

The Effectiveness of Employing Stereoscopic Three Dimensional Techniques in TV Advertisements production

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Abstract:

The technological development that has occurred in the image industry in the movie film by employing the three-dimensional image in an increasing number of films produced in recent times has led advertising filmmakers to employ this feature in some limited advertising experiences by presenting 3D advertisements on some channels that started in The tendency to publish three-dimensional media materials or through some channels on the Internet such as YouTube, which provided a feature to watch 3D movies and some ads that display in this way. The three-dimensional image has provided a sense of anthropomorphism, which led to an increase in the recipient's feeling of being integrated into the image as a result of the feeling of interacting with it, albeit in an unreal way, through the feeling of being able to touch the elements of actors, décor, and all the visual effects used which depend heavily on the dazzling factor. Therefore, the research problem is related to trying to answer some questions related to the challenges facing the employment of 3D technology in the television advertising industry. Are they economic challenges in terms of production cost or technological in terms of the availability of both different means of production for the three-dimensional image and the availability of display technology (3D TVs) Dimensions) among the recipient audience and the availability of channels that broadcast three-dimensional or artistic content, which are related to the communication message in the advertising idea, and do these challenges stand on the scope of production and distribution or continue until there are challenges at the level of the recipient himself through accepting the idea and interacting with it, and is there a possibility To jump over these challenges in the coming years as a result of the technological development happening. Therefore, the research aims to monitor the reasons that led to the delay in employing this technology on a large scale in the television advertising industry, despite the benefits provided by its use and employment in increasing the recipient's response to the television advertising message due to the availability of the entertainment and dazzling element, which may help restore the attractiveness and impact of television advertising. In addition to revealing the main obstacles facing the advertising process in a three-dimensional manner, and exposing the economic applicability of this technology in the advertising industry. The study showed that there are four main obstacles hindering the employment of this characteristic, the first of which is related to the technology factor (availability of imaging technology and production technology in addition to the availability of display devices for the recipient audience) secondly the economic factor (related to production costs for a three-dimensional advertisement compared to the costs of producing a two-dimensional advertisement) and the technical factor (Creating the idea for three-dimensional production and the availability of professionals, whether directing or editing) and finally the behavior of the recipient in accepting this type of television advertisements, as seeing these ads at home or in the cinema is still associated with the use of glasses intended for this purpose. Studies have shown that this glasses causes a number of symptoms Which makes the recipient feel uncomfortable.

Keywords:

Three Dimensional (3D) Stereoscopic, 3D Advertisement, Autostereoscopic Spectacle
