

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.

Introduction:

It is difficult to imagine a world without colours. Colors play a major role in human life and in human-to-human contacts, because they give the character of defining and defining things. Everything that surrounds a person has a color. Colors are an integral part of the formation of different images and shapes. Colors symbolize, express, decorate, emphasize, distinguish and define because they serve as a visual language for expression and for conveying concepts to every eye that sees and feels them in daily life. (Al-Jundi 2014, p. 25)

Colors have a strong cultural significance in the design of tourist posters, as the color design reflects the local culture of the advertised destination, making the place unique, distinct and interesting, motivating citizens to want to travel and visit this place.

The colors are characterized by creating a visual pleasure that invites the citizen to immerse himself in the advertising poster for as long as possible and see what the designer wants to participate in. "The results of many studies indicate that individuals are attracted to colored ads by 54% more than individuals who are attracted to the same ads if they are not coloured." (Saadi 2018, p. 291)

Advertising is one of the most powerful cultural and economic influences in our society, as it sometimes defines our outlook on life. The advertisement does not stop at providing the citizen with information, but rather seeks to influence his attitudes and behaviors to reach the specified goal in the end. (Mahmoud 2016, p. 90) With the huge technological boom and the successive development in the field of communication and information technology, the process of designing an interactive advertising poster has taken on multiple dimensions to spread ideas in many and varied ways, to capture the audience's attention in an atypical manner for as long as possible, to arouse their desire for knowledge and then The citizen is encouraged to interact with the poster to convince him of the advertised service. (Abu Donia and Hassan 2015, p. 1671) Advertising is an art that is linked to the temporal and technical development of the ages, and therefore the designer must devise new, attractive ideas that fit the current era.

The tourism sector is one of the most important sources of national income for the Arab Republic of Egypt, as Egypt embraces a huge cultural heritage that represents more than a third of the world's monuments, cultural heritage and religious, medical and recreational tourism..., but many Egyptians do not know much about the tourist places inside Egypt, and the matter is limited On specific specific places that Egyptians go to every year during the seasons, the tourism of summer places and tourism of winter places is due to the characteristics of the place and temperature, and tourism of religious places and tourism of artistic and cultural events, and this is due to the large number of advertisements for these tourist places and the confidence of Egyptians in them. While there are many tourist places that many Egyptians do not know about due to the lack of advertisements for them or their absence, and in this research, the researcher presents a visualization of the role of color in the advertising poster of some unfamous Egyptian tourist places as a contribution to the promotion of domestic tourism in these places through posters Interactive advertising on Egyptian public transportation.

Research problem:

Colors are an essential element in the design of the interactive tourism poster because of their effective role in the response of the Egyptian citizen to the poster. The poster designer must choose a color group suitable for the target audience and the nature of the tourist destination to be announced. And the use of a new and innovative way that makes the public interact with the poster to answer its questions and satisfy its desire for knowledge. The interactive tourist poster is the link between modern technologies and the target group of the advertisement. Through it, the citizen can give the advertiser the feedback resulting from his interaction with the poster, and this feeding enables the party It also facilitates the process of measuring the extent of citizens' response to this type of interactive posters.

Technology and tourism are two areas that society members share in their daily lives, but despite the high ownership of smartphones, the use of QR codes in tourism is relatively recent in the Arab Republic of Egypt. Based on previous studies, it was not used in the field of tourism until the current year 2021 AD.

The research problem is summarized in the following questions:

- To what extent is it possible to benefit from employing the psychology of color in designing tourist posters for the Arab Republic of Egypt by means of public transportation?
- What is the possibility of benefiting from the QR code in enhancing the experience of the Egyptian citizen to know the information of the tourist destination?

Research Importance:

- Highlighting the aesthetics of the tourism poster design and enhancing the citizen's confidence in the tourist destination through good use of colors according to the tourist destination to be announced, which leads to the citizen's acceptance of the poster and interaction with it.
- Encouraging domestic tourism in places that are not well known in the Arab Republic of Egypt, through interactive tourism posters with QR code technology, which provides full information about the tourist destination, to be accessible to all, young and old alike.
- Increasing Egyptians' awareness of the importance of domestic tourism by displaying interactive tourism posters in public transportation and transportation.

Research Aims:

- Activating domestic tourism in the Arab Republic of Egypt through the correct use of color in tourism posters.
- Activate the public's senses and influence their decision to travel to enjoy the tourist destination by employing the QR code in the tourist poster to provide a virtual experience of the tourist destination, which leads to serving the national economy.

Research hypotheses:

- The field of contemporary advertising design can be enriched by studying and analyzing the role of color in the design of an interactive tourism poster using a QR code.
- QR codes can be employed in the tourism poster to achieve a high rate of effectiveness to contribute to the promotion of domestic tourism in Egypt.

Search Limits:

The search limits are limited to:

1. Studying the role of color in designing an interactive tourism poster.
2. Studying the interactive posters for means of transportation.
3. Study the employment of QR code in tourism publications.
4. Self-designs carried out by the researcher to design interactive tourist posters for some not-so-famous tourist places in Egypt, using Adobe Illustrator 2020 and Adobe Photoshop 2020.

Research Results:

- The study shows the relationship of color to the design of the interactive tourist poster in the means of transportation, where the selection of the appropriate color group achieves attracting the attention of the citizen to the poster and pushes him to interact with it and then visit the announced tourist destination and activate internal tourism in Egypt.
- The use of non-traditional methods in designing tourist posters and adding an interactive character to them will attract the attention of the public.
- The use of QR code technology gives an effective interaction to tourism posters.
- The application of QR codes in tourist posters is one form of effective communication.

Recommendations:

- Studying the role of modern technology in advertising to promote tourism in the Arab Republic of Egypt.
- Studying the role of the Egyptian identity in the tourism poster, as it represents one of the determinants of the Egyptian national income.
- Deviating from the traditional framework in designing tourist posters and presenting creative ideas that attract the public's attention and capture the largest number of their senses to arouse their interest in tourist destinations.

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