

A study the creativity of drone shows sustainable advertising design in space

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Abstract:

This forth directly examines drone shows, from their inception and concept to their applications in advertising and marketing and assesses their success. The study explores the stages of visual perception involved in drone shows and their creative value. Additionally, it discusses the advantages and disadvantages of drone shows, followed by the innovative stages of designing successful and effective shows, including cost and technology considerations. The research also addresses the factors contributing to the success of these shows and the considerations that designers need to be aware of before starting a show, such as timing, location, and unique requirements that differ from other advertising mediums. Furthermore, the study highlights the reasons why drone shows are considered sustainable advertising methods. The importance of the research lies in investigating the creative impact of modern drone technology as a sustainable advertising design in space. The research problem is summarized in the question: How can creative drone shows be effectively utilized as sustainable advertising designs in space?

Objective: The research aims to study the effectiveness of creative drone shows as sustainable advertising designs in space. The research assumes that studying the creative elements of drone shows can contribute to sustainable advertising design. The theoretical aspect of the research involves analyzing two models, one global and one Arab, to examine how creative elements are employed within drone shows. The research follows a descriptive-analytical methodology to study the phenomenon of creative drone shows in space and analyze it, leading to the findings.

Results: Experiments with drone shows in proximity have achieved a remarkably positive viewership and response rate among recipients, regardless of their culture and background. The visual domain of drones shows, utilizing aircraft lighting as a binary unit in design, possesses characteristics that stimulate cognitive processes. It prompts recipients to grasp and interpret the perceived object, incorporating it into their familiar sphere of objects. Consequently, perception becomes holistic in its principle. This rich layer of technology gives rise to striking sensory responses. The artistic value is derived from its ability to create stunning mental images in space through motion, lighting, and synchronized patterns of emotional expression at an individual or collective level. Designing drone shows with eco-friendly materials, optimized to enhance the usability of clean energy, compared to traditional forms of advertising, represents one of the important technological specifications for sustainability.

Recommendations: Incorporate innovative drone show technology into the curriculum of advertising design programs in art and design colleges. Train designers in the latest tools to ensure the safety and feasibility of drone paths, enabling accuracy and collision-free movements for drone swarms. Have drone shows designed by certified designers and experts in relevant subjects, such as regulations, weather conditions, geographic divisions, sensing techniques, and the use of artificial intelligence in design. To achieve sustainability in drone shows, they should be designed, operated, and recycled in a manner that is environmentally compatible, allowing for reuse or preservation.

Keywords:

Drones shows- sustainability- sustainable advertising- creative values- visual perception- synchronization of movement

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