

Contemporary societal problems as an entrance to enrich the advertising poster for students of the College of Art Education

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Abstract

Advertising in general and poster advertising in particular in various areas related to commercial sections and influences, It is scheduled to look and appear and appear and urges and urges the recipient to only the area of this file, and this part of the scene is scheduled to be cast.

Preparing the art education teacher to be able to play his Educational and intellectual role in this important field must include the need for him to live with the problems of his society and his time and be able to express them with his tools and creative thought through the art of the advertising poster and revive his educational and educational role in spreading negative and destructive behaviors and ideas that have become invading society.

The research problem is determined in the following question: How can contemporary societal problems be used as an input to enrich the advertising poster for students of the College of Art Education?

Among the most important objectives of the research:

1. Employing the ideas resulting from awareness of contemporary societal problems to enrich the advertising poster.
2. Highlighting the role of the educational advertising poster in facing contemporary societal problems.
3. Activating the role of the educational advertising poster in spreading artistic and cultural awareness in the community.
4. Searching for new approaches to enrich the art of advertising posters

The importance of the current research is due to:

Shed light on the advertising poster as an important tool in communicating culture and directing behavior .

Keywords:

Contemporary societal problems , advertising poster , Art education