Study of technical standards for Projection Mapping in advertising events

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Abstract:

Projection Mapping are considered a technological innovation that allows designers to be able to make drawings or videos to unite with any surface like buildings or roads, projection shows have many phases, these phases start with pre-production process where fitting of photos and videos take place within a three dimensional prototype for the surface of projection to give it its final appearance, then the second phase includes getting to know the projectors being used for the show in addition to getting to know the programs that will be used to add vitality to an advertising. Because using such thing can result in making an advertising more vivid in audience's minds than other methods -may be because of amazing drawings, or because of unique three or four dimensional experiences or interactive combinations that they enjoyed- and that is the effect caused by Projection Mapping for the audience, this lead to advertisers putting it among the newest ways of advertising as it accomplishes the connective targets, and because of scarcity of research papers talking about artistic basis for Projection Mapping in advertising in Egypt and applying it to different surfaces in this research I tried to be able to specify the artistic basis for light projection in advertising events through descriptive method for light projection shows, in addition to displaying some models where Projection Mapping are being used. In order to accomplish the target of the research definition of Projection Mapping is being made in addition to displaying some light projection show examples and in order to achieve the target of this research some points are displayed such as Projection Mapping definition, its types, and its contents in addition to displaying the basis of making a light projection show like those made by companies specified in Projection Mapping used in advertising events, then we will display some suggestions for ideas that can be used in advertising events, then we will analyze some examples of light projection used in advertising events and we will conclude that Projection Mapping are a method that can facilitate the work of advertising agencies and designers as they can apply it to be able to get unique advertising ideas in order to create interaction between the audience and the event