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## The Role of Composition in Advertising Design

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### Abstract

Composition is an essential element of all art forms , it has a main role and should be considered as the foundation of all visual communication types. In visual arts, composition is the placement or arrangement of visual elements or ingredients in a work of art. Advertising design is a type of visual communication that conveys a message through a skillful combination of images & words to give information to the viewers to convince them to take an action towards the advertised idea or product, which could not be done without a Strong composition .

In Advertising Design, composition has a main role, it should establish a visual hierarchy that directs the viewer's eyes through a deliberate visual sequence and to create an effective Advertisement the principles of strong composition should be well understood and applied . This paper investigates in the understanding of the meaning of composition and its important role in advertising design ,it highlights its basics in visual arts , then focuses on design elements and fundamentals together with composition theories and principles and explores how composition has a big role in advertising design ,and how it could be utilized and applied successfully in print advertising design, this is done through chosen brilliant examples of print advertisements. Finding that Composition has a very important and a main role in advertising design, a strong composition will deliver the advertising message strongly and effectively, understanding the concept behind the idea of the advertisement helps the designer in choosing design elements effectively which leads to a clear and a well understood visual language & a consistent and elegant design that plays a greater role in influencing the minds of the viewers through the impact of clear & powerful messages.

**Key words :** Golden Ratio –visual balance –visual flow –Visual Hierarchy- visual language.

## Introduction

Composition refers to the visual structure and organization of elements within a design. It concerns the process of combining distinct parts or elements to form a whole. Composition involves seeing the whole as greater than its parts, and is just as important as the individual elements that make up a design (Zempol, 2014, p. 34).

In design terms composition is the combining of distinct parts or elements to form a whole. Compositional techniques relate to how elements of a design are positioned/used to enhance the overall aesthetic of the design. (Lupton & Phillips, 2008, p. 43)

Understanding design elements together with design principals and the Gestalt theory rules are the main keys to creating professional designs that are both simple and stylish. You could have the most beautiful graphic elements in the world, but if your composition isn't strong enough, all of that goes out the window. If Design is the process of translating the idea into an art fact Composition is the rules to create it ,In other words Design the process to decide upon the look &function but Composition is to create it . A successful composition means that you have arranged, distributed, aligned and compiled your design in a way that not only looks good but is also highly functional and effective

## Research objective

The purpose of this study is to explore and understand the Role of Composition in advertising design through introducing the meaning of Composition and its basics and principles and techniques in visual arts, the paper explores how composition could be utilized and applied successfully in print Advertising design.

## Hypothesis

Composition has a main role in advertising design process ,The use of Strong and well-built Composition may very much lead to a more effective way of visual communication in print Advertising design.

## Research Questions

- What is Composition ?
- How is Composition related to the elements & principles of Design?
- What are the design elements and how could they be utilized to end up in a strong composition?
- What are the basic rules of a strong composition?
- What are the techniques that create a strong composition?
- What is the main role of composition in advertising design?

## Composition defined

- Composition is the placement or arrangement of visual elements or ingredients in a work of art, according to the principles of art. (Lewis, Bridgewater, & Breckon, 1988, p. 16).
- Composition is the part where all the separate elements come together to form a whole. When all of your type, your images, your graphics and colors, come together to form one cohesive design. (Stribley, 2015, p. 17)
- Composition is the pleasant arrangement of elements within a frame which give the most powerful ability to attract the eye, and to keep it exploring within the frame for as long as possible. (Bartel, 2010, p. 21)
- Composition is the organization of elements within a frame that leads to the strongest, clearest, cleanest, simplest, most

well-balanced and therefore best picture. The best composition is the strongest way of seeing a subject. (Samara, 2014, p. 47)  
-When all of your type, your images, your graphics and colors, come together to form one cohesive design. (Sherin, 2011, p. 6)

## Basic Visual Elements of Design

The **visual elements** are the “alphabet,” or “basic building blocks,” that a designer uses to create a design. These elements are used to create the Principles of Design. Composition is the essence of any visual artwork. It establishes the relationships of the objects in the frame, and relationships are everything in photographic composition. The compositional toolbox includes,

### 1- Line

The first and most basic element of design, it is a mark on a surface that describes a shape or outline. Lines, in graphic design, can be used for a wide range of purposes: stressing a word or phrase, connecting content, creating patterns and more.

### 2-Color

Color is used to generate emotions, define importance, create visual interest and unify branding. Color is one of the most obvious elements of design, for both the user and the designer. It can stand alone, as a background, or be applied to other elements, like lines, shapes, textures or typography. Color creates a mood within the piece and tells a story about the brand. Every color says something different, and combinations can alter that impression further. (Taheri, 2013)

### 3- Shape

Shapes are at the root of graphic design. They are figures and forms that make up logos, illustrations and countless other elements in all types of designs. Everything is ultimately a shape, so you must always think in terms of how the various elements of your design are creating shapes, and how

those shapes are interacting. The three basic shape types are Geometric (Circles, Squares, Triangles etc.), Natural (leaves, trees, people etc.) and abstract (icons, stylizations and graphic representations). Use carefully to create a visually pleasing design and eye-catching design.

### 4-Space

A vital part of any good graphic design, Space is the area around the elements in a design. It can be used to separate or group information. it should be used effectively to give the eye a rest, define importance and lead the eye to where you want it to travel.

### 5-SIZE

In graphic design, size is used to convey importance, attract attention and create contrast.

### 6-Value

It is the degree of light and dark in a design. It is the contrast between black and white and all the tones in between. Value can be used with color as well as black and white. Contrast is the extreme changes between values, where Value is the relative degree of lightness and darkness in a design element. Line, color, texture, and shape all need value contrast in order to be seen. Value is used to describe objects, shapes, and space, Dark areas tend to denote gloom ,mystery, drama . While Light areas tend to denote happiness ,fun ,warmth ,closeness . Used correctly it will create depth, contrast and emphasis. (The 7 Elements of Good Graphic Design).

### 7-Texture

Texture is defined as the surface characteristics of a material that can be experienced through the sense of touch or the illusion of touch. Texture can be used to accent an area so that it becomes more dominant than another. Textures can create a more three-dimensional appearance on this two-dimensional surface. Using texture in

graphic design adds depth and visual interest. This can be applied graphically in the form of pattern or through the choice of printable surface. (Lupton & Phillips , 2008, p. 75)

## 8- Form

Applies to three-dimensional objects and describes their volume and mass. Form may be created by combining two or more shapes and can be further enhanced by different tones, textures, and colors.

## 9-Typography

**Typography** refers to which fonts are chosen, their size, alignment, color, and spacing. (Visual Design Basics, 2016, p. 103)

## Gestalt & Principles of Design Composition

Creating beautiful design is about more than inspiration or a great idea, it's about understanding the design elements and the design fundamentals which describe the ways that designers use the elements of design, Design principles are used to create interest, harmony and unity to the elements used. Principles of design could also be used to check your composition to make sure it has a good structure .Before talking about the principles of design we should first take a glance at a very important theory that many design principles are derived from ..

Gestalt is A German word that can be translated as "Form " , Gestalt is is a psychological term which means the "unified whole". It refers to theories of visual perception developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied. The mind copes with the visual confusion of our everyday world by consolidating objects into groups in order to

simplify input. The mind effectively simplifies the parts by making it into a single object. Applying this theory to design creates unity within a piece. The stronger the relationship between elements on a page, the better the communication is. This theory also helps the designer influence the viewer by controlling how the design is viewed.

Gestalt is the fundamental tool the designer uses to build a coherent & successful composition. If you've ever wondered why some design approaches seem more coherent, connected or unified than others, it may be because the designer has used the Gestalt principles to help bring together their design elements. (Meggitt)

There are common, basic Gestalt Principles:

### 1.Similarity

When objects looks similar to one another, viewers will often see the individual elements as part of a pattern or group. This effect can be used to create a single illustration, image or message from a series of separate elements. The IBM logo is a good example of this! The blue lines are grouped together and you see the letters. (Jordan, 2015)

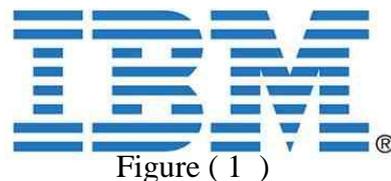


Figure ( 1 )

### 2.Continuation

Continuation is the principle through which the eye is drawn along a path, line or curve, preferring to see a single continuous figure than separate lines. This can be used to point towards another element in the composition, and is seen where a line is cut through one object, often in a curve, aligning perfectly with a secondary element. (staff, 2015)



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

Figure ( 2 )

In the logo above, our mind will naturally follow the smooth curve between the H until the tip lead to the maple leaf. You won't notice that there is actually NO specific line or contour except just a tip at the right and a missing space between the H.

### 3.Closure

Closure is a common design technique that uses the human eye's tendency to see closed shapes. Closure works where an object is incomplete or the interior space of an element is not fully closed, but the viewer perceives a complete shape by filling in the missing information. This McDonalds ad uses the principle of closure to be effective. By having a glass/mirror right next to it, the left side of the M gets filled in by our brains and assumptions.



Figure ( 3 )

### 4.Proximity

Proximity uses the close arrangement of elements to create a group association between those objects. If individual elements are also similar, they will tend to be perceived as a single whole, even though they are separate elements. Proximity or grouping can be achieved with lots of different commonality including shape, color, texture, size or any other visual attribute. Unilever logo is the best example as it has many different shapes but the first thing you see when you look at it is a perfect "U".



Figure ( 4 )

### 5.Figure/Ground

This principle describes the eye's tendency to see and separate objects from their surrounding background. It works because human eyes want to see the figure (foreground object) and background (ground) as two different planes of focus. The figure-ground principle helps to explain which element in a design will immediately be perceived as the figure and which will be perceived as the ground. The "figure" is the element in focus, while the "ground" is the background behind the figure. Depending on two main points :

**Area:** The mind often perceives the smallest object in the composition as the figure, and the larger as the ground.

**Convexity:** Convex elements are associated with figures more often than concave.

The logo for Carrefour uses the gestalt principles of figure and ground as well as closure. The colored shapes are the "figures", which stand out from the white "ground". Although the white space within the figures does not form a completed C, we perceive this as the letter because our brains fill in the missing top and bottom of the letter. (Jordan, 2015)



Figure ( 5 )

### 6-Common fate

We tend to perceive things that are moving in the same direction at same velocity as more related or similar than things that are moving in different directions or are stationery.



Figure (6 )

The Melbourne 2010 Cycling Championship logo makes clever use of the law of common fate to make the circles appear as a single group "moving" in the same direction and at the same speed, just like cyclists would on a track. (Gestaltism in Logo Designing, 2015, p. 87)

There is a Close Relationship Between Gestalt Principles and Design , Principles of Gestalt can be helpful to find out how visual perceiving works and why some shapes or group of elements are look more balanced than others. As designer is really important for you understand how people perceive a visual project and take advantage from these rules to have the edge over.

### Basic Principles of Design Composition

There are hundreds of rules and many more principles when it comes to creating beautiful designs, the following are the basic essentials that will ensure an appealing, professional and perfect composition.

The principles of design are guidelines used for putting elements together to create effective communication . (S.Brainard, 1998, p. 105)

### Balance

Balance is the intuitive optical equilibrium between parts of a composition, it is the distribution of the visual weight of objects, colors, texture, and space. If the design was a scale, these elements should be balanced to make a design feel stable and visually balanced. Balance is the base of every composition; it determines whether the design is pleasing and harmonious or uncomfortable and unresolved to look at. Composition is all about balance. It's all about balance between light and dark, warm and cool, big and small, rhythm, pattern, line, curves, impact, negative space, texture and a lot more. Balance provides stability and structure to a design. It's the weight

distributed in the design by the placement of the design elements.

Visual Balance cannot be measured and is a component that is felt. Each figure in composition has a certain "visual weight" It's a measure of how much any design element on the page attracts the eye of the viewer, bright colors typically appear lighter in weight than dark colors. When a composition is visually balanced, every part of it holds some interest. The visual interest is balanced, which keeps viewers engaged with the design. Without visual balance, viewers might not see all areas of the design. They probably won't spend any time in areas with less visual weight or interest. Any information in those areas could easily go unnoticed. You would balance a design visually because you want to balance the points of interest in your composition, so that viewers spend time with all of the information you want to convey. You don't use instruments to measure the forces. You don't use formulas to calculate whether everything is in balance. Rather, you use your eye to determine whether a composition is balanced.

There are three basic ways to achieve balance:

–**Symmetrical Balance** is achieved by making all elements visually equal on all sides. as shown in Fig (7), the designer used the symmetrical balance through the natural shape of the human lungs and replaced them by the advertised Nike shoes to express the idea behind this advertisement which is using Nike is healthier to you.

**But** The downside of the symmetrical balance is that it's static and sometimes regarded as boring. Because half of the composition mirrors the other half, at least half of the composition will be rather predictable. So that is why cleverness from the designer plays a great role in using it creatively. (Knight, 2014)

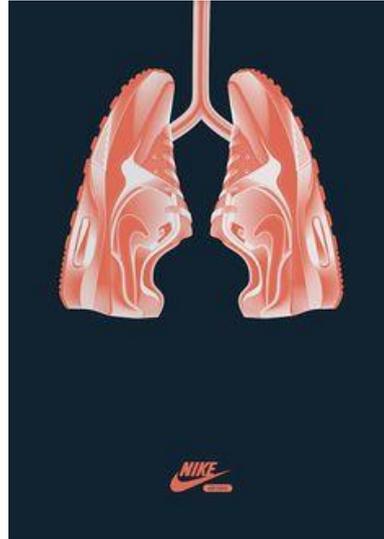


Figure ( 7 )

**Asymmetrical Balance** is achieved by creating an odd number of elements or where the elements are off-center. Asymmetrical balance is more dynamic and interesting. It evokes feelings of modernism, movement, energy and vitality. Asymmetrical balance offers more visual variety, although it can be more difficult to achieve because the relationships between elements are more complex. (Bradley, 2015)

As shown in fig (8) the designer distributed his design elements with various sizes and angles in the design area, using curves demonstrating the roads that might be crossed easily and joyfully by the advertised car. He used the Asymmetrical Balance to direct the eye movement of the audience by the shape of the letter S ending with the biggest sized element which is the advertised car.

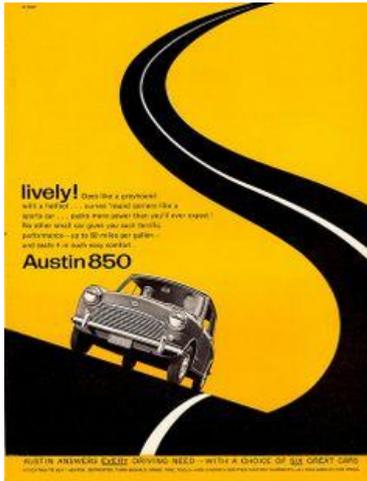


Figure (8 )

– **Radial Balance** : is achieved by making the elements radiate from a central point. Because everything radiates from a common center, everything also leads to that center, making it a strong point of attraction. (Bradley, 2015)

As shown in Fig (9) the designer choose the radial balance because all the info about the advertised place are equal in importance that's why he chose to distribute them around a focal point so they get the same importance when the audience eyes spots them .



Figure (9 )

An unbalanced composition can lead to tension. When a design is unbalanced, the individual elements dominate the whole and the composition becomes less than the sum of its parts. In some projects, unbalanced might be right for the message you're trying to communicate, but generally you want balanced compositions. (Bradley, 2015)

## Rhythm

Is a visual tempo or beat. It is the principle of design that refers to a regular repetition of elements of art to produce the look and feel of movement. It is often achieved through the careful placement of repeated components which invite the viewer's eye to jump rapidly or glide smoothly from one to the next. As a designer, you might repeat a circular shape 20 times in a single poster ,in composition. Repeat the color, position, and contents of the circles to establish a “beat” and provide variety to keep the eye entertained. (Tyrrell, 2008)

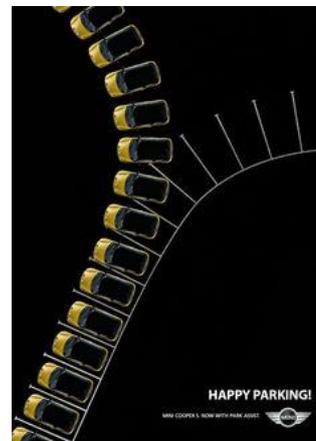


Figure (10 )

## Movement

Is a visual flow through the composition. The act of moving, especially change of place or position. This can either be actual motion or it can be implied ,the arrangement of the parts of an image to create a sense of motion by using lines, shapes, forms, and textures that cause the eye to move over the work. It is a principle of design that can be a

way of combining elements of art to produce the look of action. **Eye direction:** If the subject of a composition is looking in a particular direction, you will look to see what they are looking at. (T.Saw, 2000)



Figure ( 11 )

### Emphasis

Is the part of the design that catches the viewer's attention. Usually the designer will make one area stand out by contrasting it with other areas. The area could be different in size, color, texture, shape, etc. (J.Paul, 2011)



Figure (12)

### Unity

It is the feeling of harmony between all parts of the work of art, which creates a sense of completeness. that is achieved through the effective use of the elements and principles of design. A totality that combines all of its parts into one complete, cohesive whole. Often it is realized through a deliberate or intuitive balancing of harmony and variety. A composition is unified when the relationships between its parts interact to create a sense that no portion of the composition may be changed without altering the aesthetic integrity and meaning of the design .Unity can be achieved through the use of a common pattern or a common back ground . (Lupton & Phillips , 2008)p .45

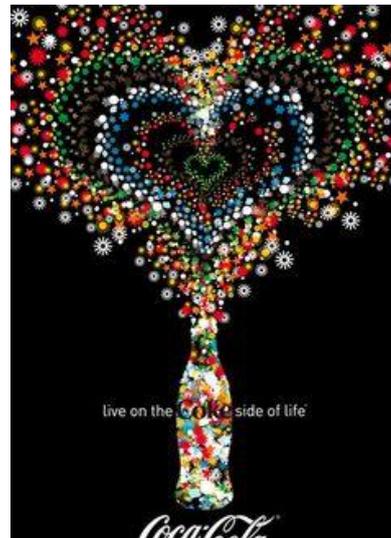


Figure (12)

SO what is the relation between the elements and principles of design? Figure (12) shows what exactly composition is about .. it is the intersection area between design elemnts and principles ,it is the most important part of the design process as a whole . which should lead us to discuss the basic rules of composition in advertising design and examples of how these rules are applied .

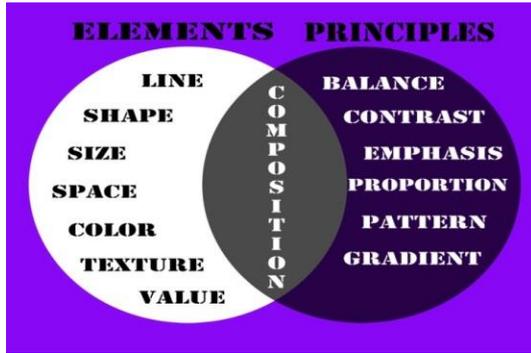


Figure ( 13 )

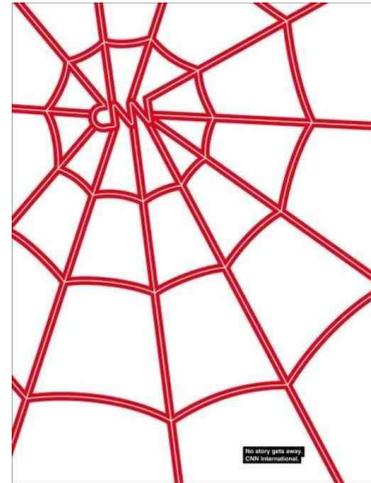


Figure ( 15 )

## Composition Rules

### - Center Composition

The most obvious type of composition is the center composition, where the subject is placed exactly in the center of the Design. Center composition places the important thing in the middle. When it's done well, it excels in the use of symmetry and achieves balance .

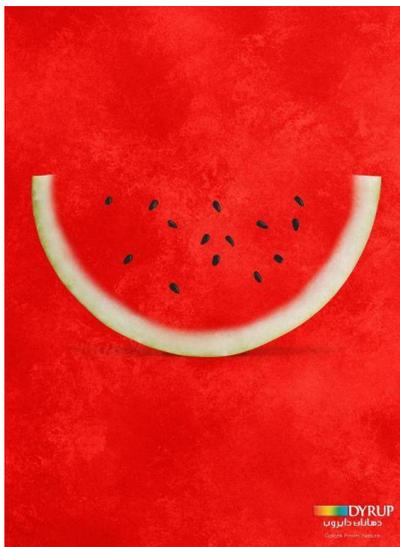


Figure ( 14 )

But using an off-center composition creates more tension and visual interest than a typical center composition would in some cases depending on the design concept and the visual elements used.

### - Rule of Thirds

The Rule of Thirds says that an image should be divided into nine equal parts by two evenly spaced vertical and two evenly spaced horizontal lines. Important compositional elements should be along these lines or at intersections. These intersections are called “eyes.” The rule of thirds simply states that if you take a canvas and divide it into three equally sized horizontal sections and three equally sized vertical sections, the resulting grid provides a sort of “roadmap” that helps you choose where to place your design elements. This immediately cause the viewer’s eye to move around the image . This rule of composition is One of the most frequently used ways of directing the viewer’s eye . Following the rule of thirds is one way of creating a dynamic composition where your focal point isn’t predictably placed at the center. That doesn’t necessarily mean you’ll end up with nine equally-sized squares. If your design isn’t a perfect square, you’ll probably be splitting it into nine rectangles. The rule of thirds should act as a guideline that helps you achieve visual balance and interest. (Fitzpatrick, 2010)

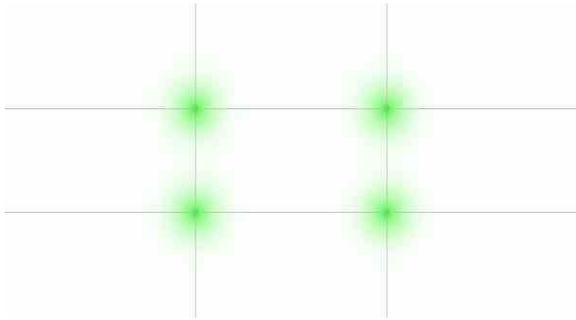


Figure (16)

### Using the rule of thirds to create visual interest

The rule of thirds helps finding the ideal focal point , **Audiences tend to follow a capital “F” shaped pattern** with their eyes whenever they look at a design. The eye naturally starts at the top left section of the canvas, then moves down to the bottom left, back up to the top right, and then finally the bottom right.



Figure (17)

### Creating motion using the rule of thirds

Asymmetry in design is a good thing, but when your design focuses more on one side of the canvas and neglects the other, it can create a sense of motion in your design. This can be either beneficial or harmful to your design, depending on what message you're trying to convey. Simply placing the subject on one side of the canvas won't always be enough. But if that subject is mostly in one

section of the grid with a limb or appendage that's in a separate part of the grid, you'll create the sense of where the subject is coming from and how their body is moving. Likewise, you could have a subject on one side but show their destination on the other, which shows the audience where the subject may end up. (Gendelman, 2015)



Figure (18)

### The Rule of Odds

The "rule of odds" suggests that an odd number of subjects in an image is more interesting than an even number, it is always more interesting and pleasing to the eye than an even number. Thus if you have more than one subject in your picture, the suggestion is to choose an arrangement with at least three subjects. An even number of subjects produces symmetry in the image, informal composition uses this rule more .



Figure (19)

### -Focal Point

A focal point gives viewers of a design something to look at. It adds a sense of direction to the design, and can act as a grounding point for visitors. Every design should have a focal point of some kind. This could be an image, a bit of typography etc. It should directly relate to the purpose of your design. The “Z” Layout is based on common eye movement patterns. Eye-tracking studies have shown that people generally look at a design in a roughly Z-shaped pattern starting at the upper left, moving across the screen, scanning to the bottom left, and then reading across to the right again. Since this is a natural pattern, it makes sense to align important elements of your design along these lines. A similar pattern is the F-shaped layout. It’s a similar concept, that people read the top line first, and then work their way down the page, scanning less of the content to the right as they go.



Figure (20)

### -Golden Triangles

This rule works by having strong diagonal lines pass through the image, dividing it into three (or four) triangles. The strongest line (called a major line) divides and dominates the image diagonally. Then, from one corner, an intersecting line connects to the

diagonal line perpendicularly (this is called a reciprocal line). (Knight, 2014)

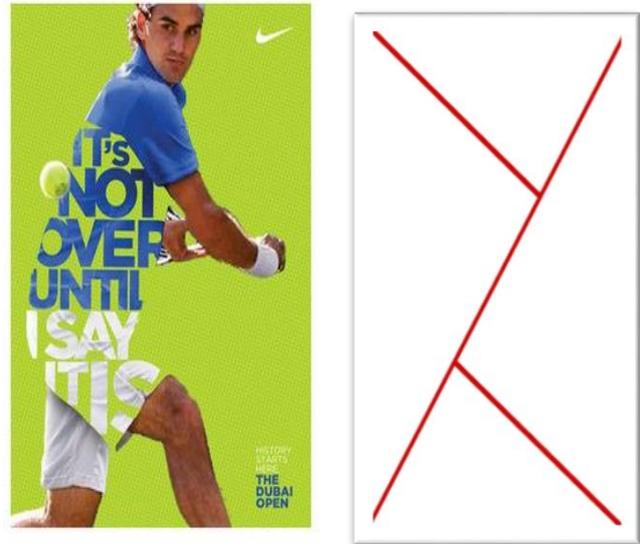


Figure (21)

### -The Golden Ratio

The Golden Ratio has been used as a powerful composition tool for centuries. It is a design principle based on the ratio of 1 to 1.618. Hailed as ‘the perfect number’, the Golden Ratio can assist in creating images that have a strong composition, which will attract viewers. The reason for this is simple, the Golden Ratio allows for a composition that is perfectly balanced from a viewer’s perspective, creating a design that is most pleasing to the human eye. We naturally prefer to look at an image that is balanced and harmonized, and the Golden Ratio provides this. Using the Golden Ratio as an element of design is a great way to achieve a strong composition. (Vercoe, 2014)

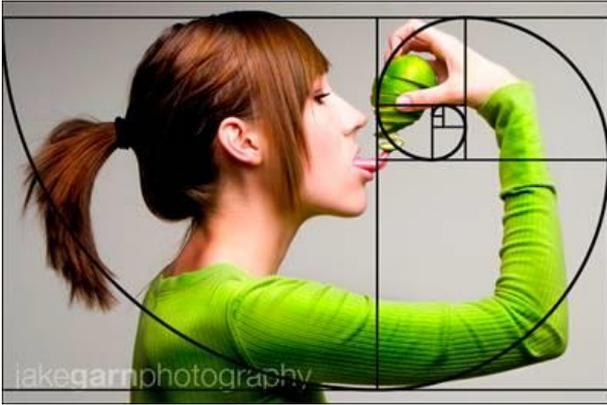


Figure (22)

**Composition Techniques** The root of all composition lies in the relationships between design elements, and comparing these objects requires that the viewer moves their eyes repeatedly around the canvas, and therein lies the true goal of a great composition: controlling that eye movement. There are numerous compositional techniques to achieving a sense of unity, *You could have the most beautiful graphic elements in the world, but if your composition isn't up to scratch, all of that goes out the window.* A successful composition means that you have arranged, distributed, aligned and compiled your design in a way that not only looks good but is also highly functional and effective.

**1. Find Your Focus :** A key element to any good composition is a strong focal point, as it helps your viewers' eyes naturally settle on the important pieces of your design first. When choosing your focal point, keep in mind that the main goal of any design is communication. Whether you're communicating an idea, information, or simply a feeling or emotion, your design is telling a specific story, so be sure to choose a focal point that helps this story get told in the strongest, most effective way. The focal point of the Ad in Fig (23) is the model and her clothes. she has been placed centrally, has type and a block of color positioned in a way that highlights and draws attention toward her face and then to her outfit, and leading lines direct the eye down her frame and gradually toward more information.



Figure ( 23 )

### Direct the Eye With Leading Lines

Just like you point at something when you want people to look at it, by positioning certain lines and shapes in certain ways you can control the viewpoint of your design, By positioning and adjusting your leading lines

you can not only direct the eye to the focal point of your design but also throughout the rest of your design.

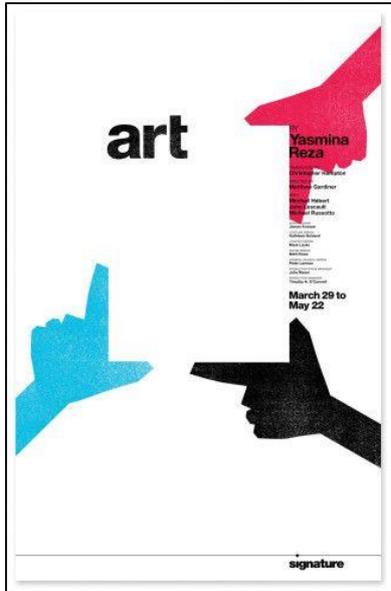


Figure ( 24 )

### Scale and Visual Hierarchy

Scale and visual hierarchy are both creative fundamentals to maintain a successful composition. Visual Hierarchy is the arrangement and design of elements in order to visually signal importance, you might make a more important element bigger and bolder than a less important element which might be smaller and fainter. Scale is often used to help communicate hierarchy by drawing attention toward and away from certain elements, thus signifying their importance to the communication. (Meggs, 1992)p.108

### Hierarchy techniques

Size : An element will appear more hierarchical if it is larger than other elements in a design. We naturally look first at the largest element in a design.

Shape: An element can also appear more hierarchical if it is different than other elements in a design. We naturally look first at the irregular shape in a design.

Placement: we can place elements in more hierarchical positions. Within a circle, the center is the most hierarchical. The end of an axis is naturally more hierarchical than points along the line. (Hierarchy)

The poster in Fig (25 ) uses a scaled-up image as the largest element, which helps it attract the most attention and focus. The title is the boldest, largest piece of type as it is the most important piece of written information for this specific communication, and the body copy is much smaller. So, scale has been used to signal the focal point, and to maintain typographical hierarchy.



Figure ( 25 )

### Using Typography

Typography is an essential design tool, partly because type is so powerful, and partly because it must be used economically to get a message across quickly. To provide visual consistency, however, an individual design should use no more than three typefaces. When two or three different typefaces are used, they should be fairly distinct from one another they should contrast. Alternately, if using multiple

variations of a single typeface, each should still be distinct in some way. The items' contrast should indicate which ones are most important.

In a simpler overall design, a more complex font can be introduced for your main text. This can serve two purposes. First, it helps to decorate the design and add interest to the entire look. Second, it draws attention to the main text. A simple font can get lost in an ultrasimple design. But When using a decorative font, though, it's important to use it as sparingly as possible, such as for just a word or two of the main text rather than all of the copy in a design. Using a cleaner font for secondary type will balance with the decorative font and will more strongly convey the hierarchy of text. This leads to the other important virtues in font usage: balance and contrast.

The tension between these two elements can help a design capture attention or stand out from the crowd. Balance and contrast can be created between typefaces or between text and other elements, like images  
Sketch Out Your Composition.

If your concept is developed and you know which text and images you will use, you can plan your composition. Decide which part of the design is the focal point, how you will move the viewer through the design, and how you will create a hierarchy of information. (Sessions.edu, 2005) p.263

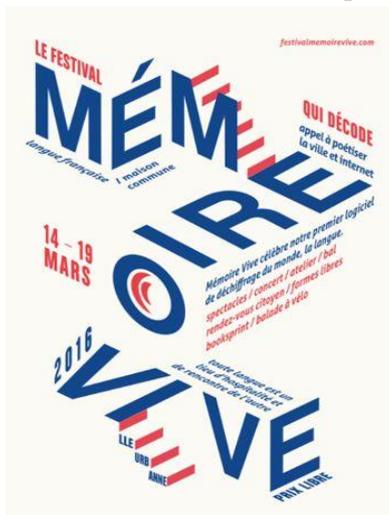


Figure ( 26 )

Figure( 26) is a poster mainly based on typography .all the design elements are letters of different sizes and shapes distributed to form the design message in a successful composition.

### White Space

White space is not an empty space, it's doing its own job and serving its own purpose, so don't feel the need to fill any white spaces you have with more content. White space when used strategically can help boost your design's clarity and overall look by balancing out the more complicated and busy parts of your composition with space that helps your design to breathe. In Fig (27) the designer uses white space to balance out the image, texture and type to keep the design clean and sophisticated. A simple composition, and the way that not every space has been filled with content, there's plenty of room for white space to do its thing and let each element breathe neatly and effectively. When designing ask yourself if each element of your design is 100% necessary. Do you need all of that type, do you need the bright title, do you need 3 different images? By subtracting the unnecessary bits and pieces of your design, you can create a more direct design that makes the most of white space. (Stribley, 2015)



Figure ( 27 )

## Use positive and negative space

In fig (28) a creative poster uses the Gestalt law of Figure and Ground to creatively and clearly express the fact that one cannot see the text or the dog at the same time, seeing the FIAT logo (and reading the captions) that clarifies that the graphic is related to texting while driving and hence raising awareness in process. I have noticed that the common theme between all these examples have been; extreme clarity and simplicity, this will be useful in my book design process.



Figure ( 28)

Cocacola as well used the same Gestalt Rule in a series of successful Advertisements ,where the figure and ground are the hero of the composition

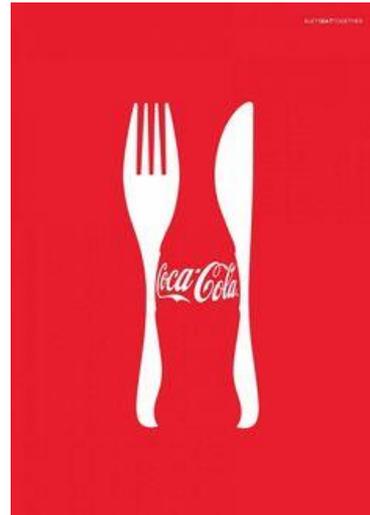


Figure ( 29)

In view of this discussion , The researcher believes that Composition has a main role in advertising design, A Good composition is crucial to a successful Advertisement . It's what will attract a viewer's eye, and what will hold their attention once they take a closer look. Composition is the most important part of every design process, The main goal for most design projects is to convey a message visually, in a way that hooks the viewer. Strong Composition is an essential element of all art forms, and should be considered the foundation of any visual communication. Design elements on a page should always be led by concern for spacing, visual organization, style and the size and the format of the finished work.

Composition refers to the visual structure and organization of elements within a design. It concerns the process of combining distinct parts or elements to form a whole. Composition involves seeing the whole as greater than its parts, and is just as important as the individual elements that make up a design.

## Results

1- Composition has a main effective role in advertising design. A successful composition means that you have arranged, distributed, aligned and compiled your design in a way that not only looks good but is also highly functional and effective.

2- Composition is the most important part of any design process.

3- A strong composition will deliver the advertising message strongly and effectively.

4- Understanding the concept behind the idea of the advertisement helps the designer in choosing design elements effectively which leads to a clear and a well understood visual language & a consistent and elegant design that plays a greater role in influencing the minds of the viewers through the impact of clear & powerful messages.

5- Gestalt theory is a psychological framework which emphasizes the relationship between the parts and the whole of a composition.

7- Balance is the base of every composition; it determines whether the design is pleasing and harmonious or uncomfortable and unresolved to look at.

8- Balance provides stability and structure to a design. It's the weight distributed in the

design by the placement of the design elements.

9- Without visual balance, viewers might not see all areas of the design.

## Conclusion

It should be concluded that Composition is the intersection area between design elements and principles, it has an important ROLE as is the most important part of the design process as a whole. Strong composition doesn't happen by accident. All the design elements are ingredients, they are separate and need to be combined effectively to produce a successful outcome. Each ingredient gets to play a major or a minor role in the eventual outcome. It's the particular way that they are combined using the principles of design which enables a successful eye catching outcome.

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## المخلص

فى مجال الفنون البصريه للتكوين دور بارز و اساسى و بناءى و فعال لكل الوان الفنون البصريه. فهو عملية تنظيم العناصر البصريه داخل المساحة التصميمية بشكل سليم و مدروس. ولما كان فن تصميم الاعلان احد ابرز هذه الفنون البصرية فى العصر الحالى و الذى يعتمد فى الاساس على توصيل رسالة ما لمجموعة من المتلقين المستهدفين بشكل مدروس و جذاب قائم على تكوين قوى وذلك لتحقيق الهدف الاساسى من الاعلان و هو جذب انتباه و اثاره الاهتمام المتلقين. لذا يعد التكوين فى حد ذاته فنا له دور اساسى فى مجال تصميم الاعلان لانه المهارة التى بواسطتها يقوم المصمم بتوزيع العناصر التصميمية داخل مساحة التصميم ليس فقط بشكل جذاب يلفت انتباه المتلقى و انما بتخطيط مدروس يقوم بتوجيه اعين المتلقين داخل مساحة التصميم حتى يضمن وصول مضمون الرسالة الاعلانية كاملة .

يهتم البحث بدراسة مفهوم التكوين فى تصميم الاعلان و دوره الاساسى فيه . ثم يستعرض عناصر اللغة البصريه للتصميم و منها الى اهم مبادئ و اساسيات التصميم وصولا الى القواعد التى تحكم عملية التكوين الفنى فى الاعلان و مجموعة من تقنيات تحقيق التكوين الناجح من خلال استعراض ل نماذج اعلانية عالمية مختاره تحققت فيها تلك القواعد و لاقت نجاحا كبيرا لدى المتلقين. من ابرز نتائج البحث : ان التكوين هو فن مستقل فى حد ذاته و له دور اساسى فيه و لا تقوم للعملية التصميمية الناجحة قائمه بدونه.

كلما كان التكوين فى تصميم الاعلان مدروسا و قويا ادى ذلك الى وصول مضمون الاعلان بكفاءة اكبر للمتلقين.

ان فن التكوين فى تصميم الاعلان يقوم فى الاساس على الفهم العميق من قبل مصمم الاعلان للمضمون الخاص بالرساله العلانية حتى يتمكن من توظيف فن التكوين فى اختيار العناصر التى تتناسب معها و ان يحسن ترتيبها و توزيعها داخل المساحة التصميمية .