

## **Kinetic Performance as a Creative Stimulus in Advertising and its Role in Achieving the Visual Perception of the Recipient**

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### **Abstract:**

The process of designing an advertisement as a human communication activity that expresses the internal psychological state of the recipient, represents a creative activity that aims to serve the communication goals that have a major role in formulating visual vocabulary and symbols to deliver a specific message to the recipient, and this requires the ability to imagine at all levels during the design stages in finding relationships Between the different design vocabulary in the design of the advertising idea, which greatly affects the success and effectiveness of the advertisement, by creating new, unfamiliar methods and structures that depend on visual perception factors in achieving the utilitarian and aesthetic function of the advertisement in order to attract the attention of the recipient, and this is represented in employing the kinetic performance method In advertising as one of the sources of creative inspiration represented in the free expressive performance of the body, which is considered as stimuli that develop creativity and imagination through a visual image that is closer to the significance that the designer wants to express to others, through the symbolic dimension of the body that represents kinetic communication in affecting emotionally and visually on the recipient and achieving aesthetic satisfaction Communication in itself causes a change in the recipient's mood, and one of these systems interacts For visual perception, sense, and movement with the emotion of the recipient, especially since this interaction helps to realize the effects that result from the advertising message in a strange and interesting way, and is related to aesthetic perception in the motor performance of the body in terms of the relationship of form and content that depends on a stock of experiences that the recipient receives through his senses And his response to all stimuli that is determined by the recipient's visual perception.

**The research problem** can be summarized in the question: How does the expressive motor performance of the body in advertising as creative stimuli contribute to the development of relationships between the different design vocabulary to create new unfamiliar methods in designing the advertising idea that aims to achieve visual perception of the recipient?

**The importance of the research:** The importance of the research is due to the employment of motor performance as one of the sources of creative inspiration in creating new and unfamiliar methods in advertising design, represented in the expressive performance of the body as creative stimuli that contribute to achieving the visual perception of the recipient.

**Research objective:** The research aims to study the methods of expressive motor performance of the body as creative stimuli that aim to achieve the visual perception of the recipient that contribute to the creation of new unfamiliar methods in the design of the advertising idea.

**Research Methodology:** The research follows the analytical descriptive approach in the theoretical framework and analytical study of the research, which is supported by an applied study in the design of advertising posters.

**Results:** The process of perceiving the motor performance in the advertisement, which is represented by its perceptual-sensory movement, is related to the internal experience of the recipient and its aesthetic ability to create mood and excitement for the recipient. It is the formal structure of the motor performance that determines the semantic meaning of the content of the innovative advertising idea that helps in achieving persuasion. Visual perception of motor communication contributes to communicating the advertising message by responding to motor performance stimuli as symbols and meanings that target the recipient to perform a specific behavior. The creative direction in the design of kinetic performance contributes to building innovative advertising ideas that help to realize the stimuli that result from the advertising message through the symbolic dimension of the body that represents kinetic communication in affecting emotionally and visually the recipient.

### **Keywords :**

**Kinetic Performance , Creativity , Visual Perception**

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**Citation:** Manar Al- Qadhi (2023), Kinetic Performance as a Creative Stimulus in Advertising and its Role in Achieving the Visual Perception of the Recipient, International Design Journal, Vol. 13 No. 2, (March 2023) pp 381-387

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### ***Paper History:***

**Paper received September 18, 2022, Accepted December 29, 2022, Published March 1, 2023**