

## **Formulating visual concepts in designing advertising campaigns for projects of the sustainable development plan in Egypt 2030**

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### **Abstract:**

Advertising campaigns are a tool for transformation and expression of any activity, whether educational, commercial or service, and the vital role they play in shaping the opinions of recipients towards the idea or product. From the traditional format to new heights.

Advertising campaigns are one of the weapons that attract recipients, and the role of various advertising means in preparing for advertising campaigns is increasing daily, as they include a major axis in supporting and developing individuals' awareness and increasing their information and ideas about various goods and services. The research deals with the formulation of visual concepts in designing advertising campaign posters for projects of the sustainable development plan. In Egypt 2030 as an important tool for introducing the most prominent projects and their impact on the individual and society in a positive and effective manner. The applied study attempts to formulate visual concepts by designing posters for advertising campaigns for some projects of the sustainable development plan in Egypt 2030. The goal is to adhere to visual concepts in Egypt and create posters for advertising campaigns that attract targeted recipients. Then a questionnaire was presented to specialists in the field of advertising design, including faculty members and experts, to evaluate these posters and ideas, and then reach the results of the study.

### **Keywords:**

visual concepts - advertising campaigns - persuasive communicatio.