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## Interaction of Outdoor Advertising Improved by Innovative Methods with Digital Art

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### Abstract

Today, along with the "Neo-Liberal" globalization in the world economy markets, cities are beginning to gain identity and new textures. Throughout the world, especially the cultural, economic and social changes after 1980 have facilitated the transition to free market and implementation of the liberal policies in 1990's. These sort of liberal practices performed on behalf of globalization (hiving off, foreign expansion of freedom, etc.) in the last quarter of the twentieth century, have gained momentum with the beginning of the transition to digital life. Thus, the rapid development of information and communication technologies as a result of increased production, begins to create new marketing models for itself. The advertising agencies desiring to go different directions other than conventional methods, that had been constantly after new medias until the 1990s. The rediscovery of activities by Outdoor Advertising, provides opportunities to different marketing techniques supported by digital technology and those who want artistic applications to reach a wide audience. Art produced in an electronic environment that can be described briefly as ' Digital Art ', with the format of multiple artistic or technical applications, in this new face of Outdoor Advertising has created itself important exhibition areas. When the digital designs, fed with images reflected from the city's cultural heritage, silhouette and citizens meets with the recipient is being absorbed more fruitfully. Especially in the 2000s, the system called 'Digital Outdoor Network' has been observed to have developed. The analysis of 'Next Generation Advertising' makes serious awareness and difference, over access in urban furniture and also individual social networks. In this context, this article will investigate the coexistence of the expression of digital art applications with the virtual or real public spaces in the sense of the new advertising based on bytes.

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## 1. Introduction

Outdoor Advertising Graphics are designs that are applied on fixed content on outdoor areas. Such designs or applications are used for marketing purposes to draw attention of the audience that are passing from outdoor.

Nowadays Outdoor Advertising Graphics applications can be considered as “Outdoor Advertisement”. In this regard Outdoor Advertising is an advertisement type that can be found frequently as directly proportional with outdoor places and their ratio on market is increasing day by day. Their most important properties are that they can be noticed by target group and usage of catchy methods. It is the third advertisement method that chosen by advertising groups after other visual and written press devices. Outdoor Advertisements are creating difference due to increasing demand for consumer goods and service industry. Most efficient advertisement method to reach modern society of modern days is outdoor advertisement and by 24 hours of advertisement opportunity there can be opportunities to determine target areas and focusing their products and services in such areas.

From the beginning of 1990’s due to improvement in computers, increase in numerical programs and their continuous renewal advertisement agencies are started to compete with each other on outdoor areas. Digital art that based upon to technology is finding new media again with technology based networks. By the ease of reaching new technologies and their spread, only power of design is the key for success to satisfy diversified needs of the globalized world.

Public areas that are reflecting daily lives of people living in cities are representing common sense, past and interpretation. Common sense that are improving from such public areas are the unity points that are creating identity to city. Because of that public areas are the most operable divisions of the city they can be sometimes places that time term can be easily caught. For this reason outdoor advertisement applications will be inevitably spreading over these public areas.

Undoubtedly outdoor advertisement is ‘a rising value’ that marking on 21.century. It is ‘essential’ in city life. We are always under bombardment of message and vision. And it is impossible for us to protect ourselves from such bombardments. Because outdoor advertisement message is calling our subconscious and also it is ensuring ‘record to memory’ (Yavuz & Sezer, 2009: 182-183).

Outdoor advertisements are started to be followed curiously by consumers that are started to improve by innovative (reformer) methods. Especially in Mega cities Outdoor Advertisements can adapt easily to speed-time and they are like embellisher city furniture at cities. They are charming with their innovative applications and digital designs. These new media areas and models can be spread over regions and can create new digital culture by new values system.

From the beginning of 20.century in fast improving process of technology, digital art that created with both science and art is researched within this paper. Especially new outdoor advertisements are categorized and focused on to them. Especially in new age applications due to global effects fast changing and continuously innovated media needs are the reason for creating this paper. Because there were not enough supplemental and compiler works.

## 2. Digital Art and Work of Art

Digital art or numerical art can be defined as visual type of art that non-physical objects can be created in computer’s numerical calculations. 20. Century is a period that technology is improved so fast. These changes are main movement source of modern art trend. After Second World War systems that are used for war are adapted to systems for different purposes. In the period after war art and art works are important for public. Thus art is becoming to create public habits and their standards. In traditional meaning art works are started to leave their places to new technology products. One of the main results of this process is the invention of Electronic Numerical

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