Vision of tourism advertising prints to confirm Egyptian identity

Assist. Dr. Mona Ibrahim Abdel Rahim
Lecturer at- Department of Advertising- Applied Arts Faculty- Banha University
quality_mia@yahoo.com

Abstract

Effective advertising greatly affects the recipient and draws his attention creating a desire to move towards the subject of advertising and to interact with it. Advertising has developed through the ages staring from the emergence of signs and symbols used by man, as the symbol represents a recognized visual language in all different forms of advertising, The Arabic language with its multiple lines provide a wide range that allows to make use of it in shaping an identity that distinguishes it from the Latin-character-based languages through the various types of Arabic script, aesthetics and artistic standards associated with the Arabic letter. The research aims to highlighting the Egyptian identity by using Arabic letters as a graphic approach for some of the renowned Egyptian figures. The study focused on the use of the Arabic letter and exploiting it in the ad prints of the tourist hotels to confirm the Egyptian identity. The research, therefore, adopts the analytical descriptive approach for some student design models by overlapping Arab calligraphy to form some famous Egyptian characters as well as the experimental approach in displaying models for the design of ad prints, as the prints whether they are (paper-advertising-advertisement) are of great importance to companies and tourism operators, so the problem of research lies in the great challenges that the advertising designer faces to promote an innovative tourism identity based on the Arabic calligraphy and the competition of Western markets, and the most important results of the research are how to confirm the Egyptian identity by using Arabic script characters and by utilizing them graphically for some Egyptian figures in ad prints to promote Egyptian tourism and keep up with the state's orientation for the development of tourism and what it represents as one of the most important sources of national income.

Key Words:

Identity, publications, graphic design, aesthetics of Arabic calligraphy, tourism advertisement

Problem Statement:

The problem of the paper is to answer the following question:
How can the advertising designer, given the great challenges he faces, promote an innovative tourism identity based on the Arabic calligraphy and the competition of Western markets?

Aim of the Paper:

The aim of the research is to highlight the Egyptian identity by using Arabic letters as a graphic approach for some of the renowned Egyptian figures, by producing advertising publications to activate Egyptian tourism.

Importance of the Paper:

Affirm the Egyptian identity to promote tourism and to keep pace with the Country's development of what it represents as one of the most important sources of national income

Paper methodology:

The analytical descriptive approach for some student design models by overlapping Arab calligraphy to form some famous Egyptian characters, as well as the experimental approach in displaying models for the design of ad prints.

Paper Results:

1- Ads can make an effective contribution to the promotion of tourism activity by employing the elements of the print design of tourist hotels and confirming the Egyptian identity.

2- Creating graphic processors for the Arabic calligraphy and employing them in the pictures of famous personalities enriches the stimulation of tourism In the circumstances of the recent tourist recession.

3- Emphasis the presentation of the Egyptian identity by using famous personalities in graphic processing using Arabic calligraphy in hotels prints which interest tourists and drive them to interact with the service provided.

4- Emphasis the Egyptian identity through using the Arabic calligraphy graphically for some famous Egyptian characters in advertising publications, to activate Egyptian tourism.

Samples of the Applied Study: Some

The third applied model
Shows a famous Egyptian director "Youssef Shahin " picture Where the picture is used as a painting hanged in one of the hotel rooms

The sevens applied model
Shows a famous Egyptian king ''Mohamed Ali'' picture used as a hotel room label

The tenth applied model
Shows a famous Egyptian director ''Youssef Shahin '' picture applied on hotel's t-shirts & gift bags

The Sixteenth applied model
Shows a famous Egyptian actress " Hoda Sultan" used as a painting hanged in one of the hotel rooms

References:

1- Abdallah, Iyad Hussain. Art of Design (philosophy-theory-application). Sharjah: House of Culture and information, Part 3, 2008

2- Abdelrazeq, Tamer Abdel Latif. "Creative Energy for Arabic character formation in advertising design" Science and Art Journal - July third issue (2007)

3- Jaber, Sara Mohammed Abdel Nasser. "The contemporary Egyptian Advertisement under the term icon and its launch on the employment of famous Characters " University of Damietta- Applied Arts College - Arts and Applied Sciences Journal -Volume 2 Issue 1 (2015).

4- Albarghot, Ali. Design and technical production guide. Palestine: Al-Aqsa University, 2005.

5- Sadiq, Marwa Ahmed. "Glass units assembled as a feature of contemporary Egyptian identity for architectural facades " University of Damietta- Applied Arts College Arts and Applied Sciences Journal -Volume 2 Issue 1 (2015).

6- Nada, Mai Ali Mohamed. "Assessment of the mental image of Egypt in the tourist posters and their suitability to support tourism " Architecture and Arts Journal - Issue 8 (2017).

7- Saeed, Nahla Jamil - Gamal Eldin, Neveen Ezzat - Abdo, Abeer Hasan. "Quality methods standards and the production of printed advertising " Science and Art Journal - April second issue (2016).

8- Alkendi, Hayaa Ahmed. "Heritage as a cultural identity for the formulation of contemporary design " Science and Art Journal - October fourth issue (2015).

9- Poynor, Rick & Booth, Edward Clibborn. Typography Now. North Light Books: U.S.A, 1992.

10-https://ar.wikipedia.org/wiki/%D8%AA%D8%B5%D9%85%D9%8A%D9%85 (accessed 17/2/2018)

11-   https://ar.wikipedia.org/wiki/%D8%AA%D8%B1%D8%A7%D8%AB   (accessed 15/2/2018)