

Advertising publications between design philosophy and engineering thinking

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Abstract :

Advertising publications is regarded as an important means that is used by designers, to define the nature of a product or services provided by institutions. The designer, in this context uses a range of design elements and vocabulary of a language format, to deliver specific contents to target specific audience (Brereton, et al 2000). The designers awareness and full recognition of the design components allows an understanding of the semantics of each element which in turn helps in the process of planning and organization - a so-called engineering thinking - and makes the design process much easier and malleable. This also assists in the processes of design evaluation and design development. However, we are lacking in some publications to achieve a complementary role between what the publication aims to connect the meanings and philosophical insights, methods of presentation and operations planning and organization for thinking approach to design (DYM, CLIVE et al 2005).

Therefore, the research problem appeared in a severe need for a set of parameters that guarantees the achievement of integral role between design and engineering philosophy thinking in advertising publications . The research question that can be specified is: Can a system of engineering thinking improve the quality of design in advertising publications.

Keywords:

Design Philosophy, engineering thinking, Advertising publications

The present study follows an inductive approach to investigate the problem stated and reconnaissance a conclusion of logical solutions. The author has created a set of creative designs for the Advertising publications . Designs were evaluated by a group of eminent designers and advertisement specialists. Some of the designs were awarded international and national recognition.

The paper has come to a conclusion that design is not just an attractive work of art that excites the viewer, but rather an integrated system that combines philosophy and thought to create a mix integrated successful, has identified the researcher design successful publications ad that you collected by a set of parameters that ensure the integration of the role of philosophical and engineering thinking advertising publications.

Modern era recipients are hard to accept advertising publications with stereotypical thinking.

A designer must be watchful in his attempt to convince the recipient honestly claims advertising message through the use of elements and adds to demonstrate the credibility of the advertising message, including advanced visual guides help to increase interaction and speed of decision-making, and then accept the content of the idea easily.

The study of engineering thinking is not just study the thought processes that lead to the success of the design, but the intellectual understanding of these processes is crucial to improve the design methodologies advertising publications .

The successful design of the advertising publications – should be based on the integration of engineering and design philosophy thinking - every recipient can better understand and better formulation of design problems.

Major References

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