The visual identity and its realization in the logo of the children's TV channels

Dr. Mona Ahmed Mohamed Ahmed
Lecturer Instructor at the Department of Decorative Design - College of Art Education Helwan University
monaijiahmed@gmail.com

Research Summary:

The design and the field of logo's design is considered one of the most important cultural approaches in the current era to preserve the visual and cultural identity for people in general and for the Arab child in specific, especially during the wide spread of globalization and expansion of knowledge, the Arab child need to receive direct and indirect communicative messages related to his cultural values to make him be able to distinguish what is suitable to his own culture or not.

Our research is concerned with analyzing children's channels to clarify their weaknesses and how is it engaged to the Arab identity and also how it's affectioning in the child behavior.

The research problem is in how there are many children's channels logos don't represent the cultural and civilizational dimension of those countries. But also is represent the features and characteristics of the global logos and the global trend in design so that it's reflecting in the formation of the Arab child in the pre-school stage which is the logo in this stage one an important engine in developing the child behavior and contributing in the development of his innovative and sensory skills.

So that the design of the logo directed to the child, must be based on main basis includes a symbolic and cultural meaning which helps to build his cultural and visual identity.

Keywords:

visual identity- cultural identity- logos- children.