

The symbolic semantics of shadows in advertising design and their role in stimulating the recipient's thought

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Abstract:

The production of shadows with symbolic and meaningful connotations that require analysis and awareness by the viewer increases the attractiveness of the advertisement and its consolidation in the mind of the viewer. This relationship is somewhat strong because it is an identity relationship, and since the shadow projection is an innovative visual template that can enhance the perceptual process to bring two or more elements together to break out of the ordinary, the shadows are a non-verbal visual language that includes symbolic meanings that the viewer must decode to understand Image and its meaning. Advertising aims to convey information, ideas, and directions from a person or group to other persons or groups using unified symbols. It involves a set of words, images, and graphics to encode the advertising message in a convincing manner. And the future, visual images have a powerful influence on viewer behavior When employed in advertising design, it not only attracts attention but is also absorbed and remembered better than verbal texts, and these images and symbols in advertising evoke our own perceptions and our previous experience of things, not the things themselves, which come from the culture and understanding of society, which attracts the viewer's attention and excites Curiosity of the viewer and stimulates his idea to decode the advertising message, and advertisers try to limit the use of text in the advertisement and focus more on the way in which the advertisement can convey the predetermined message, and therefore care must be taken when choosing symbolic semantics suitable for the advertising idea, and the designer must study the target group and its relationship to the semantics The proposed symbolism, because the error in choosing the symbolic significance leads to a negative impact on the recipient of the advertisement.

Key words:

Shadows † symbolic significance † visual language