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

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Abstract:

The 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 in the acquisition of the good or service due to the effect it shows in the diversity of the formal and persuasive context of the advertisement and the features in it that result from the 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, take the interest of the recipient and achieve his desire, as the two researchers identified the research problem by asking the following question (what is the diversity of the formal and persuasive context embodied in the design structure in digital advertising) by adopting the technical aspect and following the advanced scientific method in designing Advertisements, especially printing technology, and the formal and persuasive consistency 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. The advertisement has become an elaborate creative and persuasive process. Here comes the role of the designer who opened the way to dependence on advanced digital programs and high artistic methods through formal and persuasive diversity through style and colors, and the exploitation of design spaces in a thoughtful digital manner. The recipient is no longer that person who can easily reach his desire. He caught his attention and made him buy with simple and fast designs. Technology has entered as a basic factor in designing advertisements to save time and effort and produce impressive and influential designs by relying on good foundations and contexts, as the advertisement has become an elaborate creative and persuasive process. Thus, the research was limited to three topics, the first topic, where the problem, importance and goal of the research was reviewed and terminology defined, and the second topic included the theoretical framework, while the third topic singled out the procedures used for the descriptive and analytical research approach, the research community and the sample analysis. As for the fourth topic, the findings, conclusions, recommendations, proposals and sources were reviewed.

Keywords:

Context , the shape , Diversity,   Persuasion