

The role of advertising in the development of the project of the National Authority for Civilization Coordination Project “lived here”

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Abstract:

This project is based on documenting and creating a cultural map of the places of residence of artists and creators in Egypt. The NCCA adopted this project and launched it in September 2018.

Where the project aims to transmit information across generations through billboards on the housing units of each artist or thinker or creator and through which the public can get photographs, mobile and Internet access to know the story of each artist, thinker and creator, through QR CODE, which takes you directly to a page prepared specifically for each artist and scientist to tell his/her success story and their most important works amid an integrated information network.

The research deals with effectiveness of using advertising and its role as an important tool to bring the recipient of the most prominent personalities, artists, scientists and thinkers and try to break the traditional form, which was previously designed for this project.

Research problem:

The problem of the research lies in the shortcomings of designs for the project "lived here" so the research seeks to answer the following question:

_How to design more attractive advertisements for the recipient of the advertisements for the project "lived here" to suit each topic and artist or international celebrity?

Research aims:

- 1- Highlight the effectiveness of good design and its impact on the audience.
- 2- The research aims to activate the role of advertising design in the design of the signs of the project "lived here" and get a positive role in the definition of the recipient of the most important artists and creators in Egypt across different generations.

Research Methodology:

The research follows the analytical and applied methodology and use them to achieve the research objectives.

Keywords:

Advertising - Development - Urban Coordination.