

The strategy of designing contemporary advertising using modern digital media

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Introduction:

Keywords: Modern Digital Media, Contemporary Announcement, Cultural Event

Modern digital media represent a phenomenon that upgrades and enhances the human life. It aims at enhanced performance speed, accuracy and quality. Digital media have become an integral part of the community, technological and cultural changes in our today's world and an attribute of our age. In addition, digital media have unveiled new technological aspects that help the human civilization to grow and prosper.

In other words, modern digital media have succeeded in opening up new doors for announcement designing. They work on reducing the gap between the audience and the announcement message thanks to their effectiveness and various attractions, including voice, motion and many high-end technologies, which helped in the promotion of important cultural events.

Announcements are one of the contemporary community's cultural landmarks, which largely emphasize the level and identity of the announced event and indicate the designer's objectives of giving the fittest message for their target audience and community.

Digital media have helped in announcement presentation in general, and promotional advertisement of the cultural event in particular, in a way that conforms with the current cultural and community development through several criteria, most importantly: the design idea that fits the target audience and event, method, designing techniques and means of presentation. In today's world, announcement addresses all of the human senses; so, it is essential that the announcement designing techniques conform with the announced event level so as to better serve, and help to enhance, the suggested design idea and attract the target audience category in order to attain a comprehensive understanding through linking between the design and the announced cultural event.

Currently, Egypt witnesses the greatest international cultural event in the 21st century, which the whole world eagerly awaits. It is the inauguration of the Grand Egyptian Museum in Giza, expected to be on the beginning of 2020. This would be the most important event in Egypt throughout the coming period.

The project design highlights a great Egyptian aspiration to create a new architectural masterpiece near Giza pyramids to shed light on the development of the Egyptian civilization. This huge museum would be distinguished from the other museums around the world due to its importance being an Egyptian museum representing the Egyptian civilization across ages as well as being established near Giza pyramids.

This cultural event aims mainly at the promotion of Egypt's cultural and historical aspects on the national and international levels, as this Museum would feature the largest group of the ancient Egyptian antiquities in the world. It also aims at examining the effect of

modernization through creating a system that achieves integration between the educational and entertainment services by effectively balancing between the Museum typical functions, the entertainment activities it would feature and the implementation of a high-end IT plan that would render the Museum an institution capable of utilizing the advanced systems, which could benefit from the different aspects of IT. In addition, it examines the impact on tourism; as it would largely help in the recovery of the tourism sector in Egypt.

This Museum is our big dream, which would turn the pyramids region into a touristic, cultural site open for all visitors from all over the world. This is part of the new plan, which aims at restoring the cultural, touristic, economic and archaeological glory for Giza touristic region.

The concept of this study is derived from this point in an attempt to highlight the role of the digital media in designing contemporary announcement and employing such role to create more effective and creative announcement ideas suitable for the above-mentioned cultural event.

Due to the various modern digital media development, it is important to illustrate the role of using such media to design contemporary announcement aiming at attracting the audience attention and urging them to visit the event site.

Study Problem:

This study aims at highlighting the modern digital media role in designing contemporary announcement for the cultural event to effectively impress the audience through providing several ideas for the management of the design plan and the image and video processing technologies. The ultimate goal of these ideas is upgrading the creativity and modern design ideas based on the aesthetics, strength and importance of the Grand Egyptian Museum announcement even in order to preserve and emphasize our identity through shedding light on the aesthetics of the cultural heritage aspect in light of modernity and globalism.

The researcher presents the problem through the following question:

- How could we benefit from the modern digital media in creating a contemporary announcement designing strategy?

Study Objective:

- Benefitting from modern digital media to create a contemporary announcement designing strategy.

Study Hypothesis:

This study puts a hypothesis that we could benefit from modern digital media – with all of their distinguished and featured technical programs and digital wizards – to create a strategy for the digital announcement event design plan management and to benefit from the place and time relationship aspects to highlight the Egyptian identity and the cultural heritage aspect aesthetics in light of modernity and globalism.

Study Importance:

The importance of this study is represented in the following:

This study contributes to:

- Explaining the announcement event design plan strategy;
- Highlighting the graphic designing digital wizard's role in announcement creation so as to impress the audience;
- Supporting the cultural identity through shedding light on the importance of the cultural art event represented in the Grand Egyptian Museum announcement; and
- Benefitting from the modern digital media, which have a positive effect on the contemporary digital announcement quality, mastery and modernity and contributes to making it suitable for various displaying methods in order to ensure the audience response, interaction and good impression.

Study Limits:

The study is limited to the following:

- Analytically examining the modern digital wizards and media role and relation to the contemporary announcement designing criteria;
- Setting a digital announcement event designing plan management strategy;
- Identifying the cultural event, which is the inauguration of the Grand Egyptian Museum in Giza; and
- Applying the practical experience on a group of the third year students at the Faculty of Education for Specific Art Education, Cairo University.

Study Methodology:

This study adopts the descriptive analytical method, then an experimental method, including the following:

First: Study Theoretical Framework:

It adopts the descriptive analytical method through:

Conducting an analytical study of the modern digital wizards and media role and relation to the contemporary announcement designing criteria and benefiting from the cultural aesthetics aspect.

First Theme: identifying the modern digital wizards and media role and relation to the contemporary announcement designing criteria "characteristics, forms, types, features".

Second Theme: modern digital announcement designing strategy.

Third Theme: modern announcement designing and benefiting from the cultural aesthetics aspect to highlight the visual identity in light of modernity and globalism.

Second: Study Practical Framework:

- Presenting some of the advertising and promotions for the important cultural events at the international level;
- Identifying some graphics wizards to implement the designing through the theoretical framework indicators; and
- Practical application by some of the third year students at the Faculty of Education for Specific Art Education, Cairo University to create a digital promotion film for the Grand Egyptian Museum using the digital programs and some montage wizards.

This would lead to the ultimate goal, which indicates the relation between the contemporary digital announcement elements and the designer skills and mastery of the digital media and wizards used to enrich the designing process in an attempt to shed light on the inauguration of

the Grand Egyptian Museum, the important cultural event that Egypt, and the whole world, awaits.

Conclusions:

1. Using the modern digital media, including their distinguished aesthetic digital programs and wizards, in contemporary announcement designing has contributed to enhancing the announcement quality, which leads to attract, impress and influence the audience.
2. It is important that the designer should set a strategy to manage the digital announcement designing plan.
3. The researcher asserts that we could benefit from the cultural aspect aesthetics to highlight the visual identity in contemporary announcement designing so as to keep up with modernity and globalism.
4. The researcher concluded that it is important to utilize the modern digital media potentials in teaching contemporary announcement designing.

Recommendations:

1. It is essential that the modern digital programs and wizards should be utilized in contemporary announcement designing.
2. It is essential that we benefit from the distinguished aesthetic features and characteristics of the modern digital media to enhance the announcement quality, attract and impress the audience and create a fascinating visual theme for the event.
3. It is essential that the designer should be aware of the digital announcement designing plan management strategies.
4. It is important to highlight the visual identity in the contemporary announcement designing to keep up with modernity and globalism and benefit from the cultural aspect aesthetics.

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