

Chapter 5

Contemporary Technology Product CGI Approach to Visual Narrative in Outdoor Advertising

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ABSTRACT

The change in technology continues to change the world of advertising and visual communication. Today, the impact of this change is clearly seen in the advertising industry. Especially in outdoor advertisements where visuality is at the forefront, the power of visual expression has become more important than ever, and new searches and tools are used to enrich the visual narrative and influence the audience. One of these pursuits is the use of CGI-Computer Generated Imagery technology. New technologies like CGI allow advertisers to push their creative boundaries and deliver never-before-seen visual experiences. Traditional outdoor advertising often offers limited interactivity and creativity. At this point, computer-generated images (CGI), a product of contemporary technology, have become a factor that transforms the visual narrative in outdoor advertising.

DOI: 10.4018/979-8-3693-4318-0.ch005

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INTRODUCTION

The change in technology continues to change the world of advertising and visual communication. Today, the impact of this change is clearly seen in the advertising industry. Especially in outdoor advertisements where visuality is at the forefront, the power of visual expression has become more important than ever, and new searches and tools are used to enrich the visual narrative and influence the audience. One of these pursuits is the use of CGI-Computer Generated Imagery technology. New technologies like CGI allow advertisers to push their creative boundaries and deliver never-before-seen visual experiences. Traditional outdoor advertising often offers limited interactivity and creativity. At this point, computer-generated images (CGI), a product of contemporary technology, have become a factor that transforms the visual narrative in outdoor advertising.

In this book chapter, we will examine the rise of CGI and its approach to visual narrative at the point where advertising in graphic design intersects with CGI, one of the contemporary technologies. Although the literature knowledge about CGI advertising studies, whose use in visual communication and advertising is increasing day by day, is weak, this book chapter aims to contribute to the literature by discussing current CGI advertising applications. How sub-branches of CGI technology, such as visual effects, animations and virtual reality, which are used to enrich the visual narrative in outdoor advertising, are used in outdoor advertising and the effect of this use on the audience in conveying the message will be examined. The chapter will present several examples showing how CGI is used in outdoor advertising. These examples will show how CGI is used to enhance the visual narrative and create a stronger impact on the viewer.

What is CGI?

CGI (Computer Generated Imagery) entered the literature in the form of computer-generated images (Bordwell, 2012, p. 26). It is defined in our language as computer-based image or image used on the computer. (Erdogan, 2023: p. 32). Computer-generated images account for a rich range of applications in a wide variety of environments and represent a revolutionary approach to visual creation. Defined as the use of computer graphics to create and enhance images in art, video, film, television programs and print media, CGI has become a fundamental element of contemporary digital expression. Visuals created on digital platforms offer us greater flexibility, creativity and precision compared to traditional methods, allowing creators to create detailed and immersive environments, characters and visual effects that were thought to be impossible (Medium, 17.08.2020). CGI technology not only enhances the aesthetic appeal of digital projects, it also expands the artistic and

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