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 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

Introduction

Folklore is one of the cultural legacies of nations. It is also considered a fertile source of creativity in Egypt, especially as it is distinguished and unique in many different heritage monuments throughout the ages, because each era has a different and distinctive spirit that gives the designer inspiration. Folklore is also closely linked to our daily life, as it tells multiple stories. It is full of exciting and distinctive details, and it is the original main title of the Egyptian culture. Popular heritage is also characterized by its vitality, as it is either an oral expression that has no rules, but rather depends on the prevailing culture in society and is transmitted through generations, or a historical research material recorded and codified. It gives it the character of continuity throughout the ages, and symbols are considered one of the most important characteristics of folk art due to its multiplicity of types, ideas for using it, the vision of the designer for it, as well as the society receiving the idea and the extent of its expression of its political and economic condition or various occasions, as well as the creativity of the popular artist in presenting various problems through the use of symbols Which carries many messages to the society of customs, traditions and rituals in different situations, and the popular artist used human symbols in the design idea to show this symbol in a specific capacity and raise an issue or show a problem through a story or a tale told through these human symbols, and he also used animal symbols and merging Between them and human symbols to complete the story and deliver the message in the required form. He also used plant symbols because of their special character that is comfortable for the soul and creatively employed them in many popular designs. The popular artist added geometric shapes in many designs in order to enrich the artwork and reach the design idea to the desired goal. Spreading popular national heritage is a patriotic duty that should not be abandoned by owners of various arts in order to support and preserve originality and history because it is considered the true inheritance of peoples because of their history, experiences and cultural character of society, and fashion has a very important role as one of the arts that has the ability to spread heritage through many Methods and methods of application and benefit from them in preserving the creative cultural heritage and publishing it as one of the elements of the tourism community. To disseminate folklore, as its use within fashion enriches the piece of clothing and gives it beauty that highlights it. The use of colors with modern technologies that help innovation and creativity gives a special character and distinction. Therefore, the focus was on printing in this research as one of the means used to highlight the aesthetics of folklore and the exploitation of these aesthetics in support of Egyptian tourism, whether internal or external, as tourism is one of the most important means of national income in Egypt and has a great cultural impact and the preservation of Egyptian heritage and civilization.

Statement of the Problem:

The research problem is represented in the following questions:

1- How can we benefit from the Egyptian folklore in making typographic designs to support Egyptian tourism?

2- What is the extent to which typographic designs can be used to support tourism?

Hypothesis:

1- There are statistically significant differences at the level of (0.05) between the evaluation of the designs proposed by employing the aesthetics of folklore in achieving aspects of evaluation (employment of folklore, the aesthetic aspect in designs, achieving the success of designs), according to the opinions of specialists.

2- The study and analysis of the aesthetics of folklore helps to develop typographic designs in a modern spirit.

3- Modern technologies used in design contribute to the development of typographic designs inspired by folklore.

4- Folklore has an important role in supporting domestic and foreign Egyptian tourism.

Objective search goals:

1- Benefiting from the popular heritage in developing typographic designs.

2- Reviving the folklore with modern visions.

3- Employing folklore to revitalize Egyptian tourism.

Significance of Research:

1- Preserving the Egyptian identity from extinction.

2- Creating distinctive printing designs in a traditional spirit.

3- Using modern printing techniques in implementing designs.

Research methodology:

The research uses the following approaches (descriptive method and experimental method)

1- The descriptive method

2- Experimental method

Search Limitations:

A study of the Egyptian folklore

Research tools:

*Questionnaire form to judge the proposed designs.

* A collection of images and motifs of folklore.

* A collection of typographic designs developed from folklore.

The research sample:

* A group of suggested typographic designs inspired by the Egyptian folklore.

* A group of specialists and those interested in the field of fashion design and print design to find out their opinions about the proposed inspired designs.

* A group of specialists in the field of tourism.

Results summary:

1- Developing contemporary typographic designs from the vocabulary of folk art.

2- Spreading the popular heritage and preserving the national identity in a modern way commensurate with modern developments.

3- Employing folklore in supporting domestic and foreign Egyptian tourism.

4- The use of modern techniques in design to develop innovative designs based on the aesthetics of folk art.

Recommendations:

1- Employing techniques and technological development in spreading folklore.

2- Employing the field of fashion in spreading heritage and supporting tourism.

3- Creating new design visions in a traditional spirit to support tourism.

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