

Using Security Graphic Design Features for Commercial Prints

Dr. Khlood khaled Ahmed

Lecturer at Department of Printing, Publishing and Packaging - High Institute of Applied Arts – Fifth Settlement
Khlood.appliedarts@gmail.com

Abstract

The security graphic design is a new form of graphic design for commercial prints that combines aesthetic and functional aspects with the addition of security features to anti-counterfeiting of prints, which lead to changes the contents that recognized and replaces it with any other identical in format and content but is illegal.

Security features of prints are determined according to several variables, including the type of the printed and the material, in addition to overt and covert security features.

- **Overt feature** (Security features recognizable with human senses, no tools required: Custom-designed holograms, thermochromics ink, color change ink, watermarking, security graphic design such as Guilloche and relief, engraved.
- **Covert feature** (require tools to be detected such as UV lights, detectors, microscope, etc.): In this regard, this study is based on an overview of importance of security design which meets artistic beauty, security and productivity.
- **Research problem:** shortage of commercial prints to security features that enhance the identity of prints.
- **Research aim:** Protection of commercial prints against any kind of reproduction, tampering, counterfeiting.
- **Research Methodology:** Descriptive analytical methodology in addition of the experimental methodology.
- **Keywords:** Security Graphic Features - Anti counterfeiting -identity of prints - Overt feature – Covert feature