

DISEÑO 3D COMO RECURSO PUBLICITARIO: CASO DE ESTUDIO; GLOSS PUBLINEON

3D DESIGN AS AN ADVERTISING RESOURCE: CASE STUDY; GLOSS PUBLINEON

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RESUMEN: El presente trabajo pretende realizar un análisis sobre el uso del diseño 3D como recurso publicitario en el caso de Gloss Publineon en la ciudad de Ambato, la investigación es significativa debido al creciente interés en el empleo de tecnologías avanzadas para mejorar la efectividad de las campañas publicitarias y atraer audiencia de toda la ciudad de Ambato, el objetivo principal es diseñar una estrategia publicitaria de posicionamiento utilizando técnicas de modelado 3D en la empresa Gloss Publineon, en la presente investigación se adoptó un enfoque mixto, combinando metodologías cualitativas y cuantitativas pues se llevaron a cabo entrevistas cualitativas a 12 docentes de la carrera de Diseño Gráfico de la Universidad Nacional de Chimborazo expertos en diseño gráfico, publicidad y diseño 3D para discutir aspectos clave del tema de investigación y se utilizaron encuestas cuantitativas a 50 residentes de la zona urbana de Ambato con preguntas cerradas mediante encuestas digitales para de esta manera analizar los datos estadísticamente, las encuestas se diseñaron para ser representativas de la población objetivo a estudio aplicando un muestreo adecuado y proporcionando instrucciones claras a los participantes, la metodología proyectual empleada fue el Design Thinking, que incluyó cinco fases: empatizar, definir, idear, prototipar y evaluar los datos recopilados permitieron identificar necesidades y preferencias del público objetivo y conceptualizar soluciones creativas a través de storyboards, los prototipos desarrollados incluyeron videos animados que integraron productos de la empresa en lugares estratégicos de la ciudad de Ambato, evaluados mediante pruebas de usuario, el principal resultado fue la creación de varios videos animado-finales que lograron captar de manera efectiva la atención del público ambateño, demostrando que el diseño 3D puede ser un recurso poderoso en la publicidad local, mejorando la percepción y atractivo de las campañas publicitarias de Gloss Publineon impulsando de esta manera el aprendizaje del modelado 3D.

Palabras clave: Diseño 3D, publicidad, Design thinking, Ambato, campañas publicitarias

ABSTRACT: This study aims to analyze the use of 3D design as an advertising resource in the case of Gloss Publineon, located in the city of Ambato. The research is relevant due to the growing interest in employing advanced technologies to enhance the effectiveness of advertising campaigns and attract audiences throughout Ambato. The main objective is to design a positioning advertising strategy using 3D modeling techniques within the company Gloss Publineon, a mixed-method approach was adopted, combining both qualitative and quantitative methodologies. Qualitative interviews were conducted with 12 professors from the Graphic Design program at the

Universidad Nacional de Chimborazo, all experts in graphic design, advertising, and 3D design, to explore key aspects of the research topic. Additionally, quantitative surveys were administered to 50 residents of the urban area of Ambato using closed-ended questions in digital format, enabling statistical analysis of the data. The surveys were designed to be representative of the target population, applying appropriate sampling techniques and providing clear instructions to participants, the project-based methodology used was Design Thinking, which included five stages: empathize, define, ideate, prototype, and evaluate. The collected data allowed for the identification of the target audience's needs and preferences, and supported the conceptualization of creative solutions through storyboards. The developed prototypes included animated videos integrating the company's products in strategic locations throughout the city of Ambato, which were then evaluated through user testing, the main outcome was the creation of several finalized animated videos that effectively captured the attention of the Ambato public, demonstrating that 3D design can be a powerful resource in local advertising. This approach enhanced the perception and appeal of Gloss Publíneon's campaigns, while simultaneously promoting the learning and application of 3D modeling techniques.

Keywords: 3D design, advertising, Design Thinking, Ambato, advertising campaigns

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INTRODUCTION

Technological evolution in advertising has transformed the way brands communicate with consumers. 3D design, in particular, has revolutionized the advertising industry by providing a new dimension of creativity and precision in the presentation of products and services (1). This tool has enabled brands to create more immersive and attractive experiences, standing out in an increasingly competitive market. In a context where capturing consumer attention is a constant challenge, 3D design has emerged as a powerful solution to generate memorable, interactive, and effective advertising campaigns (2). In this environment, Gloss Publíneon, a prominent company in the advertising products sector in the city of Ambato, has identified an opportunity to use 3D design as a key resource to connect with its current clients and attract new consumers (3).

Competition in the current market is fierce, and companies must constantly seek innovative ways to differentiate themselves from others, as traditional advertising no longer has the same impact as before, since consumers are exposed to countless advertising messages through multiple digital channels. In this scenario, brands are forced to use advanced technologies to stand out and capture the attention of their audience. 3D design allows companies to present their products in a more realistic and

attractive manner, providing consumers with a more immersive visual experience. This technique not only improves the aesthetics of advertising campaigns but also facilitates a more precise and detailed representation of the products offered, which can positively influence purchasing decisions (4).

Gloss Publineon has decided to incorporate 3D design into its advertising strategies in order to improve the effectiveness of its campaigns and generate a higher level of engagement among its clients. The company seeks to innovate in the way it presents its advertising products such as vinyls, banners, tapes, and acrylics through three-dimensional representations that allow consumers to explore the products in a more realistic manner. This not only has the potential to increase consumer interest and satisfaction but can also improve the perception of quality and value of the products, which in turn could lead to an increase in sales (5).

The main objective of this study is to analyze how 3D design can be used effectively in Gloss Publineon's advertising campaigns and evaluate its impact in terms of consumer perception and campaign performance. In this way, the aim is to design a positioning advertising strategy using 3D modeling techniques in the company Gloss Publineon, which will allow the brand to stand out in the local market, improving its visibility and strengthening the relationship with its clients.

Although an increase has been observed in the use of technologies such as 3D design in various industries, there is still a lack of empirical studies that clearly demonstrate its effectiveness compared to traditional methods. This work focuses on filling that gap by providing empirical evidence on how 3D design can improve advertising campaigns and strengthen the connection between the company and its consumers (6).

The use of 3D design in advertising is not a new trend, but its application in the context of advertising production is relatively recent. In recent years, studies have shown that 3D design has a positive impact on the effectiveness of advertising campaigns, as it is mentioned that "3D design allows a more realistic and detailed representation of products, which can increase consumer confidence" (p. 45). This is especially relevant for companies like Gloss Publineon that offer products that require detailed visualization so that consumers can appreciate their characteristics such as texture, finish, and material quality. The implementation of this technology in its advertising campaigns could facilitate a better emotional connection with consumers and generate a more significant visual impact (7).

In previous studies, it is argued that "3D design transforms the way consumers interact with advertisements, creating more immersive and memorable experiences" (p. 30) (8). This capacity of 3D design to help create more immersive visual experiences is crucial in the advertising world of the city of Ambato, where brands must capture the attention of consumers in an environment saturated with information (9). Companies that use 3D design not only benefit from a more attractive visual representation, but also manage to generate greater interaction with users, which can translate into greater audience retention and, therefore, greater success in their campaigns (10).

The present study is based on information processing theory, which suggests that consumers process visual information more effectively when it is presented in a detailed and realistic manner. The theory is supported by the Elaboration Likelihood

Model (ELM), proposed by Petty and Cacioppo in 1986, which explains that complex visual stimuli such as those created through 3D design can lead to a deeper and more lasting processing of advertising information. This theory supports the idea that three-dimensional visual representations not only improve the aesthetics of advertisements but also facilitate a more effective processing of information, which in turn can influence consumers' purchasing decisions (11).

Unlike previous studies that have focused on abstract theories, this research focuses on a real and specific case within the advertising industry. By analyzing how Gloss Publineon has integrated 3D design into its advertising campaigns, the aim is to provide practical evidence on the effectiveness of this technology in the context of a real company. This approach allows obtaining valuable insights that can be used by other marketing and advertising professionals to improve their strategies and evaluate the adoption of new technologies in their own campaigns (12).

The present study focuses on evaluating the impact of 3D design on the effectiveness of Gloss Publineon's advertising campaigns, analyzing both the benefits and the challenges that this technology presents (13). Through this analysis, it is expected to provide a practical framework so that companies can understand how 3D design can be used effectively in their own advertising strategies, improving the perception of their products and generating a significant competitive advantage in the market (14).

This work is relevant not only for its focus on 3D design but also for its contribution to the understanding of how companies can use technology to improve their advertising campaigns (15). The research provides a solid foundation for future investigations on the use of 3D design in advertising and offers marketing and advertising professionals a practical framework to evaluate the effectiveness of their campaigns and make informed decisions about the adoption of new technologies (1).

RESULTS

For the results, surveys and interviews were applied that determined the following findings:

Table 1. Survey.

Question	Options	% Total	Key analysis and comments
1. Familiarity with 3D Animated Video Design	Very familiar	9.23%	There is a significant opportunity to educate respondents about animated 3D.
	Somewhat familiar	40%	This group can be converted into advocates of animated 3D through educational content.
	Little familiar	35.38%	Key segment for introductory educational strategies on the benefits of animated 3D.
	Not at all familiar	15.38%	Increasing the perception and knowledge of animated 3D in

			advertising is crucial.
2. Effectiveness of 3D Animated Video Design compared to Traditional Advertising Resources	Very effective	47.69%	High acceptance, indicating that animated 3D is perceived as a powerful advertising tool.
	Somewhat effective	43.08%	The majority sees 3D as effective; successful campaigns can strengthen this perception.
	Little effective	4.62%	Low percentage, but they can benefit from more examples and effectiveness tests.
	Not effective	0%	Very few reject animated 3D as an advertising option.
3. Types of Products/Services Benefited	Technological and consumer products	—	3D is perceived as useful in technological and consumer sectors, which guides future strategies.
4. Main Advantages of 3D Animated Video Design in Advertising	Visual impact	—	Highlighted as the main advantage, key to capturing the viewer's attention.
5. Main Challenges or Limitations of Using Animated 3D	High costs	—	A significant challenge; companies should allocate an appropriate budget.
	Production time	—	Another key challenge to consider when planning 3D advertising campaigns.
	Technical complexity	—	Requires skilled personnel, which may represent a barrier for some organizations.
6. Customer Response to Animated 3D Video Campaigns	Very positive	44.62%	The predominant perception is positive; animated 3D generates favorable responses among most respondents.
	Positive	40%	High potential for audience acceptance.
	Neutral	12.31%	Represents an opportunity to educate audiences and generate greater enthusiasm.
7. Important Considerations When Using Animated 3D	Product relevance	—	A crucial factor: the product should align with the use of 3D to maximize effectiveness.

Video Design in Advertising			
	Campaign objectives		Clearly defining campaign objectives is essential to fully leverage the potential of animated 3D.
	Target audience sector		Aligning the campaign with the target audience is vital to ensure a positive response.
8. Tools Required to Implement Animated 3D Design in Advertising	Advanced 3D software		Specialized software and a competent graphic design team are required.
	Specialized technical team		Essential for ensuring the technical and aesthetic quality of the design.
9. Future Evolution of 3D Design in Advertising	Growing trend	69.23%	Most respondents perceive animated 3D as a growing trend, reinforcing its long-term potential.
	Stable trend	20%	Some respondents consider it an established resource within the advertising industry.
	Declining trend	6.15%	Very few believe that animated 3D is declining, suggesting that it will remain relevant.

Table 2. Interview

Question	Response	Interpretation and key comments
1. Experience or knowledge about the use of 3D design in advertising.	"I have seen 3D on social networks, but we have not used it in our company due to lack of personnel and knowledge".	Limited familiarity with 3D design. Growth potential if investment is made in specialized training and hiring.
2. Advantages of 3D design compared to traditional resources.	"3D can help better visualize products such as signs and LED lights, especially when clients do not understand how they will look".	Facilitates realistic visualization, which improves decision-making and the adoption of complex products.
3. Main challenges or limitations when using 3D design.	"Learning to handle the software and adapting it to our signage and printing area".	Learning curve and lack of experience in 3D design. Need for specific training and technical support.
4. Impact of 3D design on consumer	"3D design will attract more people and have a greater	3D design increases the visibility and attractiveness of

perception	impact if done well".	products, improving public perception and attracting more clients.
5. Considerations when designing 3D elements for an advertising campaign.	"The design must be fundamental, and must align with the client's objectives. Sometimes less is more".	The design must be clear, effective, and aligned with communication objectives. Less visual saturation is often more.
6. Technical aspects or tools necessary to create 3D content.	"Design is the main factor. Tools are important, but design is key".	Design continues to be the most important. Adequate software and technical skills are required, but the focus must be on design quality.
7. Future evolution of 3D design in advertising.	"Technology, such as 3D printing, will eliminate limitations and allow personalization. 3D design will be fundamental in advertising".	Optimism about the future of 3D. It is expected to evolve with technological advances, such as personalization and creativity.
8. Recommendations to improve the integration of 3D design in advertising strategies.	"Incorporate an additional 3D service to complement our traditional approach. Use social networks to show 3D videos".	Integrating 3D as an additional service can be a good first step. Social networks are key to showing 3D content and increasing visibility.
9. Influence of 3D design on consumer behavior.	"It depends on the client and the type of product. Not everything in 3D has the same impact".	3D design can influence, but its effectiveness depends on the context and the target audience. Personalization is key.

Source: Interview conducted

The analysis of the collected data reflects a positive and growing perception of 3D animated video design as an innovative and effective advertising resource. Although only 9.23% of respondents consider themselves very familiar with 3D design, 40% are somewhat familiar and 35.38% indicate being little familiar. Regarding the effectiveness of 3D compared to traditional resources, a notable 47.69% consider it very effective and 43.08% somewhat effective, showing strong acceptance. The main challenges identified are high cost, production time, and technical complexity, which indicates the need to have specialized teams and planned budgets. Despite these challenges, client perception is highly positive: 44.62% consider it very positive and 40% positive, which indicates strong support from the target market. Regarding the future projection of 3D in advertising, 69.23% believe it is a growing trend, which confirms its long-term relevance.

Initial prototypes of animated videos were created using 3D design to integrate the company's products in tourist contexts of Ambato. These prototypes were

fundamental to explore how the animated elements would interact with real environments, simulating scenarios where the products are presented in the city as a way to attract the local public and potential tourist clients (16).

Audiovisual content capture methods

For the capture of audiovisual content, recordings were made in key locations of Ambato. The objective was to maximize user interaction with the material, achieving an immersive experience (17). Both aerial and terrestrial recording techniques were used to generate a dynamic and diverse approach to the urban environments.

High-definition cameras: An iPhone 15 was used for terrestrial shots due to its high recording quality and advanced image stabilization. This allowed precise and high visual fidelity capture, suitable for the urban environments of Ambato.

Drone for aerial shots: A DJI Air 3 Fly drone was used to capture panoramic views and elevated angles of the city. The aerial shots provided an additional perspective, enriching the spatial perception of the video and contributing to a more immersive context.



Figure 1. Camera



Figure 2. Drone

Recording procedures

Multiple strategic locations in the city of Ambato were selected, considered of high visual value and attractiveness. The recording was coordinated with a specific approach to achieve a coherent visual narrative in both terrestrial and aerial shots in order to ensure continuity and fluency in the production.

Video editing and tracking

In the post-production phase, software was used to improve the quality of the content:

Davinci Resolve: Used for color correction, providing a professional finish through a node structure. This software allowed adjusting the color and contrast of the recordings to make them more visually attractive.

Adobe After Effects: For tracking and animation of 3D objects, motion tracking was used to follow the movement of objects within the video, allowing the integration of 3D models coherently with the original shots.

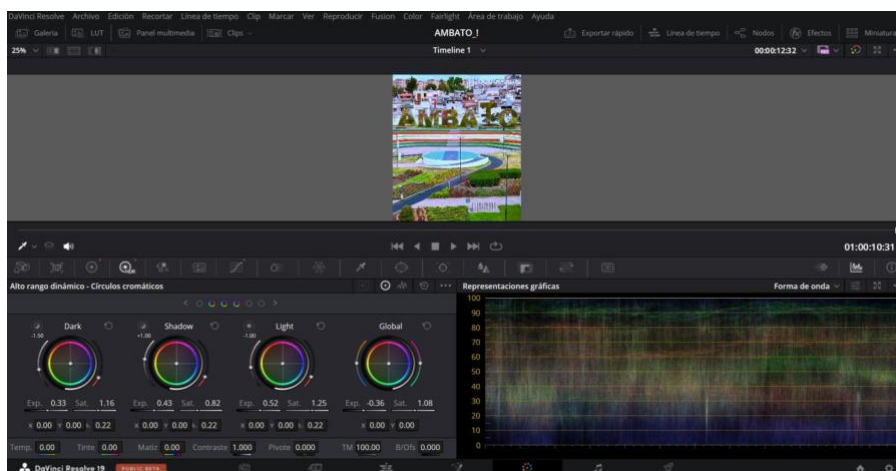


Figure 3. Editing and Tracking

3D modeling and texturing of products

The Blender software was used to model and texture the products that would be animated in the video. Detailed 3D models of products such as solvent inks, decorative bolts, acrylics, and advertising banners were created, which were incorporated into the recorded content, providing a fluid visual integration with the recorded environment.

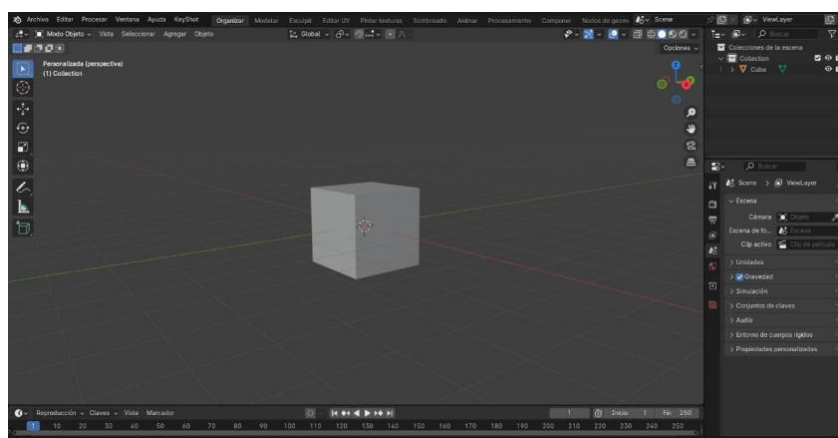


Figure 4. Modeling

Integration of videos and 3D models

The use of .json scripts was employed to facilitate data transfer between After Effects and Blender. The process involved motion tracking in After Effects, the creation of solids with camera, and the export of data for subsequent import into Blender, where the 3D objects were adjusted to the video shots, ensuring that camera movements and models were precisely aligned.

Animation of 3D Objects in Blender

Once the 3D objects were integrated, they were animated using keyframes, adjusting their movement to simulate natural interactions with the environment. The animations were refined to improve fluidity and coherence with the video.

Rendering and final export

Rendering was performed using Blender's Cycles engine, which offers high-quality graphic processing allowing a realistic finish in the animations. The output was configured in 1080x1920 resolution at 30 fps, in .mov format to guarantee high visual quality in a size optimized for dissemination on social networks.

Prototype evaluation

The prototypes were evaluated by experts in graphic design, advertising, and 3D animation. The evaluation was carried out through a detailed rating that broke down different performance criteria such as scene quality, animations, product modeling, visual cohesion, and the use of shadows and lighting.

Evaluation results

The overall results were positive with a total score of 26 out of 28 in a global evaluation. The most outstanding aspects were visual cohesion and the integration of 3D products, while areas for improvement were identified in the animations, the quality of shadows and lighting, and the transition between scenes.

Animations: Although the animations were good, it was suggested to improve fluidity and eliminate visible errors to increase naturalness in the movements.

Shadows and Lighting: Some experts suggested adjustments in the implementation of shadows and lighting to improve the realism of the scenes.

Transitions between scenes: Opportunities were identified to improve fluidity and continuity between the different scenes of the video, optimizing the visual narrative.

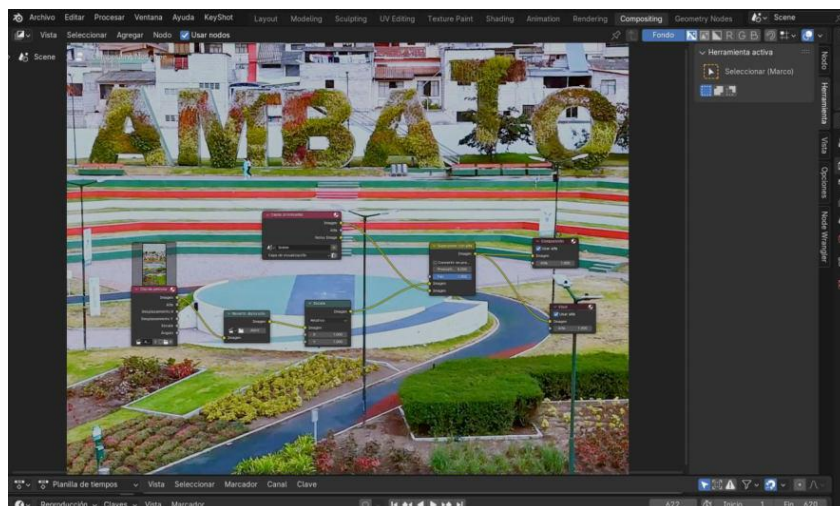


Figure 5. Test video

DISCUSSION

The evaluation of the 3D animated video developed for Gloss Publineon, a company located in the city of Ambato, evidences a deep analysis of key technical and creative aspects, such as content quality, animation effectiveness, coherence with brand identity, as well as the use of shadows, lighting, and modeling. The results obtained in

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the expert evaluations were, in general, positive, although they also revealed areas susceptible to improvement to reach a higher standard of visual quality.

One of the most relevant aspects observed was the quality of the animations. Although the majority of experts agreed that these were fluid and realistic (18), some pointed out unnatural movements. This observation is consistent with what is stated by (19), who highlights that the credibility of the animated environment depends largely on the naturalness of the movement, a key aspect to achieve spectator immersion. The lack of fluidity in the animation can negatively affect the perception of the product (9), especially in advertising contexts where immediate visual connection is crucial.

Product modeling obtained ratings that ranged between 3 and 4 points. Some experts highlighted deficiencies in the detailed representation of certain objects, which underscores the need for greater precision in textures (3), proportions, and finishes. This observation aligns with the findings of (20), who argue that hyperrealism in 3D modeling significantly increases the degree of acceptance of animated content in non-technical audiences.

Regarding the use of shadows and lighting, the results were varied. Although their contribution to the realism of the scenes was recognized, inconsistencies in their application were also identified. Specialized literature, as indicated by (21) and (22), emphasizes that correct lighting in three-dimensional environments is a determining factor to achieve depth and spatial coherence, directly affecting the perception of the environment and the product.

Visual cohesion was valued positively, especially for its capacity to integrate with the company's visual identity. This is consistent with studies such as those of (23), who highlights that a coherent visual identity reinforces brand recall and improves the emotional connection with the consumer. Some reviewers pointed out the need to incorporate more innovative proposals in visual composition, which suggests that although coherence was achieved, there is still room to increase creativity and differentiation.

Attention to detail was appreciated, but small oversights were identified that affected the overall perception of the video. This reinforces what is stated by (24), (25), who affirm that professional quality in visual content is achieved not only through major technical successes but also through meticulous care of each visual component, from modeling to post-production.

CONCLUSIONS

The conclusions obtained in this research are directly aligned with the main objective of the study, which was to analyze how 3D design can be used effectively in Gloss Publineon's advertising campaigns and evaluate its impact on consumer perception and brand performance. The evaluation carried out by experts revealed that the use of 3D modeling and animation represents an advertising tool with high potential, capable of generating an immersive visual experience, coherent with the brand identity and attractive to the target audience.

The findings make it possible to evidence that 3D design not only improves the visual presentation of products but also contributes to strengthening the relationship between the brand and the consumer, by facilitating a more dynamic and emotional communication. This result supports the proposal to design a positioning advertising strategy based on 3D modeling techniques that will allow Gloss Publineon to differentiate itself within the local market of Ambato, increase its visibility, and project an innovative image.

The study demonstrates that, if aspects such as the naturalness of animations, the realism of modeling, and visual cohesion are adequately addressed, 3D design can become a key strategic resource to enhance the impact and effectiveness of the company's advertising campaigns, thus fulfilling the objectives set out in the research.

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