

Interactive graphics advertising digital product to enrich the identity and heritage (Analytical study on Google search platform)

Assist.Prof. Dr. Reham Mohamed Fahim El-Gindy

Assist.Prof.Dr. Advertisement Dep., Faculty of Applied Arts, Benha University

r.elgindy@fapa.bu.edu.eg

Abstract:

In the boom era of the digital advertising, the search engine platforms have rushed to attract consumers and increase the number of subscribers. Google Company has managed to develop digital advertising product named Interactive graphics (Doodles) in order to disseminate its visual identity. Google has shared with the world the details of its events that are not limited to the international public figures but in all the consumer's moments. Google has created from its trade mark the doodles and creative games amid wide electronic space. This research proposes that the Digital Advertisement is a mean to emphasize the Arabic heritage and identity through the presentation of analytical study for the Google search engine.

Some believe that the oldest search engine is Google, while the first launch of "Google" was in 1998 but It is reported that the first search engine launched on the Internet was in 1990 created by a student at McGill University in Montreal, and the engine was known as "Archie" - it is derived from the word "archive" with the removal of the letter "v" - and it automatically loads a list of all files available on every Internet site. The search was done through this list with names of the files (3, 4).

Brief on the evolution of search engines:

Then the search process developed in the year 1993 so the Wandex engine appeared where the web started and expanded. The Internet is no longer restricted to files stored on connected computers, but it helps to increase the numbers of actual web pages. Another student from MIT created the search engine (the web) and this engine has the ability to search on all sites connected to the Internet, not just file names as in the (Archie) engine. The big jump came in the history of the search in 1994 with a search engine called (Web Crawler) and this was the first engine that created an index for all the names and locations of different sites, and every single word inside these pages that were passed on. This allowed the user for the first time to search through the actual contents of network sites via the search engine (3, 4).

Key words:

Interactive graphics - Google Doodle Creative – Digital Advertising- motion Advertising – search engine – Digital Media – Identity- Heritage.