

Abstract

Problems of Commercial Advertisement Designing Systems

Man nowadays is extremely productive of visual quantities that go beyond his capability of adaptation through the widespread of advertisements of cities and outer ways which started to take a great deal of the audience attention. Therefore; creativity in designing these advertisements do require an open-minded in this field as the motivating power of selling and one of its tools.

In the current study, we deal with the problems of advertisement designing systems which are net less important in their discourse, functionality and their psychological impacts than artistic principles. It is the foundation through which our research moves. Through the pilot studies that the researcher made practically on commercial advertisements (Fliks) of communication companies in Nineveh/Iraq; the researcher found that there are problems in commercial advertisement designing systems as follows:

1. A shortage in the designing system of forms and interpolating them into advertisement open space causing tension and vagueness in organizing
2. Defectiveness in color and form relativity of the advertisement
3. Weak unity of objectivity in reading and sequence of the advertisement letter.

For the sake of reaching at the required findings; the aim of the study was restricted in using theoretical designing principles for applicable purposes which may participate in designing and developing the commercial advertisement

In order to reach the aim and connect it with the title; the theoretical frame of the study was achieved including three main chapters. The first deals with the emergence of advertisement, its development, the concept of system, system, the formal organizing and a number of various designing systems in the commercial advertisements such as focus system, pyramidic, linear, radial, complementary, accumulating, reticular, quadratic, interchangeable with the space,

pivotal, (L) type, homogeneous, inconsistent dynamic, semi vertical type, vertical orthogonal, and decreasing fractional. While the second chapter deals with the designing principles of commercial advertisement such as the visual succession, relativity, repetition, emphasis, formal balance, unity, variability, measurement, form, space and the other formal units in the commercial advertisement.

The last chapter deals with realization and organization in the commercial advertisement, regulations of (GESTALT) Theory, visual illusion and aesthetics of commercial design. It also deals with Value Theory, Behaviorism Theory, Social Theory, Aesthetic Theory and Economic Theory.

The main indicators of the theoretical frame supported the research procedures which were restricted to the descriptive approach in analysis for the sake of achieving the aim of the study. The tool was represented by a form that limits the pivots of analysis. The procedures also dealt with the samples which were chosen intentionally by the researcher for their relations with (18) (fiks) designs out of the community of the study which covered (50) advertisements designs, 30% of the community of the study an according to requirements proposed by the researcher. Reliability and firmness had a fundamental role in the analysis of the sample to reach some findings mentioned in the fourth chapter most important of which are:

1. Incapability of designing places of constructing units of the advertisement the matter which made them losing their visual focus and weakening the connectedness among them to read the succession of the advertisement letter
2. Defectiveness in the relativity of the constructing units in the advertisement space resulted in their inactivity and weakening the relation between a part with another part, and between a part with the whole
3. unawareness of the designer of major principles of commercial advertisement, the matter which weakened the activity and functionality of the required aim of the commercial advertisement.

And the most important conclusions:

1. interpolating more than one system in advertisement design leads to decrease in the activity of visual focus then visual exhaust that comes contrary to the nature of commercial advertisement design
2. variability of different writing constituents with their values and constituted partially or totally among which tangent and neighboring in the same context, results in enriching the designing unit.
3. The concept of system in post-modernism allows to harmonize among contradictories within the total unit and comes out with all unique and distinctive by gathering the different parts and organizing the artistic work as a unified entity, then to be considered as a new accomplishment in the formation of futuristic visions of the construction of systems in general and advertisement designing in particular.