

Study the usage of augmented reality technology in advertising poster design to enhance product image

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Abstract:

In the time of technology and the fourth industrial revolution the demand of new ways of advertising is needed than any time before to capture audience attention among the massive kind of ads that they see daily also the demand for engaging and personalized consumer experiences within advertising content is increasing every single day. This study explores the usage of augmented reality (AR) technology in advertising poster design to enhance product image in consumers' mind through attempting to answer the following research questions Q1. What is the impact of using AR technology in poster design on product image compared with traditional poster? Q2. What are the design principles of using AR technology in poster design? , The paper followed applied comparative research method by designing a single advertising poster in two versions the first one is a traditional static version and the second one is AR enhanced interactive poster ,This paper aims to evaluate the impact of using AR technology in poster design on enhancing the product image toward the recipients compared with the traditional poster design and to determine the design considerations of using AR technology to enhance the effectiveness of poster design to provide practical guidance for designers and advertisers seeking to merge technologies into visual communication strategies for stronger brand presence.the results of the paper revealed that the usage of AR technology in poster design enhance its effectiveness on product image compared with the traditional one.

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