

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

Assist. Prof. Nasser Ahmed Hamid Mohammed

Assistant Professor Advertising - Applied Arts - O6U.

nasser.h.art@o6u.edu.eg

Research Summary

The World Cup is one of the most watched sporting events, and since 1966 the so-called mascot has been founded, 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 common animals or birds in the country of the event, and therefore we find the dimensions of the graphic and also elaborate it, it is characterized by its nationalism, political dimension and far from exceeding the limits of the geography of the country where the World Cup is being held.

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 must be clearly defined), also it contains important vocabulary represented by the corporate identity, its value through the visual identity, therefore it must be nationalized to 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) this visitor is the first thing to be considered, so the search focuses on the advertising at the arrival stations that contains an applied design of the mascot of football World Cup.

Keywords:

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

Introduction

The events of the World Cup football matches are considered one of the greatest sporting events held under the supervision of the International Football Association, which is held every four years, with the exception of 1942 and 1946 AD, due to the outbreak of World War II. Since 1998, 32 national teams have participated in the FIFA World Cup, divided into eight groups. Undoubtedly, sound graphic standards when designing the FIFA World Cup mascot are important to the success of the mascot, so when designing the visual aspects of beauty amulet and gracefulness as well as the psychological aspect embodied in the reflection of the spirit of patriotism in the mascot, which appears clearly in the mascot belonging to the country's hosting the World Cup football, which is often taken from the environment of the hosting country elements.

With the start of the FIFA World Cup matches in 1966 AD, it was called Mascot, which is a cartoon character accompanying the World Cup and expressing the hosting country.

Certainly, finding specific graphic standards when designing the World Cup mascot of 2022 AD will be subjected to the civilization of the hosting country (Qatar) and the customs and traditions of the people of the country and the shape of their different clothes, which is a national and heritage symbol of the people, as it reflects the Qatari culture and the identity of the Qatari people, and perhaps this amulet is quoted from living organisms. Qatar became famous for its antelopes, deer, camels, Arabian horses, falcons and other living creatures, as the amulet departs from the local to the global.

There is a saying that the first impression lasts and that is why we found that the appropriate advertising medium is the illuminated billboards in Hamad International Airport in the State of Qatar that will contain the FIFA World Cup mascot for the year 2022 AD accompanied by the specially designed advertising message and then employ it in those ads that are called arrival stations advertisements, as well as providing design as a template for advertising for metro stations in the State of Qatar.

The reasons for choosing the research topic are many:

- 1- Ignore the value of the World Cup soccer amulet at the level of football fans.
- 2- Finding methodological foundations and organizational rules for designing the World Cup mascot, subjected to psychological and technical criteria.
- 3- To shed light on what the arrival station advertisements are and what they represent as an important value for the visitor.

Research Problem

The research problem lies in trying to answer the following questions:

- 1- What is the importance of design principles in obtaining an amulet for the 2022 FIFA World Cup?
- 2- What is expected from the arrival stations announcements in the country hosting the 2022 World Cup?
- 3- What is the permissible range in fine art and digital technological innovations for the creation of the FIFA World Cup Amulet for 2022 AD in the State of Qatar? and how can it be used in advertisements for arrival stations there?
- 4- What are the digital applications that allow obtaining the FIFA World Cup amulet for the year 2022 AD and what are its advantages and which of them is used in designing and producing advertisements for arrival stations?

Research Importance

The importance of the research is summarized in focusing on finding strict graphic standards for the purpose of designing the mascot of the FIFA World Cup 2022 CE, and then employing it in advertisements for arrival stations.

Research Methodology

The research follows the descriptive and analytical approach applied by dealing with the forms of amulets from 1966 to 2018 AD, and benefiting from them in finding a proposal to mascot of 2022 FIFA World Cup, which will be held in the State of Qatar.

Research Target:

- 1- Finding graphic standards in terms of form and content that are suitable for designing the FIFA World Cup mascot of 2022.
- 2- Employing the FIFA World Cup mascot of 2022 in the collection of advertisements for arrival stations for Hamad International Airport and Qatar Metro Stations.

Research hypotheses:

By obtaining the appropriate graphic standards for designing the 2022 World Cup mascot, that amulet will be used in advertisements for arrival stations that are the focus of attention of visitors to the State of Qatar, which leads to conveying a positive image of the country to foreigners.

Research limit:

- Time limits: Since 1966.
- Spatial boundaries: the Arab and external world.

Research Tools

The researcher used an electronic questionnaire on forty samples from Egyptian college students to find out the suitability of the amulet that the researcher designed for the World Cup in the 2020 FIFA World Cup and that is to be established in the State of Qatar.

Football history

A 22-players in soccer game, there are several types of football, the most famous of which is known as Soccer, and the word "Football" is called rugby football, American football, Australian Grammar Football, Canadian Football, and lots of football sports.



Figure 1: Rugby football



Figure 2: American football



Fig. 3: Australian Grammar Football

Football history dates back to 2500 BC, when the Chinese practiced it as it was known in China as "Tsu Shu", and it is funny that they were celebrating the winning team and offering them banquets, and flogging the losing team, and the Greeks and the Japanese knew it in 600 B.C. and it was called "Kerame", and the Egyptians did in 300 B.C., but the current soccer game appeared in England, during their celebration of the evacuation of the Danes in 1016 AD, and the British played football at the time with the remains of corpses, and took the heads of the Danes as a ball Between their legs, then the England players took a ball made from the Hiwa bladder at that time, the government imposed a ban on playing football, because the authorities feared that the youth would be preoccupied with it and leave the archery, because England was then at war with Scotland, and in 1863 AD football was separated from rugby and established the first football association in the world, and at the end of the nineteenth century and during World War I football entered the women's world.

When the word "soccer" was rooted, many types of sports spread in Europe in the Middle Ages, and the villagers practiced them like the sport practiced by the bourgeois on the horseback of their horses, and it is certain that all football sports have goals that are recorded and calculated by points.

Mascot concept

The mascot can be defined as a name and symbol, which helps the audience to define the spherical cycle and then precisely define the country hosting that session. It is considered "Logo", as the name of the amulet is as "Brand name" and it is part of the amulet and often includes letters such as:

The cheetah Zalkomy was established in South Africa in 2010.

Zabivaka means "scorer person" in Russian, which was held in Russia in 2018.

As for the symbol, it comes in the form of (personality) and is considered "Brand Mark (logo)" as.



Figure 4: Symbol of the FIFA World Cup mascot in Africa



Fig. 5: Symbol of the FIFA World Cup mascot in Russia

In this context, I consider the Egyptian writer of action novels "Nabil Farouk" an amulet and symbol for all Egypt. He wrote in the front of his novel (the amulet) a dedication saying: (To my first lover - to Egypt the eternal amulet), the amulet means in the Arabic language something which is attached to the neck and made of beads and is intended to protect the soul from envy, and evil spirits, there is a belief that there is a magical power that protects its owner from illness or any harm, it was one of the customs of the Arabs in pre-Islamic times, and also the ancestors wrote them on their bodies.

History of World Cup mascots

The World Cup amulet is a cartoon or anthropomorphic drawing or doll for a person or an animal, and is used as a slogan for sports tournaments, and comes with the aim of promoting and marketing and creating an atmosphere of fun and joy among the masses, and is used as animated clips or in TV shows, as it is placed on advertisements of different methods, and it has a set of functional and emotional rhetoric, as it represents the vision of the football association in the country hosting the World Cup and also at the same time the viewers' views of the World Cup at home and abroad.

Lion Willie: With the events of the World Cup soccer matches in 1966 AD, held on the territory of the United Kingdom, the first amulet appeared in the form of a cartoon lion wearing a shirt of the flag of England, named after Willie "See Figure 6", and symbolizes that the England team is cruel like a lion and they will never surrender, it was designed by the English artist "Reg Hoye" who was a freelance designer and illustrator of children's books at that time.

Juanito: With the events of the 1970 FIFA World Cup matches started in Mexico, an amulet of a child wearing soccer player clothes in the distinctive green shirt of Mexico appeared and put a Mexican hat over his head with the word Mexico 70, and he was dubbed "Juanito" and diminished Juan in the Spanish language, "See Figure 7."

West Germany 1974 AD: In 1974 AD West Germany hosted the FIFA World Cup, and it is considered the third mascot and it included two children wearing the German national team on the T-shirt the first two letters of the abbreviation for the "World Cup in the German language", and the second number 74 indication of the year were printed, these children symbolize intimacy and friendship in the world "See Figure 8."



Figure 6



Figure 7



FIGURE 8

Gauchito: In 1978, Argentina hosted the World Cup, and expressed the design of the mascot by drawing a child dressed in the Argentine team and the traditional cap of the country with Argentina 87 on it, a yellow handkerchief around his neck and holding his hand whip as a sign of their interest in raising livestock, and called the character of the mascot (Gauchito See Figure 9).

Naranjito: In 1982 the World Cup was held in Spain, and the mascot was called (Naranjito), and is considered the fifth mascot for the World Cup, and was designed in the form of a smiling orange wearing the colors of the team "Matadores" "see Figure 10."

Pique: Mexico returned in 1986 to host the FIFA World Cup again, and the design of the mascot dubbed "Becky" is a hot green pepper that is famous for cultivating the country, penetrating the Mexican hat "See Figure 11."



Figure 9



Figure 10



Figure 11

Zhao: In 1990 AD, the mascot (Zhao) moved away from the traditional designs of amulets, to take the form of cubes stacked bearing the colors of the Italian flag, topped with a soccer ball in the place of the head, and Zhao means greeting in Italian "See Figure 12."

Stryker: The 1994 World Cup mascot is the eighth of the World Cup mascots, with the Americans' obsession about dogs. The mascot was chosen in the form of a dog named (Stryker) who wears the colors of the American flag, "see Figure 13."

Footix: The tournament was held in France in 1998, in which the animals were returned to be the World Cup mascot, and the French rooster (Fotix) brought good luck to the French, as their country won the FIFA World Cup title for the first time in its history, "See Figure No. 14



Figure 9



Figure 10



Figure 11

Ato, Kaz and Nick: The 2002 World Cup in Korea and Japan had a special peculiarity because it was the first championship in the new millennium, which brought a great qualitative shift regarding the World Cup mascots, as the amulet came as 3 fictional characters called (Otto, Kaz and Nick), " See Figure 12."

Julio: The World Cup was held in Germany again in 2006, and its hero was a lion called (Julio), to be the second amulet in the history of the World Cup, which chooses the lion, with a design that dazzled millions, "see Figure 13."

Zakumi: The Cheetah (Zakumi), the heroism mascot hosted by (South Africa) in 2010 AD, and his name consists of: (ZA) which means South Africa, and (KOMI) which means number 10 in African languages, "See Figure No. 14."



Figure 12



Figure 13



Figure 14

Folico: During the year 2014 AD, Brazil (Samba) hosted the most expensive championship in the world, and the 13th World Cup mascot for an (armored) animal, one of the endangered species in Brazil, "See Figure 15."

Zabivaka: means in Russian the "top scorer", which is a wolf animal with brown and white wool, written on the T-shirt "Russia 2018" with the ski glasses in the land of Moscow, with the addition of white, red and blue to indicates the national colors of the Russian team, "See

Figure 16", designed by Russian student "Ekaterina Bucharova" through an international online competition.



Figure 15



Figure 16

Figure 17" explains a proposal to design for an amulet for the World Cup 2022 in which will be held in the State of Qatar.



Figure No. 17: Proposal for a World Cup Amulet for the 2022 World Cup to be held in the State of Qatar (researcher design).



Figure No. 18: Proposal for In-Door Advertising at Hamad International Airport and Qatar Metro Stations (Researcher Design).



Figure No. 19: A proposal to announce the Out-Door at bus stations in Qatar streets (researcher design).

Results

The study relied on the descriptive and applied approach, in which the researcher used the questionnaire tool, and the researcher designed an amulet for the World Cup 2022 in the State of Qatar, using this in creative ways through finding digital graphic standards, and the most important results of the study include the following:

- 1- Professional graphics treatments in the design of the World Cup mascot are greatly influencing the process of tourism stimulation, with its distinctive Corporate Identity, which is achieved through the visual identity.
- 2- Using the graphic standards for designing the World Cup mascot, strong causes are combined to give an atmosphere of patriotic spirit to the citizen and the team player of the country, because these graphic standards are the means by which the visible features are formed and also a reason for spreading the inner spirit of the amulet.
- 3- From the reality of the environment for the hosting country (the State of Qatar), the World Cup amulet is designed and presented to be close to the people of the country and an essential reason to motivate its national team.
- 4- Finding graphic standards for the design of the World Cup mascot in a scientific and artistic manner that helps in the success of advertisements for arrival stations (Hamad International Airport ads) and ensures the process of attracting tourists.

Arabic references

- Abulnaga, Mohamed Abdulazim "Dr" (Tasweek Al-Alamat, Faliat Bena Al-Alama Al-Rabeha) Al-Dar Al-Gameia, Al-Kahera, Misr, Taba Ula 2013
- Al-Karaan, Hosam Darweesh, Al-Dwesy Ream Abdulaziz, (Asasiat Al-Tasmim Al-Grafiky) Dar Gabal Ama, Al-Ordon, Taba Uola 2015
- Ba-Aziz, Ebraheem "Dr" (Teknolgia Aletsal Al-Hadith Watathirateha Al-Egtmaeia Walthakafia) Dar Al-Ketab Al-Hadith, Al-Kahera, Taba Uola 2011
- Harbi, Saeed "Dr ." (Al-Asalib Waletgahat Fee Al-Fan Al-Masri Al-Kadim) Al-Hia Al-Masria Al-Ama Lelkitab, ٢٠١٤
- Scoat, Robert Jilam, Yousef Mohammed Mahmoud, Ebraheem Abdalbaky Mohammed "Dr" (Usos Al-Tasmim), Dar Nahdet Misr Leltab Walnashr, Al-Kahera, Misr, Taba Uola
- Soheal, Yasser "Dr" (Deraset Al-Usos Al-Fania Walelmia Letwthik Al-Lon fee Tasmim Al-Ealan Al-Thabit Walmotharek) Dar Al-Ketab Al-Hadith, Al-Kahera, Taba Ula 2014
- El-Aleem, Safwat Mohammed "Dr", Al-Hefnawy Nahla "Dr" (Fan Al-Eelan Al-Sahafi) Al-Dar Al-Arabia Lelnasher Waltwzee, Al-Kahera, Misr, Taba Ula 2006
- Farowk, Nabil, (Al-Tamima) Dar BlueMatherBray, Mosaset Kater Lelnashr, Taba Ula 2011

Foreign References

- 1- Aleksandar, Donev (Typography in Advertising) Tomas Bata University in Zlin, Faculty of Multimedia Communications, Doctoral Thesis, December 2015
- 2- (Don't mention the world cup) Summerdale Publishers Ltd, Britain, 2006

Scientific references

El-Akhdar, Khraz (Dor Al-Ebdaa fee Ektesab Al-Mossa Miza Tnafosia) Resalet Magesteer, Gamet AbeeBakr Belkied belgazaer, Koliet Al-Uloom Al-Ektesadia Waltogaria Wauloom Al-Tiseer, 2011

Al-Masry, Ezz Al-Deen Atia" (Al-Drama Al-Telefziona, Mokwimatha Wa Dwabitha Al-Fania) Resalet Magesteer, Gamait Ghaza Al-Eslamia, Koliat Al-Adab, Kism Al-Logha Al-Arabia, 2010

Magazines

Tibo, Robear Jac, Mahmoud Fatma Abdulla (Mwsoat Al-Asateer Walromooz Al-Phraonia) Al-Magles Al-Aala LLthakafa, Al-Mashroa Al-Kawmy Leltargama, Al-Adad 482, Taba Uola 2014

Websites

3- https://ar.wikipedia.org/wiki/%D9%83%D8%A3%D8%B3_%D8%A7%D9%84%D8%B9%D8%A7%D9%84%D9%85

4- https://mawdoo3.com/%D9%85%D8%AA%D9%89_%D8%A8%D8%AF%D8%A3%D8%AA_%D9%83%D8%B1%D8%A9_%D8%A7%D9%84%D9%82%D8%AF%D9%85

5- https://ar.wikipedia.org/wiki/%D8%AA%D8%A7%D8%B1%D9%8A%D8%AE_%D9%83%D8%B1%D8%A9_%D8%A7%D9%84%D9%82%D8%AF%D9%85

6- <https://www.civgrds.com/الرموز-والتماثيل-عند-المصري-القديم.html>

7- <http://www.rosaelyoussef.com/news/details/339921>

8- <https://www.marefa.org/حورس>

9- http://www.eternalegypt.org/EternalEgyptWebsiteWeb/HomeServlet?ee_website_action_key=action.perform.ent_type.search&language_id=3&trait_item_id=5467&search_subtypes=yes

10- https://ar.wikipedia.org/wiki/%D8%B9%D9%8A%D9%86_%D8%AD%D9%88%D8%B1%D8%B3

11- <http://www.bbc.com/arabic/vert-fut-43250522>

12- <http://www.dar-alifta.gov.eg/AR/ViewResearch.aspx?ID=110&text=تميمة>

13- <http://www.dr-nashmi.com/fatwa/التعويذة/>

14- https://ar.wikipedia.org/wiki/%D9%83%D8%A3%D8%B3_%D8%A7%D9%84%D8%B9%D8%A7%D9%84%D9%85

15- <https://www.fourfourtwo.com/features/world-cup-willie-story-1966-mascot>

16- https://mawdoo3.com/ما_هي_التميمة

17- https://ar.wikipedia.org/wiki/%D9%83%D8%A3%D8%B3_%D8%A7%D9%84%D8%A3%D9%85%D9%85_%D8%A7%D9%84%D8%A3%D9%81%D8%B1%D9%8A%D9%82%D9%8A%D8%A9

18- <https://www.goalzz.com/?n=365033> وكالة الأنباء الأسبانية

19- https://ar.wikipedia.org/wiki/كوبا_أمريكا_٢٠١٩

20- <http://wam.ae/ar/details/1395302620855>

21- <https://alwan.elwatannews.com/news/details/4222058/> بالصور - من - النجمة والنسر - لتوت - تماثيل - أمم - أفر يقيا في - الألفية - الجديدة

22- <https://dwltna.com/sports/1415/٢٠١٩-كأس-العالم-للسيدات-فرنسا>

23- https://en.wikipedia.org/wiki/FIFA_World_Cup_official_mascots

24- محمد المعاينة، سيدتي،

<https://www.sayidaty.net/node/731591/%D8%A3%D8%B3%D8%B1%D8%A9>

25- <https://ar.fifa.com/worldcup/news/٢٠١٨-اختيار-الذيب-ز-ابيفاكا-التميمة-الرسمية-لكاس-العالم-روسيا> 2845588

مارس ٢٠٢١

مجلة العمارة والفنون والعلوم الانسانية - المجلد السادس - العدد السادس والعشرون

العاجيب -26

-ليلي

٢٦

٢٠١٨

مارس

https://mawdoo3.com/%D9%85%D9%81%D9%87%D9%88%D9%85_%D8%A7%D9%84%D8%A5%D8%A8%D8%AF%D8%A7%D8%B9