Methods of animating digital photos in the TV ad

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Abstract:
The study aims to identify the methods of animating digital photos in the TV ad and to show how it can be employed according to design and production criteria in TV advertising, in order to formalize a combination of both sides of realism and attract the attention of the viewers. In order to achieve this objective, the study has adopted a knowledge provision within the descriptive and analytical approach. The study also applies the experimental method by making some tests and applications to animate the photos in the framework of TV ad. The research problem is found in the nature of the TV ad, which depends on animation faced with the problem of integration and employment of digital photos. This affects the quality of the visual content of the TV ad.

The research problems are as follows:

- how to design and produce high quality photos, which are employed in the content of the TV ad?
- How to animate and employ digital photos in the TV ad?
- how to control and create a realistic looking TV ad, based on digital photos?

The importance of research is based on the fact that the TV advertising is an attractive means of mass communication through the employed visual elements and the innovative manner within the TV ad. The importance of the study is maximized to clarify the methods that enable the person in charge of communication to create a visual vision for the digital photos within a realistic looking TV ad, and to attract the visual attention of the viewers. The importance of the research is increased due to the scarcity of studies, which ensure the importance of animating photos in the advertising process and their ability to attract the viewers.

Keywords:
Visual Communication, Methods of Animation digital photos

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