



*Computer Technological Capabilities to Enrich Advertising
Design of Talented Female Students*



:

.

:

.

.

.

.

.

.

.

.

.

.

:

:

/

.

.

.

:

/

.

.

.

.

.

.

· : /

·
·
·

·
·
·

·
·
·

·

·
·

·
·
·
·
·
·
·

-

·

•
•
•
•
•
•
•
•
•
•

:

Michael

.

↑

(" ").

(

(... - - -)

() ()

().

Photoshop

.Photoshop

Photoshop

()

(

(Computer)

: /

) .Software

:
:

(

":

."

(Design)

/

() .

:

":

) ."

(

":

(Declaration)

/

() . :

"

."

."

(

":

() ."

(Poster)

/

() . :

(Gifted)

()"

/

:

()"

":

()"

":

."

:

) "

":

.(

(- - -

) "

":

.(

.

":

.(

) "

.

":

.(

) "

.

) "

":

.(

.

.() "

":

.

) "

":

.(

.

":

(Photoshop .() "

Photos



Jozuf Jachrad

().

Herman Hollerlth

.IBM

Digital

Comp

Microcomputer

.

).)

(

:

).)

(

Patrich Rojers

().

:

:

:

: Corel Draw

: Paintbrush

Photoshop

: Adobe PhotoShop

Photosho

() .

:

.

).

(

.

).

(

"

:

() ."

":

() ."

() .

() .

:

....

() .

.

() .

().

().

:

:

:

.

:

Thorndike

.

:

() .

:

:

(-)

:

.

:

.

:

.

:

.

:

() .

:

Hurwitz

() .

Lowenfeld

:

() .

:

:

:

The Scale For General Merit Of

.Children Drawing

Test Of Fundamental Abilities Of Visual

.a

.Meire . Seashore Art Judgment Test

Bryan .

.Schwamm Te

:

:

() .

:

:

:

:

:

:

() .

:

:

()

-

.

-

.

-

).

(

()

.()).

:

().

:

()

.

.

:

() .

:

(www.mawhiba.org.sa) .

:

.

:

.

.

.

"

"

:

.

.

.

() .)

(

: /

:

() .

"

() ."

":

() ."

"

:

() ."

().

.

:

"

().

.

() .

:

.

:()

.

:()

.

:

).

(

:

:

:

(-)



شكل (٢)



شكل (١)

:

:

.(-)



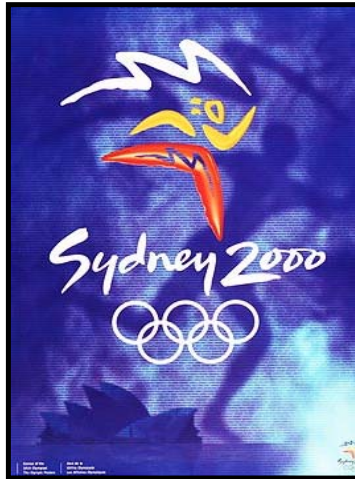
شكل (٤)



شكل (٣)

:

(-) .(-)



شكل (٦)



شكل (٥)

:

:

:

:

:

:

().

:

:

:

().

:

:

().

:

().

:

: - -

:

- - - :

. : -

. : - :

. :

. - - : :

" "

:

.

.

.

:

.

:

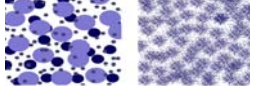




.

.

:

:()

().

	
	
	- -
	
	

جدول يوضح إمكانيات برنامج الفوتوشوب على بعض عناصر تصميم الملصق الإعلاني

:

.

.

.

.

:

-) : (- - - - -)

.(- -)

.(- -)

:

.

:

:

:

.

:

()

.

:

.(

:

Photoshop

-

()

):

.(

-

-

:

.()

- - -):

.(- - - -

() ()

Photoshop

.

.

:

.

:

:

:

Photoshop

Photoshop

:File.

:Edit.

:Image.

:Layer.

:Select.

:View.

:Window.

:Help.

:Filter.

.()

:Tools

RGB & CMYK

: Navigat

: Inf

:

: Col

: Swatch

: Styl

:

: Lave

: Histor

:

:

File->Save as

:

PSD

JPG, GIF, BMP.....

Photosho

SAVE for we

(Photoshop) Photoshop

:

:

.(RGB)

.(CMYK)

(Scanner)

(Filters)

Photoshop

منسقة: تعدادات نقطية ورقمية

.(...

:

:

:

:

:

:

.Photoshop

:

:

(- - -):

.Photoshop

:

:

.Photoshop

:

:

Photos

:

- - -):
.Photoshop (

:

()

:

()

.Photoshop

:

()

.Photoshop

:

Photos

:

(- - -):

Photoshop

:

.(- - -):

:

.

.

.

.

.Photoshop

:

Photoshop

:

Photos

:

(- -):

Photoshop

:(- -):

.Photoshop

Photoshop

Photos

()

Photoshop

:

:

:()

()



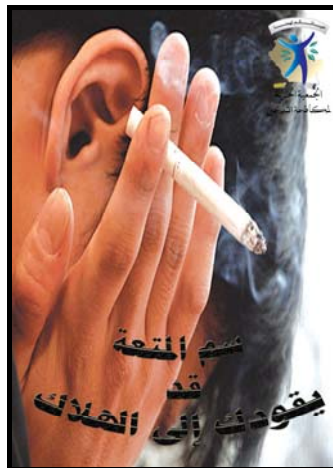
شكل (٧)

:()



شكل (٨)

:()



شكل (٩)

:()



شكل (١٠)

:()

()



شكل (١١)

:()



شكل (١٢)

:()

()



شكل (١٣)

:()



شكل (١٤)

:()

Photoshop



شكل (١٥)

:()



شكل (١٦)

:

:

: () : ()

Photos

.

:

Photoshop

.

:(-)

_____()

-

_____()

-

:()

.

-

_____()

.

-

_____()

.

.

-

_____()

.

-

—

_____()

.

-

_____()

.

-

_____()

.

-

:

() : ()

.

: ()

. ()

- : ()

. - ()

: ()

. - ()

:

.

: ()

.

: ()

. - ()

- : ()

. - (-

. () : ()

:

. www.mawhiba.org.s

:

Hurwitz, M: children And Their Art, Methods For The
Elementary School, Harcourt, Brace, Jovanovich, San Diego CA
Fifth Edition, 1991
Lowenfeld & Brittan: Creative And Mental Growth,
Macmillan New York, Four Edition, 1980
The American heritage college dictionary (1993), third
Edition, NY, Houghton Mifflin company

-):

(- - -

.

:

.

Research Summary

Title:

"Computer Technological Capabilities to Enrich Advertising Design of Talented Female Students"

This research aims to identify the computer technological capabilities which help in the enrichment of advertising design, then applying to talented high school female students using Photoshop Program.

This research includes four chapters as follows:

Chapter I:

It includes the research topic and presentation of its introduction, problem, objectives, relevance, assumptions, boundaries, methodology used to deal with different aspects of the study, definition of the research terms, and finally studies related to research

Chapter II:

It includes the theoretical framework, which discusses three aspects:

First: Computer: it includes (computer invention and development stages, studying the importance of computers in the field of education, studying the various modern artistic capabilities of computer).

Second: The talented: it includes (who are the talented? ' concept of artistic talent, the talented characteristics, methods detecting and identifying the talented, discovering the talented arts, strategies and methods of taking care of the talented, the position of the Kingdom in the care of the talented, the historical development of the talented caring programs in the Kingdom).

Third: Advertising Design: it includes (the concept of advertising the advertising poster, its inception and history, elements of advertising poster, function of the advertising poster, the types of posters, different patterns of the design of advertising posters, importance of designing and directing the advertisement, artistic factors and design foundations which affect the effectiveness of advertising poster and terms of the advertisement design).

Chapter III:

In this chapter, the researcher represents the field study which includes the research methodology: (study society, study sample, study tools, application procedures and statistical manipulation). Then the researcher presents application phases which include ten interviews involved in the field study.

Chapter IV:

This chapter includes analysis of female students' works of various advertisements that they had implemented using Photos program. After that, the researcher represents the findings based on the analysis of the form prepared by the researcher. Then, the researcher provides recommendations by the researcher. Finally, the researcher mentions a list of references.



..... /

...

):

: (

:

.
. .
. .

.....:

					:
					:
					.
					.
					.
					: (
					.
					.
					.
					: - - (
					.
					.
					.
					:
					.
					.
					.
					:() (
					.
					.

					.	.
:						
					.	.
					.	.
:						
					.	.
					.	.
					.	.
:() (
					.	.
					.	.
					.	.

:						:
					.	.
					.	.
					.	.
					.	.
					.	.
					.	.
					.	.

:						:
					.	.
					.	.

Kingdom of Saudi Arabia
Ministry of Higher Education
King-Saudi University-Riyadh
Dean of Graduate Studies
College of Education
Art Education Department



Computer Technological Capabilities to Enrich Advertising Design of Talented Female Students

Research study submitted for the completion of the requirements of a Master's
of Art degree in Art Education at the College of Education in King Saud
University

Prepared by the student:

Hanan Saleh Al-Ghammas

4274220325

Supervised by:

Dr. Fatimah Darwesh

Assistant Professor- Art Education Department

Second Academic Semester
1429 H / 2008 G