

## **Digital creativity to revive the art of graphic film poster portrait as an effective promotional element for the drama of Egyptian film novels**

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### **Abstract**

The identity of any graphic film poster is derived from the identity of the Egyptian cinematic film associated with the film, which is announced by the Poster. The drama of Egyptian film novels is often an important element in highlighting the features of the portrait which applied in graphic film poster, If the novel is of a romantic type on portrait art that is follow graphic film poster, we feel that the portrait and the delusion of the expressions in the form of the novel, Valporthp of the millennium The cinema is originally a reflection of what the novel will tell us. In other words, it is a summary of what the character of the real hero is doing in the novel. If the character of the hero is the best of his portraiture, Although the evil of the portraiture carries the features of evil between his expressions and facial features.

There is no doubt that the spread of film poster portrait of an ancient Egyptian novels was a gamut of graphic elements, whether graphic drawings painted by talented artists or words and sentences written by experienced calligraphers, but unfortunately this was abandoned by the appearance of photographic cameras, the photographic portrait replaced the graphic portrait that decorated the billboards in the cities and the villages of Egypt, and resolved the digital words from the computer fonts and removed the calligrapher hands for the film poster and even advertising billboards in general.

This research is considered an invitation to revive the art of Egyptian graphic films poster portrait but in keeping with the technical and digital age that we live. We mean the portrait designed by computer and digital applications rich with tools and raw materials for coloring and drawing by artists who are no less talented than their predecessors, and all this to keep pace with the digital age we are currently living.

### **Keywords:**

Drama, Novels, Cinema, Portraits, Poster.