

Benefit from the mural design in boosting sustainable awareness advertising

Dr. Amr Anwar Gad

Lecturer at Department of Decoration - High Institute of Applied Arts - Fifth Settlement

Lecturer at faculty of graphic - the Arab Open University in Egypt

amrgad2005@gmail.com

Dr. wessam Mahaseb Amer

Lecturer at Department of Advertising - High Institute of Applied Arts - Fifth Settlement

w_wessam_85@hotmail.com

Abstract:

Within the framework of the 2030 Sustainable Development Plan, the state aims to achieve a better and more sustainable future for all, and the study accompanies that trend by preserving the environment and compatibility between environmental design and advertising design.

Sustainable awareness advertising has an important role in creating awareness of community issues, as it is a design activity that leads to the improvement of social well-being with the greatest possible concern for natural resources and the least possible amount of damage and abuse to the environment. Therefore, some organizations seek to use the concept of sustainability in awareness advertising to find creative approaches to design and adopt A new advertising culture that affects the behavior of the recipient.

Although the mural design is the opposite of the advertising, as it is characterized by continuity and stability, while the awareness advertisement is linked to a predetermined time period, it is possible to use the mural design as a kind of beautification for some buildings and the link between the mural design and awareness advertising messages depending on the recycled materials.

Hence the importance of research in moving towards sustainable development and using mural design and its contemporary methods in sustainable awareness advertising to find creative entrances to the design, which leads to raising the societal awareness of the recipient, and also contributes to consolidating the relationship between the recipient and his environment through conscious interaction with awareness advertising messages.

Keywords:

contemporary mural design - sustainable awareness advertising - sustainable development – Assemblage Art.