

A futuristic design vision in interactive advertising and a course in environmental protection and realization sustainable development

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Abstract:

Since the early beginnings of man's inception, the environment has been the most interested space for him, trying to adapt to the environment is like the focus of the conflict that would prove the existence and effectiveness of man, just as the interaction of man with his environment is a continuous interaction, and the interactions of the environment itself are in a state of constant change, because the world is not Made of fixed units, the environment is not stable, as it is the result of a continuous interaction between many changing factors. Therefore, the interaction between man and the environment is as old as it appeared on Earth.

The importance of the environment is manifested in the preservation of natural life and the survival of renewable resources automatically. In the past, man lived in a beautiful, innocent and pollution-free environment. But recently, we find no place in the environment except that pollution has destroyed it, thus losing its balance, and man was the first contributor to the environment's imbalance and damage. ecological balance.

Therefore, specialists from all countries of the world, especially in recent decades, sought to try to find some solutions to address this problem and preserve the environmental reality, not the environment preserves the continuity of human life. Conferences, treaties and studies were held in order to protect the environment, and many slogans and concepts crystallized as a result of these attempts Including the concept of (sustainable development), which imposed itself with the exacerbation of environmental problems and the excessive exploitation of the elements of his environment by man, and the consequent deprivation of future generations of many natural resources or their pollution and loss of their characteristics and many of their elements. It seeks to continue to work in a correct manner and try to reach the least deterioration in the surrounding environment.

Therefore, the researcher found that increasing awareness of the concept of sustainable development and urging it was the focus of attention of specialists and even artists, as we find that this concept has penetrated the field of art, specifically the art of interactive advertisements that serve as a communication message directed to the masses whose function is to draw attention and urge the preservation of the environment Encouraging the behavior of developing a lifestyle by going towards environmental data, Living in a natural civilized environment free of impurities and preserving its natural resources for its continuity for future generations.

Keywords :

(Interactive advertising, environment, sustainable development).