

رؤية تصميمية للمطبوعات الإعلانية السياحية للتأكيد على الهوية المصرية  
Vision of tourism advertising prints to confirm Egyptian identity

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### 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 starting 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.