

## MASTER'S THESIS

### The impact of various compositional principles on visual perception of advertising graphic design

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**The Impact of  
Various Compositional Principles  
on Visual Perception  
of Advertising Graphic Design**

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**A thesis submitted in partial fulfillment of the requirements  
for the degree of  
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## ABSTRACT:

This research deals with the visual responses and aesthetic evaluation of visual perception of advertising graphic design. The composition of the design was expected to have certain effect on these two aspects of visual perception.

Advertisements under 15 categories of compositions were used to examine the subjects' visual responses and aesthetic evaluation.

Results of the eye tracking experiments showed that prevailing sayings like left to right scanning, top to bottom scanning and the alike were not highly evidenced. Conversely, general predictability of eye fixations was found in the light of the compositional principle of the ads. Composition can condense, guide or draw viewers' attention.

A self-administered questionnaire was also used to investigate the subjects' evaluation of the ads. Results revealed that subjects' aesthetic evaluation and its variables were affected by the composition of graphic ad to a certain extent.

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