GRADIVA

The Aesthetics of Employing the Shadow Technique in Advertising Design

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Abstract

Employing the important techniques that can be included in the design of the advertisement is considered an attractive and exciting element towards the advertisement, which increases the aesthetics of the design and gives the characteristic of attraction through the influence that these techniques provide. Therefore, in this research, the researchers dealt with an important technique in advertising design, which is the shadow technique. It can contribute to the production of wonderful, aesthetic, innovative and new designs if it is employed in the advertising design, so the research problem was summarized in the following question: Can shadow technology achieve the functional aspect of advertising design? The aim of the research is to identify the aesthetic function created by the shadow technique through the design of advertisements. The research included two sections, the first (the concept of aesthetics, technology and its relationship in advertising design) and the second (shadow, employing shadow technology in advertising design, shadow and design idea). The research relied on the descriptive analytical approach in analyzing the sample models, amounting to (4) four models for advertisements published on the covers of the American Time magazine (TIEM) for the year 2019 for the research community, amounting to (41) forty-one models, as the researchers relied on designing a form for the analysis axes according to a form and based on The opinions of experts and specialists have reached a number of results, the most important of which are: 1. The shadow technique cleans the aesthetic of the design through the interaction of formal and color relationships, the structural foundations, and the systems interact together to achieve attracting the attention of the recipient of the advertisement. 2. Computer software for advertising design contributes to the creation of new technologies and in innovative ways, which contributes to the production of new and strange ideas in the shadow by manipulating and changing the shape of the shadow, which achieves an attractive force towards the advertisement. Researchers

Keywords: *Aesthetics, Employment, Shadow Technique, Advertising Design*

METHODOLOGICAL FRAMEWORK

First: The Research Problem

Advertising design is of great importance in our time, as it has become an effective and clear force, because most businesses have become dependent on advertising as a means of communication that helps to deliver information to the recipient, so it should contain something new, strange and no repetitive, and the employment of important techniques that It can be included in the design of the advertisement, as it is considered an attractive and exciting element towards the advertisement, which increases the aesthetics of the design Attraction is given by the influence these techniques provide. The research focused on an important

technique in advertising design, which is the shadow technique. Employing it can help create wonderful, aesthetic, innovative and new designs in advertising design, as the shadow plays a role in imparting aesthetic and expressive value and conveying meaning in printed ads. It can also be used to highlight the advertising idea. It is represented by shadows, so based on the foregoing, the researchers identified the research problem with the following question: **Can shadow technology achieve the functional aspect in advertising design?**

Second: The Importance of Research

The importance of research and the need for it lies in the fact that it employs shadow technology in advertising design as a starting point for producing new, innovative and modern advertisements using this technology, as well as it benefits specialists in the field of advertising design in employing different techniques.

Third: Research Objectives

The current research aims to identify the aesthetic function created by the shadow technique through advertisement design.

Fourth: Research Limits

The current research is determined by the following:

1) Objective boundaries / an aesthetic study of employing the shadow technique in advertising design.

2) Spatial boundaries/advertisements executed using shadow technology for the covers of the American Time magazine.

3) Temporal boundaries / the covers of the American Time magazine were selected for the year 2019.

Fifth: Define Terminology

1) Beauty (procedural): It is the characteristic that characterizes the advertising design that draws the recipient to it through its beautiful design and attractive idea because of the consistency and interdependence in the integrated construction of the advertisement.

2) Recruitment (procedural): It is everything that is used and included in the implementation and design of the advertisement, including techniques, foundations, relationships, elements, principles, systems, foundations, relationships, processes, and elements that help in the integrated technical construction of the advertisement to come up with an advertisement with a clear idea that the recipient receives and understands easily and without confusion, so the correct employment of these techniques, foundations and elements And relationships, principles and systems, we get an integrated declaration with an idea understood by the recipient.

3) Shadow technique (procedurally): It is the method in which the shadow is used by the designer to produce innovative designs that express the idea of an advertisement designed according to sequential steps in the design programs, which aim to convey meaning through the shadow.

4) Defining the shadow technique (procedurally): it is the way in which the shadow is used by the designer to produce innovative designs that express the idea of an

advertisement designed according to sequential steps in the design programs, which aim to convey meaning through the shadow.

5) Advertising design (idiomatically): The researchers adopt the definition of Heba Al-Asi, which is the way to convey the message or the advertising idea using the various design elements of lines, images, shapes and colors using design techniques that employ the connotations and implicit meanings carried by these elements to translate the advertising message into a visual language that speaks to the mind and the conscience of the recipient directly." (Hiba Al-Asi, 2018, p. 66).

THEORETICAL FRAMEWORK:

The First Topic

First: The Concept of Aesthetics in Advertising Design

Beauty is the main characteristic of any design, so every advertisement must be characterized by beauty, in addition to the basic function that it seeks to achieve Beauty "as a feature that appears on publications through organization and formal and color relationships within the design space" (Nabaa Furat, 2017, p. 4) and in the field of advertising design, it shows the creative and artistic aspect as it is achieved through design systems and includes systems and formal relationships include juxtaposition, similarity, overlapping, overlapping, seam, and juxtaposition of relationships. Colorism includes repetition, opposition, harmony, gradation, foundations and principles, and "the design activates the estimates of beauty and circulation of its aesthetic effects as creative products" (Al-Ghabban, 2015, p. 30) and this helps to make the advertisement tidy, organized, attractive and beautiful, as the beautiful and different design affects the sensory perceptions of the recipient and thus He responds and realizes the advertising idea, "Each design pattern has its own aesthetic diversity, and therefore the designer aims to make reality beauty mere cases that are repeated" (Al-Ghabban, 2015, p. 31). For advertising design.

Second: Technology and its relationship to advertising design

Technology is "the tools and means resulting from the application of scientific knowledge to transform it from hypothetical ideas into a material reality, which helps a person fill the shortcomings in his practical capabilities, improve his performance, skills, and fulfill his needs. In the field of advertising design, technology has played an effective role through the development witnessed by the world. Technological development, especially in the digital age, has caused a revolution, and its product was the computer, as it is considered an executive technology in addition to software. Design that contributed significantly to the development of advertising design ((and since the aesthetic value of publications is affected by technology, which in turn adds to the design more beauty, so from this standpoint comes the relationship between the designer and the techniques that must be taken into account when carrying out the design process))). (Wissam Jassim Hassan Banana, 2015, pp. 5-6) and that the technology provided the designer with many facilities, such as ease, reduction, condensation, and deletion. And addition, speed and accuracy, and therefore "digital technology has had a great impact on the design process to rearrange the stages of work carried out by the designer in the traditional way according to other data that made the computer effective in the overall design process as an advanced technology, not like the influence of traditional technology in the implementation of the design" (Winograd, 1986, p64). There are many techniques that can be used in

advertising design by creating them in design programs to produce wonderful, innovative and attractive works.

The second topic

First: Shadow

The shadow is considered the opaque part, so the shadow "is considered as the darkness caused by a body when it blocks light from reaching a surface. When we place an object in the sunlight, the body blocks some of the light that could have illuminated the earth, and this becomes the shadow a dark area in the shape of the body" (Reham Helmy Shalaby , 2016, p. without) If it were not for the light, the shadow would not have occurred, and the shadow has many different types, according to the type of light and shadow, and among the most important types of shadow are: (the self-shadow, the transmitted shadow (targeted), and the self-transmitted shadow together) (Muhammad Abdullah Al-Daraysa, 2008, p. 23- 24).

Second: Employing shadow technology in advertising design

In the field of advertising design, the shadow plays a role by employing it with the tools and commands in the design programs, which in turn employ a shadow for the design in general. This technique can be used to express the idea of advertising with shadows to produce an innovative, new and strange design, in addition to being an aesthetic cleaning technique for the design. Among the most famous of these programs are: Adobe Adobe Photoshop, Corel Draw, Adobe InDesign, Adobe Illustrator, 3ds Max, and Adobe Flash. In order to employ the shadow technique in advertising design, the designer relies on one of the design programs to show the shadow technique. Adobe Photoshop was chosen because it is the most used by designers, as it "provides many tools that allow output and production of image processing in a way that can improve the final product of the image." (Ismail Ibrahim, 2015, p. 275) It is an important program in design (as the drawing tools in the program help in creating and coloring shapes, and it also has many alternatives that help in producing attractive designs and shapes and creating various configurations) (Ismail Ibrahim, 2015, p. 275). An example of this is the employment of the shadow technique by The Photoshop program, as in Figure 5, was designed by the researchers. The Photoshop program was used as one of the advertising design programs to show the shadow technique.

Third: The Shadow and the Design Idea

The idea is the basis of the design process, as it depends on the designer's ability to produce new and innovative ideas, and it is linked to the designer's mind and what he does in order to reach a new idea. It is "an ideal product of the thinking process, as it is directly linked to a goal to solve a problem". (Iyad Hussein Abdullah, Part 3, 2008, p. 20).

The idea is of different types that may be direct, indirect, complex, realistic, innovative, familiar, or unfamiliar, as the shadow technique can be employed in designing advertisements through the Photoshop program, and the shape of the shadow can be changed to make it express the idea of the advertisement, so the shadow is different from The shape of the original body completely to express a specific topic or goal, which contributes to the production or creation of an innovative, strange and new design through the shadow technique that can express the content of the advertising message in addition to the aesthetic added by this technique. As in Figure No. (6) And Figure No. (7).) Designed by researchers in Photoshop.

7   6   5

Theoretical Framework Indicators

1) The shadow technique conveys the idea in an innovative and new way to the recipient, in addition to adding aesthetics to the advertising design, as it can express the idea of advertising.

2) Design programs contribute to clarifying the idea of design through tools and commands that help to show the required technology, such as employing shadow technology in design.

3) The Photoshop program is one of the programs that helped to show the shadow technique through the steps implemented in the program and the use of tools, commands and filters that helped to employ the shadow technique in advertising design.

4) The foundations, elements, design principles, systems, and color and formal relationships interact with each other by producing aesthetic relationships that would help creativity in advertisement design in producing unusual and new designs.

CHAPTER THREE: RESEARCH PROCEDURES

1) Research Methodology: In order to achieve the goals that the researchers want in the current research, they chose the descriptive (analytical) approach for its suitability to the current study and is a systematic method for analysis and discussion.

2) The research community: The research community included the covers of the American Time magazine implemented using the shadow technique for the year 2019. The research community consisted of (41) covers.

3) The research sample: The sample was chosen by four models of the covers of the American Time magazine executed with the shadow technique, i.e. (10%) and intentionally, as the researchers chose these samples on the basis that they achieve the desired study purposes.

4) The research tool: In order to reach the research objectives and given the lack of a ready-made tool for analyzing samples, a special form was prepared that helps analyze the designs for the covers of the American Time magazine and the models proposed by the researchers. Therefore, an analysis form was prepared, and the researchers relied on the indicators presented in the theoretical framework as a basis Scientific for a summary of the literature of the specialty, and the research tool was represented in organizing (analysis axes form)* which It included multiple axes that meet the requirements of the research and achieve its objectives.

They are as follows:

    1   Aesthetics in advertising design.

    2   Employing the shadow technique.

    3   The design idea.

5) Validity of the tool: For the purpose of verifying the validity of the tool (the analysis form) and showing its comprehensiveness, it was presented to a group of experts** and specialists before applying it and after making appropriate adjustments to the paragraphs of the form by discussing it to obtain its final form. Virtual from the scientific and research point of view.

6) Sample analysis

Model: 1

Dimensions: 18*28 cm

Design: The cover of the American TIME magazine

Release date: 2019

Ad name: the future of babies

General Description: The design was made up of a basic space with the color value (gray) light to announce the future of children to occupy the visual center. (gray) light and on the left side of it written texts with a color value (for black) and at the top of the cover of the magazine included the name of the magazine TIME)) in (white) and below it are written texts sequentially in the shape of a triangle in the color value (light gray).

Analysis

1. **Aesthetics in Advertising Design:** The designer used to build his idea on the linear system for the shape of the child, and the written texts fall from the top in a sequential linear organization to the image of the child, as well as the formal relationships, where similarity, juxtaposition, overlapping, and contact emerged, and the color relationships emerged, the color harmony of space, gradation, contrast, and repetition.

2. **Employing the Shadow Technique:** In designing the cover of the magazine, the designer employed the shadow technique that appeared overlapping with the child's shape with a color value (gray). Effects and filters were also used, which added aesthetics to the advertisement and the cover of the magazine in general when it used the shadow technique prominently.

3. **The design idea:** The design idea: The design idea was based on a realistic idea represented in the form of reality (the child).

Model: 2

Dimensions: 18*28 cm

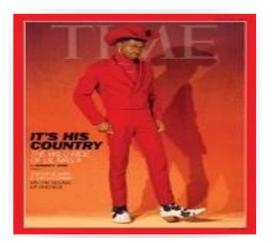Design: The cover of the American TIME magazine

Release date: 2019

Ad name: THE NEXT100

General description: The design consisted of a background (gray) with a low color value from above and dark from the bottom, and on the right side a shape consisting of a digital image (of a model) wearing a women's knickers with a color value (red) and below it the shadow of the model shape occupied the lower left side of the design space and a shape A circle with the shadow of the crossbar in (white) color. On the upper left side, written texts appeared in (white) and (light brown) values. On the right side of the crossbar, sequential written texts appeared in the form of horizontal columns with (white) value. At the top of the design, the name of the magazine (TIME) was written in color. (The black).

Analysis

1. **Aesthetics in advertising design:** In this advertisement, the designer relied on the linear system through the digital image of a mannequin moving forward to be a picture of the contemporary woman. Which added aesthetics through the designer's use of the shadow of the mannequin and by relying on formal relationships, as similarity, juxtaposition, and contact emerged, and the color relationships were represented by repetition, gradation in size, and harmony in shape and size Contrast and this interaction added aesthetic value to the design.

2. **Employing the shadow technique:** The designer highlighted the use of the shadow technique by means of the color value (gray) gradient from dark to light. It helped in realizing the color value correctly by means of the prevailing general shape of the model. As he employed the shadow below the shape of the crossbar and the written material represented in the main title (THE NEXT100) and also included a subheading with a color value (black) and (brown) light. So comes the role of effects and filters, as the use of (transparency) came through the light (gray) gradations.

3. **The design idea:** In this design, the designer relied on an indirect idea when he employed the general form of a digital image (the mannequin).

Model: 3

Dimensions: 18*28 cm

Design: The cover of the American TIME magazine

Release date: 2019

Ad name: It's HIS COUNTRY

General description: The design consisted of a basic space with a color value (red and orange and yellow gradations) that contained a digital image (of an American rapper) that occupied the visual center of the design, while to the left of the actor's image came the written material (ItS HIS COUNTRY) with a color value (black) and the texts The other inscriptions are sequential in a gradual manner and with a (white) value. At the top of the design is the name of the journal (TIME) in a (white) value in a transparent manner.

Analysis

1. **Aesthetics in advertising design:** Aesthetics appeared through the central focal system, represented by the general shape of the rapper, who occupied the visual center, so that the formal relations came, so similarity, juxtaposition, overlay, and contact emerged, and the color relations emerged by repetition, achieving harmony in size, color, and gradation.

2. **Employing the shadow technique:** Employing the shadow technique came through the color value of the general shape (the rapper artist) and the background that the designer neglected from the contrast of the color value that distinguished the figure from the background, and the image (the rapper artist) was repeated twice and in a gradual manner from dark to a light shade degree by means of effects and transparency appeared in color In the name of the journal, in addition to the filters used for the background.

3. **The design idea:** In showing the design, the designer relied on a direct idea by presenting a realistic figure of the well-known American artist, rapper (Lil Nas X).

Model: 4

Dimensions: 18*28 cm

Design: The cover of the American TIME magazine

Release date: 2019

Ad name: OUR SINKING PLANET

General Description: The advertising design here on the cover of the magazine consisted of a digital image of a well-known personality (the Secretary-General of the United Nations) on the basic space consisting of the (neutral) color value ranging from light to medium. The written material came with the light value (white) and the color value (yellow). It occupied the visual center of the advertisement, and on the left side was a written material with the (black) light value.

Analysis

1. **Aesthetics in advertising design:** It appeared by relying on the use of the central focal system, and the formal relationships emerged represented by similarity and juxtaposition, and the achievement of superposition, contact, and repetition in the form, and the color relationships emerged, harmony in color and contrast.

2. **Employing the shadow technique:** The designer used in the embodiment of the advertisement on the light value in employing the shadow, and the aesthetic was highlighted by the harmony and contrast that was achieved by the written texts (black and white), while the use of effects that allowed the employment of the shadow technique of the figure (the well-known character) on the transparent background with the neutral value added to it the transparency filter.

3. **The design idea:** The idea was realistic, represented in the form of reality for a well-known personality (the Secretary-General of the United Nations) and by relying on shadow technology.

RESULTS AND CONCLUSIONS

First: The Results

The researchers reached a set of results to achieve the goal of the research, and the most important of these results:

1) The aesthetic in the advertising design came through the designer's use of the design systems. The linear system appeared in models (1, 2), and the central focal system appeared in models (3, 4).

2) The formal relations appeared that contributed to achieving the aesthetic design by employing similarity in the models (1,2,3,4) and overlay in all models (4,3,2,1), and juxtaposition was employed through the juxtaposition of a form and another, or the juxtaposition of a form with a text Written as in forms (1, 2, 3, 4).

3) 3 - The color relationships emerged through their interaction with each other in the design by employing the relationship of color harmony and gradation with color values, contrast and repetition as in models (1, 2, 3, 4).

4) Employing the shadow technique emerged by embodying the advertisement on the color value, which contributes to attracting the attention of the recipient, as in models (1, 2, 3, 4).

5) Effects and filters appeared as in models (1, 3, 2, 4). Transparency appeared very clearly, which is represented by the shadow in a wavy and transparent manner in model (4) as well as in model (3) through the name of the magazine and the image of the shadow repetition.

6) The color was employed in all models (1, 2, 3, 4), and its aesthetic value was evident through the harmony between colors in all designs, which appeared clearly and beautifully.

7) The role of advertising design programs appeared clearly in models (4,3,2,1) in highlighting the shadow technique clearly through steps that are implemented by these programs because of the commands, filters and effects that help to show the design techniques clearly that contribute to attracting attention influence on the recipient.

8) The shadow technique cleans the aesthetic of the design through the interaction of the formal and color relationships, the structural foundations, the systems, and everything that enters into the formation of the advertisement, interacting together to achieve attracting the attention of the recipient of the advertisement. 9- Computer software for advertising design contributes to the creation of new technologies and in innovative ways, which contributes to the production of new and strange ideas in the shadow by manipulating and changing the shape of the shadow, which achieves an attractive force towards the advertisement.

Second: Conclusions

After presenting the research results, the researchers reached a set of conclusions, which are:

1) The effectiveness of the shadow was achieved by expressing the innovative idea that affects the recipient and attracts his attention.

2) A clear and distinct use of design systems, formal and color relationships, and their employment in advertising is one of the aesthetic foundations of advertising design, as it adds aesthetics and clarity to the design.

3) The influences, filters and commands in the advertising design programs contributed to showing and highlighting the shadow technique and its aesthetics.

4) The shadow technique cleans the aesthetic of the design through the interaction of formal and color relationships and systems together to achieve attracting the attention of the recipient of the designed advertisement.

5) The Photoshop program is one of the design programs that helped to show the shadow technique in the implementation of the proposed designs in a wonderful and attractive way. Because it is one of the wonderful design programs that contribute to the production of new designs and strange ideas that are characterized by novelty and originality.

6) Computer software for advertising design contributes to the creation of new technologies in innovative ways, which achieve a strong attraction towards advertising.

Third: Recommendations

The necessity of relying on the employment of techniques that contribute to aestheticizing the advertising design, as well as emphasizing the effectiveness of the shadow technique because of its expressive, aesthetic and functional power to achieve the goal of advertising.

Fourth: Proposals

The researchers propose to study the following:

1) The effectiveness of the shadow in conveying the meaning in the indicative printed advertisements.

2) Methods of employing shadows in digital advertisements.

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Appendix No 1: Analysis axes identification form

Interlocutor	Repair	Does Not Fit
1. Aesthetics in advertising design: systems design - focal- radial- linear - retina- alternating-aggregate		
: **formal relationships- similarity- juxtaposition - overlap –overlap - contact**		
: **color relationships- repetition - harmony –antibiosis -included**		
2. Employ the shadow technique: color values -Effects –transparency - filters -color		
3. Design idea-Idea type: directly -Indirect -vehicle –realistic – innovative –familiar -Unfamiliar		