Printing Designs and its Supplements for Textiles Inspired from Egyptian Currencies Between Culture Identity and Virtual Reality To Be Used as a Touristic Souvenirs

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Abstract

The cultural Identity, values and perceptions of any nation in the world, upon which its history and urgency are based, are one of the pillars of a strong future based on foundations and rules, thus increasing the nation's strength and pushing its children to build and develop. And it appeared with it and appeared in its technological development, interaction with it, inside it, its luxury, inside it, inside it, inside it, inside it, inside it, inside it, inside it, inside it, inside, inside, and inside, and inside, inside, inside, and inside it is inspired by Egyptian currencies of cultural currencies and reality The default as tourist souvenirs.

• **Problem Of Research:**

The Problem Of Research Is Determined By The Following Questions:

o How can we benefit from the elements and symbols of Egyptian currencies to create contemporary plastic formulas as an input for textile print designers to create designs with a predominantly Egyptian character on the fabrics for tourism souvenirs and their accessories using computer programs?

o How can virtual reality overcome the problems that the consumer faces in e-marketing while buying souvenir clothing products and their supplements?

•**Purpose Of Research:**

o Opening new horizons to benefit from the selections of some Egyptian currency drawings and the aesthetic and symbolic values they contain that reflect many of the features of the Egyptian civilization in an effort to create innovative printing designs for souvenir clothing fabrics and their supplements through the use of some specialized computer programs (Gimpshop, Adobe Illustrator Cc 2020).

o The ability to build a realistic and effective mental image so that the consumer deals with the elements of printed souvenir clothing products and their supplements interactively using virtual reality technology to find effective customized solutions that contribute to achieving the desired goals in marketing activities to increase the customer base and the size of profits.

•**Procedures Of Procedural Research:**

o Provide technical interpretation and analysis of some selections of Egyptian currencies.

o Virtual reality and its impact on e-marketing.

o Applied experimental study Through Some Computer Programs Such As (Gimpshop, Adobe Illustrator Cc 2020).

O Analytical Study Procedures.