

*The Creativity Elements in Hani El Masri's visual Development for Animation*

(A Case Study)

Dr Manal Abdelrehem

**ABSTRACT:** The creativity process in art is unpredictable in its steps or results. However knowing how to start is something we can discuss and find some directions for. The study aims to identify the systemic and organized thinking ways for one of the most important stages of the design process for the professional image in the animation work of the artist "Hani El Masri" to help those interested in the field to reach successful results with certain fundamental steps easy to follow and clear to add to for achieving targeted results. Through the study and understanding of design and creative process of the artist " Hani El Masri " in his work such as the "Prince of Egypt " see how the design is rolling organically with the theme of the artwork and the importance of historical and scientific studies about the design subject and transforming them into a visual image in a simplified form without many details which don't match the animation. The study stated that he successfully dealt with three very important design elements which are clarity, identity and consistency with the rest of the surrounding environment in the artwork as a whole. He was interested in the work of the preparatory studies for not to lose a sight of the smallest details in order to consider the recipient mentality.

**KEYWORDS:** The design process, Animation design, Creativity, Identity in design, Design consistency, Hani El Masri.