

## **Create graphic norms for designing the 2022 world cup mascot and apply it to arrival stations advertising**

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### **Abstract:**

The World Cup is one of the most watched sporting events, and since 1966 has found the so-called mascot, representing the host country for the events of the football World Cup, we find that the amulet wears a clear indication of what distinguishes the son of the country where the global event or the amulet is the character of one of the animals or birds common in the country of the event, and therefore we find the dimensions of the graphic and also elaborate It is characterized by its nationalism A political dimension and far from exceeding the limits of the geography of the country where the World Cup.

The design of the World Cup mascot requires graphic designers team, as it is a Cartoon character that requires a graphical and psychological treatment (it must have excessive gravity and be clearly defined), also it contains on important vocabulary represented by the corporate identity, Its value through the visual identity, therefore must be nationalized and express the spirit of the country in which the events of the World Cup is held through various graphic treatments.

Since the World Cup is characterized by attracting many foreign visitors interested in this unique and large event, because the arrival stations (airports, international and internal train stations, bus stops and subway stations) is the first thing to consider this visitor, so the search focuses on the advertising of the arrival stations that It contains on design and applied of the mascot of football World Cup.

### **Keywords:**

World cup mascot, Arrival stations advertising, Mascot design, Amulet design, World cup 2022, Qatar world cup