



Faculty of Fine Arts
Printed Designs Department
Design & Graphical Communication Branch

The Role of the new standards in the design of animated tourism advertisement for Alexandria city

A Thesis Presented By the Researcher

Hekmat Hassan Mohamed Abd El-Latif Khalil

Teacher Assistant in Graphic Department
Faculty of Arts & Design – Pharos University

For the Degree of

**PhD in Fine Arts – Graphic Design Department
(Major: Graphic Design Communication)**

Supervised By

Prof. Dr. Zeinab Mourad El Demrdash

Professor at Graphic Design Department
& Vice Dean of the Faculty of Fine Arts
For Environmental Affairs – Alexandria University

Dr. Atef Zaki Ahmed Kersha

Teacher at Graphic Design Department
Faculty of Fine Arts- Alexandria University

2019

The Role of the new standards in the design of animated tourism advertisement for Alexandria city

Modern technologies play an important role in the success of animated advertising, especially tourism ads, to facilitate tourism attraction and the development of Alexandria city as a tourist destination. Where the tourism ads is a prominent element in the success of tourism through the definition of the country's tourism features, whether recreational or historical, religious or cultural, through the use of animated ads that reflect the tourism character of Alexandria city using the visual and audio media and reading, to develop and stimulate tourism Alexandria City.

The aim of the research is to understand the tourism image of Alexandria city and the most important factors that make it a tourist destination. The advertisement effectively affects the public and raises its interest, which creates the desire to move towards the subject. The new standards also play an effective role in changing the content and format of the animated ad, drawing the attention of the receiving audience, including delivering the message in a new and creative way. Motion graphic also plays an important role in visual expression. It is one of the visual arts that is presented through the various media to convey the messages effectively.

In this context, the research consists of four chapters. **The first chapter** is entitled "**The role of mental image in tourism advertising**". It includes the basic concepts of tourism mental image, different types of tourism, clarifying the basic criteria of advertising and how to measure the effectiveness of advertising in several ways.

The second chapter, entitled "**Creative Processes for the Design of Animated Advertising**", focused on clarifying the relationship between the communication process and the philosophy of perception for both the designer and the public, and then analyzing the model of the researcher to explain the designer's ability to visualize the production. A creative and attractive ad that works on emotional and mental ambitions to convince the receiving public of the advertised product or service. It also presents the types of visualizations and mental images to be created in the public through the building of the advertisement according to different ways of thinking followed by the designer to get an innovative advertisement that attracts Attention.

The third chapter, entitled "New standards and their role in the motion graphic of advertising", deals with new technologies, media and their association with visual expression in design processes, and reviews modern media technology in the presentation of animated ads such as virtual reality, augmented reality and different techniques of the effects of modeling. The animated advertising also reviewed the uses and types of motion graphics and explained the stages of production in animated ads.

The fourth chapter of the practical experience "An applied study on Qaitbay Castle in Alexandria" The experiment of the researcher deals with four experiments:

The first experiment: Live action and three stages of production were presented in detailed steps.

The second experiment: Virtual Reality (VR) and a 3D model, through which 3D Max program was used to create a 3D model of the castle with the shots collection for video advertising.

The third experiment: 360 ° photography experience through the castle's panoramic images was filmed through the website [www.360 ° cities.com](http://www.360cities.com), and then the video was recorded using Studio cam program.

The fourth experiment: A two-dimensional 2D, by drawing the castle and the landmarks of Alexandria on the Adobe Illustrator program "Vectors", and then collect the shots to make video advertising.