



Journal of Applied  
Arts & Sciences



مجلة الفنون  
والعلوم التطبيقية



المعالجة الجرافيكية للشكل في تصميمات نوما بار الإعلانية  
(دراسة نماذج من أعمال نوما بار)

Visual processing of shape in Noma Bar's advertising designs  
(Studying Models of Noma Bar works)

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**Abstract:**

Noma bar has greatly affected advertising design in the 20th century, through his primary reliance on employing negative spaces in all advertising media where his designs are simple, clear and ease of communicating message to the recipient, and keeping away from unnecessary details that may reduce the effectiveness of advertising message, he aims at achieving the maximum possible contact with the recipients with the minimum of design elements.

Shape in bar's works have dual function; where sometimes it is the main element in design and another time it is the ground, and sometimes we called them negative and positive spaces. Bar cares about the ground whether it is around, inside or between shapes as much as he cares about the shape, creating a strong relationship between them that gives the ground the same aesthetic and functional value of the shape, shape and ground in his designs may exchange location and importance, sometimes positive space represents the shape, and other times negative space becomes the shape and the positive becomes the ground. **The problem** is how to take advantage of studying visual processing of shape and space in bar's designs, **it aims to** study bar's designs to analyze shape and space. **The importance** lies in highlighting the aesthetic and artistic values in his designs. **Using descriptive approach** in analyzing samples of bar's advertisings. **The result is** analyzing bar's works is an introduction that enriches advertising design of all kinds. **Research Recommended** interest in international modern design trends.

**Key words:** Negative Spaces; visual processing; advertising message.

**Introduction:**

Noma bar is considered the godfather and professor of employing negative spaces in advertising, which helps to create double images in design and achieve the required innovation for advertising ideas; employing negative spaces as an

innovative visual processing that conveys the advertising idea to a higher level that the recipient perceives and interacts with. It is a strategy that ensures the realization of both fantasy and imagination in advertising.

Negative spaces are his basic tool that he always employs in all static and animated advertising patterns which emphasize the identity of companies and institutions, or the identity of the advertised product or service, whatever it is, attracting the recipient for its simplicity.

Bar outlines his designs to avoid unnecessary details or decoration that might detract from the image's message, instead aiming at maximum communication with minimal elements, his advertising designs appear internationally in magazines, newspapers, book covers and advertising campaigns and Published in The Guardian, The New York Times, Time Out London, The Economist, he worked on advertising campaigns for many companies such as Google, Apple, Nike, Coca-Cola and Sony, as well as for public institutions like the BBC.

#### **Research problem:**

How to take advantage of the study and analysis of the graphic processing of shape and space in Noma bar's static and animated advertising designs?

#### **Research hypotheses**

1. Analyzing the static and animated advertising designs of Noma bar helps to identify the features and aesthetics of his advertising designs.
2. The study of the graphic processing of shape and space in bar's advertising designs can be used to draw inspiration in advertising design in all media.

#### **Research aims:**

1. Studying Noma bar's advertising designs of all kinds to analyze the graphic processing of shape and space.

#### **Advertising message:**

All pictures, drawings, symbols, titles and words, the text of the advertising message includes the basic idea that the advertiser wishes to deliver to the target recipient.

2. Recognizing the structural foundations and aesthetic values of the shape in bar's advertising designs.

#### **Research importance**

1. Highlighting the aesthetic and artistic values in bar's advertising designs.
2. The constant need for non-traditional ads in all advertising media.

#### **Research Methodology**

The descriptive approach in describing and analyzing samples of Noma bar's advertising designs of all kinds to benefit from them.

#### **Research terms:**

##### **Negative Spaces:**

- 1- An element that is complementary to the basic shape in design and has value that dominates the spaces between shapes and contributes to create a formal balance between advertising design vocabulary. (24)
- 2- The open or empty area inside or around the main shape in design that determines what this shape is and helps facilitate the movement of the receptionist eye within the design. (6) - (3)
- 3- A space without any content that may be in white or any other color in design, an important factor even if it is difficult to identify. (2)
- 4- Used to separate or group information, used effectively to give the receptionist eye a rest and lead him to where the designer want it to go. (4)

##### **Visual processing:**

A term used to refer to the recipient's ability to use and interpret visual information from images and shapes in an advertisement. (7)

Explains the main idea of the advertising, or what the advertiser wants to say to the target audience in a sentence or several sentences, or a word or two to convince

the recipient of the advertised product or service, and to create the desired effect.

**The researcher will address this topic through several points as follows:**

**1- Negative Space In History:**

An integral part of all visual art, describes the space between and around objects that can become the object itself.

The example's most common illustration is Rubin's vase by Edgar John Rubin\* (22)

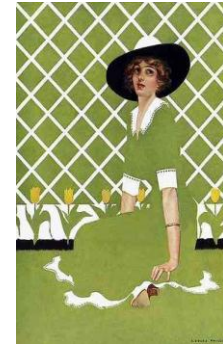


**Example (1) Rubin's vase by Edgar John Rubin, first published in Rubin's doctoral thesis · 1915 (21)**

A simple black and white drawing that, depending on the recipient's point of view, either shows two faces in profile or a vase. Rubin's vase is also an optical illusion example in which the negative space around the vase forms the silhouettes of two faces in profile, while both person and vase have an inside and outside in themselves, they are also inside and outside to each other, that much depends on the recipient's perspective.

**2- Pioneers of negative space art:**

**a) Clarence Coles Phillips\*\*** American artist and illustrator. He is known for his stylish images of women and a special use of negative space in his paintings for advertisements and covers of popular magazines by his style allowed them to print a single or two-color cover.



**Example (2) Coles Phillips "fade-away" technique (10)**

**b) René François Ghislain Magritte •** Belgian surrealist artist, who became well known for creating a number of thought - provoking images. Often depicting ordinary objects in an unusual context, His imagery has influenced pop art, minimalist art, and conceptual art.



**Example (3) Rene Magritte, "La Decalcomanie," 1966, oil on canvas, 81x100 cm, private collection. (8)**

\* Edgar John Rubin: (١٩٥١ - ١٨٨٦) Danish psychologist and philosopher.

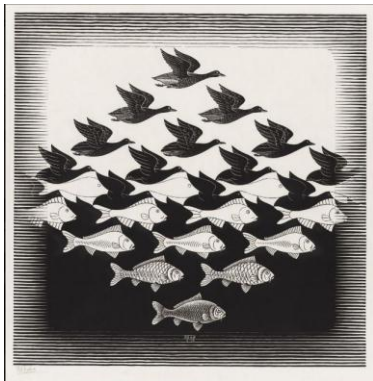
\*\* Clarence Coles Phillips (October 1880 – June 1927) an American artist and illustrator.

• René François Ghislain Magritte : (21 November 1898 – 15 August 1967) Belgian surrealist artist, whos imagery has influenced pop art, minimalist art, and conceptual art.

**c) Maurits Cornelis Escher \*\***

Dutch graphic artist who made woodcuts, lithographs, got his inspired from nature, studying insects, landscapes, and plants early in his career. His work features explorations of infinity, reflection, symmetry, and perspective.

He produced many prints, Sky and water is undoubtedly his most famous work and the one that is most widely known to public.



Example (4) M.C. Escher, Sky and water I, woodcut, June 1938.



Example (4) M.C. Escher, Sky and water II, woodcut, December 1938 (20)

This work is an example of negative space, where Escher, through his work, chequered design, forces the receptionists to look at the print vertically, from top to bottom and reverse

In both Sky and water I and II, it is to do with identifying the foreground and background. The human brain is not capable of deciphering the foreground as well as the background simultaneously. When we look at the birds in the sky, it seems that the space in between consists of fish, as birds are morphing into fish, and vice versa.

**3- Noma bar Biography**

Noma Bar is an Israeli graphic designer, illustrator and artist, born in 1973 and based in London since 2000, His work has been described as "deceptively simple", featuring flat colors, minimal details and negative spaces to create images that often carry double meanings that show up after a while.

He began drawing as a child, making caricatures of his teachers at school, affected by his neighbor's sculptures made out of scrap that showed him that he can take something and make it into something totally different, just by composition. (23)

His first notable portrait newspaper in his own style was made as a teenager; during the 1990-1991 Gulf War, he noticed a similarity in appearance between a radioactivity symbol in a and the face of Saddam Hussein, President of Iraq, he used this resemblance to create a minimalist portrait of the Iraqi leader.

\*\* Dutch pronunciation: (17 June 1898 – 27 March 1972) a Dutch graphic artist who made mathematically inspired woodcuts, lithographs.



**Example (1) Saddam Hussein by noma bar (14)**

Bar studied graphic design, calligraphy and Hebrew typography at the Jerusalem Academy of Art where he developed his gift with simple, pared down style, taking inspiration from Art Deco film posters and the Bauhaus, after graduating in 2000, he moved to London. His first work was published in a full page illustration of William Shakespeare accompanying an article in Time Out London, and over the next years, Bar was commissioned to produce dozens of designs and illustrations that appeared in The Guardian. (23)



**Example (2) William Shakespeare by noma bar (14)**

In 2007, Bar published his first book, Guess Who?: The Many Faces of Noma Bar, which featured a selection of previously published images of well-known famous figures, past and present, a year later, he published his second book, Negative Space (2009), focusing on his technique of using negative space to create images with hidden double meanings relating to their original subjects.

In recent years, his work has expanded further beyond print, he began turning

some of his works into 3D sculptures for the first time, and he has also made a number of short animated advertising in his own style: one for Mercedes Benz, another for the World Food Programme. (5)

He also designs three book covers of his own works: Guess Who? The Many Faces of Noma Bar 2008, Negative Space 2009, and Bittersweet 2017, published in five-volume.

His work has also been featured in exhibitions and festivals and, in recent years, has branched out to include prints, architecture and animation. He has been awarded The Gold Clio award, The D&AD Yellow Pencil, Cannes Lions Gold and Silver prizes and won 'Life-enhancer of the Year' at the Wallpaper Design Awards. (18)



**Example (3) Guess Who? The Many Faces of Noma Bar - 2008 by noma bar (12)**

#### **4- Negative Spaces in Noma bar's works**

Looking at his designs, the first thing that comes to mind is the perfect use of space, the objects are extremely linear, reducing the details as possible and lines outline what he calls negative space, allowing the recipient to see that which is hidden. Applying negative space in his designs make them simple and the message very direct.



Noma bar uses negative space to create some ideas - exciting illustrations, often with double meaning. Areas that - if the recipient notice them at all - he tend to think of as empty or blank, but nothing is ever truly empty.

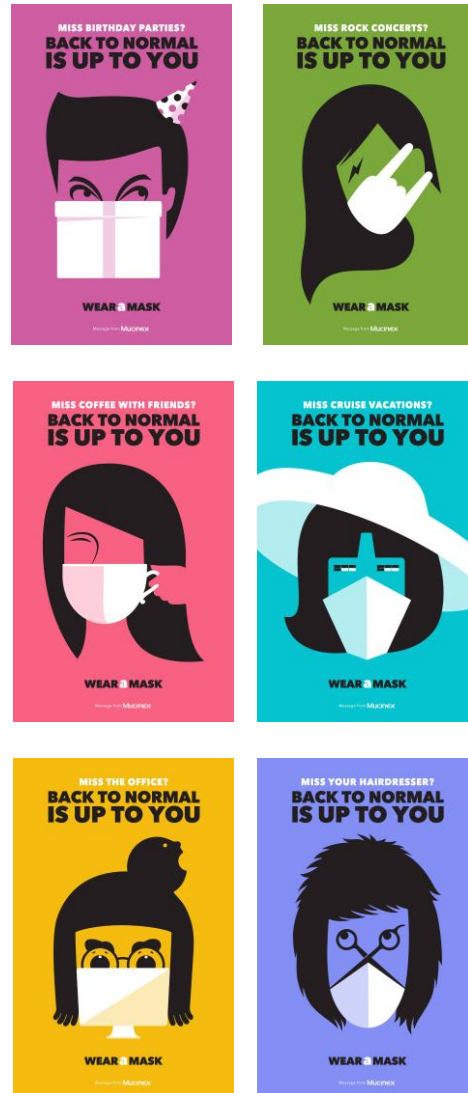
It is the area between and around the basic shape in bar's designs, or the holes between elements. For this reason negative space in his design is often also referred to as white space, but in fact, it's not just white spaces, negative spaces can be any color. It defines what the shape is and helps ease the movement of the eye within his design and adds comfort to the recipient. The main shape in his designs is the negative space. It is every bit as important to him as the positive shapes he usually consider to be the real focus of his designs. (1)

#### 5- Characteristics of negative spaces in Noma bar's works

- Emphasizes the innovation in shapes and space visual processing.
- Directs the recipient's eye to the exact area that carry the advertising message.
- A tool of attraction in bar's works through indirect hidden messages.
- Increases the advertising design layout's appeal.
- Organize elements in bar's works.
- Create a balanced and harmonious layout.
- Gives focus and emphasis to the shape and space.
- Represented by geometric shapes such as square, circle and triangle as a basis.
- Represent quality, solitude, a feeling of something missing, cleanliness and calmness.
- Creates Professional, Sophisticated and Elegant Designs.

#### 5- Applying Negative Spaces in Noma bar's Advertising designs

### 1) Posters Design



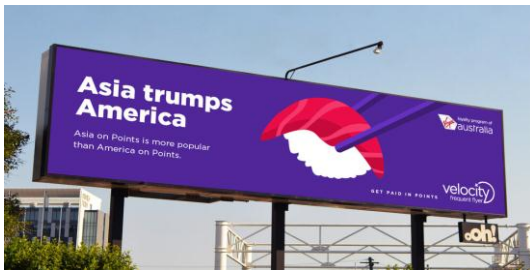
Example (4) an awareness poster about the necessity of wearing masks – 2020 (11)

Standards	Description
<b>Poster Idea</b>	The design aims to raise awareness of the need to wear masks in all walks of life whether in cafes, parties, birthdays, etc., so he uses negative spaces to express the idea, he replaced the shape of mouth and nose in all designs with the face mask as a negative space. To emphasize the importance of the mask through the advertising sentence "back to normal is up to you", its up to all of us!
<b>Geometrical analysis of shape and space</b>	Using Flat shapes, he expressed with the geometric shapes like square as a face mask, half circle as a cup of coffee, Square and semi-deviant as a big boat and rectangle as a computer as a basis to express the positive and negative spaces in all posters.
<b>Aesthetic values</b>	Although this ad relied heavily on the idea, bar never overlooked the aesthetic aspect, he took care of composition and using color to show visual connotations, where dark colors such as black represent a state of coldness, immobility and lack of life, unlike the shiny colors of the background that reflect the hoped future. <u>The aesthetics of the shape</u> The formal configuration of the posters is good by

	achieving unity, integration and balance between negative and positive shapes, and the posters composition as a whole is a single and harmonious visual formula as a result of the brilliance and cooperation of all negative and positive shapes used. The aesthetic values were represented in applying balance so close to the symmetric, sovereignty by placing the positive shapes in a large size at the forefront of the design.
<b>Contrast</b>	Applying high contrast between posters background and black as a positive space and white as a negative space.

## 2) Outdoor poster design





Example (5) Outdoor poster design for the frequent flyer program of Virgin Australia Holdings. (16)

Standards	Description
<p><b>Poster Idea</b></p>	<p>An advertising campaign for Virgin Australia's frequent flyer program with ideas linked to Trump, Brexit and how australians spend or don't spend their loyalty points. The design shows Boris Johnson being kicked in his face (as a negative space) with shoes, to prove that Asia outperforms America, a picture of Donald Trump is shown being taken by chopsticks, velocity - millionaires migration to queensland (express rich people as negative spaces inside a fish tail shape) and trapped Millions in Mosman.</p>
<p><b>Geometrical analysis of shape and space</b></p>	<p>Noma bar express campaign ideas using flat lines and shapes, using visual processing and applying curved, sharp geometric lines that fit the design idea to express the positive and negative spaces in all posters.</p>
<p><b>Aesthetic values</b></p>	<p>The aesthetics of the <u>shape</u> The configuration of the posters achieved unity,</p>



	<p>integration and the balance between negative and positive shapes and typography, and the posters composition as a whole is a harmonious visual formula because of all negative and positive shapes used.</p> <p>The aesthetic values were represented in applying balance, contrast between positive and negative shapes and placing high contrast positive shapes at the forefront of the design.</p>
<b>Contrast</b>	<p>Applying a high contrast between bright blue as negative and bright red as positive shapes, in addition to contrast between the typography in white and the poster as a whole.</p>

### 3) Magazine cover design



Example (6) The Economist cover design about the Chinese economy under Xi Jinping's - 2020 (19)

Standards	Description
<b>Poster Idea</b>	<p>The design aims to express The America's confrontation with China escalates, the cover story looks at the resilience of the Chinese economy under Xi Jinping's rise, so</p>

	<p>he applied negative spaces to express the idea, He replaced the shape of mouth and nose of panda with America Continent and the shape of the eye with boxing gloves as a negative space. Expressing the economic growth of the Chinese panda and its threats to the U.S. economy that it is trying to catch up with through the advertising sentence "Xi's new economy - Don't underestimate it."</p>
<b>Geometrical analysis of shape and space</b>	<p>Using Flat shapes, he expressed with the geometric shapes like big red empty circle as panda face, two half circles as panda ears, Visual processing of boxing gloves to look like panda eyes and mouth like the shape of the continent of America as a basis to express the positive and negative spaces in cover.</p>
<b>Aesthetic values</b>	<p><u>The aesthetics of the shape</u>                  The configuration of the cover achieved unity especially in color, integration and balance between negative and positive shapes, he took care of composition and using color to show visual connotations and the composition of the cover as a whole is harmonious visual formula as a result of balanced negative and positive shapes used.</p>

	The aesthetic values were represented in applying balance between shapes and typography, placing the positive shapes in black large size at the forefront that achieved sovereignty in design.
<b>Contrast</b>	Applying high contrast between red background as negative space and black shapes as positive spaces.

#### 4) Book cover design



Example (7) Book cover design for Haruki Murakami • – 2012 (17)

Standards	Description
<b>Poster Idea</b>	Bar express the main idea of the novel L'assassinio del commendatore by applying negative spaces using red negative space as the face of the Japanese Commander, the two brushes as his eye and two hands holding the swords to express the assassination of the commander.
<b>Geometrical analysis of shape and space</b>	Using two dimensional shapes and putting the shape of the two swords as if they formed a triangle with its base down dividing the design into a set of

	imaginary triangles.
<b>Aesthetic values</b>	<u>The aesthetics of the shape</u> The book cover configuration is good by achieving unity in color and balance between negative and positive shapes, by placing the two swords as if they were forming a triangle with its base down and its direction up it achieves the highest possible degree of formal balance and rhythm in design. The aesthetic values by applying balance between shapes and typography, placing negative space in red large size at the design background to achieve Sovereignty.
<b>Contrast</b>	Applying high contrast between red background as a negative space and black and white shapes as positive spaces.

#### 5) Newspaper front page design



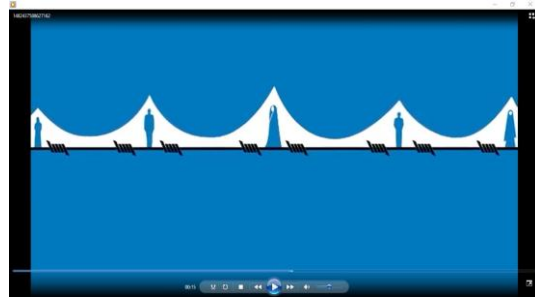
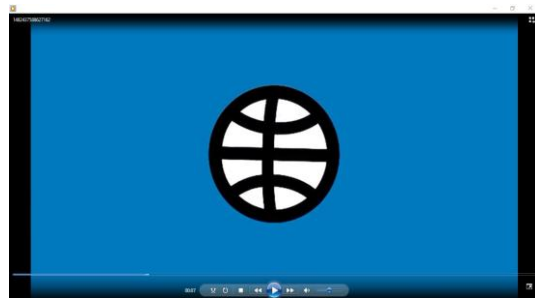
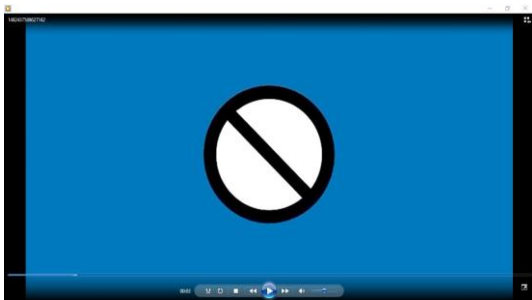
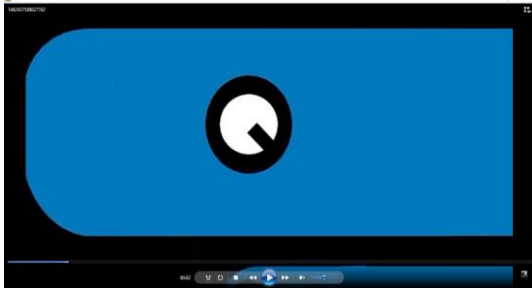
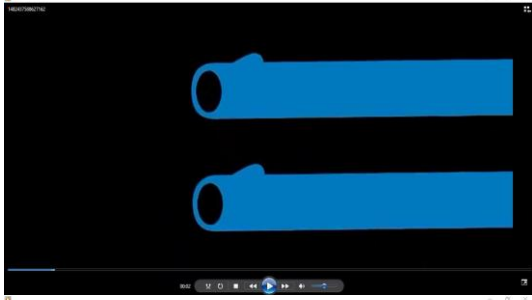
Example (8) Newspaper cover design for deVolkskrant \* – Saturday Supplement – 2020 (9)

\* De Volkskrant, The People's Paper is a Dutch daily morning newspaper. Founded in 1919.

Standards	Description
<b>Poster Idea</b>	Bar express the idea of the worldwide uprising against racism in illustration design, applying negative spaces using black as negative spaces reflects the shape of a human being raising a flag as George's chin and mustache, the shape of a hand flying another flag as George's nose and eye and also a part of the sun's shape as if it were George's eye, expresses the fight against racism.
<b>Formal overlay</b>	The formal overlay of negative spaces is achieved on top of each other by employing the sun's shape over the shape of the flag as if it were George's eye, which feels oppressed and racist.
<b>Geometrical analysis of shape and space</b>	By graphic processing of the flat shapes used and applying curved, sharp geometric lines that fit the design idea.
<b>Aesthetic values</b>	Bar took care of composition and used color to show visual connotations, where dark colors such as black express injustice and racism. <u>The aesthetic of the shape</u> The newspaper cover design is good by achieving unity especially in color and balance between black

	negative and brown positive shapes, by placing George Floyd's face in the right side and using white typography in the other side of the design as dividing visually the design into two equal half. The aesthetic values were represented in balance between shapes and typography used, sovereignty by placing the negative space in black large size at the design forefront and background.
<b>Contrast</b>	Applying contrast between black background as a negative space and brown as positive spaces.

## 6) Advertising animated design





Example (9) Advertising animated design for the World Food Programme - 2015 (15)

Standards	Description
Poster Idea	The animated ad express the main idea for United Nations / World Food Program advertising in the international day of peace titled Stop Hunger. Start Peace, so noma bar applied negative spaces using cyan blue as background, faces and refugees, black as positive space in world peace icon, stop icon and faces of refugee women and children.
Geometrical analysis of shape and space	Using flat and geometric shapes such as circuits and rectangles, engineering treatments for women and children and the use of sharp geometric lines to reflect the seriousness of the subject at hand and the desire to increase the recipient's focus on the forms used.

Aesthetic values	<p>The aesthetic of the <u>shape</u></p> <p>The design is particularly unique in colors and balance between negative and positive shapes by employing them in the design center to achieve the highest possible degree of attention attraction, as well as the rhythm in sequence and smoothness of movement in the animated ad design.</p> <p>Aesthetic values through balance between shapes as well as innovative optical processes, sovereignty by placing positive spaces in large black size at the forefront of the video design.</p>
	<p><b>Contrast</b></p> <p>Applying high contrast between cyan background as negative space and black and white shapes as positive spaces.</p>

### 7)Packaging design







Example (10) Coca-Cola packaging in Taiwan - "Taiwan City Bottle" design - 2020 (13)

Standards	Description
Poster Idea	The design showed the main idea for Coca-Cola titled the "Taiwan City Bottle" advertising launched using the local characteristics of each city in Taiwan as a starting point, refined exclusive city representative

	characters, using simple and fashionable design style to integrate authentic Taiwanese images to outline the different appearances of urban residents.
<b>Geometrical analysis of shape and space</b>	Using geometric processors for flat shapes and geometric lines that reflect the spirit of Taiwan city in the distinctive black and red of Coca-Cola to increase the recipient's focus on the shapes used.
<b>Aesthetic values</b>	<u>The aesthetic of the shape</u> Coca-Cola bottle design is unique in colors in addition to employing shapes or people in a balanced stable mode attracts the recipient of the design, as well as rhythm in red and black repetition and easy eye movement in design. Aesthetic values are achieved in balance between shapes as well as innovative visual processing that express the city of Taiwan exclusively, placing positive spaces in a large black size at the forefront of the design with the employment of distinctive places in Taiwan as processors for people to combine authentic Taiwanese images which achieve sovereignty in design.
<b>Contrast</b>	Applying high contrast between red background

	as the basic color of Coca-Cola and black and white shapes as positive spaces.
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#### **6- Noma Bar features as the godfather for negative spaces**

- 1) The ability to apply the art of negative spaces in all types of advertising, whether static or moving, internal or external one.
- 2) The ability to develop the art of negative spaces and using it as an advertising design strategy and brought it to the highest levels of innovation.
- 3) Attention to processing shapes and transforming them into flat shapes with the application of curved and
- 4) sharp geometric lines that fit the design idea.
- 5) The ability to develop his method of manipulating shapes and constantly changing it to suit the design idea.
- 6) Attention to overlaying shapes to create a double image and increasing interest in design.
- 7) Believing that a graphic doesn't have to be full of narrative or detail, it can be a blank page with a little hint of clue.

#### **7- Standard of employing negative spaces in advertising**

- 1) Shapes overlay helps to create double meaning and so more attention to design.
- 2) Shapes processing used and applying curved, sharp geometric lines that fit the design idea.
- 3) Balance the composition between negative and positive shapes and distinguish between them.
- 4) Using any color tones, not black and white, to achieve negative and positive spaces.

- 5) Focusing the receptionist eye on the most important area in design then the less one.
- 6) Trying to achieve a competition in design as the figure should be the ground and the ground should be the figure and reverse.
- 7) Always achieve high contrast, whether in shape or color.
- 8) Giving negative spaces the necessary dynamic force within the design helps the movement of the eye to perceive positive spaces.
- 9) Applying the principles of Gestalt theory in design, such as the closure principle, shape and ground principle.

#### **Research results**

1. Analyzing the aesthetic foundations of the graphic processing of shape and space in Noma bar's work is an introduction that enriches the field of advertising design of all kinds.
2. The study confirmed that the graphic processing of shape and space in bar's works is based on engineering foundations through the work of geometric networks using two dimensional shapes linking the elements together, that these elements are subject to abstraction and changeable to allow them to be developed.

#### **Research Recommendations**

1. Designers' interest in international and local modern design trends to take advantage of them, which contributes to expand the perceptions of researchers in the field of advertising design.
2. Conducting research inspired by modern design strategies of various types, and applying them in various fields of applied arts.

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### ملخص البحث

أثر نوما بار بشكل كبير على التصميم الإعلاني في القرن العشرين ، من خلال اعتماده الأساسي على توظيف المساحات السلبية في جميع الوسائط الإعلانية حيث تكون تصميماته بسيطة وواضحة وسهلة إيصال الرسالة للمتلقي، والبعد عن التفاصيل غير الضرورية التي قد تقلل من فاعلية الرسالة الإعلانية ، فهو يهدف إلى تحقيق أقصى اتصال ممكن مع المتلقين مع الحد الأدنى من عناصر التصميم الإعلاني.

الشكل في أعمال بار له وظيفة مزدوجة ؛ حيث يكون أحياناً هو العنصر الأساسي في التصميم ومرة أخرى يكون الأرضية ، وأحياناً نطلق عليهما المساحات السلبية والإيجابية. يهتم بار بالأرضية سواء كانت حول أو داخل أو بين الأشكال بقدر اهتمامه بالشكل ، مما يخلق علاقة قوية بينهما تمنح الأرضية نفس القيمة الجمالية والوظيفية للشكل، قد يتبادل الشكل والأرضية في تصميماته الموقع والأهمية ، أحياناً مثل المساحة الإيجابية الشكل ، وفي أحيان أخرى تصبح المساحة السلبية هي الشكل والإيجابية تصبح الأرضية. تكمن **المشكلة** في كيفية الاستفادة من دراسة المعالجة البصرية للشكل والفراغ في تصميمات بار ، **ويهدف البحث** إلى دراسة تصميمات بار لتحليل الشكل والفراغ. تكمن **أهمية البحث** في إبراز القيم الجمالية والفنية في تصميماته. باستخدام **المنهج الوصفي** في تحليل نماذج من تصميمات بار الإعلانية. **من نتائج البحث** أن تحليل أعمال بار هو مقدمة ثري تصميم الإعلان بجميع أنواعه.

**يوصى البحث** بالاهتمام باتجاهات التصميم الحديثة الدولية للاستفادة منها.

**الكلمات المفتاحية:** المساحات السلبية ؛ المعالجة البصرية ؛ الرسالة الإعلانية.