

The Modern Phases of Optical Illusion to Develop Advertising Design

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Abstract:

The optical illusion emerged as a school of modern art, and the world became acquainted with its beginnings as an art form that relies on the contrast between positive and negative, creating an illusion of movement in a static artwork. Over time, optical illusion evolved, giving rise to various experiments. It is defined as "the state in which the mind is deceived into perceiving something that does not exist due to a state of illusion".

The research resulted that in the evolution of optical illusion from a mere geometric art to a comprehensive science that relies on human perception. Its artistic forms have diversified to include arts that depend on geometric and free shapes and lines, and even exploit the relationship between objects and spaces and the movement of light. Optical illusion has been divided into two categories: physical, which relies on the movement of light on objects or the relationship between solids and spaces, and perceptual, which relies on manipulating dimensions and spatial areas to create a state of perceptual illusion. The trends of optical illusion vary based on the style and elements used, and each can produce an infinite number of ideas. The incorporation of optical illusion in advertising has given rise to different trends. Optical illusion has been divided into three modern trends: literal, which relies on the physical properties of light, shadows, and reflections specific to each element and manipulating them; physiological, which relies on how the eye and brain respond to visual stimuli; and cognitive, which relies on how the brain interprets visual information based on expectations and previous experiences. Since advertising design is the most affected field by these modern trends, a research problem emerged: "What are the forms and trends of modern optical illusion?" and "How have its uses evolved in advertising design?" Advertising is the application of art based on certain rules and artistic tools, resulting in applied art that serves the field of industry and sales.

The importance of this research lies in identifying the modern trends that have developed the art of optical illusion from a mere modern art form to a multifaceted field with various trends, thereby enhancing the advertising design process. When linked to the field of advertising, optical illusion has taken on various forms and shapes. the research follows a descriptive approach by collecting information and then analysing some advertising models.

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