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

Dr. Heba Atef Abdel-Aziz Mohamed
Lecturer, Department of Textile Printing, Dyeing and Finishing - Faculty of Applied Arts - Benha University.
heba.atef@fapa.bu.edu.eg

• Introduction

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. It appeared with it and appeared in its technological development, interaction with it, inside it, its luxury, and it is inspired by Egyptian cultural currencies to be used as tourist souvenirs.

• Problem of the Research:

The Problem of the Research Is Determined by the Following Questions:

- How can we benefit from 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?

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

•Purpose of the Research:

- Opening new horizons to benefit from the selections of some Egyptian currency drawings and aesthetic and symbolic values they contain that reflect many of 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).

- 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 customers' base and size of profits.

•Procedures of Procedural Research:

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

- Virtual reality and its impact on e-marketing.

-Applied Experimental Study Through Some Computer Programs Such as (Gimpshop, Adobe Illustrator Cc).

- Analytical Study Procedures.

Keywords:

Egyptian Currencies, Virtual Reality, Printing Designs and its Supplements for Textiles.

Hypotheses of the Research:

- It is possible to create print designs with a predominantly Egyptian character on the fabrics of tourism souvenirs and their accessories, by making use of Egyptian currency fees.

- We can benefit from electronic methods and advanced modern technology to ensure customer satisfaction and their requirements for printed souvenir clothing products and their accessories.

- **Importance of the Research**

- Rooting the Egyptian cultural identity through the merging of the Egyptian heritage with a contemporary trend in designing memorial clothing printing and its supplements based on aesthetic values that contribute to creating new design visions for women's clothes using some specialized computer programs (Gimpshop, Adobe Illustrator Cc.)

- Achieving a tremendous rate of development and growth in increasing the volume of sales and the customer base through the use of virtual reality technology applications that allow customers to interactively experience the product before purchasing it without the need to waste time and effort.

- Establishing a culture of digital citizenship in the light of what is known as a knowledge economy, in order to upgrade the members of society, especially youth, by enabling them to possess tools for developing communication and information technology skills through which they can enter the knowledge-based marketing community.

•Limits of the Research:

- Time limits: - The research dealt with selections of some of the Egyptian currency (from June 1956 AD until February 2021 AD) and implementation in 2021

                Designing the printing of textile souvenirs for women for the age of 20-35 years.

- Spatial limits: - A set of some Egyptian currencies in the Arab Republic of Egypt.

                Marketing of women's clothing fabrics and their printed supplements in the Arab Republic of Egypt and other countries of the world

Objective limits: - Providing interpretation and technical analysis of some selections of Egyptian currencies.

                Virtual reality technology and its impact on e-marketing.

-            The practical framework for research through some specialized computer programs, such as(Gimpshop, Adobe Illustrator Cc)

                Analytical study procedures.

•Research methodology

The research follows the descriptive, analytical and experimental approach.
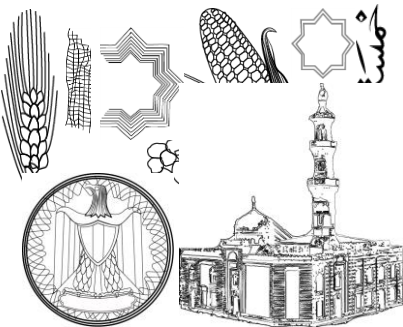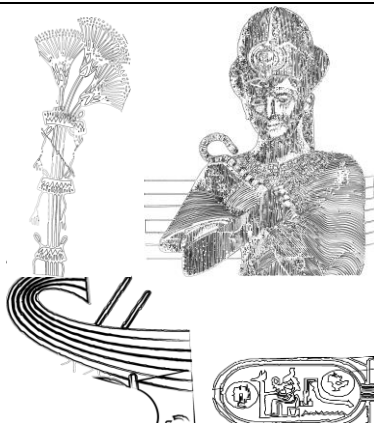
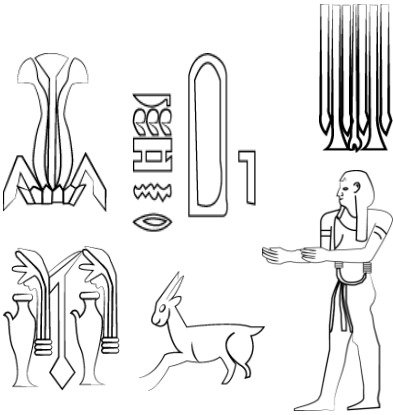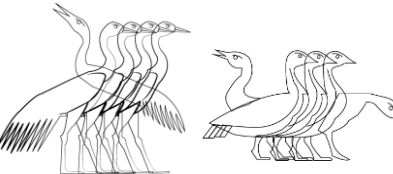**First: To provide an interpretation and technical analysis of some selections of Egyptian currencies**
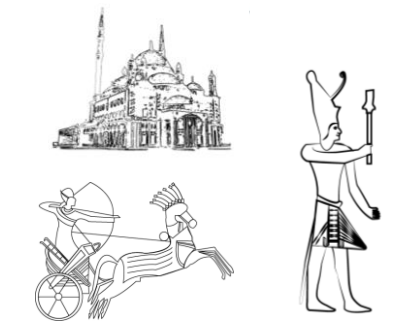
Egyptian coins are adorned with historical and cultural symbols embodied by Egyptian antiquities, and represent a long history connected with rings, successive eras of glories and military championships, each picture tells a story and every symbol has an artistic connotation and aesthetic value. Through its currencies, the Egyptian state was keen to promote its most
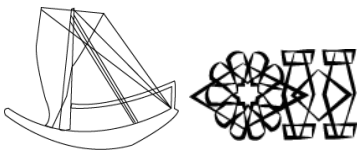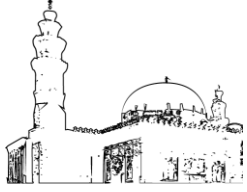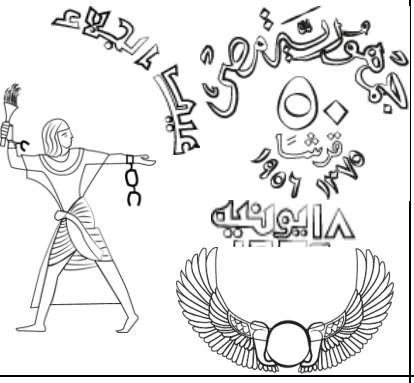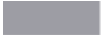
important antiquities in the Pharaonic and Islamic eras, to highlight these two important aspects of the ancient Egyptian civilization, as they are two sides of a single Egyptian currency that is handled by the hands, and it expresses knowledge, work, goodness, growth, prosperity and the sophistication of art. While highlighting these two aspects of Egyptian civilization, in its pharaonic and Islamic sides, would constitute a promotion of Egyptian tourism through the national currency that is traded by expatriates and visitors from all over the world.
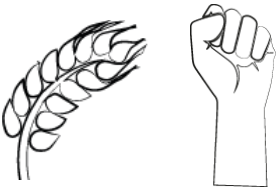
These coins, whether paper or metal, are considered a pictorial record of the development of the arts of calligraphy and writing, and its development parallels the sophistication and progress achieved by the Egyptian calligrapher and artist, as well as Islamic monuments and pharaonic statues that contain in their design vocabulary and plastic elements, which was led by the interest of artists in general and designers of textile printing in particularily to highlighting its semantic and symbolic position, and they formulated their configurations and designs to achieve both functional and aesthetic goals.
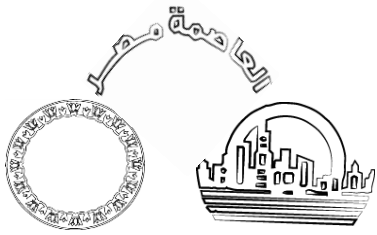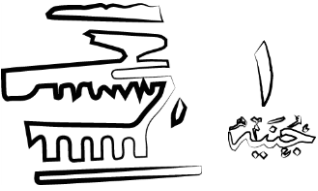
Table (1) shows the linear analysis and symbolic connotations of some different currency classes

The symbolic connotation	Linear analysis of some Element used	Chromatic Analysis	Used elements	Currency denomination
The head of an eagle while looking proudly on the right side symbolizes greatness, and pride.			The front side is the Sayyida Aisha mosque and some inscriptions, the back side is an eagle of Saladin, wheat, corn and cotton.	Figure (1) Twenty-five piasters in 2002.
Ramses II statue symbolizes strength, spirit, honesty, truth, and the guardian			The front side is Al-Azhar Mosque, the back side has Ramses II statue.	Figure (2) Fifty piasters in 2002.

angel of man.				
The god Habibi (the god of the Nile) symbolizes the goodness and prosperity of the Nile, which is considered a gift to the people of Egypt.			The front side is Ibn Tulun Mosque, the back side is the god Habi.	Figure (3) five pounds in 1986
The god Horus symbolizes his king the legitimacy of the divine rule on earth.			The front face is Al-Rifai Mosque Back face is King Khafre and the god Horus.	Figure (4) ten pounds in 2003.
The Pharaonic chariot symbolizes speed, victory, and strength			The front side is Muhammad Ali Mosque, the back is a Pharaonic chariot.	Figure (5) twenty pounds in 2002

Horus Temple symbolizes goodness and justice.			The front face is Abu Hariba Mosque Back is the Temple of Horus.	Figure (6) Fifty pounds in 2000
The Great Sphinx symbolizes the power of the lion and the wisdom of man.			The front side is Sultan Hassan Mosque, the back is the Great Sphinx	Figure (7) one hundred pounds in 2002
Egyptian writer symbolizes science and culture.			The front side is the Mosque of Qani Bay al-Rammah, the back side is the Egyptian writer	Figure (8) two hundred pounds in 2009.
The flame symbolizes independence			The front is an inscription, the back is a pharaonic woman and a torch is lit from a flame.	Figure (9) Fifty piasters in 1956
A Pharaonic woman symbolizes pride, greatness, pride and steadfastn			The front side is inscriptions, the back is a section of a pharaonic woman and wheat.	Figure (10) five piasters in 1975

ess.				
A symbolic connotation of the Arab music icon.			The front side is writings, the back is the Arabic singer Umm Kulthum	Figure (11) one pound in 1976
The human hand symbolizes the cohesion of the Egyptian people.			The front side is an inscription, the back is a handwriting composition and the wheat chain.	Figure (12) ten piasters in 1980
The pyramids symbolize eternity, majesty and glory.			Front side is writings, back side there are pyramids	Figure (13) five piasters in 1984
The lamp symbolizes the human heart, in which the light of the lamp dwells.			The front side is writings, the back is the niche.	Figure (14) five piasters in 1992
Muhammad Ali Mosque symbolizes ancient heritage in addition to the			The front side is graffiti, the back is the Muhammad Ali Mosque.	Figure (15) ten piasters in 1992

spiritual aspect.			
The abstract composition symbolizes building and reconstruction.			Figure (16) one pound in 2015
The abstract shape symbolizes the ease of facilitating the movement of transportation to raise the rates of development.			Figure (17) one pound for the year 2019
The front and back are writings, an abstract composition of the capital of Egypt.			
The front side is inscriptions, the back is an abstract form of arches.			
The abstract figure of the doctors symbolizes pride in their great efforts.			Figure (18) Fifty piasters in 2021
The front is writings, the back is an abstract figure for doctors.			

Second: Virtual Reality Technology and its Impact on E-Marketing

Technology has become an integral part of our lives, the development of applications and technologies accelerates, turning our world into a virtual world in which the individual lives. The idea of virtual reality has always been a dream that many consider impossible, but this dream has come true. For decades, people have been searching for a modern technology that

allows simulating virtual reality in a way that merges it with the real world. So that it enables him to travel through time and live in an imaginary world. Based on these many dreams, scientists are always looking to develop modern and advanced technological devices for their multiple uses in general and marketing in the field of textile printing in particular.

The idea of virtual reality is based on helping users to experience an unreal world, and linking it to the five senses, which makes it appear very close to reality and as if it is real. The devices used in this field differ for several reasons according to their various uses, shape, accuracy of their image, or the way they work. The common denominator in the way they work is that they all work to track the movement of the head and the movement of the pupil. Some head devices are equipped with hand machines that track the movement for more interaction between users and the virtual world to provide a better quality in the experience of shopping for textile printing products. (Syazwan noordin, noraidah sahari ashaari 2018).

Fourth: The statistical study procedures to measure the validity of the hypotheses

To verify the validity of the questionnaire's content, it was presented in its initial form to a group of specialized referees from university professors at the College of Applied Arts to seek their opinion on the appropriateness of the articles and axes, and it was reformulated after making the necessary amendments according to the opinions of the distinguished referees to become in its final form (Appendix 1), then designs that were implemented were presented to the study community of specialists and the sample size was (20) members of the teaching staff, owners of bazaars in tourist places, Egyptian and foreign consumers, and the questionnaire included (6) phrases distributed on an axis that measures aesthetical and functional aspects of the proposed designs for women's clothing. As for the second axis on the number of (4), it measures the design, aesthetical and functional aspects of the proposed designs for uniform supplements.

The design, aesthetical and functional aspects of women's clothing

design																				
10		9		8		7		6		5		4		3		2		1		
%	ك	%	ك	%	ك	%	ك	%	ك	%	ك	%	ك	%	ك	%	ك	%	ك	
46.6	56	41.7	50	53.3	64	33.4	40	48.3	58	18.4	22	21.6	26	21.6	26	25	30	26.7	32	5
25	30	41.7	50	33.4	40	41.6	50	27.5	33	31.6	38	30	36	28.4	34	23.4	28	43.3	52	4
25	30	15	18	13.3	23.4	23.4	28	20.8	25	25	30	28.4	34	38.4	46	38.3	46	16.7	20	3
3.4	4	1.6	2	0	1.6	1.6	2	3.4	4	21.6	26	16.6	20	11.6	14	11.6	16	11.6	14	2
0	0	0	0	0	0	0	0	0	0	3.4	4	3.4	4	0	0	0	0	1.7	2	1

Research Results

Through the theoretical and practical framework, and after applying the questionnaire in its final form to the research sample, in addition to analyzing the results and treating them statistically, the following is revealed:

1. Through the descriptive study of selections from the vocabulary of Egyptian currencies, it was realized that there is a rich balance of artistic vocabulary that has abstract qualities that fit modern and contemporary trends in creating print designs that emphasize originality and contemporary and preserving the Egyptian identity.

The research confirms the importance of linking the design departments with the marketing departments in industrial establishments to know and determine the needs, desires and tastes of the consumer, and the necessity of linking with virtual reality technologies so that industrial companies avoid the consequences of the problems facing customers and reach a good product that meets the needs and desires of consumers that can be competitive with it locally and globally.

2. The research presented (10) design experiments for designs for printing women's clothing fabrics and their supplements as tourist souvenirs, and (21) employments, (5) virtual reality simulations for a virtual measurement room that enriches the two fields of designing women's clothing fabrics and their printed supplements.

Recommendations

1. Conducting more studies in the cultural heritage, especially Egyptian currencies, to be used in innovation

1. Memorial printed ladies' clothing fabric designs.

2. The necessity of attention on the part of production centers in general and memorial clothing designers in particular by using the results of design research on our cultural legacies in academic centers to achieve the necessary needs and upgrade the quality of designing Egyptian textile printing, especially designing women's clothing and accessories, which gives it distinction and the ability to compete in the local and international markets.

3. On the industrial level, we must rely on the technological application of electronic marketing by using virtual reality techniques to design printed women's clothing fabrics to support the competitive position of this industry on the domestic and global arena.

4. At the academic level, the curricula of the College of Applied Arts in general and the Department of Textile Printing, Dyeing and Preparation should be developed and modernized, especially in line with the requirements of the industrial community to solve industry problems and include design-related sciences in the study, such as interest in virtual reality science and its applications in the study plan so that a designer can prepare a textile printing accompanying of technological development.

References

1. Mounir, Hassan hegab: Informational encyclopedia, dar elfagr Publishing and Distribution, Cairo,2003.

2. 2.Eljuhayny ,fahd abd elrahman abo seif : Virtual reality and its technologies in teaching the future ,2006.

3. 3.Abdelhafez, adel haroun & Mohamed, Mahmoud Mohamed Ramadan: Ceramic heritage-inspired souvenirs Sinai People, Scientific Journal of the Faculty of Specific Education, Sixth issue, Part one, April 2016

4. Alan B Craig & William Sherman: Understanding Virtual reality interface application and design, edition 1, publisher Morgan Kaufmann publication ,2002, pages 608.

5. Asmaa Saeed Alqahtani, Lamya Foaud Daghestani, Lamiaa Fattouh Ibrahim: Environments and System Types of Virtual RealityTechnology in STEM: ASurvey, (IJACSA) International Journal of Advanced Computer Science and Applications, Vol. 8, No. 6, 2017.

6. Syazwan noordin, noraidah sahari ashaari, tengku siti meriam tengku wook: A Proposed Model for Virtual Fitting Room Based on Usability Profound Emotional Elements, international journal on advanced science engineering information technology, Vol.8 No. 6 , ISSN: 2088-5334 , 2018 .

7. Paulus H. A. Andreki, Rashad Yazdanifard: Is E-Marketing the Future of Marketing Field, American Journal of Industrial and Business Management, 2014.

8. https://pulpit.alwatanvoice.com/content/print/499045.html/16/02/2021

9. https://www.aam-web.com/ar/create_pdf/department/22/8/1/2021

10. Virtual reality, The American Heritage Dictionary, https://www. ahdictionary .com/ word/search.html? q=virtual+reality accessed 08/02/2021.

11. https://www.youtube.com/watch?v=qWz9fA7RUyc/12/02/2021

12. https://www.youtube.com/watch?v=lNKJRltaUmI/12/02/2021

1. https://www.youtube.com/watch?v=zlcrM8rxalM/12/02/2021