

A philosophical Vision to Enhance the Insurance and Heritage Information Value for Designing the New Egyptian Polymer Banknotes

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Abstract

Banknote Is Considered one of The Prints Most Circulated Among Societies During Their Daily Lives Through All Economic Movements and It is a Symbol of The Sovereignty for Any Country That Reflects the Amount of Its Economic Performance and Contains the Cultural, Cultural, Historical and Historical Milestones That Are Characteristic of The Culture of Peoples and The Contemporary Events That Are Taking Place.

The research problem is summarized by the lack of familiarity with the non-specialized audience with all the means of securing the Egyptian visible currencies, as well as limiting the identity of the Egyptian currencies to the Pharaonic and Islamic cultural heritage, these represent the objectives of the research.

With the tendency of the Egyptian state to produce new polymeric currencies, the researcher developed a design philosophy that reflects the rich heritage of the Egyptian state according to five different proposed patterns characterized by its inclusion of the heritage and cultural heritage of the Egyptian society while strengthening the identity of the new Egyptian currencies by incorporating the augmented reality technology for the proposed design patterns as well as enhancing means of recognition and confirmation The currency is Verified and free from counterfeiting by incorporating rapid response code technology through an application dedicated to the Central Bank of Egypt.

The researcher applied the new philosophy during teaching the course of designing publications with value for two years in a row to reach more than 100 design models within the proposed philosophy to enhance the insurance and heritage information value and simulate the proposed electronic application functions for the Central Bank of Egypt.

Keywords

Polymer Banknote –Augmented Reality– Egyptian Civilization and Heritage - QR codes– Interactive Design.