

The diversity of the formal and persuasive context of the advertising poster based on digital technology

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Summary:

Advertisement is a visual message and one of its forms, it is a link between the sender and the recipient, thus it takes upon itself to persuade the recipient and take it into the acquisition of the good or service because of its impact, due to the diversity of the formal and persuasive context of the advertisement and the features it contains that result from imagination, creativity and innovation of the designer in addition to the use of programs. Therefore, the designer has to follow elaborate and deliberate steps to achieve persuasion and attract the interest of the recipient and achieve his/her desire. The two researchers have defined the research problem by asking the following question: What is the diversity of the formal and persuasive context embodied in the design structure in the poster (by adopting the technical aspect? Also following the advanced scientific method in designing advertisements, especially printing technology, and the consistency of formal and persuasive persuasion of digital advertising. The recipient is no longer that person who can easily reach his desire and draw his attention and push him to buy through simple and quick designs. As the advertisement has become an elaborate creative and persuasive process, and here comes the role of the designer who opened the way to dependence on advanced technological programs and high artistic methods through formal and persuasive diversity to design a successful advertisement through innovation and creativity in in unique and convincing designs. Accordingly, the research was defined in three chapters, the research problem was identified as the following: Exposing the diversity of the formal and persuasive context imposed by the design structure in digital advertising.

As for the importance of the research:

1-The research contributes to the knowledge and scientific enrichment of what is related to the issue of diversity in the formal and persuasive context of design in general and digital advertising in particular.

2-The research contributes to establishing some design process pillars by relying on a solid scientific basis in designing and producing digital advertising.

Research Objective: It aims to demonstrate diversity in the formal and persuasive context in digital advertising design.

search limits:

The Objective boundaries: the diversity of formal and persuasive context in the design of digital advertising. Temporal boundaries: for the period between (2017-2018).

Spatial boundaries: Local and public examples of some of the advertisements in the (Pinterest). As for the theoretical framework and its indicators, the second chapter was devoted to it, where the following concepts were reviewed (the concept of the formal context for the design of digital advertising, the basics of formal persuasion, the diversity of the persuasive formal context). The third chapter of this study has singled out the procedures followed, where the research methodology came with an analytical description as a method used in the research represented by the two researchers, therefore it was decided to Pinterest commercial advertisements for the

year (2017-2018) program, so that the research community would be (50) advertisements, and the two researchers intended to take the intentional sample according to a set of reasons. (5) models were chosen from the community, i.e. average) 10%) from the research community, and for the purpose of analyzing the sample, an analysis form was prepared, which was approved by the experts and came on the basis of its analysis paragraphs. As for the fourth chapter of this study, the results of the research were reviewed, and the most important of these results are:

1-The formal context used in the design of the advertisement lies in the diversity of the methods of arranging the ads Namely, and the organizational contexts Namely.

2-Digital advertisements have emerged in different subjects with creativity and mastery to achieve persuasion through the designer's reliance on illusions, inspiration, imagination and innovation.

3-Achieving persuasion by employing digital output processes for what is related from the design point of view, but from the aesthetic point of view, visual persuasion is achieved by coordinating colors with each other; shapes; their proportionality and linking the form and content to achieve the complete form of the advertisement with what is commensurate with the advertising context.

As for the most important conclusions, it came as follows:

1-The contextual and formal diversity helped in the advertisement with ease of reading the digital advertisement and preparing a creative idea through diversity in the use of multiple extensions of importance according to the topic.

2-Colors and shapes are used in a way that attracts attention by providing an atmosphere suitable for the environment. The design of the advertisement, cannot be visualized except inside recipients' imagination.

1-The digital advertisement highlights the visual enjoyment and the opportunity to achieve and create designs for situations, and this does not usually appear to occur without the realization of diversity between shapes and design elements, a clear and new vision and finally recommendations, proposals, sources and appendices Indicators of the theoretical framework:

1-Adding the element of suggestion and imagination to the digital advertisement to convey a visual and intellectual message to convey the content of this message through the advertisement with the use of diversity in design.

2-From the characteristics of the formal context of what happens to the design, such as expressive, aesthetic value, creativity, flexibility, originality, and the design system based on culture, values, customs and traditions.

3-That the use of personalities has the most prominent effect, such as an advertisement message. Diversity in the formal context adds vitality and this diversity occurs through the technology used in digital design.

4-The formal and creative diversity is a departure from the ordinary and this is represented by thinking about new shapes or reformulating them in a new way, such as a product of creative thinking by using symbols and logos in digital design that is acceptable to the recipient in terms of communication and persuasion.

The third topic / research procedures:

First: Research Methodology

The researcher adopted the descriptive method as it is considered a sober scientific approach that diagnoses the situation by analyzing information and data in order to achieve the objectives of the research and to enhance the scientific aspect.

Second: Research Society:

The two researchers adopted the advertising designs published on (Pinterest) as the advertisements varied between commercial, touristic and cultural, and for the large research community of (50) advertisements with diversity within the advertisements. The search was

limited to the introduction of commercial advertisements because they are the best designed and the most used systems.

Third: The research sample: An intentional sample was chosen for the site (Pinterest) * according to what the aforementioned research serves, as the number of the models chosen was intentionally included (15) ads out of a total of (50) announcements as they fit the purposes of the study, which included (5)

advertising models out of (15), ten advertisements were excluded, as the researchers excluded the models that do not meet the requirements of the research and achieve its objectives.

Chapter Four / Findings and Conclusions

-research results:

The two researchers, through what was presented in the analysis of the research samples, reached a number of results, the most important of which are:

1-The formal context used in the design of the advertisement lies in the diversity of the methods of arranging the advertisement, which are the organizational contexts.

2-Digital advertisements have emerged in different subjects characterized by creativity and mastery to achieve persuasion through the designer's reliance on illusions, suggestion, imagination and innovation.

3-Achieving persuasion by employing directive treatments for what is related in terms of design, but from the aesthetic point of view, visual persuasion is achieved by coordinating colors with each other, shapes; their proportionality and the link between form and content to achieve the complete form of the advertisement with what is commensurate with the advertising context.

4-Digital persuasive methods, including the simplicity of the style, the employment of famous personalities, and the repetition of advertisements help convince the recipient of the product and direct him to his conviction only.

5-Symbols, suggestive connotations and methods used, such as simile and metaphor, contributed to consolidating the advertisement and drawing a mental image in the recipient's imagination to adapt his idea and desire to acquire the product.

Conclusions:

Based on the research results submitted, a set of conclusions can be presented, as follows:

1-The used digital technology has covered the superficiality of dealing with the idea of advertising and making it clearer and more realistic.

2-Technology has played a big role in making the suggestion, simile and metaphor in digital advertisements for industrial products.

3-Give the various connotations of interrogating the world of fiction by proposing attractive and striking designs .

4-The contextual and formal diversity in the advertisement helped easily read the digital advertisement and prepare a creative idea through the diversity in the use of multiple expressions of importance according to the theme of the idea.

Recommendations:

The researchers recommend the following:

1-The adoption of modern directing methods and digital technologies in the field of advertising has helped the designer to think in new ways and formats. The advertising poster industry is developed according to the culture of each society.

2-Staying away from incomprehensible contexts because it needs great contemplative and intellectual energy, especially when it is ambiguous and complex.