

## **The Role of Compositing as a visual effect in enhancing advertising message**

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### **Abstract:**

Digital compositing is an essential part of visual effects, (the merging between imagination and reality) has emerged in television advertising based on optical illusions using visual effects techniques, where the importance of visual effects lies on the ability to create many ideas that were difficult to implement in the past, as modern technology has been introduced in programs. The different visual effects and chroma separation are a breakthrough that allowed filmmakers and advertisers to delete, add, or modify live footage scenes. And put all their imaginative and innovative perceptions easily and smoothly, it is impossible to implement or photograph on the ground, which saved the time spent, and the high production cost in the manufacture of the moving image, which affects the advertising message and the behavior of the recipient.

The visual effects have gone through many stages of development in the programs and technologies that were used in their application, starting from compositing techniques in their early stages and reaching modern technologies such as digital compositing programs, camera tracking, integration of 3D elements in the video scenes and their use in the production of television advertising to achieve the excitement required by the public, and how the digital installation has played a role in the development of the modern advertising image and the maximum benefit from technological progress in the world of visual effects and the programs used in all different stages of production, whether pre-production, production, or post-production, which is the stage in which the digital compositing is present as the last stage of the production of visual effects, in which the three-dimensional elements are combined within the video scenes or two photographic scenes are combined into one scene using many modern techniques in separating chroma and green and blue screens and separating the different elements or by Rotoscoping technique. All this made it easier to implement all perceptions and imaginations in the ideas of the advertisement without restrictions to achieve the visual excitement required to affect the recipient.

### **Keywords:**

Visual Effects, Digital Compositing, Chroma Keying, Recipient Behavior