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## Studying the use of different mirrors to produce artistic moving images and employing them in commercial advertising

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### **Abstract:**

One of the most important features of video art is the importance of experimentation. Videography Artists search through their creative experiments and use the use of the artistic tools to achieve a distinct vision of an aesthetic dimension, and new artistic Styles for moving images, Which can reach the deep levels of the subconscious and thus attract the viewer and convince them of an idea or a product, so the **research problem and the main objective** of this study is to shed light on how to use mirrors of all kinds to produce artistic moving images that can be employed in commercial advertising, Therefore, the researcher follows the descriptive approach to the characteristics, types, and imaging methods through mirror surfaces to produce moving images with a new aesthetic dimension, the analytical approach in analyzing some historical Fine artworks and video art works in which mirrors were used, and the experimental approach for using all kinds of mirrors in producing video art images and employing them in commercial advertising. The researcher, through conducting experiments, explains the difference between the shape and characteristics of artistic moving images resulting from the use of both (flat and concave mirrors) and how this form can be exploited in the service of commercial advertising, so the image appears through flat mirrors placed on one horizontal level with visual repetitions For parts of the photographed subject, and it is possible to benefit from this repetition in emphasizing the image of the product, As for the shape of the image resulting from the use of flat mirrors whose parts are raised above each other, it appears that there has been some reduction in its parts and some repetition in other parts, which can confirm the image of certain parts in the product, in addition to the shape of the image resulting from the use of the concave mirror Showing the image of the object reflected on it enlarged compared to its real dimensions, and this visual effect is used to promote the shape and brand of the product and its trademark, One of the most important results of this research is getting some access to a new vision in the use of mirrors to create artistic moving images with an aesthetic dimension and unique visual effects that serve commercial advertising, which helped the emergence of new artistic tools in video art.

### **Keywords:**

Mirror in modern art, Mirror in video art, Mirrors Art, New artistic tools in video art, Artistic moving images with an aesthetic dimension and unique visual effects

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