

معالجات الخطوط العربية المستمدة من التراث الشعبي لإحياء الهوية المصرية المعاصرة
**Processors of Arabic fonts from the folklore in contemporary Egyptian
identity**

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Summary:

Arabic fonts have the great flexibility to excellence the creative design, advertising design, the graphic handling of the fonts allow the elements of the creative design that shape Egyptian identity derived in folklore, folk heritage and folk tales and poems to revive the Egyptian heritage by using the basis of graphical attraction and impressive.

The Arabic font relate to the psychological side of the advertising design, derived from Egyptian heritage and adds to the Egyptian identity.

The problem of research is to answer the following questions of up to which extent how can the graphic processing of the Arabic lines & fonts to renovation of Egyptian identity, where the Arabic fonts are one of the most important elements that forms the functional values and advertising design creativity.

The above demonstrates the importance of the research that the development of contemporary processors Arabic fonts format compatible heritage in a modern contemporary Egyptian and the culture of the receiver and utilizing the different means of research aims to create the identity of Egyptian derived from the heritage of the Egyptian people.

The research follows the analytical descriptive approach & analysis of several Arab fonts and lines advertising models, as well as the experimental design of advertising models of Arabic for Egyptian identity.

Keywords: Processors graphic – folklore – Arabic fonts – identity – advertising design knowledge-typography