

The role of interactive digital applications in the design of advertising display booth from an economic perspective

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Abstract:

The massive digital development has led to the development of multiple applications aimed at engaging the recipient in unique experiences, the modern digital applications are applications based on virtual reality, hologram applications and interactive applications, which are among the most important and complex systems that Its application requires many in-depth studies and in many fields. The design of advertising display suites is one of the advertising fields that deal directly with the recipient through direct contact, which aims to provide the recipient with dense and focused information about the product or service and then the brand in an attractive and likable way, while employing the skills of the communicator to achieve a constructive complement to the design philosophy based on the brand identity. While the process of teaching advertising design at the present time is concerned with the trend towards benefiting as much as possible from the applications of modern digital technology in the advertising design processes, and accordingly, this research aims to monitor the reflection of modern digital applications on enriching the design of advertising display booth systems with conducting an applied study on college students Applied Arts at Benha University. The research is divided into three main axes, the first concerned with studying the design of advertising display stands from an economic perspective, while the second deals with the study of modern digital applications in advertising booth design, the research ends with provides an applied study on students of the Advertising Department, Faculty of Applied Arts, Benha University.

Keywords:

interactive applications, digital applications, advertising display Booth