The mechanism of persuasion to suggest a three-dimensional (3D) design for advertising published through websites

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Abstract

The essence of advertising is one of the means of visual communication between the presenter of the visual message addressed to the recipient and the advertiser, and the mission of this visual message is to persuade the recipient through distinguished advertisements, the designer of the advertisement designer must use effective and thoughtful methods to persuade the recipient, through modern design techniques, and should The use of modern design programs, which give suggestions and bring the shape closer to the truth, for the purpose of gaining people's interests and desires

Use the descriptive approach, the current research identified the research problem through the following question (What are the methods of persuasion in suggesting through the three-dimensional design of the advertisement published on the websites)? The research aims to define an ideal way to persuade people by suggesting three-dimensional and its effectiveness in advertising design, and that the most important conclusion emerged is the effect of persuasion is the emotional impact on the recipient and then the mental effect on the recipient's acceptance of the advertisement and conviction, meaning that the purpose of the declaration is directed towards behavior. The researcher relied on a sample of the advertisements published on the Coloribus.com advertising site, The advertisements published for the year 2016 have been used.

key words: persuasion mechanism, three-dimensional (3D) design, advertising, websites
1. **Research Methodology**

1.1. **Research problem:**

Advertising is essentially a form of communication between the designer who designs it as a message addressed to the recipient that has the task of persuading the recipient to advertise the product and his desire to acquire the commodity due to the effectiveness of the creative design because it has what makes it attractive to the attention of the recipient and is convinced of it and the creative design of the advertisement. The publication is one of the advantages resulting from the designer’s imagination and ideas, in addition to modern design techniques, and among these techniques is the three-dimensional design technique, as it employs advertising creatively, with a design message that aims to attract the attention of the recipient and convince him of the advertisement, and this message Design is built through the adoption of advertising designers on the remarkable development in advertising and marketing techniques, which are mostly focused on influence to the subconscious and influence the subconscious and the acquisition of the interests and desires of the recipient. The research problem can be determined by the following question: What are the mechanisms of persuasive communication in the design of the three-dimensional advertisement?

1.2. **Research importance:**

Highlighting the study of the 3D advertising design. The following research is useful for studying persuasion and its role in advertising. It is useful in providing the library as an important source in the study of persuasive communication in 3D design.

1.3. **Research Objective:** To identify the mechanism of persuasion in the three-dimensional advertising design.

1.4. **Research Methodology:** - The two researchers relied on the descriptive analytical approach in analyzing the research sample for its relevance to the research topic to achieve its results.

1.5. **The research community:** - The two researchers relied on the choice of the advertising site (coloribus) to choose the research sample from Internet ads from a search community of (70) ads displayed on the website.
1.6. **The research sample:** - The sample of the research sample was chosen by (5) advertising models, which included (4) commercial ads and advertising (1) of which are indicative from the total of the search community (70) ads after the researchers excluded the advertisements (similar and duplicate and dishonest ads of modesty The year, alcoholic beverage advertisements and cartoons advertisements) for the year 2016, i.e. 10% of the total of the original research community to meet the research requirements.

1.7. **Research Tool:** - The research analysis form was designed based on the contents of the theoretical framework of contents by interpretation and analysis, then this form was presented to a group of experts and specialists.

2. **Literature review**

Persuasion is a purposeful connection to influence the choice, "that is, it is a communication process whose goal is to create an effect on the recipient and is also defined as" intellectual and formal processes in which one of the parties tries to influence the other and subjugates it to an idea "(Al-Oshen, 2004 :45), that is, a set of intellectual processes And formalism with the intent to form effects and subjugate all its axioms to the idea. “The communicative process that is planned in advance to target the different structures of the individual’s personality in order to effect change or modification and even promote positive behaviors so that we do not say that it is limited to negative aspects such as demolishing the cognitive structure or ideological reference.” (Hussein,1984: 166) (procedural definition of no Naaa: It is a connection planned by the person in charge who aims to bring about a change in the recipient’s behavior for this connection. Three-dimensional design: It is one of the designs that show the elements and simulate the figures in their real sizes and dimensions (X, Y, height) This art is characterized by accuracy and realism and is an evolution of traditional painting, as traditional hand tools have been replaced by more innovative technology tools and devices (Mohammed, 2012: 200).

**Persuasion:** is an attempt to direct thinking towards the desired purpose and acceptance of it. "Transforming or adapting the ideas, opinions and concepts of others towards a targeted opinion, which requires comprehensive and accurate knowledge of the target group. The person in charge of the conviction process "(Amer, 2005: 37), in the sense of creating an image that possesses the ability to influence and control others, in order to benefit or achieve a goal. The communication is based on two main
parties, the first is the sender who performs the persuasion process, and the second party is the target or recipient of the persuasion process. Persuasive communication is a planned connection that includes intended intentions aimed at achieving predetermined changes in the hidden public behavior of the target recipient. Zeina, 2012: 11)) Any process based on a plan aimed at changing either behavior of all kinds or in decision-making situations may be the decision to purchase the commodity among a wide range of products. Persuasion comes as a way in which people try to change the behavior of others, so the role of the effective designer in addressing the target and persuading them is that (the conviction increases when the target audience senses that the design is a way to achieve certain goals they may have. These goals may be to clarify a specific vision or at the level of many daily needs) (Iyad, 2008: 229) Such as indicative advertisements that aim to achieve a specific vision of the recipient or increase his conviction of the aforementioned topic or commercial advertisements that meet his daily need so that the advertisement satisfies his needs convincingly. Second: Persuasion and the communicative process: Persuasion comes as one of the elements of the communicative process, as it requires the presence of two parties to the persuasion process, and there are four things that are necessary. They are practical components upon which the art of persuasion depends, so the sender who sends a message to the recipient (the recipient) via a medium (means) is considered These elements of the communicative, reference, and persuasive function, i.e. include "transmitter, persuasive material, means, recipient (Mohsen, 2002: 9)) and that contact with recipients is" the transmission of unified real or imaginary messages to large numbers of people. They differ among themselves in economic, social, cultural and political terms, and they spread in separate regions. "(Ibrahim, 1969: 27)

For the purpose of creating the highest level of persuasion, it is first necessary to understand the structure of the direction that we aim to change, since change is a basic goal that includes the axis of the process, and the issue of simplicity and complexity in the persuasive message may come in great importance because it is an influencing factor in the assimilation of the content and then the occurrence of persuasion. Oliver1997: 45)). In order for the recipient to be persuaded, some factors must be taken into account in the message so that it accepts its content and adopts it. These factors are: (simplicity and clarity, excitement and suspense, satisfying the
recipient's desires and needs, credibility in the content and in the sender or source). (Al-Dabbagh, 1977: 38) Simplicity and clarity are intended to be simple and clear in its content and language and to be interconnected in a series and logical and commensurate with the needs of the situation itself and be complete, brief, correct and understandable "when the communication addressed to the recipient is rather simple and not There are motives to worry about understanding the message. The broadcast message becomes more convincing. (Muhammad, 2017: 55) As for excitement and suspense, it is also used in commercial advertisements, so the message contains a kind of suspense and arouse attention and interest, which motivates the recipient to cooperate. And satisfy the desires and needs of the recipient, which begins with the knowledge of those desires and needs that are consistent with the content of the message to work to meet them, as the message raises the need for curiosity and sometimes the need for safety and so on. Credibility in the content (the message) or the source itself, and this requires being truthful in the information, accuracy and clarity, and it is accepted by the recipient, as it is a source of confidence, satisfaction and conviction in what he says and sends. Therefore, the process of persuasion is the ability to change opinions, attitudes and behaviors, a social process that occurs through social contact, and it has specific characteristics: (persuasion is a communication process with- persuasion that includes freedom of choice c- the purpose of persuasion) (Taha, 2006: 88) i.e. persuasion A communicative process and a complex social verb, which includes the procedures for handling symbols, which is a case of interaction between the sender and the receiver. Convincing is essentially a communicative formula that includes verbal and non-verbal language and is also a process of effecting an effect that does not include any physical effect, so persuasion does not involve an attack on the individual's choices in accepting or reject persuasive speech as long as Able to assess and judge opinions and attitudes and have freedom of choice in rejecting or accepting. The purpose of persuasion aims to modify future directions or behaviors in a predetermined manner. There are four purposes for persuasive communication in which persuasive messages are designed and prepared, and the purposes are (Taha, 2006: 475):

1- A direct (immediate) purpose in the change.
2- An indirect (deferred) purpose in the change.
3- A purpose oriented idea.
4- A purpose oriented behavior.

When persuasive messages are designed to cause change in the course of or after a persuasive speech. Direct in the case of immediate change, when persuasive messages are designed with the intention of bringing about a future change in individual attitudes and behaviors, i.e. the ability to effect indirect change or the ability to change ideas with new ideas. And that the future is not a negative element in the persuasion process, but rather an effective element in facing the impact of communication. The acceptance of the persuasive message is a reciprocal result of a neutral and reciprocal effect of the transmitter and receiver characteristics. Or to cause a change in behavior towards the demand for a particular product and not another. Third: Advertising design and persuasion: Design is defined as "translation of a specific subject with specific and purposeful ideas related to the means of implementation, and these ideas carry boundless aesthetic values" (Fida, 2009: 55), meaning that design is the implementation of a form in which the ideas that revolve in The mind of the designer is based on good planning and the ability and skill of the designer in innovation and creativity. Whatever the “idea of advertising, what increases its effectiveness are images, colors, and other persuasive methods that differ from one method to another” (Muhammad, 2017: 56). The design has elements including (texture, space, optical value) in employing the shape (image) in the design that realizes the design in a way that achieves the required response for the recipient, as the form is a (visual symbol that plays a role identical to what it represents of properties that give expressive indications that reflect a connection that occurs interact with The recipient (Arnheim, 1977: 209), as the shape contributes to achieving the response as the shape matches with the mental images of the recipient, which leads to achieving the design goal of affecting the recipient. As for the texture, it indicates the surface properties that we recognize through the sense of sight and the texture of the surface appears (as a result of the interaction between the light reflections and the surface conditions in terms of smoothness and roughness in addition to the color. Does the shape carry one color or some of its parts carry another color (Laclau, 1989: 81)) The texture can be recognized by three types: (the visual texture, which is the result of an irregularity in the surface color or the presence of points of a color that violates the predominant color of the shape, whereas the sensory texture
results from real roughness on the surface of the shape) Salam, 2016: 329)
Light in design has (an effect that gives an indication of the weight and
rigidity of the shapes and is the shadow Pick-up Vazl occurs when the light
shines in the form) Mahmoud, 2007: 29)) and thus add shadows falling
realism design as it adds depth to the forms in addition to install and give
it the weight and weight. As for space, it is (a space determined by matter
and light value, and space is an element that is difficult to explain without
the presence of something of a dimension (Karima, 1996: 26)) as space is
determined by other design elements in the design, such as lighting and
three-dimensional shapes. The structural foundations of design are
direction, movement, balance, unity, proportionality, contrast, diversity,
harmony, repetition, rhythm). In design processes there are many
directions applied in the three vertical, horizontal and oblique axes and in
the right and left directions and the direction is a characteristic of
movement and includes (direction in the structural elements Such as color,
texture, optical value and measurement (Kazem, 2008: 137). The trend can
be applied to all structural elements in light of controlling the directions of
the shapes included in the design with the intention of making an impact
on the receiver. As for the equilibrium, then it is a case in which the
opposing forces are tied (Riyadh, 1973: 111). The equilibrium is applied to
all design elements, that is, by color, light value, or in the figure. As for the
unit, it is one of the most important structural foundations in design,
whether in two-dimensional designs or in three-dimensional designs, as the
unit represents "the overall relationship that makes the composition
elements functional and integrated to show a subject (Al-Rubaie, 1999: 52). As for proportionality, it indicates proportionality." Design elements
with each other and that "proportionality is related to balance, which
indicates the division of space between advertising elements for the
purpose of obtaining a delightful visual effect (Bassem, 1998: 54)) i.e. that
proportionality between the elements achieves eye comfort in addition to
the aesthetic effect. As for the contrast, it brings diversity to the design,
whether from Through sizes or colors, either in sovereignty (It gives one
of the elements a center for its importance in communicating the idea or
message of design as the rest of it surrounds it) (Abdul Fattah, 1973: 78),
and diversity adds aesthetic to design and eliminates monotony, whether it
is diversity in colors or shapes or even in design relationships in a way that
achieves visual enrichment To be considered one of the most important
prerequisites for drawing the attention of the recipient and his intensity towards advertising, as for harmony, it achieves "harmonization between the elements of advertising design in a way that does not overshadow one over the other" (Nour, 2005: 156), meaning that harmony achieves the coherence and clarity of the design, since the elements are consistent with one another. As for the rhythm (it is a clear movement in a regular periodic repetition (Suhail, 2010: 2)), repetition is necessary to achieve an emphasis on the importance of an element of design. As for the design relationships, including the superposition, it is achieved by placing an element or part of it on another element (the superposition is an important characteristic of realizing the shape with real depth, as the shapes that are far from us at different distances must overlap while they are projected onto the retina) (Al-Bazzaz, 2001: 51), The designer employs the relationship of superposition in achieving the property of depth and contact in the lines or sides of the shape either by interfering between the elements with each other by "making the shapes overlapping with each other and increasing the consistency between the elements of the advertising design" (Adly, 2011: 164), that is, The interaction relationship between the elements contributes to making the elements consistent, non-dispersal, and juxtaposition is achieved N through the juxtaposition of elements with each other (as a result of the convergence of units or vocabulary to a certain degree, which leads to Tjazbha with each other, Fcolna aware of all the combined units as a single) (Scott, 1980: 30).

   The similarity (it is related to the shapes and proportions of the repeated parts, their signature and their frequency within the advertising design and thus expresses their design system (Al-Bazzaz, 2001: 92), meaning that the elements appear similar, whether in color, shape, or other. The designer can change the relationships between the elements and the composition New cases of innovation in advertising design.

   Revelation: plural: revelations of a source of revelation, self-revelation: an idea that one repeats and repeats to persuade oneself, to suggest something: to instruct him without persuasion, an order or forbidding, suggesting the author: inspiration, a hint of something close to happen there is an indication of the plane crashing into the ocean, an effect in thinking A person and his behavior without using persuasion techniques (Mahmoud, 2007: 68)
3D advertising design and computer software

Due to the development of technology, science and knowledge, the development of the method of work and production by the computer through some programs and auxiliary tools, if (the computer and its programs become a means used by the designer to display the design work in a distinctive and integrated manner, which made the digital design to be distinguished in the feature of reducing space, time and effort using Computer programs and tools ((Suhair, 2003: 10), and the capabilities of the programs vary and increase in order to achieve the desired function from them, which allows the designer to find multiple and innovative variations in addition to achieving the aesthetic aspect of the subject, and these programs: Photoshop, Carroll Drew, and A Dobby Illustrator, 3D Max. It is as follows:

Adobe Photoshop program

Photoshop program is a special program (creation and modification of bitmap images produced by Adobe, which is the most famous program for editing graphics and modifying digital photography) (Laclau, 1989: 56). Discovering this program is a recent qualitative leap in the field of dealing with images, and programs for making various designs in addition to Providing drawing tools also distinguish (with an easy interface, as the designer helped in making the conversion on the files and changing from the format of the image file from one format to another as it contains a number of filters and effects that enable the designer to effect a color or formal change in the image or writing) (Suhail, 2010: 57), and the use of the software was not limited to 2D designs, Rather, designers have also reported in 3D designs to show movement and embodiment of shapes, as well as using it (to create patterns or composition and to merge 3D graphics after they were created with other types of images) (Munir, 2012: 34), and in previous versions the most important in terms of 3D designs And the possibility of dealing with it, especially that was generated using the (D max program) 3, and some adjustments can be made to these images, such as moving three-dimensional objects within them and applying simple effects on them such as rotation and changing measurements.

Corel droaw Program:

The Corel Draw program is one of the popular drawing programs used in design. The design importance that the program enjoys lies in its keeping pace with developments in the technical field of design software. It is (an
application program for technical design, characterized by high flexibility in the field of designing advertisements and covers and other publications and many shapes, letters and drawings and symbols) (Bushra, 2017: 127), if one of the programs called vector graphics that produce radial vector graphics is dealt with formations of lines and curves that are defined by the way of mathematical forms and called the vector and describe the vector according to the One of the advantages of this program is the engineering figures, which have independence in clarity. Through the Extrude tool.

**Adobe Illustrator program**

It is one of the most important programs for digital graphic design and design that the designer deals with (this program represents an essential part of the skills that must be mastered by the various design dealers because he specializes in the field of drawing and design) (Nour, 2005: 205), and the designer can through this program With multiple treatments on graphics and images to serve his advertising design work, workers can use the program to import photos from the photoshop program, work on them and process them to serve the topic. Adobe Illustrator has stylish tools for 3D design. An example of a 3D globe design that can be rotated for visibility.

**D Max 3 program:**

It is one of the programs of the ((Autodesk)) International Company, which is an infinite space (that allows the user to create any object or group of three-dimensional objects and modify them as he pleases through the various program orders, as well as adding the required contacts on these objects and distributing the lighting and elements that are not Visuals such as wind, gravity, etc.) (Laclau, 1989: 44) can be used to design real-time fixed or mobile ads. The technology in the D max 3 program is called modeling (digital sculpting) according to the ad idea smoothly, so the design shapes appear as if they were made from a real material such as skin, stone, sand, gold ... and others, from unlimited materials, this technique is possible It is considered one of the contributions of technical development in obtaining modern and easy methods and solutions for advertising design by the designer in installing and shaping his design environment, and it has a role in (releasing creative and innovative thought and expressing more closely to the real reality) (Al Harkan, 2014: 46)
Theoretical discussion

1. Persuading the consolidation, transformation or adaptation of others' opinions towards a targeted opinion that may affect the formation, change, modification, or strengthening of the recipient's position.

2. Among the characteristics of a good persuasive message: simplicity and clarity, excitement and suspense, satisfying the recipient's desires and needs.

3. Designs that contain simplicity in addition to the suspense in the design idea become more convincing to the recipient.

4. Persuasion has goals, direct and indirect, and it is a thought-oriented and behavior-oriented purpose.

5. What increases the effectiveness of the idea of advertising are designs that suggest a third dimension through shapes, shadow and light in addition to colors and texture.

6. The designs with the three-dimensional motifs reflect a realistic dimension of the design.

7. The computer advertising designer and his programs use the technical treatment of designs to get the most effective effect on the recipient and add technical touches to the advertising topic.

8. Three-dimensional designs can be obtained through well-known design programs such as Photoshop and Corel Draw by using the third dimension tools.

9. The d max 3 program provides the tools needed to sculpt and embody shapes, according to the advertising idea, so that they appear as if they were made from a real material such as skin, sand, stone, gold ... and other unlimited materials.

10. The use of the superposition relationship in advertising design adds real depth and a sense of the third dimension.
Sample analysis

Model No. 1
Ad name: Fanta, Ad Type: Commercial
Product: Fruit Juice, Dimensions: 3508 x 2480 pixels

General Description: The formal announcement board consisted of a space with a yellow value centered by the shape of a lemon and merged over the fruit, forming the top of the metal juice box in an indication to indicate the natural juice.

Analysis: The purpose of persuasion: Modify the recipient's path and his desire towards the advertised product (Fanta Juice) through the formal and suggestive manifestations that showed the basic three-dimensional shape close to the realistic form.

Persuasion and communication: The clarity of advertising has been achieved by highlighting the three dimensions of the shapes shown by the design techniques in addition to the suspense in the idea and the updated movement.

Type of persuasion effect: Aiming to achieve recipient persuasion towards the product, i.e. achieving emotionally influenced by the appearance of the form and the indications of radioactive color values on the space in addition to the influence of the advertising idea that the taste of this juice is identical to the taste of the lemon fruit.

Purpose of persuasion: The advertisement is directed towards influencing the recipient's thoughts and then influencing his behavior for the purpose of clarifying that the product is made of natural fruit.

Type of communication message: The advertisement relied in its design on the complex message between reality and imagination, with realistic manifestations of lemon fruit, the shape of spreading juice, and imaginary expressions by combining the shape of the lemon fruit with the shape of the juice box.

3D display: 3D advertising has been achieved in the design of advertising by design processors by the main design of the design and by the optical value in addition to the texture and motions and the shape of the juice spread around the fruit.

Realized Relationships: The relationship of superposition in the advertisement was achieved by merging the shape of the lemon fruit with the shape of the upper part of the metal tray in addition to the relationship between the shape and the floor and its movement as well as the direction
of the written material at the top of the announcement. Structural foundations: achieved through the dominance of the main element in design in addition to color and formal harmony.

**Computer technologies:** Employed to show the advertisement close to the realistic form by using the technical processors with three-dimensional suggestions and the motions of the fruit and juice around it and highlighting the shape on the advertising space.

**Sample Sample No. (2)**

**Ad name:** Watts, **Ad Type:** Commercial  
**Product:** Fruit Juice, **Dimensions:** 933 x 600 pixels

**General Description:** The advertising design shall be from a space with a yellow value centered with a shape of half of a pineapple and in the middle of a bottle of juice (the product) as if it is part of it to indicate that it contains natural juice.

**Analysis:** The purpose of persuasion: modifying the recipient’s path towards his desirability with the product with realistic revelations of the parts of the main shape showing details of the shape of the fruit as if it were real fruit in addition to the imagination feature in the fact that the juice bottle appears as if it is inside the split fruit in half.

**Persuasion and the communication process:** The clarity of the advertisement was achieved through the correlation of the advertising elements of color, shape and measurement in a consistent manner in addition to suspense in the idea through half-fruit displays with the product bottle and their separation from the background in yellow value.

**The type of persuasion effect:** to win the recipient toward the product in achieving an effect by employing the imagination by making the bottle of juice inside the pineapple fruit as part of it, in addition to the color manifestations in yellow and green values that added aesthetic to the form of the announcement.

**Purpose of persuasion:** The purpose of persuasion is achieved in directing towards influencing the recipient's thoughts and influencing his behavior by clarifying the juice form that is a natural source of natural fruit.

**Type of communication message:** The advertisement relied on a complex message between reality and imagination by embodying the shape of half of the pineapple fruit in its existing form with two inclinations with the shape of the juice bottle in an overlapping manner, in addition to showing the written material on the juice floor in the white color value.
3D display: 3D advertising has been achieved in the design of advertising by design processors in the dimensions of the main design shape in addition to the optical value, texture and space, in addition to the written material displays of the juice in a body that gives embodiments of embodiment.

Realized relationships: The relationship of superposition between the juice tray shape and the shape of the pineapple fruit has been achieved, and the suggestion of fusion has been given as if they were one part in addition to the formed color manifestations.

Structural foundations: the structural foundations in design were achieved through the dominance of the fruit shape as a main element in advertising, in addition to the harmony of color values between the shape, background and shape of the juice.

Computer technologies: Computer technologies are employed to show the design in an overlapping body that gives suggestions that it is one part, in addition to the effects of showing the written material in white value on the green value, the half-fruit shape and its inclination on the basic space

Sample Sample No. (3)
Ad name: Nescafe, Ad type: Commercial
Product: Coffee, Dimensions: 919 x 650 pixels
General Description: The design shall be made of a floor with a red value, centered on the form of a tabletop watch, which includes the form of a cup of coffee in an indication of the link between time and coffee.
Analysis: The purpose of persuasion: to modify the path of the recipient towards the advertised commodity as it gives an indication of stimulus for the most appropriate and best use.

Persuasion and the communication process: The clarity in the idea of advertising was achieved by checking the correlation of the elements used of the color, size and shape in showing the product in the form of a cup of coffee (as an image) and merging it with the shape of the watch in addition to the suspense in the presented idea and the use of the red value of the floor to add a sense of an alert and strong color.

The type of persuasion effect: The advertisement aims to achieve the recipient’s grooming towards the product, i.e. emotionally achieving the effect by displaying the product in a liquid form and the presence of steam to indicate its heat and the use of the red value of the watch with a base and silver bells and the written material at the white value to increase attracting attention towards it.
**Purpose of persuasion:** The purpose of persuasion is clear in directing towards influencing the recipient's thoughts and then influencing his behavior by clarifying the existence of a relationship between time and coffee and the red value to indicate the effectiveness of the product. Communication message type: The advertisement relied in its design on the complex message between realism and imagination by embodying the shape of the full coffee cup and its overlap with the exterior shape of the body of the table clock with bells with a embodiment embedded between imagination and reality to convey an idea about the product and its function. Three-dimensional display: The three-dimensional display has been achieved in the design of advertising through design processors to show the dimensions of the main design shape in addition to the optical value, texture and space to give an indication of the third dimension by means of shadow, light and dual use of the image of the coffee from the top on the clock image from the front. Realized relationships: The interaction relationship between the design shapes of the shape of the cup of coffee and the shape of the tabletop clock has been achieved, which gave a description of the relationship of coffee to time, based on the suggestions from the overlapping shapes as well as the colors embodied and the visual withdrawal of the written material resulting from the contrast of color values in it. Structural foundations: emerged through the dominance of the main element in the design represented by the watch in the form of a hot cup of coffee to indicate the relationship of the product with time. Computer technologies: Computer technologies were employed to show the design of the shape with three-dimensional suggestions through technical treatments with shadows and light manifestations, in addition to the merging mechanism achieved from the overlap of the shapes used.
Sample No. (4)

**Ad name: McDonald's, Ad Type: Commercial**  
**Product: Fast Food, Dimensions: 1042 x 736 pixels**

**General Description:** The advertisement shall be made from a floor in a red color value, with a blackish gradient, in the center of which is a green pepper-shaped fruit that took the form of the burger sandwich, indicating the spicy taste of the meal.

**Analysis:** The purpose of persuasion: To adjust the recipient's path towards the advertised good that includes a meal in the form of pepper, displaying the basic ingredients of the burger sandwich and displaying its many components, including cheese, meat and vegetables, with different color values. Persuasion and the communicative process: clarity was achieved in advertising through the elements and foundations used to show the design using the presentation of internal components according to a linear organization of the shape of peppers in addition to suspense in the idea and drawing attention by displaying the components in the form of peppers on the floor with a red value that is attractive to consider.

**The type of persuasion effect:** The advertisement aims to achieve the recipient’s grooming towards the product, i.e. achieving the emotional effect formed by displaying sandwich components in a variety of colors to give an effect to the recipient on the demand for this type of food from the rest of the types.

**The purpose of persuasion:** The purpose of persuasion is achieved in that it is directed towards influencing the ideas of the recipient and then influencing its behavior by using the shape of pepper and distributing the components in the form of the form, which made the components clear using contrasting color values.

**Communication message type:** The advertisement relied in its design on the complex message between realism and fiction. As the designer here used his imagination to show the components of the sandwich in the form of pepper using a realistic form.

**Three-dimensional displays:** The three-dimensional manifestations have emerged in advertising through design treatments in the dimensions of the main design shape in addition to the optical value, texture and space by giving three-dimensional gestures to the shape of the pepper by showing the upper part of it with contrasting color and light color values against the background as well as shadow and light displays.
**Realized Relationships:** The relationship of superposition was achieved by combining the shape of the pepper with the components of the sandwich, to give the indications that the sandwich is hot from the heat of the pepper as the main ingredient.

**Structural foundations:** the structural foundations in design were achieved by the dominance of the main element in the design represented by the sandwich shape in the form of pepper fruit and its components that came in a linear form in addition to the contrast by color contrast between the shape and the design space.

**Computer technologies:** Computer technologies were employed to show advertisement in this way through technical processors with multiple manifestations, including shadow and light, to highlight the basic shape of the floor and place it in space diagonally with the sandwich components.

**Sample No. (5)**

**Ad name:** Smoking disadvantages, Ad type: indicative, dimensions: 624 x 960 pixels

**General Description:** The design shall be of a floor with a gradual gray lead, centered on the shape of a car, which appears in the shape of the cigarette as it burns.

**Analysis:** The purpose of persuasion: The goal was to announce that it is a guiding announcement in directing or guiding towards quitting smoking using the burning car shape.

**Persuasion and the communication process:** The clarity in the advertising design was achieved through the elements and foundations used to show the advertisement by clarifying the shape of the car in the form of a cigarette burning with color additions used by the designer in addition to suspense in the idea. The designer also used the effect of the color value of the burning car with the realized smoke.

**The type of persuasion effect:** The effect of persuasion was achieved in that it is an indicative announcement, that is, it has a mental effect on the idea of advertising using the shape of the damaged vehicle in a cigarette body, in addition to using color and formal effects in design to form pressure to quit smoking because of the harm it causes to health.

**Purpose of persuasion:** achieved by directing and guiding towards influencing the ideas of the recipient and then influencing his behavior by using the shape of the damaged car and making it in the form of a burning
cigarette using color and display values to enhance the display of the advertisement.

**Type of communication message:** The advertisement relied in its design on the complex message between realism and imagination, relying on the image of the car and showing it perpendicular to the floor and other additions by making it look like a burning cigarette similar to the combustion of this car.

**Three-dimensional displays:** The three-dimensional advertisements in the design of the advertisement were achieved through design treatments in the dimensions of the main design shape in addition to the optical value, texture and space by adopting the three-dimensional gestures of the shape of the car, the fire and the ash around it, as well as the accompanying color and formality effects by combining the car shape and the shape of the cigarette.

**Realized relationships:** The design relationships were achieved by means of a contact relationship between the main car and the ground shape in the design for expressive overtones, intended to arouse the recipient's attention and influence. Structural foundations: have been achieved in the design through the dominance of the main element in the design in addition to harmony by the yellow value and gradations of the value of light lead to the design space and dark of combustion waste.

**Computer technologies:** Computer technologies were employed to show the design in this way through technical treatments such as shadows, light, and refractive movement in the vehicle based on the floor as well as the colors used that gave suggestions to embody the shape of the car with the visible details and the suggestion of burning in red color values.

**Research findings and conclusions**

**First:** The purpose of persuasion: The goal of persuasion came in most samples in modifying the recipient’s path towards the advertised commodity for samples (1,2,3,4). This was helped by employing the designer to show the formal and suggestive manifestations, while in advertisement No. (5) directed towards guidance and guidance.

**Second:** Persuasion and the communication process: Simplicity and clarity were achieved in all samples designs in addition to the excitement and suspense that were embodied in the advertising idea.
Third: The type of effect and purpose of persuasion: The effect of persuasion has emerged in that it is directed in all samples to the emotional impact on the recipient, and then the mental impact on the recipient's appetite for the declaration and conviction with it, meaning that the purpose of the declaration is directed towards behavior.

Fourth: The type of communication message: In all samples, the complex communication message between fiction and realism was adopted, as different realistic forms of fiction were combined in order to achieve the effect of advertising and convincing it to the recipient.

Fifth: three-dimensional displays: The three-dimensional ads in advertising designs were achieved through design treatments in the dimensions of the main design shape in addition to the optical value, texture and space that contributed to the suggestion of the third dimension.

Sixth: The achieved relationships: The relationship of overlap between the design elements in the samples (4,2,1) was achieved, while the interaction relationship was achieved in sample No. (3), while the relationship of contact was achieved in sample No. (5).

Seventh: Structural foundations: the structural foundations were achieved in all samples by sovereignty, as they were achieved by the main form in the design, in addition to the harmony that was achieved by the harmony of colors and harmony of shapes.

Eighth: Computer technologies: Computer technologies were employed in designs for demonstrations of the third dimension by design programs and their features in the three-dimensional design in addition to the achievement of the suggestion of the third dimension through shadow and light in addition to texture.

<table>
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<tr>
<th>Table No. (1) Discussion of the questionnaire</th>
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<tr>
<td>It does not suit me</td>
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<td>---------------------</td>
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<td>4</td>
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Student category: The results of the questionnaire showed that the student group agreed with the axes of the questionnaire in (268) agreement on the total number of axes of 15 axes over the total number of students of 40 students, which equals 30.73%, while the number of disagreement reached (56), which is the ratio of 33.33 %. As for the choice somewhat, the number of choices reached (164), i.e. equal to 29.71%, (64) suits me, i.e. what is equal to 48.48%, and (4) choices do not suit me.

Category of employees: The results of the questionnaire showed that the category of employees agreed with the axes of the questionnaire in (348) agreements on the total number of axes of 15 axes over the total number of employees of 40 students, which equals 39.90%, while the number of disagreement reached (64), which equals 38.9%, somewhat (132) choosing which equals 23.9%, suits me (32) choosing any equivalent to 24.24%.

Housewives category: The results of the questionnaire showed that the housewives category agreed with the survey axes in (256) agreement on the total number of axes of 15 axes on the total of housewives of 40 students, equivalent to 29.35%, while the number of disagreement reached (48) choose any What equals 28.57%, somewhat (256) choosing which means 46.37% suits me (36) which equals 27.27%.

<table>
<thead>
<tr>
<th>Table No. (2) about which of the displayed ads you prefer</th>
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<tr>
<td>Notes</td>
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<td>Housewives category</td>
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<td>%10</td>
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<tr>
<td>The highest rate</td>
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</tbody>
</table>
**Students choices:** Announcement No. (2) 4 choices. As for Announcement No. (3), he got 8 choices. As for Announcement No. (4) 8 choices and Announcement No. (5) 20 choices. That is, 50% higher than the total number of ads shown.

**2. Employee Choices:** Announcement No. (1) 4 choices, Announcement No. (2) 8 choices, Announcement No. (3) 4 options, Announcement No. (4) 16 options, Announcement No. (5) 8 options. That is, announcement No. (4) achieved the highest percentage of 40% among the ads shown in the category of employees.

**3. Housewives' choices:** Announcement No. (1) 8 choices, Announcement No. (2) 4 choices, Announcement No. (3) 8 options, Announcement No. (4) 4 options, Announcement No. (5) 20 options. That is, 50% higher than the total number of ads shown.

**Conclusions:**

1- The advertisement used for 3D design techniques includes simplicity, clarity, excitement, suspense, and satisfying the recipient's desires and needs.

2 - 3D revelations give the advertising design multiple manifestations, including what appears close to the real image of the product or the combination of reality and imagination.

3- Computer technologies and modern programs add designs with three-dimensional suggestions to obtain the greatest degree of effectiveness affecting the recipient, as in Form No. (5) in addition to adding aesthetic touches to the advertisement.

4- The designs carry the three-dimensional suggestion of creativity and innovation, which helps them to attract attention and arouse the interest of the recipient.

5 - The three-dimensional advertising design simulates reality through the implications of the third dimension, so its effect is greater on the recipient.

6- The use of colors, shadow and light techniques contributes to the suggestion of the third dimension in addition to the aesthetic.

7- Modern design software technologies provide the addition of real materials like stone, sand, gold, and others, which gives them a design look close to reality.

**Recommendations:**

1- Using the techniques and tools of the design programs that constitute three-dimensional design suggestions in a new and varied way.
2- The necessity of adopting realistic and fictional forms or merging them for the purpose of causing the desired influence and persuasion with the recipient.
3- The necessity of adopting emotional grooming or influencing the recipient to choose the product or influence for the purpose of prevention and avoiding the use of smoking as a disadvantage.
4. The necessity of adopting honesty and credibility in showing the entire product its reality for the purpose of gaining consumer confidence in the offered product and its health value.

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