The visual deception of Anamorphosis Art and its role in enriching advertising concepts

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Abstract:
Perception is the process that happens in our minds when we try to identify a specific image of objects that differ in their colours, composition, and feel using light reflected from these objects. The mind exerts as much efforts as it can and engages with these objects to form an image for them that might be realistic or illusionary based on theories, former experiences, and learning. The human mind often makes visual mistakes when it treats, comprehends, and identifies shapes of objects that surround it and it can come up with deceitful and desired or undesired phenomenon in the formation of space and then the phenomenon of illusion and visual deception happen. Visual deception is the act that gives the onlooker a distorted visual image where vision deceives perception and this depends on the fact that information encountered by the naked eye contradicts with previous gained or learnt experiences. That is attributed to the concept of illusion in art which is linked to the natural art that makes the onlooker believes what he sees and experiences the apparent truthfulness of what exists in the presentation, this is in the general meaning. As for other meaning which is more deterministic of the illusionary tendency concept which indicates the use of specific artistic techniques or artistic methods such as perspective and foreshortening to deceive the eye, and maybe the mind, to make them think that what they see inside the artistic work is what actually exists outside it. The research question: How the visual deception of the Anamorphosis art plays a role in creating the out of ordinary and enriching the advertisement idea and convince the recipient? What are the types of the Anamorphosis art and the most important factors that it focuses on and what are the advertisement applications and methods in which it can be used? Research Objectives To use the Anamorphosis art in advertisement by using its various techniques and applications in advertisement tools. The Anamorphosis represents a new and modern approach in the advertisement sector in Egypt. The sector can benefit from the huge capabilities made available by Anamorphosis art and its various applications for visual deception to enact the dialogue of the mind and advance the taste of the recipient. The Anamorphosis, as an approach of visual deception, participates in first attracting the attention and all the way to the stage of making the advertisement design convincing to achieve a prestigious and high quality advertisement. To achieve the excitement, fascination, and convincing factors through applying the artistic standards of the desired Anamorphosis art and avoid the undesired effects in the design of the advertisement. The Anamorphosis art helps in utilising advertisement areas inside the advertisement environment that are difficult to be utilised without the use of visual deception. The result of the research When utilising the Anamorphosis art in the design of the advertisement in a correct manner, it plays a role in enriching the idea of the advertisement which in its turn creates the out of ordinary and helps in convincing the recipient. Understanding the Anamorphosis art, its techniques and various types leads to innovating new ideas for advertisement characterised by modernity, novelty, and uniqueness through the use of its modern or classical techniques. These techniques increase the utilisation of the visual deception in the advertisement designing in a way that achieves the desired effect of the advisement.

Keywords:
Visual Deception, Anamorphosis Art, Advertising Concepts