



GRAPHIC DESIGN APPLICATIONS IN ADVERTISING CAMPAIGNS FOR MEDICAL CONFERENCES APPLIED STUDY" PULMO DELTA 7 CONFERENCE "

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ABSTRACT

Medical conferences have always been and still are among the most important events that attract brilliant scientific minds and distinguished figures from all over the world. New knowledge intertwines and innovative visions mix with it to ultimately lead to knowledge and health production that benefits societies and confronts their future and diverse challenges. It is also one of the most important means used by scientists to present, discuss and publish their research and exemplary discoveries. However, when it comes to planning and organizing a scientific conference, there are some things that must be taken into consideration; because organizing and planning it is not an easy or simple matter, but rather requires continuous effort and precise organization at all levels, the most important of which are advertising campaigns, which in turn spread awareness and promote the conference through various graphic applications, whether printed or digital. Hence, the spotlight was placed on these different and diverse applications through an applied study of the Pulmo Delta7 conference, starting from designing the conference logo, through designing advertising posters, and reaching motion graphic videos, which work together to form the overall image and visual identity of the conference.

KEYWORDS: Advertising campaigns - visual identity - Motion graphic - visual perception.

1. INTRODUCTION

The advertising industry is in a state of constant change; due to the rapid change in technology; the continuous evolution of business models; the continuous follow-up of developments in the media landscape; and the pressures created by new advertising media such as the Internet and mobile phones; which have prompted advertising planners to change the way they plan and execute advertising campaigns. Planning has become much more complex and important today than it was before. Planners must have a large knowledge base from which to formulate advertising plans. They not only need to know more about the advertising media that have increased and changed dramatically over the past ten years, but they also need to know how the advertising plan contributes to solving the business problem and achieving the overall marketing plan, and to be aware of the rapidly changing consumer point of view and what is going on in his mind, and how to reach him. This makes campaign planning more challenging, and at the same time a much more creative process than ever before. [1]

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2. PREVIOUS STUDIES

2.2. Published research titled "Philosophy of design thinking as a creative methodology for designing interactive advertising campaigns" By Faten Farouk Halawany and Hend Abd-Allah El-Wetaid.

This study deals with design thinking as a creative methodology that aims to solve design problems and employ it to design and produce interactive advertising campaigns that serve the advertising goal. This study deals with four sections; the first section dealt with design thought's nature, emergence, stages, and importance. The second section reviewed instructiveness in advertising campaigns and the importance of interactive advertising campaigns for both the advertiser and the user. The third section discussed the creative strategy for designing advertising campaigns through design thinking, in which the creative methodology presented in designing interactive advertising campaigns through design thought. The most important results of this study signified that the design of interactive advertising campaigns requires an organized methodology characterized by creativity and innovation to achieve the desired effect and goal. In addition, design thinking is a creative methodology that contributes to finding innovative approaches to designing interactive advertising campaigns.

2.3. Published research titled " Influential Power of advertising campaigns and its role in the development of society culture " By Mona Ibrahim Abdel Rahim.

the research aims to illustrate the instrumental power of the advertising campaigns and its role in the development of society culture, where the study focused on the presentation of Advertising campaigns and its importance in shaping the thoughts and desires of the recipient which affects the cultural and social life of the society as a whole, research is passed on the analytical descriptive approach for a set of ad campaigns, so the problem of research lies in the great challenges faced by the ad designer to maintain the influence power of the advertising campaigns to contribute in a positive way in the development of a society culture, the most important results of the research is the emphasis on the importance the productive power of advertising campaigns, and their ability in shaping the behavior of recipients positively and its role in the development of a society culture.

2.4. Published research titled " Designing of social media advertising campaigns on the Internet " By Abeer Hassan Abdo , Samar Hany El Said and Menatullah Yehis Mohamed Mohamed Ahmed.

This study discusses the role of the Internet in overcoming all restrictions and barriers in terms of continuous presence and availability to the public at any time, which narrowed the gap between the audience and the sender, which led to talk about social marketing on the Internet to become a means of convincing the target audience of the message. Many experts in the field of social marketing as well as academics have discussed the importance of new advertising methods and the use of these methods in advertising campaigns on social media (Facebook, Twitter, YouTube, blogging) and their many features such as sound and image, and they emphasized the importance of using the Internet to participate in designing social marketing campaigns..

3. SEARCH TERMS

2.5. 3.1. Conference Definition

A conference is a pre-arranged meeting for consultation, information exchange or discussion (with a formal agenda) that may cover specific topics or diverse groups of topics. A conference may include workshops.

3.2. Medical Conferences

They are scientific gatherings that bring together doctors, health practitioners, researchers and students in the medical field to discuss the latest developments and discoveries in the field of medicine and health. During these conferences, knowledge, experiences and new medical research are exchanged, and lessons, workshops and presentations are provided on various medical topics. Medical conferences are an important occasion to enhance communication between doctors and health professionals, stimulate continuous learning and exchange ideas and innovations in the field of health care. These conferences also contribute to building strong professional networks and enhancing cooperation between researchers and specialists in the field of medicine.

3.3. Advertising Campaigns

It is a set of advertisements and marketing campaigns that aim to achieve a specific goal within a specific period of time. These campaigns aim to spread a specific message to the target audience with the aim of enhancing brand awareness, increasing sales, enhancing popularity, or changing a specific behavior. Advertising campaigns include a variety of advertising media such as television ads, online electronic ads, newspaper and magazine ads, social media, and outdoor advertising such as banners and posters. The elements of advertising campaigns include a clear strategy, defining the goal, identifying the target audience, choosing the appropriate advertising media, measuring performance and analyzing data to evaluate the effectiveness of the campaign. Advertising campaigns are an important tool in the marketing strategies of companies and institutions to communicate with the. [2]

3.4. Graphic Design

It is a creative process that uses images, text, symbols, colors, and shapes to communicate a specific message or convey a specific concept visually. Graphic design includes several aspects such as logo design, advertising design, website design, book design, and other visual communication media. Graphic design relies on design principles such as balance, direction, harmony, contrast, and eye movement to create an attractive and effective visual experience. Graphic design aims to attract attention, enhance communication, and convey the message clearly and effectively. Graphic design requires a good understanding of the target audience and the purpose of the message to be communicated.

3.5. Motion Graphics

It is an art and technique that combines graphic design and motion to create moving visual works. Motion graphics are used to communicate complex information in an intuitive and engaging visual way. Motion graphics can include animated visual effects, motion graphics, animated text, charts, and illustrations, and are often used in television commercials, explainer videos, presentations, educational videos, and digital content on the Internet. Motion graphics rely on the concept of movement, timing, and harmony between visual elements to communicate a specific message in an effective and engaging way. Colors, shapes, and movements are used creatively to create an inspiring and engaging visual experience for viewers.

4. RESEARCH PROBLEM

The research problem lies in the following questions:

- How do advertising campaigns affect the achievement of the objectives of medical conferences?
- Why are advertising campaigns an important tool in organizing medical conferences?
- To what extent do visual, audio and written content contribute to enriching advertising campaigns?

5. IMPORTANCE OF RESEARCH

- Benefiting from design thinking as a creative methodology for designing interactive advertising campaigns, Mai Hilal employing its repetitive stages, methods and seminars
- Through this research, a deeper understanding of advertising campaigns and their impact as a marketing tool in introducing the conference will be provided.
- Highlighting the uses of animated designs of texts, images, drawings and accompanying voiceover and sound effects including game graphics, interactive entertainment, education, training, engineering drawing, medical drawings and artistic creativity

6. RESEARCH OBJECTIVES

- Highlighting the technical and advertising aspects of advertising campaigns.
- Designing an integrated graphic model that covers the visual aspects of medical conferences
- Analyzing the elements of planning the advertising campaign used in marketing medical conferences.
- Exploring the different types of graphic designs in advertising campaigns for medical conferences.

7. MEDICAL CONFERENCES

7.1 Types Of Conferences

Divided according to the nature of the participants into:

- International conferences
- Regional conferences
- National conferences.

7.2 Benefits Of Conferences

- Contributing to cognitive progress Providing the necessary funding for scientific research in some cases
- Developing the career path of researchers
- Obtaining the latest information before publishing it in scientific journals
- Personal contacts with experts
- Improving the infrastructure of the institution or organization.

7.3 Factors That Led To Interest In Holding Conferences

- Increasing number of conference organizers and conference marketing offices.
- Development of means of communication and information technology.
- The emergence of specialized centers for holding conferences that include halls equipped with audio and visual devices, and the necessary equipment for presentation.
- Hotels play an effective role in organizing conferences and providing all means of comfort to conference members. [3]

8. ADVERTISING CAMPAIGN

Advertising campaigns are an important means of reaching the largest segment of the target audience and high concentration, because they take into account the means of receiving it and the areas of its presence, as well as using the optimal method to influence it and then achieve the desired effect. Advertising campaigns, like other means of communication, have become playing an important role in developing human societies, in directing human behavior, in diversifying the connections that link human societies, and in diversifying the connections that link individuals. The design of the Advertising campaigns depends on a set of elements (e.g. Fig. 1). [4]

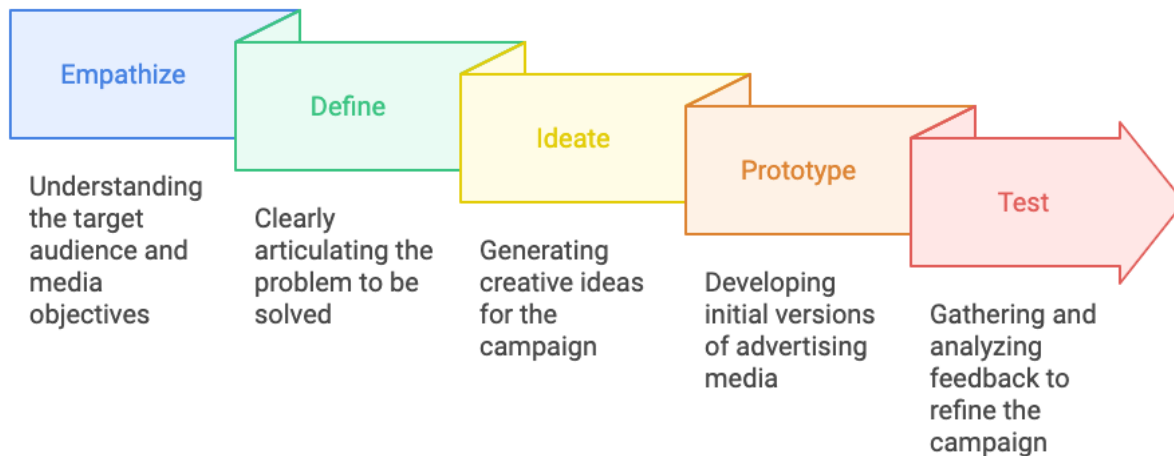


Fig. 1. Design Thinking stages as a Creative Methodology for Inspiring Advertising Campaigns.

2.6.8.1. Phase 1 : EMPATHIZE

Empathy is the first stage of design thinking that aims to design around the user, and adopting it in the context of the design challenge leads to the designers understanding the users. It is the effort made to understand the users and the way they act and why they do it, what their physical and emotional needs are, how they think about the world, and what is useful to them.

2.7.Phase 2 : DEFINR

The main goal of the definition phase is to collect the answers and turn them into a coherent report, or a view of the problem that is meaningful and actionable, focusing on the insights and needs of the users, and in which the results are collected and synthesized into strong ideas.

2.8.Phase 3 : IDEATE

The main goal of generating creative ideas, which is based on expanding concepts and results, providing support and sources of materials used to build the prototype and obtain innovative solutions, whose potential can be utilized in designing the means of interactive advertising campaigns, choosing its idea, and designing its message.

2.9.Phase 4 : PROTOTYPE

The prototype building phase aims to accelerate learning and development through rapid and low-cost prototypes, to define concepts about users and the target environment, and iterate ideas to answer questions raised in the early stages, so that these models provide useful feedback to both advertised users and designers, then iterate on improving the prototypes and questions when needed, until reaching the creation of a prototype for the subsequent stage of the project with the aim of knowing the results of the improvements to the project.

2.10. Phase 5 : TEST

This is the opportunity to take ideas out into the world and test them in real life and in real time. Through this stage, the opportunity is formed to know whether the problem has been framed correctly or not, At this stage we get feedback.[5]

2.11. PLANNING THE ADVERTISING CAMPAIGN

- **Determine the objectives:** The vision and message of the conference must be clear.
- **Form a work team:** In order to achieve the success of the advertising idea that is on the minds, a distinguished and specialized team must be chosen to ensure its success.
- **Field study:** Conduct a comprehensive examination related to all areas in which the campaign operates by collecting and analyzing data to determine the target audience.
- **Determine the identity of the advertising campaign:** This is done by focusing on advertising messages that reflect the purpose of the conference. [6]

2.12. APPLIED STUDY OF THE PULMO DELTA 7 CONFERENCE

- **Introduction to the Plumo Delta 7 conference**

is an annual medical conference for the Egyptian Society of Chest Diseases and Tuberculosis, which deals with everything new in chest diseases and tuberculosis and developments in the field of chest and tuberculosis medications. This conference includes an elite group of scientists and doctors specialized in this field inside and outside the Arab world.

- **Visual identity design for medical conference**

Visual identity design includes all graphic applications such as logo design, posters, color scheme, web design, illustration style, animation style, typography, icons, photography, Conference members identification designs, social media designs, advertising campaigns, motion graphic video design and the overall aesthetic representation of the brand.

10.1 First: Designing The Conference Logo

A logo is designed for the conference and the information about the conference must appear on it through a visual symbol that reflects the scope of the conference. The writing on the logo should be easy to read, and attractive and inspiring colors are chosen that match the nature of the campaign (e.g. Fig. 2).



Fig. 2. Conference Logo

10.2. Second: Conference Sponsors

Conference sponsors are entities or companies that provide financial or non-financial support to conferences with the aim of enhancing their name and presence in the industry and promoting their products or services. The relationship between conference sponsors is often reciprocal, as the conference receives financial or logistical support from conference sponsors in exchange for displaying an advertising banner, sharing company brochures, or attending company representatives at the conference (e.g. Fig. 3). It is divided into:

- **Financial involvement:** It is divided into the sole sponsor (meaning the full and sole participation of one of the sponsors), and joint sponsorship (meaning participation between several entities)
- **Non-financial involvement:** It refers to direct participation in the medical, technical, or artistic program of the conference



Fig. 3. Pulmo Delta 7 Conference Sponsor Logos.

10.3. Third: Designing conference publications

Conference publications include all materials published in relation to the conference and include the following: (posters - badges - medals - letterhead - envelopes - invitations - conference agenda including (conference program, workshop details, conference chairman's speech, list of conference committees, list of conference sponsors, information about the city where the conference will be held, map of the town, conference venue, conference hotel, available transportation, conference arrangements, exhibitions, tours) etc.

10.3.1. Poster design: It is a visual communication tool used to disseminate certain information in a prominent and attractive manner. Posters are used in many contexts such as commercial advertisements, events, conferences, social campaigns, and many other occasions (e.g. Fig. 4).



Fig. 4. Pulmo Delta 7 Conference Poster Design.

10.3.2. Conference members identification designs: It includes the definition of each of the conference chairpersons, speakers, conference chairman, and members of the organizing committees, which specifies the role and function of each of them in the conference and includes the following information: - Full name, organization, city, country, and country. (e.g. Fig. 5).



Fig. 5. Conference members identification designs.

10.4. Fourth: Designing digital publications (The campaign plan method)

This method is based on the fact that there is a group of ideas, each of which works to achieve a partial or interim goal, but they all fall within the framework of one goal, and then the general goal is divided into sub-goals, so that a group of advertising messages are prepared, each message contains a specific idea and processes it and there is a kind of sequence in the ideas so that the final goal is achieved at the end of the campaign. It includes both fixed graphic designs (e.g. Fig. 6). and moving (the promotional video for the conference).



Fig. 6. Fixed graphic designs in light of the integrated plan style under the supervision of the researcher.

The integrated plan method is characterized by being based on a set of ideas that work to achieve partial or local goals. Here, the advertising message is diverse and multiple, taking into account the unified visual identity between these successive advertising messages.

The integrated plan approach for advertising messages also takes the scheduling of the advertising campaign (drawing up the executive program for the advertisements that will be published, displayed or broadcast according to the form that the campaign will take). For example: - Determining the dates for submitting advertisements - The number of times they will be repeated - Spaces and size...etc. This approach aims to integrate a variety of communication and marketing methods to ensure that the event is promoted and the target audience is comprehensively attracted (e.g. Fig. 7 , 8)., including analyzing the goal and target audience, choosing advertising channels such as social media, paid advertising, email, websites and blogs to communicate with the target audience, and designing consistent and advertising materials that reflect the identity of the medical conference. Finally, this is publishing the advertising materials through the selected channels in a coordinated and organized manner to ensure that the message reaches the target audience, then measuring and evaluating the campaign.



Fig. 7. Designing the advertising message in light of the integrated plan style under the supervision of the researcher.



Fig. 8. Designing the advertising message in light of the integrated plan style under the supervision of the researcher.

10.5. Fifth: Motion Graphic Designs (Conference Promotional Video):

Designing promotional video scenes for a medical conference requires a skillful blend of visual elements and important information to attract attention and arouse interest to support the promotion and marketing of the event. The promotional video for the medical conference aims to enhance the value of the event and attract potential participants from doctors, researchers and health professionals. The promotional video scenes for the medical conference should include points related to the main axes of the event, prominent speakers, topics to be discussed, and the benefits that participants will receive. Visual animation and motion techniques can be used to make the video more attractive and creative. Moreover, the promotional video should be consistent with the identity of the medical conference and reflect the professionalism and quality that can be expected from the event itself. Information about the date, location and how to register for the conference should also be clearly and skillfully included.

Designing promotional video scenes for a medical conference is a crucial step in marketing the event and attracting the target audience, and it represents an effective way to spread awareness of the events and content that will be presented at the conference. The audience also prefers to watch a promotional video for the campaign and is considered one of the most important tools that contribute to spreading ideas, provided that the clip does not exceed two minutes to spread more, in addition to placing numbers at the end of the video to contact the work team. [8]

Stages of producing the promotional video for the Plumo Delta7 conference:

- Writing the script
- Graphic Design
- Recording the voice over
- Motion Graphic

10.5.1. Writing the script:

The script is an independent art in itself and has its own rules. The script must tell us clearly “what is happening”, and a good script is one of the most important factors that lead to the success of media campaigns, so when preparing the content, it is necessary to take into account that the content is clear about the idea of the advertising campaign, and includes symbolic words that express the content (e.g. Fig. 9).



Fig. 9. Pulmo Delta7 Conference Promotional Video Script under the supervision of the researcher.

The scenario aims to convey the message effectively and attractively by employing visual and kinetic elements. The motion graphics scenario should be consistent with the goal of the advertising campaign, and should contain the main points of the scientific conference such as the topics to be discussed, the schedule, prominent speakers, and the benefits of participation. The scenario should include short and inspiring sentences that reflect the importance and attractiveness of the event. The scenario should follow a logical flow to ensure that viewers understand smoothly and arouse their interest. In parallel, the scenario should be consistent with the scientific and technical aspects of the conference, and should reflect the level of professionalism and quality expected from the event. [9]

10.5.2. Designing the conference promotional video scenes:

It is a set of sequential scenes according to the written scenario (e.g. Fig. 10).



Fig. 10. Designing video scenes using Adobe Illustrator under the supervision of the researcher.

10.5.3. Voice Over

The sound bar expresses the time taken by the image in seconds, then the rest of the sound elements and effects come according to that precisely calculated time. The sound and image must be completely synchronized to ensure the success of the work, so the voiceover must be recorded in ideal conditions.

10.5.4 Motion Graphic

Motion is the most important aspect of the composition in animated graphic designs. Motion is characterized by psychological and aesthetic characteristics that can translate various emotional and formal connotations. This stage is carried out by the Animators team using the written scenario, scene designs and sound bar. Specialized program in this field is Adobe After Effect (e.g. Fig. 11). [10]

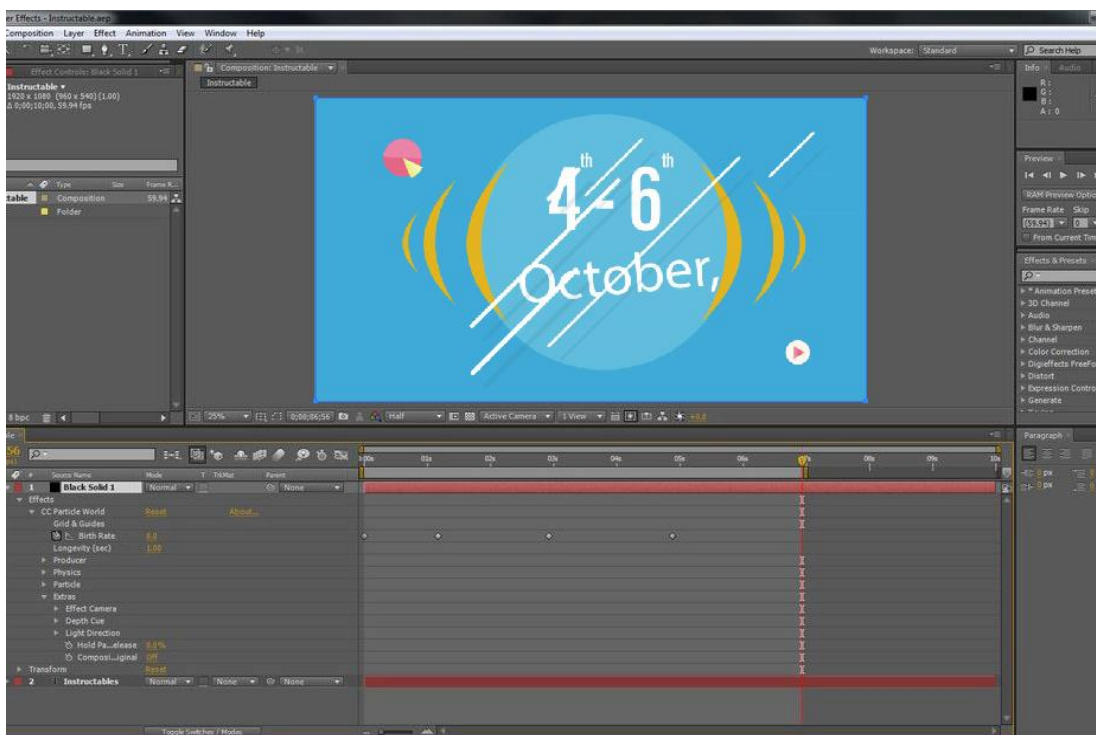


Fig. 11. Animating video scenes using Adobe After Effect under the supervision of the researcher.

Then comes the role of editing in assembling these shots and adjusting their timing in a final way with the audio recording and sound effects. This may be done using the previous program or other specialized programs such as Adobe Premiere.

2.13. 10.6. Final Motion Graphics Video :

Available from: <https://drive.google.com/file/d/175CEWC-sCFad-ObrvVnN3RknBQZAchv1/view?usp=sharing>

2.14. 10.7. Other applications for the researcher :

CARDIO METABOLIC : <https://drive.google.com/file/d/1mcx9jyBV71-nfngRQnWmVvrSPz8pXc-/view?usp=sharing>

DIAPRIDGE EGYPT: <https://drive.google.com/file/d/1ydIUMPnzX23FDdbI8cKLPnjB4waC2Dgx9/view?usp=sharing>

2.15. Case Studies of graphic design applications in advertising campaigns for medical fields

2.16. (For the year 2024):

11.1. McKesson

Description: Healthcare ads can effectively promote conferences or seminars while positioning a business as an expert. This example from McKesson advertises its upcoming conference and outlines the benefits attendees will gain. The whiteboard animation style is recommended for delivering detailed information engaging and easy-to-follow manner, preventing the video from feeling like a boring lecture.

What Makes It Stand Out:

- Promotes conferences while showcasing expertise
- Describes future benefits for attendees in health systems
- Utilizes whiteboard animation style for engaging delivery of precise information

11.2. Psych Hub

Description: Healthcare advertising serves as a valuable resource for viewers and the general public by not only spreading awareness but also debunking health myths that can be harmful. Pairing facts with proven statistics and research is essential for credibility in these ads. Emphasizing hard data and numbers that support claims is crucial when creating animated health ads to disprove common myths.

What Makes It Stand Out:

- Provides valuable information to viewers and the public
- Debunks harmful health myths and promotes healthier habits
- Emphasizes credibility through facts, statistics, and research

11.3. Psych2Go

Description: Delivering valuable content to prospective patients about their ailments is essential for positive engagement and brand building, public relations, and authority online. Providing valuable resources and necessary information empowers patients and increases their comfort level with healthcare providers. Animated content is an excellent choice for illustrating experiences with anxiety in a discreet and empathetic manner, reassuring and validating patients about their struggles.

What Makes It Stand Out:

- Provides valuable information to empower prospective patients
- Increases comfort level with healthcare providers
- Uses relatable, animated content to illustrate experiences with empathy and tact

12. CONCLUSIONS

- **Effective Visual Communication:** The research highlights the crucial role of graphic applications in enhancing visual communication within advertising campaigns. Visual elements such as design, color, and layout play a significant part in capturing audience attention and conveying messages effectively.
- **Engagement and Impact:** It is evident that well-crafted graphic designs can significantly enhance the engagement levels of advertising campaigns. Creative and visually appealing elements have the potential to leave a lasting impact on the target audience, increasing the effectiveness of the campaign.
- **Targeted Messaging:** Applying visual identity in designing interactive advertising campaigns has a positive impact on both the advertiser and the recipient as a result of the visual link between all graphic media used in advertising campaigns..
- **Design thinking :** represents an organized creative methodology that can be used to enhance the impact and effectiveness of interactive advertising campaigns in medical and public health conferences.

13. RECOMMENDATIONS

After studying the design thinking and designing it as a creative methodology for designing interactive advertising campaigns, the researcher reached a number of recommendations, the most prominent of which are:

- Conducting more Arab studies that address design thinking as a flexible approach that can be applied in all fields of science and knowledge.
- The necessity of conducting a practical application to study the impact of the design thinking methodology on interactive advertising campaigns, to identify strengths and weaknesses, and try to improve them.
- Paying attention to studying design thinking in design institutes and academies and reaching evaluation standards to judge the extent of the success of the advertising campaign in terms of design and marketing.
- Applying design thinking using artificial intelligence in various fields in general and designing advertising campaigns in particular to benefit from future modern technologies.

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تطبيقات التصميم الجرافيكي في تصميم الحملات الإعلانية للمؤتمرات الطبية

"دراسة تطبيقية لمؤتمر Pulmo Delta7"

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المخلص

كانت المؤتمرات الطبية ولا تزال من أهم الفعاليات التي تستقطب العقول العلمية اللامعة والشخصيات المتميزة من مختلف أنحاء العالم، حيث تتشابه فيها المعارف الجديدة وتختلط بها الرؤى الإبداعية لتؤدي في النهاية إلى إنتاج معرفي وصحي يعود بالنفع على المجتمعات ويواجه تحدياتها المستقبلية والمتنوعة، كما أنها من أهم الوسائل التي يستخدمها العلماء لعرض ومناقشة ونشر أبحاثهم واكتشافاتهم النموذجية، ولكن عندما يتعلق الأمر بالتخطيط وتنظيم مؤتمر علمي فهناك بعض الأمور التي يجب مراعاتها؛ لأن تنظيمه وتخطيطه ليس بالأمر السهل أو البسيط، بل يتطلب جهداً مستمراً وتنظيماً دقيقاً على كافة المستويات، ومن أهمها الحملات الإعلانية التي تعمل بدورها على نشر الوعي والترويج للمؤتمر من خلال تطبيقات جرافيكية مختلفة سواء مطبوعة أو رقمية، ومن هنا تم تسليط الضوء على هذه التطبيقات المختلفة والمتنوعة من خلال دراسة تطبيقية لمؤتمر طبي بجمهورية مصر العربية، بدءاً من تصميم شعار المؤتمر، مروراً بتصميم الملصقات الإعلانية، وصولاً إلى مقاطع الفيديو المتحركة، والتي تعمل معاً لتكوين الصورة العامة والهوية البصرية للمؤتمر.

الكلمات المفتاحية: الحملات الإعلانية - الهوية البصرية - التصميمات الجرافيكية المتحركة - الإدراك البصري.

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