

# Adapting the Typography Art in Advertising Design to Enhance the Touristic Advertising Visual Identity

**Dr. Shimaa Salah Sadek Sedek**

Lecturer of the Advertisement Department, Faculty of Applied Arts - Benha University

[shimaa.salah@fapa.bu.edu.eg](mailto:shimaa.salah@fapa.bu.edu.eg)

## **Abstract:**

The art of typography is one of the most important types of art that allows the graphic designer the use of a strong visual language in the design because it has an effective role in connecting the mind and rooting the symbols of visual identity through symbolic and expressive links to the Arabic characters as visual support elements of the tourism advertising by combining the picture and the Arabic letters to provide A dazzling advertising design designed to deepen the mental impact of ancient Egyptian art for the development of Egyptian tourism. The art of typography is characterized by strong aesthetic and decorative values that can be adapted to serve the distinctive touristic identity of the ancient a heritage of Egyptian cultural history. So, the issue we are discussing in this paper lies in the lack of designer awareness of the use of typography in the design of advertising, despite the ability to root the old Egyptian identity by drafting a visual aesthetic affecting the recipient of the message, Due to the economic crisis and the decline of tourism in Egypt in the past years, which require the presentation of high-impact creative design to express the cultural heritage of Egyptian tourism. The aim of the research is to shed light on the power of the art of typography in establishing the ancient Egyptian visual identity for the development of Egyptian tourism and attracting the recipient. Therefore, the study is concerned with clarifying the possibility of benefiting from the art of typography in deepening the old Egyptian visual identity for the advancement of Egyptian tourism, thus increasing the improvement of tourism in Egypt and its cultural gains, which is reflected positively on the economy. The research follows the analytical approach through the analysis of some ads that were created through the art of typography, as well as the experimental approach to design a group of ad models that expessed the use of typography to root the ancient Egyptian visual identity. One of the most important results of the research is that the adaptation of the art of typography offers creative advertising solutions that positively affect the rooting of the ancient Egyptian visual identity, which enriches the content of the advertising message and revives the tourism and cultural impact of Egypt. And we conclude from the results of the research that the use of letters and the art of typography in advertising have an effective role in deepening the impact of advertising messages as a visual communication to increase the competitiveness of Egyptian tourism.

**Keyword:** Typography Art - visual identity - touristic advertising - advertising design - Arabic typography - visual identity

## **Introduction:**

This current Era is characterized by a huge global development in advertising which added more challenges that the advertiser has to face and get over it to consolidate and express the Egyptian identity especially on touristic advertising. As this type of advertising is considered

a pillar of the Egyptian economy for its role on flourishing tourism and accordingly flourishing the public income.

The Egyptian identity is one of the catalysts of tourism behavior for the foreign tourist. Due to the relation between Egyptian tourism and community visual identity, the typography art became one of the most important and necessary design inputs to consolidate the Egyptian identity through studying the typographical compositions and to benefit from both the aesthetic and functional sides of Arabic letters in expressing the real identity in an appropriate way for community and its inherent culture.

As long as the touristic advertising is considered as one of the main contributing sectors on the Egyptian economic growth due to the Egyptian tourism development, so this requires from the advertisers to get out of the stereotypical ideas, to create new aesthetic sides beyond the traditional frameworks of tourism and to be inspired by the original spirit of the Egyptian civilization.

Here we can notice the importance and ability of the Arabic letters on highlighting the Egyptian identity through the aesthetic of typographical art. As its aesthetic forms, which have the original Arabic identity, have many advantages helping the advertiser by its use in the current Egyptian touristic advertisement. Thus, the amplification of the Egyptian visual identity became one of the most important factors in the success of touristic advertising because it has a great impact on deepening the existing mental image of the Egyptian civilization. Depending on the great influence of typographical art and Arabic letters representing the Arabic nationality so their integration with photographs inspired from the Egyptian civilization will generate new aesthetic forms on touristic advertising with new visions.

### **Problem Statement:**

The Research's Problem can be expressed via the following questions:

- What are the benefits of typographical art as one of the main advertising basics to achieve the Egyptian visual identity in touristic advertising?
- How can the aesthetic, expressive and formal sides of the Egyptian visual identity be used in touristic advertising?

### **Research Aims:**

According to the deterioration the degeneration on the role of the Egyptian tourism, while it is one of the main resources of the Egyptian income and as it has an important role on forming the ways of expressing the historical Egyptian culture along with the national development, this study is seeking;

1.study the typographical art aesthetic, expressive and forming abilities on creating new touristic designing visions aim to consolidate the Egyptian visual identity and to Include a mental image of civilization correspond to the elements of Egyptian tourism civilization.

2.To present new Contemporary designing visions to benefit from the aesthetic and forming values of the typographical art on the creation of Egyptian touristic advertisement that help in developing the Egyptian identity.

**Research Hypothesis:**

the assumption of this studies that:

- Customizing the typographical art on designing the touristic advertising may help on enhancing the consolidation of the Egyptian visual identity.
- The typographical aesthetics may contribute on including new valuable aesthetic, forming and expressive sides for the touristic advertising designing.
- The selection of appropriate advertising elements and their integration into the art of typography may contribute on the creation of new visual stimuli able to capture the attention of the recipient.

**Research limitations:**

Designing a set of touristic advertising models based on the integration of the art of typography with the other elements of the advertising poster to provide a vision of strong and dazzling design, through the studying of typographical art to the first year division of the advertising department on faculty of applied art under the supervision of researcher, and designing touristic advertising posters based on the integration of these studies with the elements of advertising design.

**Research Methodology:**

This research relies on the analytical approach. That analyzing some designed models based on the typographical art which implemented by the students of the first division. Then the experimental approach through the use of these models on designing touristic advertisements based on the typographical art which aim to consolidate the Egyptian visual identity and accordingly strengthen Egyptian tourism.

**Research tools:**

- Heritage photographs from different web pages.
- Graphic processing using Arabic letters to study and analyze photographs.
- Posters created by the researcher using the previous graphic processors and prepared under the supervision of the researcher using photoshop program.
- Websites (internet).

**Research results:**

- The applied research study shows that the typographical art has aesthetic, expressive and structural sides that can be used to consolidate the Egyptian visual identity in the touristic advertising.
- The rooting of the Egyptian identity by the touristic advertising is considered as a pivotal dimension to the development of visual formats used by the advertiser to improve the positive image of Egyptian tourism.
- The integration of the typographical art elements and other touristic advertising design elements enhances the visual image of touristic advertising and creates incentives for the touristic interaction to the advertisement.

- Color is one of the important elements that enhance the visual identity of the Egyptian touristic advertisement due to the colors derived from the special Egyptian heritage colors.

### Research Recommendations:

- The need to launch large-scale worldwide tourism campaigns to improve the positive image of the ancient and historic status of Egypt and Egyptian tourism awareness.
- Focusing on deepening the Egyptian identity in the touristic advertising, which represents one of the main factors of Egyptian national income.
- Study the political impacts on the Egyptian touristic advertising.
- The necessity of studying the role of advertising in changing the negative image of tourism in Egypt.
- Studying the role of the new technologies and social media on promoting Egyptian tourism globally.
- Preparing new touristic strategies aim to promote Egyptian tourism alternatives.
- Preparing studies work on generating tourist loyalty to the ancient Egyptian tourism.
- Granting special budgets for touristic advertising and using modern technologies in a manner consistent with global development.

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