

The role of color in the design of an interactive tourism poster using a QR code

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Abstract:

The use of colors plays a key role in the success of the tourism poster, because of its great influence in attracting the attention of the viewer to the poster. The psychological impact of colors varies from one person to another. Therefore, the good use of colors in the interactive tourism poster works to highlight the aesthetics of the design, which leads to the citizen's understanding of the poster and interacting with it using the QR code technology.

Tourism is one of the most important sources of national income. Egypt is characterized by multiple tourist attractions. Egyptian citizens flock to certain places and neglect others. So there is a problem that may be in the tourism advertising for these destinations, which prompted the researcher to try to remedy this problem by designing interactive tourism posters for some unpopular tourist destinations in Egypt to encourage domestic tourism.

The researcher used the descriptive approach to study the role of color in the design of the interactive tourist poster on public transportation. She also used the experimental approach to design a set of interactive tourism posters to serve the national economy and support domestic tourism in Egypt. One of the most important results of the study is that the use of color and QR codes in the design of the interactive tourist poster on public transportation has an effective role in attracting attention to the poster and thus activating domestic tourism in Egypt.

Keywords:

color in the tourist poster - interactive poster design - transportation ads - QR code.