



The Advertisements artistic and aesthetic importance in convincing the receiver

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| Abstract | Article info |
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| <p><i>Advertisement aims at influencing the receiver, the receiver to buy a product or service. This makes advertisement a vital work for products and services promotion. Advertisement is presented in artistic shape designed basically on artistic and aesthetic foundations for getting the attention, vision, emotion, and mind of the receiver.</i></p> <p><i>Due to all this, advertisement designers focus not only on the materialistic side of the business, but also relies on the artistic, aesthetic, and emotional aspects.</i></p> <p><i>Designers should be as creative as possible in their work for advertisement board design in order to reach the sought goal of the operation i.e. attracting receiver's attention to make more profits for the industry.</i></p> | <p>Received 15 June 2023</p> <p>Accepted 05 September 2023</p> <p>Keyword:</p> <ul style="list-style-type: none"> ✓ Advertisement ✓ aesthetic ✓ Industry ✓ Receiver ✓ creativity |

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1. Introduction

Advertisements is becoming a social and cultural reality before becoming an economic strategy encouraging buying of goods and services.

It is found everywhere, inciting people to get products and services all day long.

Hence, the primary goal of advertisement is to attract and influence receivers by targeting design based on foundations aesthetic and artistic aspects that should be taken into account by the consumer's needs and tendency, as well as the cultural and social frame in which he lives.

Design is set through artistic principles, which are targeted and given to advertisement designers who use the latest technology means and tools to get the sight objective, which is making more profits.

The view of products has changed a lot, it is getting more aesthetic and artistic design has seen many changes according to progress and tendencies we can suggest the following problematic:

-How effective an advertisement in industrial promotion?

Leads to two sub-questions:

-Has the aesthetic value had an effect on the receiver?

- What are the aesthetic norms in advertisement design?

Research hypotheses:

- Advertisement is vital in industrial products distribution and promotion, due to its content based on its objective focusing on influencing the consumer as well as his behavior towards the product.

It should be adopted by organizations according to certain mechanisms and methods in order to realize more benefits.

- Aesthetic values play an important role in catching the receiver's attention; this is feasible since they are tightly related to psychological and human aspects. As the latter is gathering both materialistic and spiritual sides, he is guided by the needs and desires.

- Creativity in advertisement is based on the visual elements by using the artistic elements as well as the aesthetic principles of the design. The producer is then playing the role of the receiver (consumer) educating him aesthetically.

Research importance:

This research belongs to visual arts, aiming at focusing on the relevance of artistic aspects in advertisement's design. That is basically made to attract the consumer by targeting his sight and soul and convincing him to obtain the products; since humans are guided by both materialistic and spiritual aspects.

Both analytical and descriptive approach are adopted in this research.

2. Advertisement Artistic components:

Advertisement structures are composed of surfaces, masses, lines and colours on which it is founded.

Hence, artistic sides have contributed to which shapes are used in advertisement¹; we cannot gather forms randomly; they should be structured in an aesthetically way in order to achieve harmony.

Advertisement designers should focus on artistic components to attract the consumer's attention since the most crucial thing to be taken into account is the vision and mind of the latter.

2.1 Plastic components in advertisement design:

Components are the form language in the advertisement, being flexible in a way that gives a harmonious and integrated aesthetic picture through the final shape.

Since each component has specific artistic, aesthetic and technical aspects, expressing values.

Alternatively, product promotion, which might be summed up as follows:

2.2 The "Dot":

The first and the most minor component of the artistic worth is "their simplest design components that can show the place the dot has not dimension. It does not have length; width nor dispense¹" the dot is meaningless if given alone.

It acquires importance when integrated as a whole worth. Group of dots makes different forms according to distance and rarity. The use of the dot relies on the organization of components of the designed surface.

Several aesthetic solutions would occur. Hence, that way of sight relationships would be Convey to indirect sight fields.

2.3 The Line:

"The line is a chain of related dots, making process or directing of a certain movement on a surface beneath it that has like expressive aptitudes, and implied energy directly related to its shape form, process, as well as the means performs it" ² the line is one of the most essential components in visual arts due to its mass and movement expressive potency the aesthetic and plastic value of the life is asserted through its presence in the design, since it efficient in fluency or the compositional relationship and basics.

In the advertisement, the line cannot be interpreted as a senate and artistic value according to the aesthetic norms loomed in arts. It is repair interpreted as throngs.

The shapes or forms of lines are related to the needs of daily life; it can show the softness and the hardness of the shape.

It moves quickly and continually in several directions and fluctuates at a certain point.

It is being mixed with the formative structure in such an inspiring design.

"It is an ideal means of forms image shorting and simple abstract representation of forms, this gives us inspiration mere then its representation aspect using lines intentionally relies on their inspiring nature as well as their unusual contemplation that makes the eye manes around the line and through it" ³.

The intention in them affirmed through the pre-sale goal effect in their receiver.

The variation among them and thick lines, corned and straight, make various representations in the artistic work, guided by rhythmic relationships, achieved through ascending and descending lines at a certain point. It also relates between various components on the one hand and the whole structure on the other, it also makes the aesthetic and functional works foundation of the design.

It can be virtual, delusive through usual processes emerging below masses, surfaces and spaces.

Looking at lines as attractive since it has the broken line is more attractive, it has sharp corners and angles at each broken point, in addition the inclined line, the straight line.

More intricate and stronger is less attractive. Curved lines are used for movements and flexibility.

"Using curved lines makes the neighbouring in a moving usual system this movement would be implicated to design". ⁴

The designer uses lines to decide the gap. He tries to make separation beneath them; once gaps are divided equally, they might be assimilated quickly; and left for they require mere contemplation.

"If the designer involves the receiver's mind to make an aesthetic relationship. Between surfaces is satisfying him in hers aesthetic problem¹». This would make us enjoy the variation of lines as we enjoy variation elsewhere.

2.3. *The Form:*

Shapes are more complex than dots and lines. They are created through "The succession a group of contiguous and successive lines making a harmonious surface rarity according to exterior limits or borders and the shape of the line's repetition and the movements system and direction"². It is the final formulae when occurs in the line, and it is connection, and each shape of the surfaces has its integrated entity composed of a group of relents part becoming shape "Making a surface or space achieving a limitless number of types and paintings used in a ravines artistic compositions." ³

The shape is divided into: mathematical, Geometrical shape: achieved through authentic rules like square, triangle, and circle, and natural shape imitates shapes in

nature; abstract shape showing up its relationship with the real visualized image, It consists in studying the core of the things processing the mindful representation and realization of phenomena in general and shapes explicitly as structured, not as simple, and intentional assembling contiguous of components but compatible according to the aesthetic, emotional and functional aspects. "The role of the designer is seen here in selecting shape's and propositional dimensions in designing at the aesthetic and functional basis"⁴. Some shapes seem ambiguous inciting the receiver's curiosity attracting him, gathering the various view point ,and showing sympathy, leading to classification, separation and checking to make it easy for the customers to make a decision and guide him. The importance of shapes is seen by the advertisement designer when he puts them in a systematically and aesthetically way leading to a harmony rhythm to realize.

The shapes, according to contiguity with the other components the result of the difference in surfaces or colour contrast shadow and light...

Which shows the physical aspect represented by its material.

2.4 The Color:

The colour is the Physiological effect, and the Retina Weather was the result of pigment. Or the White light, so it is a sensation. It does not exist an Outside the nervous system of the living beings"⁵.

The colour is a visual sensation Based on the length of the light waves.

It is the most robust component for advertisements designers due to its pivotal role in the artistic and design works through the value of colours and their relationship as well as the effect.

They have on the vision as it is experienced in daily Life, "it is inciting emotions and changing moods, thus man can use them as visual messages to express his feelings and emotions) ".⁶

Colours are used in attracting attention and the separation between formative groups and their contrasts; it is also used to strengthen the meaning, and improving visual combinations. Colors can convey emotions and attitudes easily and evokes a specific response, it creates an emphasis and variety in the design. In addition, it can transmit a message efficiently.

Antithesis: of colours and pigments, shininess and luminosity effect the reception of colours, as we do not have the same view of the colours pigments and their shininess; the mind interprets colours according to the incoming light representing colours according to the experiments stocked in the memory.

That has experienced many components with colour, such as smell, and light weather. Hence, our conception of colours has emerged.

The realization of colorus is the consequence of certain physical, physiological, and psychological aspects "color is what can see through pigments by

eyes (The response) the brain interprets the realization studied by psychology"⁷ analyses it up to the cognitive behaviour mind and perceptual aspects; these latter play a significant role in colors perception in time and place harmony.

Occurs among age stages functional nature the relationship and the message to be transmitted it has acquired significance through time, from the environment, becoming a part of memory and values, traditions, this language (the colour) a part of man thought and experiments, this means that it can communicate, interpret, conceive.

Advertisement designer should keep in mind specific colours when they get aesthetic value traced by space functions. When the colour expresses a thought in advertisement and achieves the whole perpetual operation perception or gets compatible with masses and void, as well as the link between colours like antithesis or harmony, based on the placement of all colours and the colour circle and the use of that and cold colours. According to function and the space (surface)⁸: fundamentally secondary mixed, divided, complementary colors, to create several ideas, and expressions.

Advertisement design ideas require several systems through realizing links between colors; grades, one these systems "natural colors meeting colors, mono colors, system contiguous colors systems." Harmony in colours gives advertisement an aesthetic value that attracts the receiver interests; him making colours a vital component in advertisement perception.

Studies proved neat colours have emotional significance that has an influence the sales rate". H. Kecham said that coffee sales rate raised when it was packed in orange and yellow with shines, while jewelry is more attractive when shown in purple and yellow"⁹ their colour plays a vital role on the psyche of the consumer which makes him attracted by the product and buys it just for its colours.

3. Aesthetic foundations in advertisement design:

Being necessary formative foundations in the advertisement, they should be based on some rules foundations the latter are interpreting thought making them a common point between components and their relationships.

The foundation:

3.1 Unity:

One of the most essential components of advertisement is inspiring harmony among the design components "the harmony is among all design components show the other these former doesn't mean the similarity between the components",¹⁰ many dissimilarities may exist, components much gather to form a whole, achieving two things one the design components relationships and second the relationship of each component with whole¹¹, the link is formally making colours and shapes, exposing one idea "thought ' gives the subject a perfect aspect leading to joy"¹².

The whole is based on the link between components making harmony.

3.2 Balance:

Balance is essential in aesthetic shaping its masses and components distribution in the design crossed by horizontal and vertical axes; the launch of the former¹³ causes dissatisfaction the designer should consider the consumer by making between components stability and balance.

Par the vision (the sight): there are two kinds of balance: Pivotal, virtual

A. Pivotal balance:

Consists in mastering the contrasting attraction by central axe, a vertical or a horizontal or both of them¹⁴. This balance is divided into:

a) Symmetric balance:

The symmetry of masses forms and colours; if symmetry is vertical, symmetry might be up and down in free axe is horizontal. This balance is at the form level, not colour.

b) Asymmetric balance:

Is harmony of masses and shapes volumes in both parts of the design, whatever symmetry exists or not.¹⁵

B. Radiant balance:

Consists in the rot action of components around a specific central point, it is

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d
e

C. Virtual balance:

The balance objective is the sighting of the visual balance¹⁷ helping through making the balance between shapes and masses; thus, balance comprises all the previous components.

3.3 Rhythm:

Arts rely on rhythm as an aesthetic value expressing movement, giving the design an attractive aspect. Rhythm shows that "the repetition of a movement and picture combining unity and variation a regular repetition of tome or a component"¹⁸.

The rhythm occurs while the organization of breaks, breaks between shapes, colours, lines or the direction of components, Forms and lines divide the artistic works, surface, colours specificities are formed, repletion of colours in addition to contrast like white and black, hot and cold colours make as sensual rhythm in the void, making a linear thought, making it dynamic, "variant and balance based aesthetic colors, classifying the design components"¹⁹.

Acoustic art. Movement incites the rhythm sensation like listening to music.

3.4 Movement:

Visual movement is vital in advertisement design. It allows emphasis on the composition, component's harmony, moving the vision in the receiver vision; it moves the eyes among components in the consecutive movement in the advertisement message.

"The designer can attractive the receiver eye as there are some lines that move to the depth and others to the surface, moving among sequences fluently contributes in the aesthetic aspect of the advertisement".²⁰

To sum up artistic foundations of the design, attract the receiver's eye according to structured systems in order to achieve convince

3.5 *Domination:*

Every advertisement should have a topic or a dominating idea or form. The topic might be the result of the colours used creatively, that makes the receiver feel the domination of some components through colours or shapes domination, "the topic might put aside , can called the domination principals of some shapes or lines"²¹, achieving visual perception in the consumers.

4. *The aesthetic function:*

Advertisement is vital in influencing the consumer's choice and affecting the consumption types of people.

Hence, businesses rely on them to promote and commercialize their products, this is achievable only by respecting certain aesthetic and artistic aspects on the one hand, and human aesthetic needs are not only seen in arts but also in every aspect of daily life, especially in advertising for industrial products and services.

"The event is the artistic needs of people are not only linked to artistic functions but also to the human needs in daily life such as industry and agriculture."²²

People's emotional and aesthetic needs are expressed and searched in all aspects of life.

Aesthetic values in the advertisements do express and give satisfaction to human aesthetic values²³.

Hence, advertisement aesthetic values meet those needs, the individual's interest in aesthetic aspects of harmony, shape, and composition.

Advertisements should be beautiful based on aesthetic components and foundation influencing the receiver's perception and emotions.

"The shape was aesthetically modified by technological and industrial new values"²⁴.

Advertisement relies on aesthetic components aiming at attracting the visual and emotional perceptions of the receiver "Aesthetic in its connotation (significance) cares about every aesthetic aspect".²⁵

The aesthetic perception of advertisement is based on the individual sensual perception, through which we can perceive lines, colours, shapes, and voids. "Hence we have enjoyed an artistic work even before we know the cause of the emotion towards it"²⁶.

These components of the advertisement design should be slayed out in a structured way, because it aims at achieving a communication and advertising function.

5. THE ADVERTISEMENT

CONVICTION:

The advertisement is a pivotal component in the economy in convincing people to get the products, and it is the most substantial factor in promotion.

"Conviction targets the mental and functional perception of the receiver (public) to achieve the interaction in the products".²⁷

The visual advertisement is more convincing in the promoting of products because it contains several attractive factors to the sight.

"The equity of two products in quality and performance colors and design would be decisive in choice"²⁸. It takes the receiver on a very long trip, inciting his imagination

6. CONCLUSION

The aesthetic values play a huge role in Advertisement design. Considering the functional and the aesthetic sides based on «form follows the function» since consumption relies on emotional and artistic effects. Advertisement design is based on external factors and artistic ones.

All of these letters have a common goal, which is attracting the consumer and making him buy goods.

The advertisement's success in this task relies on the aesthetic values and artistic foundations which work in harmony among design components.

aiming at uncovering its implicit meanings and values.

"Aims at choosing the tendency in order to suggest the products or goods"²⁹ Convincing remains, the vital task of advertisement in influencing the consumer .to discover and acquire the product.

"It aims at satisfying his needs in an exciting and attractive design in a complementary and functional relationship whose aim is to sell and make profit"³⁰.

Advertisement designers invest considerable efforts in making a final advertising board aiming at convincing the receiver and influencing his choice in an attractive way.

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