

# The Power of Visual Elements as an Expression of the Trend in " "Digital Advertisement Designs

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## **Abstract**

As technology and many users develop, communication between institutions and society needs to be humane and communicate directly with the public. One of the most prominent modern technologies for communication in advertising design and digital marketing is the visual elements embodied in emojis (emojis), memes (memes) and asylum for influencers, the visual elements have a powerful influence by connecting society on different platforms, It reflects real feelings without direct contact status, expressing people's condition and helping to build virtual communication status between others and becoming a reflection of the trending state of any event. Its use in marketing has become an expressive force of the product and brand in the absence of direct communication and its spread has helped the incursion of social platforms and the use of many applications. The research aims to study the visual elements in the communication process as a means of expressing the trend and its influence in marketing for digital advertising and to provide some graphic and appropriate design solutions for digital design with the power of visual elements. The problem of research is to study the spread of visual elements and how to employ visual elements as an expression of tendency in digital advertising design, Research limits on digital advertising in the period 2018- 2023. The research follows the descriptive curriculum followed by analytical study and then the designs of the researcher's work.

## **Keywords:**

Trend ،Digital advertising ،Visual Elements ،emojis ،memes ،influencers