

## **A new strategy for designing ads for the blind as an entry point for teaching contemporary advertising (Braille Method)**

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### **Abstract:**

The sense of touch is for the blind person who is able to savor the feeling of the beauty of the outside world, as it is a source of gaining experiences and a means of communicating with the outside world.

However, the strategy of thinking about designing ads for the blind visually requires research in two points, the first is to open new horizons in how to activate the degree of customer relevance to the product, and the other in the importance of the sense of touch in relation to the blind as some advanced societies realized and developed a type of tactile training called touch education or touch education To provide the blind with information, technical, aesthetic, historical, geographic and social information by establishing museums and galleries that take into account the nature of movement and movement of the blind for the display of cultural and artistic heritage.

Hence, the research problem that can be summarized is limited to trying to answer the following question:

How can the employers and Braille and Coverage writings be employed in designing the advertisement for the visually impaired and creating a new situation that aims to reach a different visual language with a kind of imagination that has a visual disability towards advertising the product as it has an effective role in opening new horizons in how the customer relates to the product?

The research aims to use the cover and contacts to form new forms to enjoy the imagined situation inside the advertisement, which enhances the achievement of emotional effects towards the product, which have a great impact on setting a new strategy in designing ads for the visually impaired.

The research follows the inductive approach to collect information and data on the visual and sensory perceptions of the blind visually and how to use the Braille method in the ad sentence, then the research follows the applied approach to forms from students of the Academy of Art and Design \_ Department of Graphic and Advertising Arts \_ First Division 2020 in the exclusivity by presenting their ideas and perceptions in how to design the advertisement Visually impaired, and facilitate his awareness of the imagined advertising idea through the texture and identification of the content of the advertising message.

The study showed the extent of the effect of the imaginary side through contact with the advertisement, and alerting the recipient to suggest the image formed within the mind (visually blind), which are those concepts that can be perceived by using the senses (sense of touch) and this vision has had to be explored in the implementation of designs using approved textures On imagination in advertising.

### **Key words:**

Advertising strategy. Braille. Visually impaired. Touchers.