



Advertising: New Techniques for Visual Seduction

By Uwe Stoklossa

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“Looking to create some fresh visuals? [*Advertising*] is your ticket to inspiration.”—*Dynamic Graphics*

Advertisers are engaged in a constant search for new ways to grab the interest and appetites of consumers. Often they use words to provoke interest, but just as frequently they use eye-fooling images to pull viewers up short and force them to look again. The second look is the key to a successful piece of communication, and images that elicit that reaction are an indispensable trick of the advertising trade.

Uwe Stoklossa knows the secrets behind that second glance. He shares the knowledge here in hundreds of examples of ads he has collected from around the world, and in his intriguing essays on perception, optical tricks, and illusion. This book will arm you with a myriad of new techniques for visual seduction and will act as a springboard for a host of new concepts. It's a source of ideas and inspiration for anyone involved in advertising or the business of communication. 500+ color illustrations

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Editorial Review

Review

“Examples of recent advertising with that extra something that manages to communicate in the blink of an eye.” (*CMYK Magazine*)

About the Author

Uwe Stoklossa was born in Hessen, Germany, in 1975. He studied under Thomas Rempen at the University of Essen, where he gained a degree in communications design. He now works as a freelance copywriter and designer.

Users Review

From reader reviews:

Kathleen Strickland:

The event that you get from Advertising: New Techniques for Visual Seduction may be the more deep you looking the information that hide inside words the more you get interested in reading it. It doesn't mean that this book is hard to understand but Advertising: New Techniques for Visual Seduction giving you thrill feeling of reading. The writer conveys their point in selected way that can be understood by means of anyone who read that because the author of this reserve is well-known enough. This book also makes your vocabulary increase well. So it is easy to understand then can go with you, both in printed or e-book style are available. We recommend you for having this kind of Advertising: New Techniques for Visual Seduction instantly.

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