

Creating formulations inspired by the visual symbols of the Egyptian heritage and utilizing them in the tourism advertisement design

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▪ Abstract.

Tourism advertisement is one of the important activities that contribute in the development of the tourism industry in Egypt and the support of its economy, thus; the improvement of its national income.

Tourism has an effective role in boosting the culture and awareness of tourists about the heritage arts of Egypt; it is also a statement of the globalization concept through the constant movement and travel of tourists all over the world. Therefore; tourism represents a type of culture exchange that enables people and countries recognize the historical roots of the human art heritage.

Egypt has many touristic features that represent a main factor for tourism attraction and stimulation; both nationally and internationally. The enormous share of authentic Egyptian heritage is a stand witness for its continuous chain of civilizations; and their heritage treasures which produced a rich proportion of arts; starting from the Pharaonic art, through Coptic, Islamic and folk arts, down to modern arts.

Each Egyptian heritage art is distinguished by its features, visual symbols and intellectual content; as each has its own vision and elements according to the different social, political and economic circumstances of its time; which give it its special identity.

The visual symbols of the Egyptian heritage is a distinguished source of inspiration due to their authenticity and honesty, as they have emerged from the society conscious, thus; they form a rich inspiration source for design, by activating new frameworks for the advertisement design though creating design formulations for new advertising ideas.

Such advertising ideas arise from the roots of the Egyptian heritage; they provide aesthetic, artistic and beneficial values in a modern way that confirms the individuality and distinguish of the Egyptian heritage and its continuity derived from its authenticity.

Creating new design formulations inspired by the Egyptian heritage may also lead to develop other objectives for the tourism advertisement design, these objectives are concerned with intellectual and cultural communication, ideas and meanings convey; and Egyptian identity confirmation.

This is the reason that the role of the advertisement designer is considered an effective factor in the development and promotion of tourism in Egypt, as these designers form an integrated part of the tourist attraction system, by deriving design elements from their surroundings and adapting them in their designs to demonstrate their distinguished vision.

The individuality of any designer starts by their inspiration source, followed by their ability to derive and adjust different design elements and systems, to create a structure and formulation with the sole purpose of designing an individualized advertising idea

This interaction between the designer and all the elements that surround them leads to create a design system and an advertising idea away from imitation and modularity.

▪ **Keywords:**

Heritage, Formulation, Tourism advertisement

▪ **Introduction:**

Tourism has an important and effective role, as it is an integral industry that forms a pivotal part of the international intellect; and it is closely connected with history and civilizations. So; a careful consideration must be given to the Egyptian heritage, as it includes many civilizations that have produced great amounts of artistic creations that are distinguished with their intellectual, philosophical and artistic content. This rich heritage was able to achieve the factors of strength, expansion and effectiveness on human intellect for the different Egyptian arts and their manifestations.

Designing tourism advertisements requires creative contemporary thinking that includes the concepts and values of the national heritage and make them recognizable for the tourist; as the viewer of the advertisement; in addition to achieve cultural harmony.

The philosophical and aesthetic values of the Egyptian artistic heritage are not limited in its shapes and forms; but they also include visual, philosophical and cultural symbols that were emanated from time, place and civilization dimensions that are connected with the Egyptian history.

Therefore; we find that it is important to utilize the visual symbols of the Egyptian heritage in designing tourism advertisements, because these symbols form a part of the people's memory and conscience; as well as a part of the mental image created in the mind of the tourist as the viewer of the advertisement.

The designer's approach to create formulations inspired from the Egyptian artistic heritage is a continuous process that includes the affirmation of the Egyptian identity and authentication of creativity, through the integration between the artistic heritage and the modern artistic technological and cultural development; this integration is the tool to obtain a design content of the tourism advertisement that combines authenticity with modernity.

▪ **Problem:**

The advertisement designer depends on various inspiration sources for their design ideas in order to achieve their desired prestige, thus; they need to rejuvenate their mental activities by looking for sources that can make them unique and creative.

Therefore; advertisement designers need to search for an answer to the following questions:

- To what extent can the visual symbols of the Egyptian heritage be utilized as a source for inspiration?
- What are the possibilities of creating new design formulations from the visual symbols of the Egyptian heritage and utilize them in designing tourism advertisements?

▪ **Objectives :**

The research aims to:

- Consider the Egyptian heritage with its visual symbols as an inspiration source to create new design formulations and utilize them in favor of the tourism advertisement design.

▪ **Research significance:**

This research is an attempt to utilize the beneficial reciprocal relationship between culture sociology and social networks advertisement; with its added human and cultural values; to boost the positive values of the recipient audience.

▪ **Research hypothesis:**

The research suggests that: .

- Creating new design formulations inspired from the visual symbols of the Egyptian heritage helps in the promotion of tourism in Egypt and the attraction of national and international tourists.

Methodology: The research follows the experimental descriptive method as it is appropriate to achieve its objectives.

▪ **Research aspects**

1st: The theoretical framework

- Heritage and its philosophical and intellectual content.
- Heritage designer and artistic content
- Tourist advertising design and philosophy of inspiration- Social networks as an advertising tool.
- The philosophy of symbols in design:
- Symbolic connotations
- Visual symbols as a communication tool in ancient Egyptian civilization
- Drafting design symbols in ancient Egyptian art and dogmatic implications
- Some distinctive features of ancient Egyptian art
- The connotation of visual symbols in ancient Egyptian art
- Egyptian Folk Art
- Symbolic significance of folklore:
- Symbolic Elements in Folk Art
- Features and characteristics of folk art
- Tourist advertisement
- The role of advertising in supporting and developing tourism activities
- The impact of cultural tourism advertising
- Some of the considerations that the advertising designer must follow in order for the success of the tourism advertising design

2nd: The experimental framework

Model No. 1

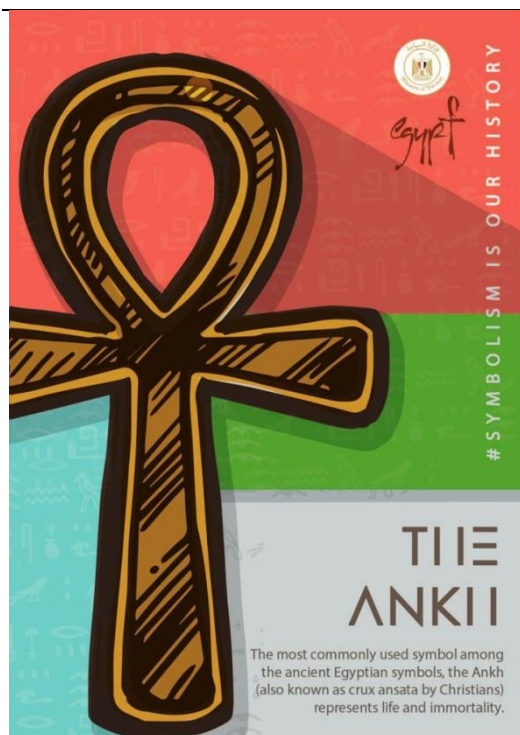
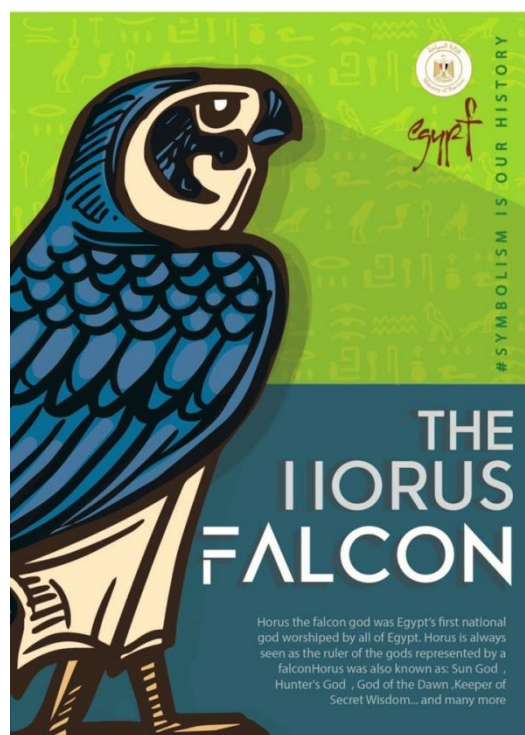
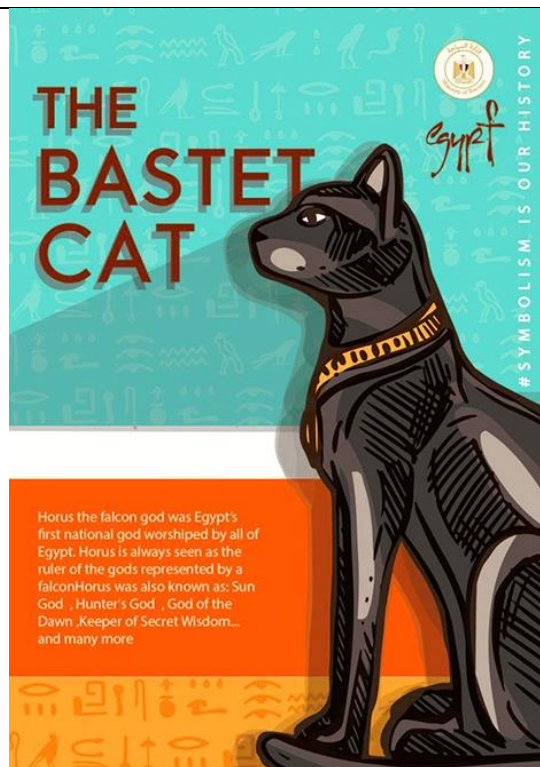
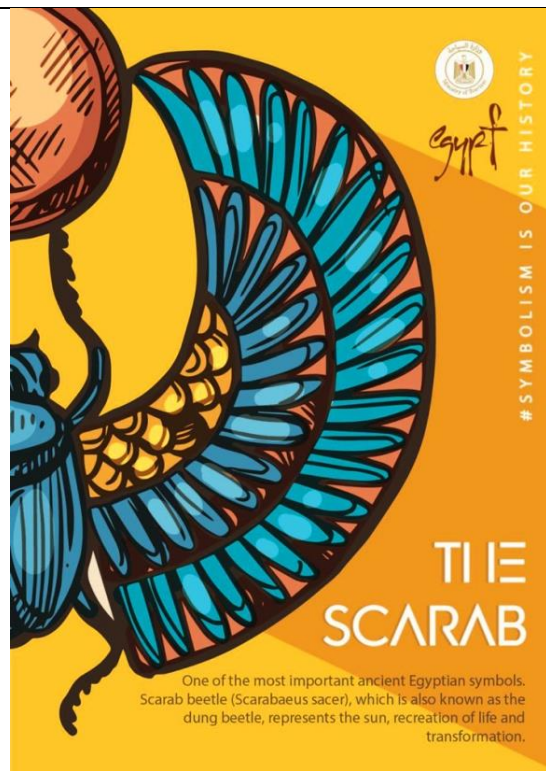
Designing tourism posters using new formulations inspired from the visual symbols of ancient Egyptian art:

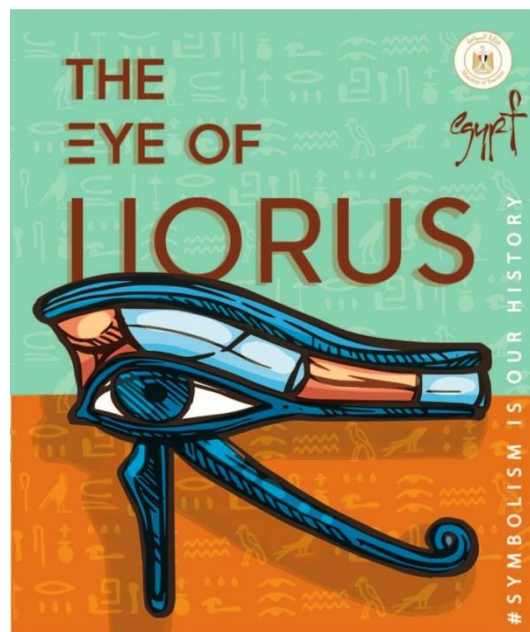
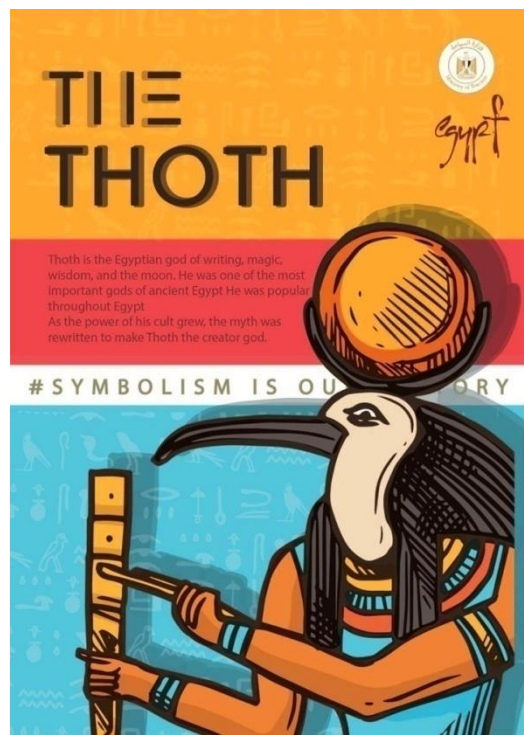
The researcher has developed various designs for tourism posters that were inspired from the visual symbols of ancient Egyptian art. The selected visual symbols are: God Horus, Eye of Horus, the Ankh, Bastet - The Egyptian Cat Goddess, the Sacarab and God Thot, all of these symbols have aesthetic values that held special meanings and holy significance for the Ancient Egyptians, and they were chosen as an attempt to break out from the traditional form of the tourism advertisement design.

The design of the tourism poster was based on the philosophical thinking of ancient Egyptian art; it is dominated by the flattening pattern and bold colors, as the utilized visual symbols

have no reliefs or color gradient, in order to act as a visual stimulator for the tourist by endowing the design with the characteristics of the ancient Egyptian art.

The researcher has also used the English language to make it easy for the foreign tourist to understand and decode the advertisement message; in order to attract their attention and interest, thus; improve the tourism volume to Egypt and increase the national income.





Also known as Wadjet (Udjat, Uadjet, Uto, Wedjoyet, Edjo and Uto), the Eye of Horus symbol represents protection, healing, good health and royal power. It is also known as the symbol of moon.

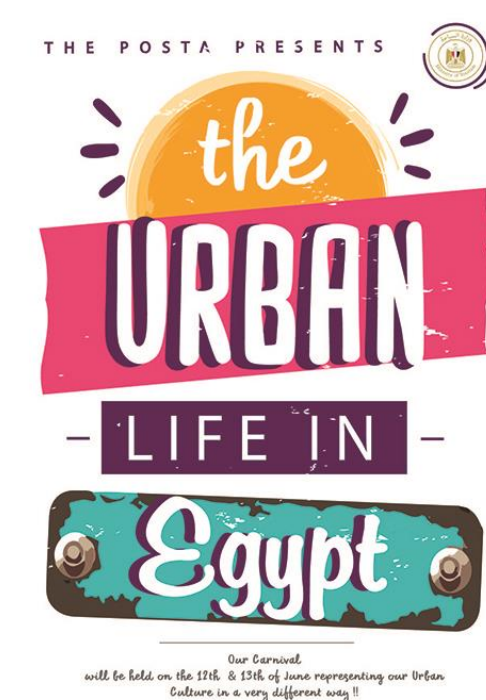
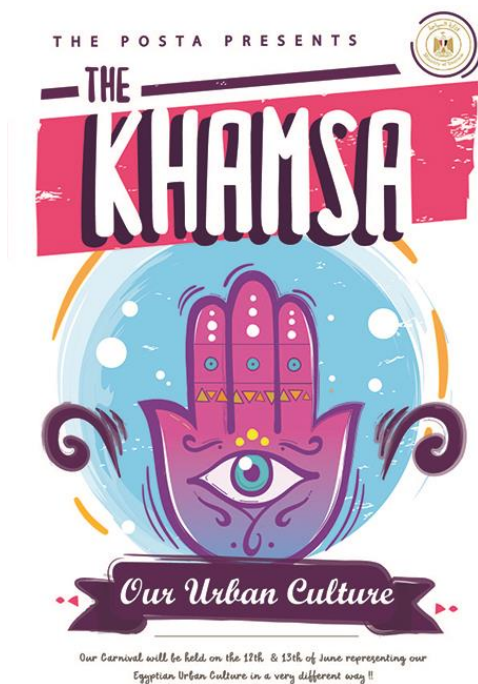
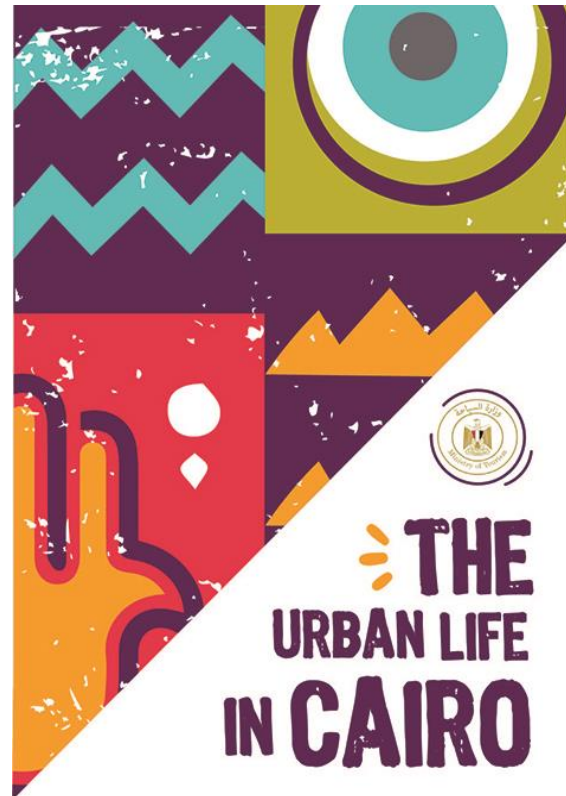
Model No.2

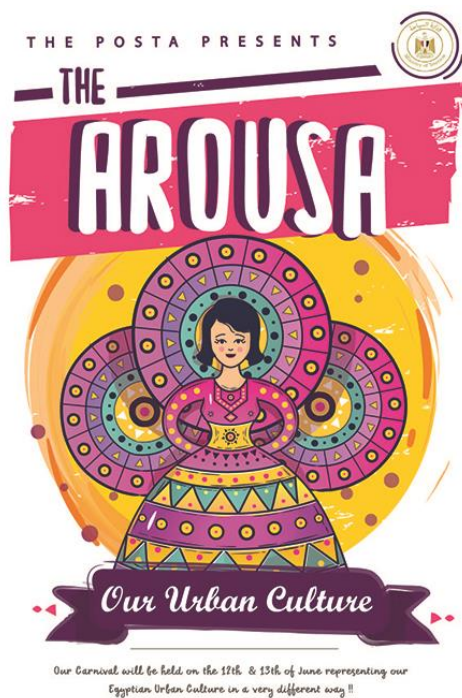
Designing tourism posters using new formulations inspired from the visual symbols of the Egyptian folk art:

The researcher has chosen a number of visual symbols that distinguish the Egyptian folk art, these symbols hold aesthetic and beneficial values; and has special indications and meanings for the Egyptians; this selection was an attempt to develop designs for tourism posters that combine between authenticity and contemporary in a new form.

The designs are based on elements and features from the folk arts, e.g. squiggly lines, triangles, circles, eyes, Hamsas, ornamented Ollas and Mouled Dolls. The slogan for the designed tourism posters is “Our urban culture” to signify the Egyptian folk culture with all its unique features and characteristics that distinct it from other cultures, taking into consideration that the folk art is a “brand” that has special vision and objectives, it acts as a mirror for the Egyptian society and its traditions, customs and daily life events.

The designed posters embrace the folk art characteristics by using flattened shapes and bold colors, the researcher has also used the English language to make it easy for the foreign tourist to understand and decode the advertisement message; in order to attract their attention and interest; thus; improve the tourism volume in Egypt and increase the national income





■ Conclusions:

- 1- The study of visual symbols of the Egyptian heritage and their indications, recognition of their meanings; and inspiration from their aesthetics and art ingenuity as a cultural component, help the advertisement designer to utilize these symbols in creating different designs for tourism advertisement that combine authenticity with modernity.
- 2- The success of the tourism advertisement depends on the accuracy of selecting the formation elements and their utilization method; and the consideration of the artistic basics in the design process, leading to the success of the advertisement and the increase of effectiveness of the advertisement message, thus; the promotion of tourism in Egypt and boost of the national income.
- 3- Tourism advertising is a means of promoting ideas and cultures, as it is a method to deliver different knowledge and information, and has a clear effect on the cultural formation of the national and international RKtourist

■ Recommendations:

- 1- 1- The necessity for the advertising designer to conduct studies and researches for the visual symbols in the Egyptian heritage and to use them in designing tourist advertising campaigns stemming from the Egyptian identity in order to help spread the national culture.
- 2 Attention must be paid to the development of the tourism advertising design in a way that is compatible with the global development so that it can be at the level of global competition in order to stimulate the tourism movement in Egypt..

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