

The Contemporary Advertising Poster, (A Study of the Design Characteristics in Light of Current Technological Developments)

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Abstract:

The design of advertising posters has witnessed a major change during the last two decades, as the shape of the traditional advertising poster has changed as a result of the rapid technological developments that have taken the advertising poster from the printed model to the digital and virtual model, which has witnessed a major development in terms of the form, content and technical implementation of the poster. Thus the contemporary form of the advertising poster has attracted the attention of specialists in the field of advertising, advertisers and marketing experts in the transformation from the usual form of advertising poster in order to experience modern methods in the design of the contemporary advertising poster that speaks to the public in a new language in line with the requirements of the times and is compatible with the tremendous technological development witnessed by all media at the present time. Hence, the subject of the current research came in an attempt by the researcher to identify the most important design characteristics that distinguish the contemporary advertising poster in light of the rapid technological developments, which greatly affect the design of the contemporary advertising poster and its impact on the receiving audience.

Research Problem: The research problem can be presented in answering the following question:

What are the design characteristics of the contemporary advertising poster affected by the current technological developments?

Research Objective: The research aims to identify the most important design characteristics that characterize the contemporary advertising poster in light of the impact of technology and its development at the present time.

Significance of the Research: The importance of the current research came from the need to identify the design characteristics that distinguish the contemporary advertising poster and the impact of current technology in its design, which helped to provide a new experience of interest to the receiving audience, which affects the effectiveness of the poster in delivering the advertising message presented through it to the public.

Research Methodology: The research follows the descriptive analytical approach by presenting the theoretical framework of the research interspersed with a presentation of a group of selected models for contemporary Arab and foreign advertising posters that used modern technology and its developments in the design of contemporary advertising posters.

Research Results: Through this study, a set of results could be reached, the most important of which are 1- The contemporary advertising poster is characterized by a set of design characteristics that characterize the visual design of the poster and its various elements, the most important of which is the use of visual effects, in addition to the use of artificial intelligence applications that helped to produce images and drawings with various visual effects, and high resolution through various applications and programs. This is in addition to the diversity and modernity that characterized the drawings, fonts and writings, as well as the tendency to use bright and bright colors and color gradations more. 2.- Introducing the element of movement in the contemporary advertising poster, as the advertising poster is no longer the traditional stationary poster, as it turned into a digital form that can add movement to it through videos and animations, which gave the poster a new design dimension through digital screens. 3- Interactivity, where the contemporary advertising poster is characterized by great interaction with the public and consumers through modern technology, the most important of which are augmented reality techniques that shifted the advertising poster from the two-dimensional printed space into the three-dimensional space. 4- Using multisensory integration in the design of the contemporary advertising poster, which allows the integration of more than one sense in receiving the advertising through the integration of sight, sound and smell. This made sensory marketing or Neuro-marketing one of the most important modern trends in advertising, which began to greatly affect the tendency of advertisers to produce this type of advertising through the contemporary advertising poster.

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