



Alexandria University
Faculty of Fine Arts
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Animated Infographic as a Method to Illustrate Islamic Cultural Heritage

Thesis Submitted to the Faculty of Fine Arts,
In partial fulfillment to the requirements of
Doctor of Philosophy in in Illustration

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- 2022-

Thesis Summary

This study illustrates the role of the animated infographic in introducing the history of one of the important Islamic heritage sites in Alexandria, the Mosque of Abu al-Abbas al-Mursi. through the practical application of a presentation of the history and origin of the mosque. And that is through employing the elements of the animated infographics for visual communication with the receiving audience and narrating my stories in presenting the information through the design capabilities of the animated infographic.

The first chapter emphasis with the importance of the mobile infographic as a means of visual communication and its impact on conveying the history of heritage landmarks, which enhances the sense of belonging. Heritage is one of the most important determinants of cultural and visual identity for peoples, and the preservation of identity is supported by raising the level of public awareness of the history of their heritage. And what is happening now in our city of Alexandria in terms of demolishing the monuments of cultural and architectural heritage has become imperative for us in the field of visual arts to document the history of these monuments and as one of the images of preserving heritage and identity in our city. In addition to the role of moving infographics in the storytelling of information through the element of movement, storytelling is one of the means of enhancing the awareness of topics and enriching the visual culture. The study of visual language and its elements is one of the pillars of visual communication with the receiving audience to achieve the highest rates of awareness of the message presented and how to respond to it. And he dealt with the visual language in detail through the informational values and factors of visual perception and perception of movement, in addition to the symbolic values of the visual elements in the moving infographic.

The second chapter also dealt with the importance of the moving infographic as a design approach to displaying data and information and studying the methods of display and visual organization and its impact on the presentation of the moving infographic and the achievement of design standards without compromising the function.

In addition to studying the elements of the animated infographic and the role of the mobile infographic in the process of acquiring knowledge and design standards for the mobile infographic. The forms of visual representation of the moving infographic, such as the disjointed display, ghost display, sectional display, approximate display, and cross-sectional display, and their impact on the presentation of information were presented. This chapter also clarifies the perspective used in presenting information through infographics. In addition to studying the forms of visual organization of information in terms of the type of information (geographical - temporal - procedural processes) and how to represent it visually.

The third chapter deals with the study of the stages of designing and producing the animated infographic in detail through its various stages, starting from the pre-production stage, which is the preparatory stage in which the idea is developed, the topic is selected, and the research is conducted, followed by the stage of preparing the written script and transforming it into a storytelling and then the illustrated scenario. And then the movement is added to it through animated storyboard graphics. Then comes the stage of production, which is the stage in which the actual implementation of the animated infographic takes place, starting with the stage of preparing illustrations, followed by the stage of animation using different animation programs, whether they are two-dimensional or three-dimensional, followed by determining the appropriate timing for each scene and then adding the sound element through music, audio narration, or both together. All the way to the post-production stage, which is the stage of final preparation for the show, in which the transitions and breaks between scenes are determined, then the stage of final assembly and installation of the elements of the animated infographic video.

The fourth chapter ends with the stages of practical application of the animated infographic drawings of "Abu Al-Abbas Al-Mursi Mosque" in Alexandria. The infographic illustrates the stages of Sheikh Abi Al-Abbas Al-Morsi's inception, his move to the city of Alexandria and his death there, then the stages of building the old mosque, leading to the construction and construction of the new mosque, through a detailed presentation of the stages of preparing and processing the moving infographic, leading to the stages of production and the final presentation.