

## Aesthetics of Color in designing of commercial advertisement

Khelif AlJaboury \*

Dr. Abdel- Latif Salman

---

### Abstract

Abstract dimensions of color employment and the designing space. The third section talks about the visual attraction and communication of color, the relation of color with designing constituents of the commercial advertisement, light value, form and touch. The third chapter exposes the procedures of the study. As for the fourth chapter; it deals with the achieved results that show color employment in designing commercial advertisement which used for accomplishing the expressive meaning and evaluating the aesthetic attraction of the signing results in addition to employ the visual touches the matter which gives a sort of vitality and dynamism and reborn the embodied realism that is used for clarification and characterization of the most important active units that express the nature of the advertised good.

#### Aesthetics of Color in Designing Commercial Advertisement

The current study deals with color treatment that a designer uses as it is one of the most important elements which share in evaluating a visible entity and direct the visual recognition of the audience who considers them as the visual reactor in the communication process.

The study aims at identifying the aesthetic side of color in designing commercial advertisement. Spatiotemporal limits of the study are restricted to commercial advertisements in Nineveh Governorate /Iraq 2009-2010.

The second chapter of the study deals with theoretical frame which is covered by three sections; the first is an introduction of color, its psychology and its aesthetic side. The second deals with color cognition, the functional expressive

---

**Keywords: Color Psychology – Commercial advertisement – color functionalities**

\*For the abstract in Arabic see pages (361-376).

\* Faculty of Fine Arts- Damascus University

**References:**

- 1- Aboubaker, Tarek Moustafa, "Al-alaqat al-binayeh wa dalalat al roumoz fi tasamim al-oumlat alwarqieh al-soudanieh", PhD Thesis, Fine Arts Fac, Baghdad University, 2002
- 2- Abouhantash, Mahmoud, "Mabadeh altasmom", AL-BARAKA Editors, Amman, 2000
- 3- Al-asam, Assem abdelamir, "Jamaliat al-shakel fi al-rasem al-iraqi", PhD Thesis Fine Arts Faculty, Baghdad University, 1997
- 4- Iyad, Houssein Abdalla, "Fan al tasmim, al-falsafa, alnazariea, al-tatbiq", Directorate of Culture and Information, Vol3, UAE, 2008
- 5- Iyad, Houssein Abdalla, "Fan al tasmim, al-falsafa, alnazariea, al-tatbiq", Directorate of Culture and Information, Vol2, UAE, 2008
- 6- Bel, Khalyf, "Alfan", Arab Civilization Publisher, 2001
- 7- Aljabouri, star hamadi, "Alalaqat alloania, wa tathirouha ala haraket al-sotouh fi alfadaa altasmimi", PhD Thesis, Fine Arts Fac, Baghdad University, 1997
- 8- Aljabouri, Ab delkarim radi, "alalaqat alammeh : fan wa ibdaa", Taysir Publisher, Beirut 2001
- 9- Stallintz, Jerome, "Al-naqwd alfanni", Arab establishment for studies and publications, Beirut, 1981
- 10- Alsaidi, lama asaad," al-tanizmat al-shaklia fi tasamim al-bitakat al-ilania", Master Thesis, Fine Arts Fac, Baghdad University, 2003
- 11- Metri, Zaher Fares, " Al-dawee wa al lawn", Science House for Millions, Beirut, 1981
- 12- Al-kbisi, Ibrahim hamdan, "alfikra altasmimia lilmounjaz altibae", PhD thesis, Fine Arts Fac, Baghdad University, 2001
- 13- Eid, Kama, "Jamaliat al founoun", Small Encyclopedia, 69, Jahez Publisher, Iraq, 1980
- 14- Nasser, Mohamad Jawdat, "Al-dayeh wa al-ilan wa al-alaqat al-ammeh". Majdalawi Publisher Jordan, 1998
- 16 - Arnheim, R. Art and Visual perception, Psychology of the Creative Eye, Berkeley m Univ. of California press, 1954.
- 17 - Banz, George, Element of Urban form, Mc. Grawhill book New York, 1970.
- 18 - Heim, A. intelligence and personality, London penguin book, 1971.
- 19- Hollis, Richard, Graphi Design, A concise History, Thames & Hudson world of Art, London- 2nd-ed, 2001.
- 20 - Schrubbe, Emily, Designing Brands Pock Part publishers, Inc- Is teed USA, 2000.
- 21 - Schwarz, H. Color for the Artist m London: Hudson & Methuen, 198