

## Special Effects Novelties used in Television Advertising

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### **Abstract:**

Future TV ads can make the best use of VR and 3D technologies to contribute to increased engagement with TV ads as well. The future of TV advertising despite having some flaws looks really bright as the emergence of new technologies creates more room for improvement and personalization. Given that lighting is one of the most important elements in the construction of advertising and the advertising idea, it is an effective element in the formal construction of the advertisement and has great importance in communicating the idea to the viewer as well as the advertising message, lighting is not only an element in the production of the advertisement, but its importance is much more important in communicating certain connotations that psychologically affect consumer behavior and help achieve the goal of the advertisement. The research issue lies in studying the technical innovations of lighting and filming a TV commercial that contains modern special effects (VFX) other than what was produced in the traditional way, and recognizing the new generation techniques for producing special effects and comparing them with previous techniques and knowing the differences between them. Research Methodology The researcher follows the descriptive approach (a comparative study) by collecting facts and information. The importance of the research lies in the benefit of specialists in the field to develop and innovate new methods and techniques in the production of special effects and save the time and effort needed to implement visual effects and also because of the scarcity of previous research in this field. The aim of the research is to produce the television image of commercials that contain special effects by modern methods of production in general and to come up with modern technical techniques for the production of special effects in television advertising. The research found that the presence of visual effects within the television advertisement represents one of the elements of strength that increases the ability of the advertisement to attract the attention of viewers and must take advantage of the different lighting sources and their different capabilities in reaching the best results when producing visual effects in television advertising, and the research found that the virtual production technique is the latest technique.

### **Keywords:**

Virtual studio –Virtual Production – Green screen -kicker light– Led volume

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