

Mega events' graphic design and its role in enhancing the national image

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Abstract:

This research objective is to demonstrate what are mega events and the different kinds of them. It demonstrates the importance of hosting mega events and the reasons behind competition between countries for hosting these events. The research illustrates the characteristics of mega events and the terms of them that distinguish them from any other events. It also describes the hard and soft benefits of hosting events. Through studying mega events this research intends on demonstrating the importance of using graphic design in presenting the country while hosting the mega event for enhancing the national image. The importance of the research comes from the globalization and the increasing competition between nations in hosting such these events although the high costs of hosting and the complex bidding process itself. The research will use the qualitative method, as it is the study that is used to explore a phenomenon by collecting data and images and analyzing them using the grounded research to reach the fundamentals of using graphic design in mega events. The research will analyze visual elements of two mega events in their different kinds. The research will analyze FIFA World Cup in Russia 2018 and Milano Exposition in 2015 in Italy and how the two countries used graphic design to express their national identity. How this visualization affects the national image around the world? The research will reach the fundamentals and rules of using graphic design in hosting mega events. While analysis it will demonstrate the precautions that should be put in mind in case of hosting.

Keywords: Branding – National image – Mega events - Graphic design.