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## Advertising methodology with emphasizing on interactive graphics<sup>\*</sup>

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### Abstract

The daily advancement of science and technology has created a pathway for creating various advertising formats that has greatly influenced audience attraction and sales. Digital technologies have always had a huge impact on contemporary art and culture. This form of art was born from the heart of the electronic revolution, the globalization of the media, and the Internet. Advertising is effective in terms of audience and ability to understand. The basis of interactive art is based on inviting the audience in the process of forming of the artwork. This research examines advertising practices and the role of engagement in attracting audiences into advertisements, as well as the impact of audience engagement on interactive graphic advertising. The research methodology is based on the descriptive-analytical nature of the workart and the information gathering method is combined (library and field) and the number of samples are ۶ images. The information analysis method is also qualitative. The results obtained from the review of samples show that in most interactive advertising, the audience is the beginner of engagement in interaction, and these ads are mainly dependent on the informed start of the audience. This leads to a major emphasis on the active role of the audience in engagement in this type of advertising, a feature that, of course, is based on a social spirit for active participation in the living environment.

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**Keywords:** Advertising, audience, interactive graphics

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## Introduction

At the beginning of the twentieth century, there were gradually changes in the position of the audience and the artist. With the advent of technology and the birth of the virtual world, other forms of art were not responsive to the needs of the artist and the audience, but the need for mutual interaction in the new world is felt and created the interactive art. An art in which the audience is given the opportunity to interact and engage in artistic work and turn the audience into an active user from a passive mode. The art environment in this art is usually two-dimensional or three-dimensional, a virtual world of images and shapes that relate to the concept in which the audience experiences and interacts with the actual feeling. It can be said that the basis of the interactive art is the active audience, and virtual reality interacts with the audience and contributes to the performance and gives him the role of the artist. The propaganda dates back to the ancient historical period and has undergone a long process as part of the biosphere. But in the past two centuries, with the advent of the industrial society, advertising in general and environmental advertising has in particular been an unprecedented necessity. Part of this development was caused by the invention of the printing industry, which led to the formation of advertising announcements. With the growth of printing and imaging techniques, advertisers also had the opportunity to insert images, and this was the beginning of a process that, as a result, today's advertising that utilizes digital technology capabilities has become an inescapable part of everyday life of humans. Increasingly expanding products that need to be advertised and chaotic, which may have caused such a need, has increased the need for the use of new media and procedures in advertising. On the other hand, changing marketing practices is one of the factors that imposes different requirements on advertising. Marketing as new ways to attract customers at lower costs requires the use of new tools for advertising. The ads are aimed at increasing the effectiveness and durability of the message of advertising in the minds of the customer and follow three principles of surprise, publishing and low cost. Promotion refers to an approach that is aimed at increasing the impact of advertising, by searching for unusual places for advertising, and in this regard, they are using unusual ways to advertise. These new approaches and needs have driven advertising into the use of new media, a digital-backed media industry, based on the unprecedented capabilities of the technology. It is a good tool to meet the above needs. In this way, according to this evolution, based on these new capabilities, the interaction element has become an important part of environmental advertising. Today's interactive approaches are a prerequisite for advertising. Meanwhile, interactive quality is a hallmark of traditional advertising, but in new advertising it has become more and more sought after.

This characteristic was originally formed in the field of art, and in particular conceptual art, due to efforts to overcome the focus of the subject and the author.

The question of research is that whether the use of interaction in the manner of advertising is effective in attracting the audience? And is the audience's engagement and interaction, effective in advertising?

The importance of this research is that the role of the audience in interactive graphics and its use in advertising is for better efficiency and more attraction of the audience. As well as recognizing the important ways in which the audience is attracted to the advertise.

## Literature review

Researches has been conducted on the subject, some of which are:

- Identifying and analyzing the causes of the emergence and functioning of interactive art with an em-

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phasis on interactive art in Iran. ۱۳۹۳. Qaderi, Erfan. supervisor Ahmad Nadalian and Advisor Professor Mohsen Marathi.

In this paper, using descriptive-analytical method and using library resources and the Internet, thirty works from the most prominent examples of foreign and Iranian "interactive art" have been introduced and analyzed. The results of the research show that, despite the very similarities between the types of participatory / interactive-based artistic art (including collaborative, cybernetic, semantic art, etc.), each has its own specific definition and should not be confused with each other and providing a special definition "Interactive" is essential. It was then shown that, based on this definition of "interactive art," examples of Iranian-based engagement / interaction, except in a few exceptional cases, not interactions, but are from other types, including collaborative, cybernetic, and so on.

- Investigating the role and position of the audience in interactive arts. Abbasi, supervisor Mehrnaz Kokabi and Mostafa Asadollahi.

In this study, the effects of technology on the process of digital age art, the development of modern arts, especially interactive art, the change in the nature of art and artist, has led to a change in the audience's position from the viewer and the audience to the participant and action viewer, and following it, the ways of conveying the message to the audience are changed. Studying the arts of motion in trading commercials between ۲۰۰۰ and ۲۰۱۶. Ashraf Joolaei, Shiva. Supervisor Dr. Seyed Nizamodin Emami Far.

In this research, it has been attempted to promote the role of motion arts in modern advertising.

- The role of audience in interactive art (case study: interactive layout). ۱۳۹۴. Seyedein, Bahare. Supervisor Reza Afhami and Mehdi Keshavarz Afshar. This study is a review of interactive art concepts based on a case study on interactive arrangement. Using the many existing methods of human interaction (HCI) to assess the experience and role of the audience with such interactive effects, the aesthetic criteria governing the experiences are analyzed.

- investigating sound in interactive graphics for public places. ۱۳۹۳. Babaei Anluje, Hamide. Supervisor Mehrnaz Kokbabi.

This essay seeks to explore the new aspects of interactive art in the graphic environment, with the impact of sound in the universe, and how it interacts with the context in which the audience is placed and in the voice it is listening to. The purpose of the study is to show ways to emphasize the potential of interactive individual artwork in this strategy, not to define or classify it.

Interactive Arts Studies ۱ & ۲. Network Art: Communication in the Virtual Network. A New Art: Living in the Rules of the Game. Dehghani, Azadeh. Statues ۱۲۲, ۱۲۷, ۱۲۳.

In these studies, the introduction and explanation of interactive art and its origins and network art has been presented and examples of this art have been exemplified.

### **Advertisement**

Advertising is the knowledge, profession, activity and process that is formed to influence the audience and their awareness with specific goals such as commercial, political, cultural, religious, and other goals. (July, ۱۳۹۵)

The term "propaganda" is a word that represents and identifies the point of puberty of a phenomenon, that is, when a phenomenon reaches its perfection, propaganda is used to define and explain that phenomenon at the puberty point. (Yahya Eliya, ۱۳۹۱, ۱۱)

Advertising is a process in which one or more people try to influence one or more people's thoughts and behavior by communicating with one or more communication media. (Judge, ۲۰۰۰), in another definition, is a controlled form that encourages the audience to buy and consume goods or services through the planned use of forms of attractiveness and attraction of attention (Wright, ۱۹۸۲). In order

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to promote a belief or commodity from a source, it must be transferred to specific groups or the entire community and paid for it. (warner and wright, ۱۹۶۵) The subject matter of the advertisement and its audience is two main factors in the advertising process.

### **History of advertising in the world**

The history of the advertisement can be divided into two periods, the history of advertising before the invention of the printing industry and the history of advertising after the printing industry. (Ileei, ۱۳۹۱) Advertising prior to the invention of the printing industry was further focused on oral communication and conversations. With the invention of the printing industry, there was a tremendous transformation in communication and advertising and heavily influenced human life in terms of quality. Despite this industry, thoughts and minds of man were published, and the possibility of various messages, including the promotion of advertising, was possible. (Same source) Advertising has been religious in Europe until the time of the Cultural Renaissance, from then to the twentieth century, political advertising has replaced and was the dominant aspect of advertising. (The same source) The emergence of the Internet and its universality in the twentieth century, a new beginning of the development of communication and advertising beyond the geographical boundaries occurred.

### **History of advertising in Iran**

The history of advertising in Iran can be divided into two general periods, the ancient period and the new period. The most important methods of messaging and propaganda in ancient times was verbal advertisement and verbal communication. In the new era, with the arrival of the printing machine in Iran and the publication of the first newspaper in the Qajar era, commercial ads also found their way to Iran. The announcement in the mass media of Iran began from the wall. The first newspaper that was included in the advertisement was the Vaghaye al-etefaghie newspaper. The first propaganda center in Iran was launched in ۱۳۱۶. (Ehsanfar, ۱۳۹۶) In Iran, advertising in the ۴۰'s to ۵۰'s was centered on economic policies for the introduction of consumer goods. Since the year ۴۲, focus was on promotional programs and on the development of communication facilities. (Trustee, ۱۳۸۰) After the Islamic Revolution, propaganda was divided into three general periods; the first period between ۵۷ and ۶۲ was a period of neglect of commercial advertising, and the focus of advertising was more on political and cultural advertising. (Hashemi, Fadaei, ۱۳۸۱) In the second period with the onset of Iran's imposed war, political and cultural propaganda was high. In this period, advertisements for banking services gradually found their way to television. (The same source) of the third era, in which advertising has undergone changes, this era began after the imposed war and began the economic planning of the government. With the evolution of the industry, increased competition between products and manufacturers as well as imports of goods, led to a tight competition in the market and trade. In this period, the importance of commercial advertising was established and up to now the largest amount of advertising is in this area. (True, ۱۳۷۰)

### **The Genesis and Evolution of Advertising**

The first English-language advertisement was published in the late fifteenth century, and since the late ۱۷th Century, the first newspaper advertisements have been published in some European countries such as Germany, England and France. In Iran, besides the traditional practices, the first advertisements are nowadays known as ((notices)). After the formation of the Iranian Academy in ۱۳۴۱, the term (consciousness) was proposed instead of the announcement, and later it was replaced by (ad). Following the popularity of the press in Iran, press releases were among the most popular propaganda media in Iran. The first commercial newsletter was published in the third issue of the Vaghaye al-etefaghie Newspaper in more than ۱۵۰ years ago. The subject matter of the advertisement and its audience are two main factors in the development of the advertising process and the study that based on its results, the route of

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the advertisement could be Identified, is market research or market study or market investigation.

There are two types of thinking in propaganda, convergent thinking and divergent thinking, which the creativity is due to divergent thinking. Nowadays, the use of direct advertising, namely, the promotion of the subject and the recognition of it and its advantages, is no longer an effective way of stimulating the sense of attention and trust of the audience, and the indirect advertising in which creativity is used, in Our century undoubtedly has the potential to be more influential. Therefore, creativity ensures the success of the propaganda pathway to achieve the goal.

According to Abraham Maslow, the non-satisfied need, is the main determinant of the behavior of individuals and the need guides the individual towards anything that can satisfy his needs. This approach has been addressed by advertising and marketing professionals who can identify specific types of products and services they may want. Here, the author, based on Maslow's theory, concludes that in developing an advertising strategy, this theory can be used to determine that what kind of needs the audience need currently and which one is better to be satisfied at this time. Abraham Maslow divides human needs into a five-part series, including:

Physiological needs or community needs, safety needs, needs for love and affection, and needs for self-esteem and talent research (Afshar Mohajer, 2009: 40). Advertising is a form of knowledge, career, activity, and process that affects the audience and informs them with specific goals such as commercial, political, cultural, religious, etc. A group of advertisers establish a kind of relationship with a particular purpose, including encouraging action to be promoted (Noruzvand, 2003: 73-74).

Over the past few years, environmental advertising has enjoyed significant growth worldwide. For example, this growth in the United Kingdom increased from 17,4 million euros in 1996 to 100 million euros in 2001, a 10 per cent increase in 2002 (Hong Kong Trade Development Association, 2000) Peripheral advertising has been a very profitable category for companies that concentrate their focus on environmental campaigns. In general, two events could have been very effective in the formation and expansion of the advertising industry. One of them is the invention of the printing industry in 1450, which gradually led to the publication in a large number; the emergence of sound broadcasters in the 20th century, which was able to transmit messages and speeches to the farthest spots that the press was not available and deliver it to the people who did not have literate. (Afshar Mohajer, 2009: 21-29).

### **Types of advertisement**

Advertising can be classified from different perspectives. The most common category of advertising is dividing it into three categories of trading (advertising) and politically (propaganda) and popular (publicity). The largest volume of contemporary world-wide advertising, which includes the introduction and encouragement of the use of various types of products and goods or non-profit services, relates to business and commerce. Any kind of propaganda that directly relates to thought and has a special significance in the fate of humans and societies, includes political propaganda. Popular propaganda is called nonprofit advertising, and it is often the responsibility of governments and institutions for humanitarian purposes. (July, 1990)

In the other category, ads are categorized as direct advertisement and indirect advertisements. In direct or explicit advertising, advertisers communicate their message directly and explicitly to the public, such as commercial ads on radio, television and the press. Indirect or implicit advertising is a form of advertising in which the advertiser strives to convey his message to the audience during an opportunity or a non-promotional activity, so that not all or most of the audience understand the advertising aspect of the message. For example, a specific beverage that is used in a movie and shown to affect the audience indirectly.

### **Goals and methods of advertising**

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The purpose of advertising may be to inform, convince or remind. (Rabeti, 1381) advertising is done in the following ways:

- (A) Informer advertisement (informer): This type of advertisement is used when the target is a primary request.
- (B) convincing advertising) when the competition is intense and the purpose is creating a selective demand.
- (C) Comparative advertising) In this type of advertising, a brand is directly or indirectly compared to another.
- (D) Reminding Advertisements) This ad is used in high-end goods. This promotion always keeps the product in the consumer's mind.
- (E) Boost advertisements) This kind of promotion is used to keep buyers who have chosen the item.

### **Advertising techniques**

The techniques used by advertisers to impress people are advertising techniques. These practices are different, and each one applies in certain circumstances. No ads exist in vacuum. Any way may be unsuccessful in one place and be successful somewhere else, and this depends on the conditions of the advertisement. Some of these conditions and qualities are: traditions, customs, and customs that contain the aspirations and desires of the people. (Kaberi, 1394) the level of awareness and understanding of the social, the type and amount of information and the knowledge that people already have, and the competing propaganda that applies to individuals. This is part of the set of conditions in which advertising operates and it chooses its techniques and practices according to them. (Asadi, 1371, 211-208). What we consume and what affects our decisions is increasingly influenced by persuasion and promotional practices. The propaganda motivates us to watch a film, then they create a device and put it as video media at each home, then the enthusiasm for watching the movie will force us to see more movies (Farmer, 2014). In other words, in such a world, any form of innovation in media and consumption has already generated its own need. First, a false need arises, and then a new product is introduced to meet that need. One of the principles governing the current market is that the production of a product that its need has not need to be created already, is condemned to failure. This is what, in Mark's terms, was also present in simpler forms of capitalism. In his opinion, capitalist production does not only produce material for the needs, but also needs for the material (Ahmadi, 1391: 244). As a result, reproduction and diversity in the media and new products is possible when a large number of new needs are formed. This plurality in needs and interests, which naturally leads to freedom in choosing and procedure of use, is one of the characteristics of the postmodern world. What, in turn, has the consequences such as merger of the media as well as the confusion of the boundaries between entertainment and art.

### **Advantages of advertising**

Advertising advantages include:

- (A) Advertising function for producers: Promoting new products helps to introduce the product and leads to create new consumer tastes and boost sales. (Amani, 1390)
- B) Advertising function for the consumer: Advertising saves customers time during shopping and stimulate the consumer community for new products and applications.
- C) Advertising function for the community: Advertising promotes employment at the community level. Advertising promotes knowledge by educating people about the diverse use of different goods.

### **Interactive art**

The interactive art is a branch of the new art based on the assimilation of the audience in the process of shaping the work. It is an art with its own specific features, an independent form of other types of interaction-oriented arts. Interactive art, on the one hand, exploits the interaction of the audience in order to

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interpret the showmanship, and on the other hand, by insisting on the active participation of the audience in changing the showmanship, reveals its independent existence of the same species. "An artwork is only interactive if it assumes that its users' actions are contributing to the creation of its showmanship." (Lopez, 2010: 26) Physical and real action of the audience in interactive art, which leads to a change of display of artwork, is the most important feature of this art. Therefore, interactive art can be considered an artistic form in which the audience can change the presentation of the work. Because the work is essentially interactive base, full comprehension of the work is subject to interacting with it and changing the showmanship of the work. The engagement of the audience with the work is physically and proactively and would happen by intermediation of a computer-interface intermediate. (Lopez, 2010: 26)

### **Interactive graphics**

It is a branch of graphic arts that uses interactive art and offers new products with new features. Advertising is one of the most important branches of graphics that interaction is used in it. Interactive art artists, with different fields, produce their own work, but their common goal is to engage the audience as much as possible with the work, let them to be in the body of it and change it. The questions that are posed by the audience during interaction with the work affect the thinking of the subject and may give him some new insights.

### **Interactive graphic aspects**

Interactive graphics can be used in various areas of graphics, including in cultural, social, promotional, and educational fields. . . Like urban propaganda or warning against a subject, the dissemination of knowledge and cultural and social awareness of the community is also used in urban and environmental aesthetics. Due to the fact that the interaction, the audience takes part in the workart is a part of it, the attractiveness of this is high for the audience or viewer, and the transmission and understanding of the message is carried out with ease, accuracy and speed. The most important part of the discussion in the graphic arena is advertising that incorporates a wide range of goals.

Generally, the trend of advertising is consistent with the political, educational, cultural and economic needs that exist in the country. In today's world, advertising is highly sensitive to high competition for service introduction, multiplicity of brands and their success in business.

### **Classification of types of interactive graphics**

Graphic design has evolved and changed with the acquisition of new technologies in communicating with audiences that are more and more different from each other. Graphic design, like many other systems, is linked to technology at various levels. Technology affects the way the designs are produced, as well as the progress of styles, art and society in general, and will appear in the appearance of the design (Ambrose, Harris, 1992, 32)

In today's world and large cities in addition to permanent residents, many people are traveling regularly to carry out economic, commercial, health, and so on, so graphic arts must play their role in order to make people in this environment have less problems communicating and dealing with issues. (Masoudi, 1992). Interaction types in graphics can appear in the form of physical and digital interaction.

**Physical interaction:** In this method, the communication of the audience with the work is conducted without the use of sophisticated computer technology, but directly and with direct presence of the audience in the work or physical contact with it. The audience can simply touch it and assume itself to be part of the work and enter into a two-way relationship.

audience's interaction and how to interact in this way have different sub-branches: - audience presence in workart - use of environment capabilities - audience's influence as a stimulus of workart- audience visual error (3D) - light and shadow - entertainment (Ehsanfar, 2013)



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**Digital interaction:** In this method of interaction, the use of technology of the day provides the field of creativity and the provision of exquisite works. So that the technology at the service of the designer and with the help of a team familiar with the techniques, transforms the ideas of the creative artist into objectivity and helps the audience to establish a two-way interaction and communication.

There are many tools to contact with the smart artifact. Today, the tools available to communicate with computers can divide due to the human's senses that they use during interaction, into groups of hearing and touch (Dijan Beigi, 2014).

The general cultural propaganda, which chose technology to convey their message, in general, interconnected in a number of ways with the audience: - using boards utilized with sensor direct and indirectly - smart boards (Ehsanfar, 1390)

### **Advertising and Interactive graphic relationship**

In advertising, interactive features can be of use, so that the audience is involved in the formation of advertising, which is why it is very attractive. Each promotional message, both cultural and commercial, faces many problems in communicating with the audience and sending them messages, including commercial rivals, harmful behaviors and habits, lack of awareness .... On the other hand, the multitude of messages and advertisements has contributed to the distrust of audiences to advertising. Regarding the impact of participation and engagement of audience presence in believing and trusting ads, establishing a two-way communication is one of the new ways that can be effective in solving the dilemma of distress and distrust of the audience, Especially in the field of culture and changeability. Because a relationship in which the audience does not have the right to comment, and assume that his decisions are taken with another interference, can loosen him in accepting this new decision. Especially that the audience never met the missionaries from the near future, and may even consider this decision to be beneficial to the missionaries. Therefore, such kind of messaging cannot be expected to be effective, not in the deepest interest, and, in principle, this work cannot be named as communication. However, the traditional online advertising model is still based on the idea of injecting thought into society and pushing people to the point where the advertiser is contemplating. One of the benefits of a two-pronged relationship is its memorizing and it will have a longer lasting effect, unlike the one-way communication that the other party has in the state of passivity and hearing. (HIMP, 1392)

Nowadays (even) the use of the creative mindset of audience in the structure of any long-term advertising campaign is a very common basis for the production of an advertisement or packaging design. Sometimes the audience is invited to create creative ideas in creating a production structure or offering new services. With this analysis, which is a flip to a valuable treasure of the intellectual capital of the audience, the acquisition of consumer intellectual capital is the achievement of great and real creativity. This kind of two-way communication is known as the attention to the audience demand, and the result is win for both sides, the provider (advertiser) and receiver (audience). From the audience's point of view, interfering in the initial stages of building and entering a region that was ever known as a specialty of advertising companies and designers, is a new and interesting experience. (The same source), instead of imposing a complete picture of an issue to the audience, the missionaries can show themselves generous by allowing the audience to announce their views and fill in the distances. On the other hand, when the audience is in such a relationship with the advertisement, he will be more confident in the advertisement message. (Ehsanfar, 1396)

### **Examples of interactive graphic in advertising**

Example number 1 with title Kids Who Could Fly, advertisement of American writer James Patterson's book which is a fantasy novel about a group of children who can fly. These ads are made by the BBDO Advertising Company for Maximum Ride Advertising. In this work, the interaction is physical and the



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use of environmental capabilities, because it contributes to the interaction by making changes in the audience staircase. The effect is both advertising and environmental. The purpose of this work is to capture the viewer's mind in the story. By illustrating a part of the story and placing the image and the audience in that position wants to enter the audience in the story and persuade him to read the novel. The message the advertiser wants to achieve is to show that this is an exciting book with a specific subject that you can fly to and, of course, refers to the subject of the story and the teenagers flying. Using interactive graphics, the audience enters the story and lets the audience perceive the sense of standing behind the edge of the building and imagine himself as part of the story. When the audience stay on the point at which the ad is placed suddenly and without any foreground, feels instantaneous excitement and shock and all his senses are attracted to advertisement, and it is especially interesting for teens who like to be excited. Being in this situation, attracts the mind of the audience, and at that moment the audience thinks about what it is and what to do now, so the audience is struck by visual shock and all his senses are attracted to the advertisement.

1		<p>American writer James Patterson's book advertising is a collection about a group of children who can fly. At first glance, propaganda suggests that the person is jumping</p>
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Example number 2 with title Coca Cola Friendship Machin, Coca-Cola Company, has designed a device called Friendship on the occasion of the July 20th Friendship Day celebrated in many parts of South America. The device is at a height of three and a half meter (10 feet), which gives two bottles for the cost of one bottle of beverage, but only way to reach out and receive it is from the help of friends. Interacting in this work is physical and interaction of the audience is as the stimulant of the workart. This work is designed to celebrate friendship and aims to strengthen friendships and to show benefits of collective works. The button to give a drink is at a height that needs to be helped by a friend to be pushed, because having a drink in the brand will strengthen friendships and two beverages in return for a single one as a reward for this effort to show that we value your happiness and friendship. With this action, people enjoy happiness and enjoy moments of joy and in the minds of the audience Coca-Cola is a happy memory, so whenever they see the products of this brand, it reminds them of that feeling and makes them feel good. Coca-Cola has shown with the ad that you can use this drink in your happy moments with your friends.

2		<p>An example of interactive graphic in Coca-Cola advertising in South America. A friendship device was launched at 3.5 meters for the occasion of friendly day, people could get two Coca Cola bottles at a cost of one, and only one way to get to the button and drink was with the help of friends.</p>
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Sample No. 3 illustrates the interactive work of advertising a specific model of a Nikon camera at the Sindorim train station in Seoul, South Korea. Interacting in this work is digital, using instantaneous sensors, because sensors are embedded in cameras on the panel that react with a person's passing and flash. Putting the red carpet on the road and the photos of the photographers suggests that the audience is in the position celebrities and is a well-known person. The cameras are catching up the audience's attention with the flash, and want to say that the camera has the features that can even capture famous artist's photos and you can also have professional photos like famous artists. And it's also said to the audience that you're an important person and you can use the Nikon DV... to feel it. In this ad, the audience is exposed to visual shock by placing the red carpet underneath the audience, as well as when the audience is passing by the panel and suddenly the cameras flashes.

3	<p>Nikon D700 - "The Sensory Light box"</p>	<p>Nikon company DV... Digital SLR Camera advertisement - South Korea, interactive art with a sensor that reacts when the audience are passing.</p>
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Sample number 4, red billboard, which is the corporate color of the magazine The Economist, with a very large three-dimensional bulb in the middle that is lit by passing the passengers. In this billboard a sensor is underneath the lamp that makes it light on by passing people. In the right corner of the workart the name of the magazine is written in white color that after the light of the lamp attracted the audience's attention, turned his curiosity on, he can see the name of the magazine. Interacting in this work is digital and using intermediate sensors. By turning on the light bulb with passengers passing, the billboard traverses the concept that you will find a bright idea by reading this magazine, and new ideas will be made clear in your mind and your views will be clear. In other words, this magazine is for the intellectuals. If a new idea is clarified in the minds of somebody, it should pay attention to it.

4		<p>The Economist Magazine advertisement in London in 2004 that its commercial color is red. The presence of a large three-dimensional bulb, with which the sensor is embedded, is illuminated by moving the passengers below it. The message is that those who read this magazine will have a clear mind.</p>
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Example number 5

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۵		<p>IKEA advertising for people who use IKEA furniture at home. It wants to show how in today's life it used the space of the stairs and saved room.</p>
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Sample number ۶ with title Dubbed Happy Goggles happy food box, McDonalds Sweden has designed a food box for its ads, that turns into virtual reality headsets. Interacting in this work is digital and virtual reality. In this work, McDonald has designed the entertainment to attract more customers and encourage them to its brand, considering the interests of the people, as well as the attraction of children and people to the game and virtual space which has the infinity charm. The audience by buying this box from McDonald uses its food and its box, and will have fun and experience good feeling.

۶		<p>Swedish McDonald's advertising titled Dubbed Happy Goggles happy food box, which turns into virtual reality headsets.</p>
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### Conclusion

In this study, by examining examples of the use of interactive graphic in advertising, a better understanding of the qualities of this presence can be gained. In the study, it was seen that the use of the interaction element, attracted the audience to consciously react to the advertisement, so interactive graphics affect the audience by shock and excitement, and the audience by participating in advertising, will be completely aware of the advertisement good and communicate with it. The interaction satisfies the audience that access to the good sense of using the promoted product is tangible.

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