

The role of vectors in the development of national mural designs as an input to promote The spirit of the Egyptian national identity and the values of belonging within the framework of the cultural and creative industries

(Art exhibition entitled Shields of the Nation)

Dr. Enas Abd Elraouf Okka

Lecturer of Design department - Faculty of At Education -Helwan University- Egypt.

Enas_okka@fae.helwan.edu.eg

Abstract:

The research deals with the impact of vectors in the development of the stages of modern mural designs at the level of the design, implementation and production processes, where it can be emphasized the practical benefit expected from such models in the design process, which ensures the quality of the design, the abundance of production and the possibility of its implementation with various materials, and within the framework of the integrative design relationship Document with architecture both aesthetically and functionally; In addition to creating modern materials and means that are consistent with the architectural needs and the purposes for which they were created, the role of the wall designer appears in enriching the aesthetic aspect of this architecture, investing all the data and employing technology, and expressing the contemporary culture to become a means of mass communication. The importance of this aspect appears especially in the recent times in light of the increasing developmental and knowledge role of the creative and cultural industries at the global level, and it means the cultural works directed to the masses, which are produced by the method of mass production, which is one of the concepts closely related to modernization and the era of the industrial revolution, and the state's strategy has been given For sustainable development (Egypt Vision 2030), there is a clear interest in these industries as a source of strength for the economy, making them a basis for Egypt's soft power regionally and internationally.

The research in this context designs and analyzes a number of digital murals that display the stories of a group of heroes and national symbols who influenced the history of the Egyptian military, and wrote the highest meanings of honor and heroism. Hence, the necessity of underlining these championships and presenting them to the public, so that these martyrs heroes are immortal in the conscience, and their history is engraved in the memory of the Egyptians, and their heroisms are inherited by generations, and a source of pride and pride.

Keywords:

(vector designs - mural design - creative and cultural industries - Egyptian national identity)