

Employing the aesthetics of folklore in creating print designs that support Egyptian tourism

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Abstract:

Folk heritage is considered one of the most important cultural legacies, as it is rich in artistic and expressive vocabulary that makes it appropriate with modernity and the development of the era because it is closely related to our daily life as it is closely related to our daily life as it is closely related to our daily life. Vibrant hair upon hair of delightful details and colors, the popular artist has used many symbols to show and communicate his message that he seeks to convey to the community, where he used human symbols, which appeared clearly to highlight certain situations and qualities such as courage and strength. He also used animal and plant symbols, which had a great impact in completing the artwork and completing the story that Troy, and he also used various geometric shapes, which completed the harmony and linked the artwork and became integrated in its aspects, as the popular artist excelled in choosing and using colors, where he used colors that express each situation and the colors were cheerful and give joy and pleasure, We find that working to spread folklore and preserve it from extinction in the midst of modernity and openness is a national duty that everyone must strive for, and clothing is one of the most important and prominent ways through which heritage can be preserved because it represents one of the arts and with modernity and technological development the use of modern technologies has become more influential On the community, it can also be used to support domestic and foreign tourism, The problem of the research in how to benefit from the Egyptian folklore in making typographic designs to support the Egyptian internal and external tourism. The research aims to revive the Egyptian folklore and benefit from it in raiding Egyptian tourism. The research imposes that there are statistically significant differences at the level (0.05) between the evaluation of the proposed designs by employing the aesthetics of folklore in achieving the aspects of evaluation (the employment of folklore, the aesthetic aspect in the designs, achieving the success of the designs), according to the opinions of specialists. The importance of the research shows the creation of typographic designs inspired by folklore to preserve the Egyptian identity and support tourism. The best proposed designs from employing the aesthetics of folklore in achieving the evaluation aspects (as a whole) according to the opinions of specialists are (Design: No. 1) and (Design No. 9) the least proposed designs from employing the aesthetics of folklore in achieving the evaluation aspects (as a whole) according to the opinions of specialists, One of the most important recommendations is the interest in employing modernity and development in spreading the Egyptian folklore and preserving it from extinction.

Keywords:

Aesthetics, folklore, printing, tourism