.

Is it possible to take advantage of the technical development in animation programs in the work of short and simple advertising breaks using designs of cartoon characters of the artists' heroes of these works successfully and effectively? To achieve the highest degree of attention to the reference and the advertising interval of influence and dazzling to achieve the goal of advertising.

### The research goals

The research aims to create an attractive and different artistic form for the declarative advertising interval, which promotes the artistic work during its presentation on the screen to enhance the chances of viewing it, as well as creating a case of favorites between artistic work and the viewer.

### Research hypotheses

- ١ To create an attractive and different form of the declarative advertising interval in reference to artwork.
- ٢ Using the modern animation programs may contribute to the adaptation of the movement of characters in the advertising interval for the design of artwork.
- ٣ The personalities of artists and their distinctive characteristics of facial expression, fashion, movement and the like, can be an attractive factor when converting them to cartoon characters and their use in promoting their artistic works which they perform.

### Research Methodology

The researcher uses a descriptive, analytical, applied approach, where the researcher conducted two applied experiments.



Figure (1) - Sketches of the characters in the play "The Lads Have Grown Up", designed by the researcher.



Figure (A) Implementation of the father figure "Ramadan Al-Sukkari" from in the play "The Lads Have Grown Up", designed by the researcher.

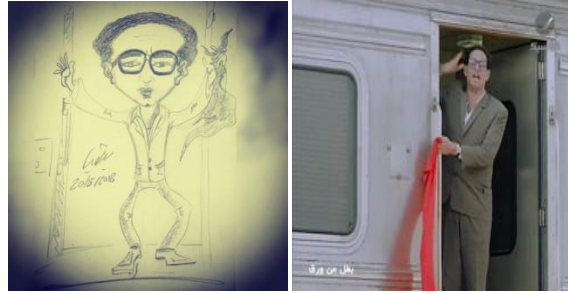


Figure (3) - A sketch of the character of the artist Mamdouh Abalalim (Ramy Kashoua) from the movie "A paper Champion", designed by the researcher.

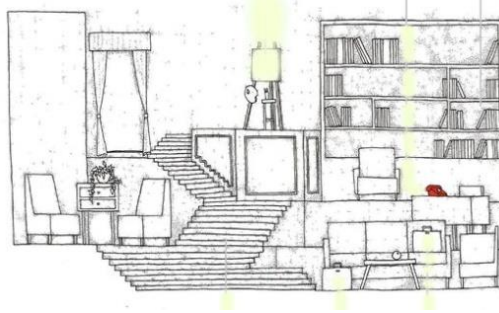


Figure (4) - The design of the background for the play "The Lads have grown up" by the artist Hany El-Masry.

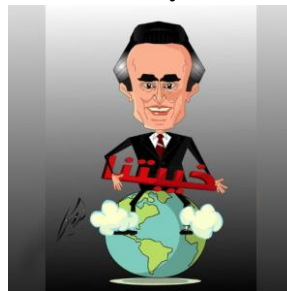


Figure (5) - A design of the character of the artist Mohamed Sobhy from the play "Our Fiasco", designed by the researcher



Figure (6) - Sketches of the two characters "Mishkah" and Rima , the researcher's work.



Figure (7) - A sketch of the character "Salim El Badry" from the series "Helmeya's Nights", designed by the researcher



Figure (8) - Fananes figures.



Figure (9) - Sketches of the characters "Bakiza" and "Zaghoul" to advertise the series "Bakiza and Zaghoul"



Figure (10) – character of Aziz and Aziz's mother from the series "Eugenie's Nights", designed by the researcher.



Figure (11) - Designs of the characters of the play "lock Your Girls in ", designed by the researcher.



Figure (12) - Design of the character "Kariman" in "Eugenie's Nights" designed by the researcher along with photo of the original character.



Figure (13) - A sketch of Abbas Al-Zefer's character from the movie "Ismail Yassin in the Fleet", designed by the researcher



Figure (14) - the characters "Dawlat Hanim" and "Hafez Bey" from the series "The Shahd and the Tears", designed by the researcher



Figure (15) - Pictures from the play "Our Fiasco " by "Mohamed Sobhy."



Figure (17) - Cartoon sketch of the artist Mohamed Sobhy



Figure (18) - Entering the drawn sketch and the name of the play into the program, re-drawing and inking them



Figure (19) - chromatic attempts for the character's background

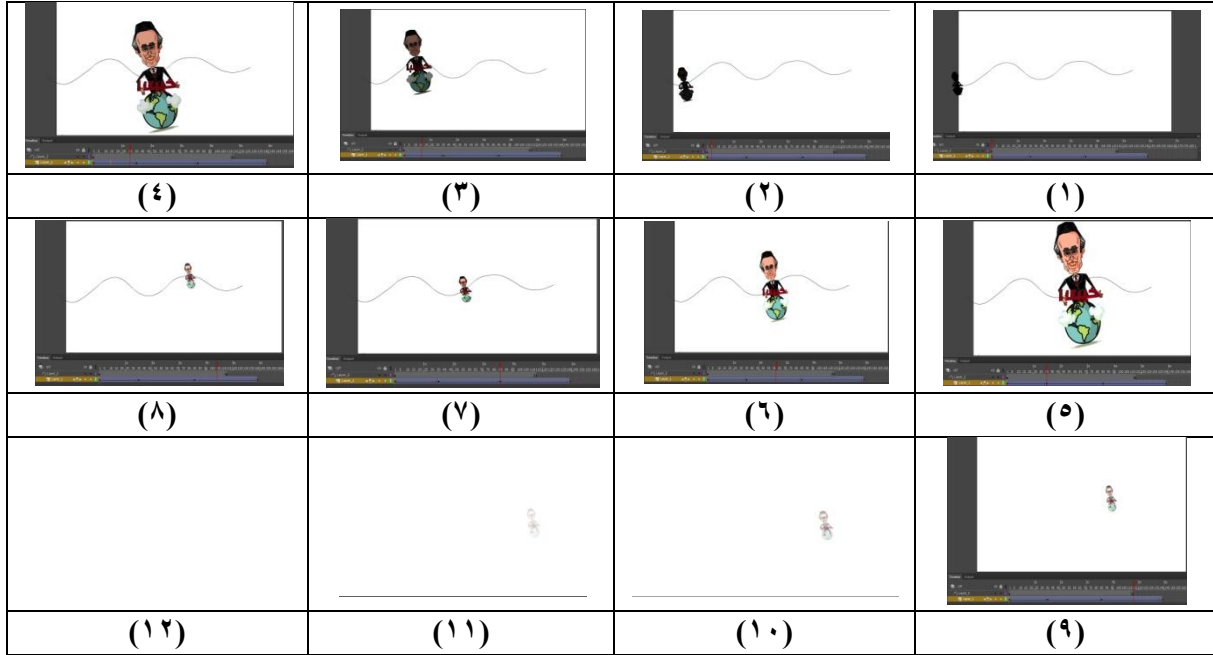
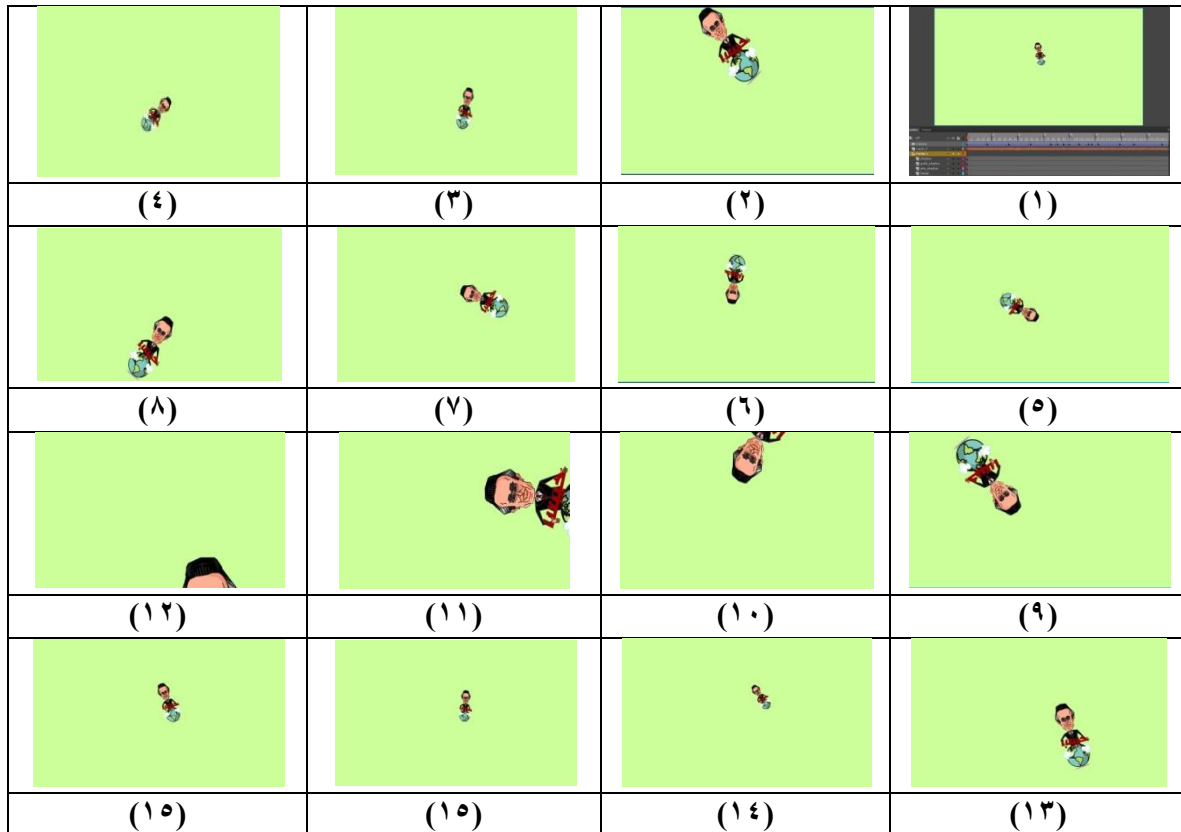


Figure (20) – The sequences of first experience cadre of the advertising for the play “Our Fiasco”.



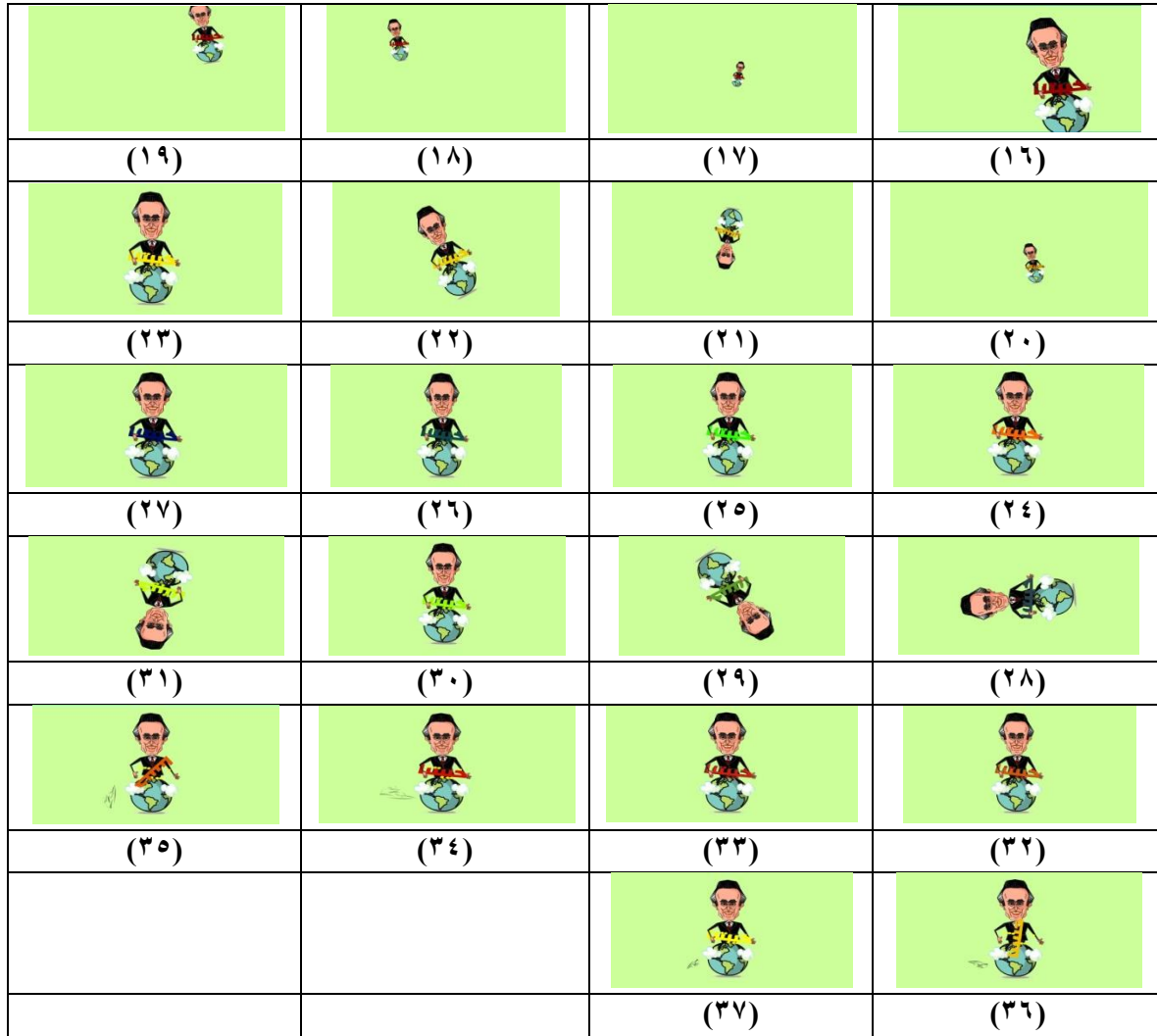


Figure (21) - The researcher's second experiment cadre sequentially.

### • Research results:

- 1- It is possible to design an innovative and more attractive advertisement by using cartoonish designs of the stars and lead characters of the artistic work and using them in the advertisement that is announcing this work.
- 2- The use of modern animation programs contributed to adapt the movement of characters into simplified movements in the advertising break indicating the artistic work.
- 3- The artists' distinctive features such as: facial expressions, costumes, movement, etc... represent a pull factor when converting cartoon characters and they are used to mention the artistic work that they are starring in.

### • Recommendations:

- 1- The need to make use of the substantial development in animation programs that have facilitated and developed animation techniques in making commercial advertising breaks that promote both the drama and the TV channel at the same time.

- 2- The interest in employing the field of animation for its creative and innovative fantasy dimension, in creating innovative designs for artists and using them in making short advertising animation films for them.

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