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The role of graphic design in preserving the identity of heritage cities in Egypt “ An applied study of Rashid Heritage City “

A Thesis Presented By the Researcher

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For the Degree of

PHD in Fine Arts - Graphic Design Department

Graphic Design Communication

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2022

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Identity is an issue that has imposed itself strongly in various fields, until this debate (cities) extended. The city is a unique phenomenon that cannot be repeated. Each city has a cultural and historical identity. Heritage cities with a long history represent each Arab country its own historical identity, as it is part of the personality of each country before the world.

Culture and heritage are important tools for preserving the inherited past, which is based on it in shaping the present, and preserving heritage cities contributes to reshaping the national cultural identity, especially for the younger generations, in order to support a sense of belonging.

Therefore, attention must be paid to designing a visual identity for the Egyptian heritage cities, with the aim of consolidating the concepts of culture, history, tourism promotion for Egypt, improving the city's image locally and globally, supporting history and heritage, and exploiting the national identity that Egypt enjoys in designing a visual identity for its cities, like many other cities in the world that were made from Its visual identity is a unique personality that attracts tourism and investment and puts it on the global tourism map.

From this point of view, the research consists of four chapters, starting with the first chapter, which is (the general framework of the research) and includes an introduction that emphasizes the importance of research in the necessity of designing the visual identity of the heritage city of Rashid with the aim of consolidating the concepts of culture, identity, tourism promotion, supporting history and heritage, and the need to keep pace with technology and developments in design methods in order to Access to modern designs with cultural and historical reference. Shedding light on the importance of the role of graphic design in helping individuals to access information and ease of movement and movement within the city.

The introduction indicated the objectives of this study, which are:

- Paying attention to designing the visual identity of the Egyptian heritage cities through the practical application of (Rasheed Heritage City) with the

aim of consolidating the concepts of culture and identity, promoting tourism to Egypt and supporting history and heritage.

- Develop design solutions for a graphic system within the city to communicate information and facilitate movement and orientation.
- Shedding light on the importance of graphic design in preserving the culture of societies in light of openness to other cultures
- Using modern design methods and keeping pace with technology to come up with modern designs with cultural and historical reference in order to modify the mental image of tourists.

Then the research moves to the second chapter entitled (the identity of heritage cities) and deals with the study of the human relationship with the environment and how his visual perception of it, then the study of identity, culture and heritage and its impact on the formation of heritage cities, then we move on to studying the mental and visual image of the heritage city, and concludes this chapter with a study of city marketing. Globally and locally, and building a successful brand for the city to ensure its presence on the tourism map.

The third chapter, entitled (The Role of Graphic Design in Creating the Visual Identity of Heritage Cities), deals with the study of the visual identity of the city, and then moves to the study of the graphic visual identity design and the elements of visual identity (logo, color, typographical style, images and writings, symbols and signs). In addition to an account of some examples of case studies for designing the visual identity of world heritage cities.

The fourth chapter is concerned with its title (Practical Experience - An Applied Study for Designing a Visual Identity for the Heritage City of Rashid), where the chapter begins with a historical account of the Heritage City of Rashid throughout the ages, its geographical location and its importance, then moves to the practical part of the research by reviewing what was compiled and analyzed in the previous chapters. Through the design of the visual identity of Rashid Heritage City.