The impact of applying digital paper layers on tourism advertising on social media platforms

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Abstract:

Tourism advertising is crucial for generating economic and social benefits, fostering cultural interaction, promoting cultural and heritage arts, and enhancing the positive identity of a civilization. It contributes to local community development and cultural exchange. Therefore, innovative and non-traditional approaches are essential for creating engaging and attention-grabbing tourism advertisements using modern digital techniques. The digital paper layers technique is a form of visual design that offers a unique approach to designing advertisements, achieving both functional and aesthetic aspects more effectively than traditional methods. This technique involves layering different paper shapes digitally or manually, then processing them with graphic design software to create shadows that add depth, resulting in a visually striking three-dimensional effect. This study focuses on the effectiveness of the digital paper layers technique in creating impactful and engaging tourism ads. It aims to generate interest, attract attention, and create a favorable and positive image of the advertised location. The research includes an analytical and practical study of tourism advertisements using this technique across various social media platforms. The study identifies key design considerations such as colors, images, illustrations, text, and shadows that designers should account for to achieve desired communication goals and assess the technique's impact on audiences.

Keywords:

Digital paper layers, Paper cut-out style, Tourism advertising.

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