

A CONTEMPORARY VISION FOR ADVERTISING POSTER DESIGN FOR CULTURAL INSTITUTIONS

رؤية معاصرة لتصميم الملصق الإعلاني للمؤسسات الثقافية

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جورج مرقص

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ABSTRACT

This study determines the cultural identity reflection of cultural institutions like the libraries, universities and cultural centers on the poster design for different events that held by those cultural institutions. poster design and advertising principals varies according to the topic, identity and culture which reflects on all the design elements such as colors, shapes, typography, texture, patterns, and motifs. this paper will highlight some examples for different events' posters help by different cultural institutions worldwide, each poster reflects the identity of the event as well as maintaining the cultural appearance in an attractive informative promotional contemporary design. the posters have different types of design some are pictorials, and some are typographic designs. also, different art schools were applied to the posters. Soft ware and digital technologies have a big role in creating and translating the designer idea into attractive outcome, the technology can be advantage or disadvantage according to the designer use.

KEYWORDS

Identity, Poster, Cultural ;

المخلص

تحدد هذه الدراسة انعكاس الهوية الثقافية للمؤسسات الثقافية كالمكتبات والجامعات والمراكز الثقافية على تصميم الملصقات الاعلانية الخاصة بالفعاليات المختلفة التي تقيمها تلك المؤسسات ذات الهوية الثقافية. حيث قد تختلف مبادئ تصميم الملصق والاعلان حسب الموضوع والهوية والهدف والثقافة مما ينعكس على جميع عناصر التصميم مثل الألوان والأشكال والطباعة، والملمس، والأنماط، والزخارف. ستسلط هذه الدراسة الضوء على بعض الأمثلة لمصقات اعلانية لفعاليات المختلفة التي تم دعمها من قبل مؤسسات ثقافية مختلفة في جميع أنحاء العالم، حيث يعكس كل ملصق اعلاني هوية الحدث المعلن عنه بالإضافة إلى الحفاظ على الهوية الثقافية بتصميم معاصر فني وإعلامي مختلف وجذاب. كما انه تحتوي الملصقات الاعلانية على أنواع مختلفة من التصميم والابتكارات الفنية، بعضها تصميمات تعتمد على الصور، وبعضها تصميمات تعتمد على الكتابات. وبعضها يعتمد على كليهما الصور والكتابات. كما تم تطبيق اتجاهات ومدارس فنية مختلفة على الملصقات. للبرمجيات والتقنيات الرقمية لها دور كبير في خلق وترجمة فكرة وتصميم المصمم إلى نتائج جذابة، كما انها قد تكون ميزة أو عيباً وفقاً لاستخدام المصمم.

الكلمات المفتاحية

الهوية؛ الأعلان؛ ثقافي

1. INTRODUCTION

Visual communication is rapidly changing and develop everyday through different mediums, but remains the main concept of visual communication is the common base for all technologies since the early history, where ancient Egyptians used papyrus to make posters to announce special events (Tej K. Bhatia, 2000), which is sending a visual message to a target audience, the graphic designer has to make marketing research about the topic, target audience, goals and identity, in order to determine the design elements which will be used including colors, textures, typography, photos, etc., and also to determine the medium of the final outcome whether it is printed hardcopy or digital file, definitely the previous decisions need to be identified early in the design process, to make sure that the poster design will achieve its goal and target.

Poster design has two aspects: one is informative, and the other is appealing and attractive, the poster design has different function other than banner, brochure, or flyer.

poster design is one of the corporate identity elements that should follow the identity rules in terms of colors, shapes, texture and typography, the poster design must follow a specific grid system based on one of the art schools and directions, to reflect the identity of the message, attract the target audience and achieve the goal of the corporate identity. (George Mather, 2006).

2. POSTER DESIGN PRINCIPLES

Elements of the visual language are the tools used by the designer to translate the idea into a visual message easily perceived by the audience, these elements are simple but gives different meanings, such as: Line, dot, Colors, texture, space, shape and Typography, they are considered the units of the visual language resembling the letters in the verbal languages.

The arranging of these elements together is based on a specific visual principles and rules to give certain meanings such as: contrast, unity, variety, value, symmetric, etc. same as grammar in verbal languages, without it the sentence has no meaning.

Successful poster design should consider these elements along with design principles aligned with a certain theme to send a specific message to a targeted audience (Lisa Cyr, 2003).

Software and digital assistance and technologies play an important role in achieving the aesthetic design of the poster, but it should be used carefully to prevent duplication of styles specially when using templates, and to keep the identity of the poster. (Armstrong, 2009)

3. GOALS

Poster design has a specific function which is sending information to the target audience. This information should be sent in a clear attractive way aligned with a specific concept and identity reflecting the cultural topic of the poster.

Poster design has two factors: Form and Function, the form follows the design and artistic rules while the function follows the technical issues like printing or online publishing, and financial also following rules of readability.

poster designer must know all technical, financial and publishing issues before designing the poster to make right decisions, as always form follows function to achieve the poster goal.

4. AIM

Poster design for cultural events held by cultural and educational institutions has its own principals and elements that shape the cultural identity and reflects the nature of the topics in an informative attractive designs, the contemporary poster designs for cultural events reflects a new vision in designs maintaining design principals in a new era with distinguish flavor to attract the audience and enhance the quality of poster design to distinguish the cultural poster from the commercial one.

5. HYPOTHESIS

Visual identity is an essential tool to promote events or products, cultural events and lectures are one of the important tools to raise the society awareness and develop a well-established generation historically and intellectually aware of his history, the cultural literacy programs held by the cultural institutions play an important role in developing the society and decrease the crimes rate, thus creating a well-designed, targeted, and attractive corporate identity to those cultural events that reflects the identity of the topics and attract different target audiences is a critical topic that need to be highlighted by the graphic design researches specially in the present era where new technologies emerge every day (Michael Evamy, 2009). also, the cultural topics is a very special topic that need to be reflected in an attractive way through poster design to attract the audience who expose to different exciting visual messages everyday about cinema films, products, trips, real-estate developments, etc., so the cultural designs should be competitive reflecting the identity in an attractive informative way

6. QUALITATIVE RESEARCH METHODS

The researcher's objective was to create guidelines for cultural poster designs that reflects the identity of the topics in a contemporary context.

7. EXPLANATION OF THE METHODS CHOSEN

The research is based on Personal design diverse experience based on his work with cultural institutions like the Bibliotheca Alexandrina, United Nations, IFLA (International Federation of library Associations) and his internship in Milner library, Illinois state university, USA Also personal readings in different resources that the researcher referred to later, some examples of posters for some events will be presented in the below points:

8. IFLA, INTERNATIONAL FEDRATION OF LIBRARY ASSOCIATIONS, POSTERS' DESIGNS

8.1 Comparison Between IFLA, Previous Deign, By Western Designers 2008 And IFLA Express Poster, Milan, Italy 2009

IFAL is abbreviation for International Federation of library Associations, it's a global conference for all the libraries of the globe, it takes place every year in August in one of the countries, this conference presents all the lates technologies in the libraries field as well as highlights new ideas to improve the cultural health and well-being life of the globe. The Bibliotheca Alexandrina, in Alexandria, Egypt is the regional office for the Arabic speaking countries. The upper left design below is for IFLA 2008 designed for the IFLA in Quebec, the designer of this poster used the illustrations in interpreting his /her idea, a ship is sailing on a book which reflect the idea of the sea or

ocean, I found this design is very well designed. In 2009 the researcher designed the right-side posters below for the IFLA conference that was held in Milan, Italy.



Figure 1, Comparison between IFLA Express Poster 2008 and 2009. (George Nader, Italy, 2009)

The design is a pictorial design based on the photograph of Milan historical cathedral to reflect the identity of Milan with one of its most famous landmarks, the elements of design reflects the cultural identity and the curved lines reflects the brushed of Italian artists, the orange color is the identity color of the conference theme, while the light brown color of the poster reflects the old paper color as well as the colors of the ancient buildings in Italy, the sans serif typography Century Gothic typeface was chosen to match the mail styles of the design and to highlight the contemporary vision of the poster which promote an advanced conference topic, the numbers indicate the year of the conference. The poster design was also used as a cover for the newsletter of the conference. the outcome reflects the cultural identity with indications from the Italian heritage.

8.2 IFLA – Casl Poster

IFLA-CASL, is the middle east office of the international IFLA for Arabic speaking countries, the poster to promote the office as a rollup design, the design colors reflects the ancient history of books and manuscripts textures of the Arabic age, the photography of the old books indicates the same idea, where the Arabic calligraphy highlights the beauty of the Arabic language that was imitated by the Arabic Islamic scribes.



Figure 2, IFLA- CASL poster. (George Nader, Bibliotheca Alexandrina, 2018)

The green color of Calligraphy reflects the identity color of the international IFLA, the final outcome reflects the cultural nature of the topic as well as the IFLA identity and the Arabic heritage.

8.3 IFLA-CASL, Newsletter Poster

IFLA-CASL newsletter poster in Puerto Rico, the use of warm colors reflects the identity of vibrant cities like Puerto Rico, the use of circles and curved lines indicate the continuity of newsletter releasing every day in the conference period, the use of books photo reflects the identity and theme of the conference, the Bibliotheca Alexandrina logo align the IFLA logo as it was its partner, typography typeface was sans serif as used all the publications of the IFLA to reflect the contemporary direction of the posters

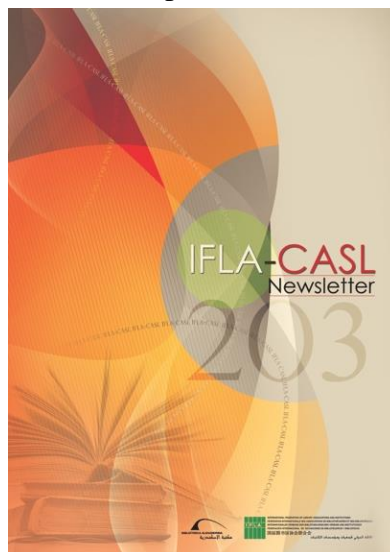


Figure 3, IFLA-CASL, Newsletter Poster. (George Nader, Egypt, 2013)

8.4 Arab Libraries Keeping Abreast of the Continual Information Environment Conference Poster

IFA-AFLI regional conference at the Bibliotheca Alexandrina under the patronage of the IFLA and IFLA – AFLI for Arabic speaking countries, the colors reflects the books and libraries colors, the circle used in the right side of the poster emphasize the continuity of information and the endless role of libraries, the calligraphy used to highlight the Arabic culture of the conference, while the sans serif typograph used in the title to match the calligraphy structure of the Arabic script, a photo used for a perspective of a rounded book shelves to indicates the idea of continuity.

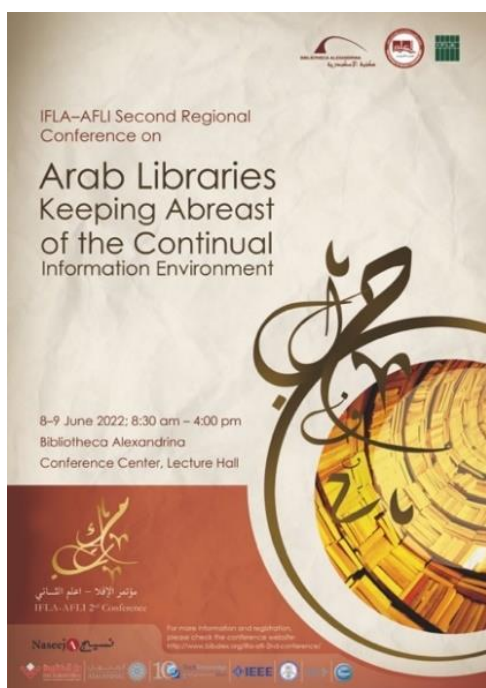


Figure 4, IFLA AFLI poster. (George Nader, Bibliotheca Alexandrina, 2022)

8.5 The Role of Libraries in Freedom of Expression, Tolerance and Access to Information Conference Poster

The role of libraries in freedom of expression, tolerance, and access to information conference was held at the bibliotheca Alexandrina under the patronage of the IFLA, the poster was to promote the freedom of expression and access to information where the opened chain used to indicate the idea of freedom era and free access to information, while the book and pen to highlight that it's intellectual topic related to information literacy , the typography used is sans serif with texture filling to highlight the idea, the poster overall is texture bases filling with pictorial base

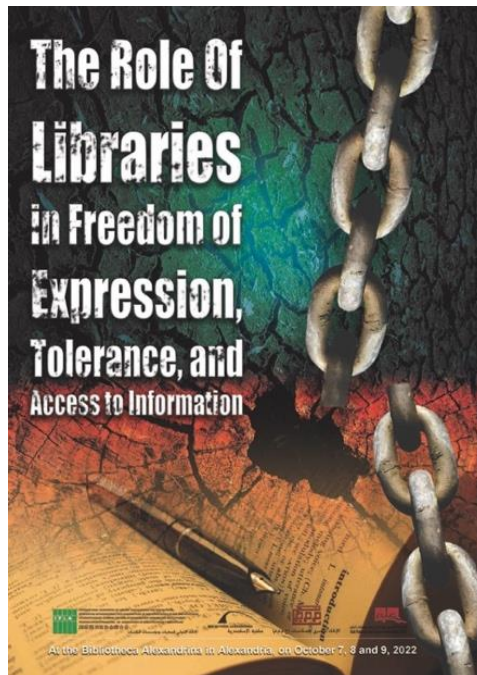


Figure 5, *The Role Of Libraries In Freedom Of Expression, Tolerance And Access To Information Conference Poster.* (George Nader, Bibliotheca Alexandrina, 2022)

9. DISASTER MANAGEMENT CONFERENCE POSTER

Disaster management planning in libraries, museums and archives conference held by the Bibliotheca Alexandrina, to promote the idea of saving and rescue our valuable heritage, the design photographs of collapsed historical building and some burnt papers and manuscripts to emphasize the damage and loss that our heritage face every day, the typography is sans serif based typeface with texture filling, the colors of the poster was in deep gray-blue color with two sharp curved lines as symbol to the cloudy damage storm that affects our heritage.

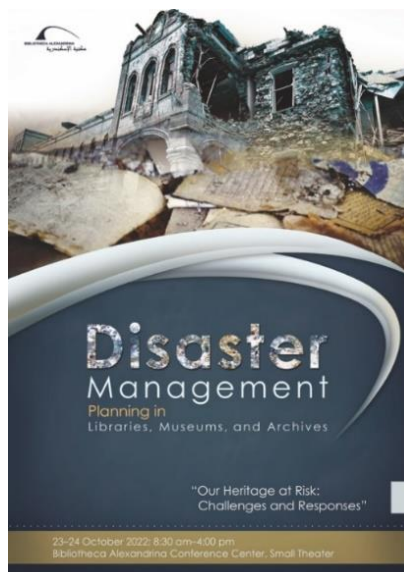


Figure 6, *Disaster Management Poster.* (George Nader, Egypt, 2022)

10. INTERNATIONAL WHITE CANE SAFETY DAY POSTER

The international White Cane Safety Day is a yearly international celebration to promote the white cane used by the blind and visually impaired people, it's an awareness day with rights of the blind and visually impaired people to the society, the event held by the Bibliotheca Alexandrina in Egypt every year. The poster design created an identity to the event every year, and was used as theme with color change every year, the design idea emphasize the importance of using the white cane for the safety of the blind and raise the awareness to all the society, where the four overlapping circles indicate the variety of scenes that the human eye can see, and creates an awareness that the white cane can replace the eye and safe the blind from being sucked or fall in the streets, the typography used was mainly bold sans serif, with a typographic composition of the title based on long straight lines resemble the white cane in structure, some traffic elements were added to highlight the idea and reflect the importance of using the white cane while walking in the streets as a kind of safety to the blind.

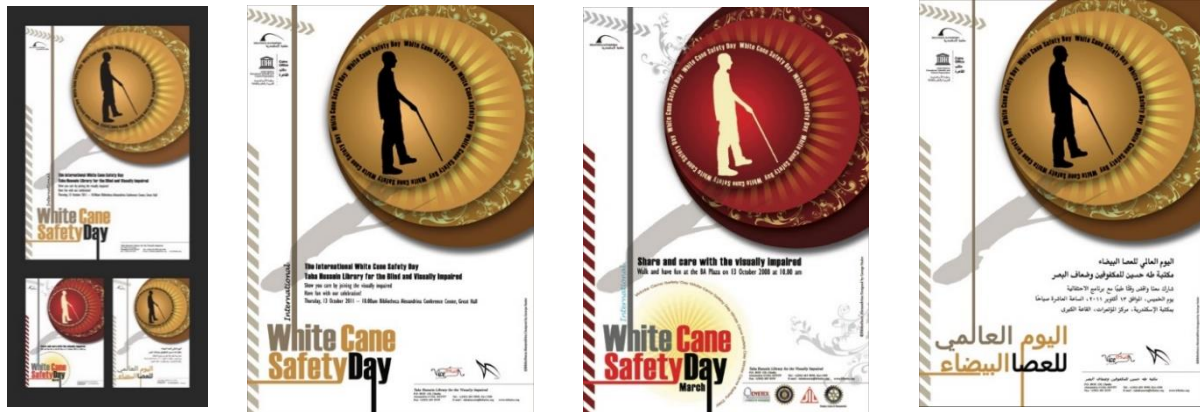


Figure 7, International White Cane Safety Day Poster. (George Nader, Egypt, 2011)

11. ISLAMIC ARCHITECTURE LECTURE POSTER

Islamic architecture lecture was held by the art and multimedia library at the Bibliotheca Alexandrina the target audience was the users of the library and public users who are interested in architecture and specially history of Arabic and Islamic architecture, the design of the poster reflects the theme of the lecture, where the photo background was to one of the famous mosque's ceiling in Egypt to indicate the beauty of the Islamic art, also the researcher used the Arabic calligraphy as a composition to highlight the beauty of the Arabic calligraphy and indicate the idea of the Islamic Arabic topic to the target audience, the typography used was inspired from the Arabic typefaces in an aligned format. the turquoise and umber colors of the calligraphy composition was inspired from the calligraphy colors in mosques, the poster has a great contrast between the background colors and the typography colors which indicate the identity of the Islamic art that was based on the contrast between the typography colors with gold and the walls' colors.

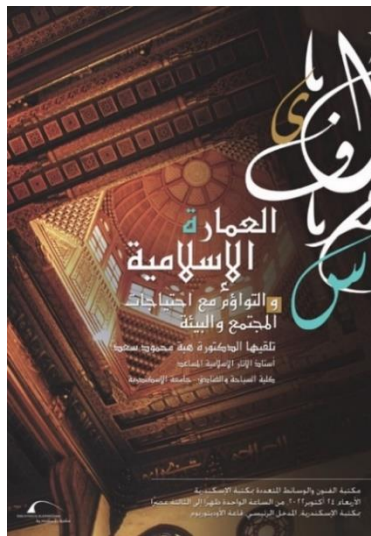


Figure 8, Islamic Architecture Lecture Poster. (George Nader, Bibliotheca Alexandrina, 2022)

12. ARTS AND ORNAMENTS IN THE COPTIC MONASTERIES LECTURE POSTER

Arts and ornaments in the Coptic monasteries lecture was held by the art and multimedia library at the Bibliotheca Alexandrina the target audience was the users of the library and public users who are interested in Coptic art, the colors used in the poster have a symbolic meaning in the Coptic art, where the photo of the manuscript used in the first poster is one of the oldest manuscripts that was found, with the cross drawn on it. the orange, umber and green colors indicate the Coptic identity, the dark red color of the background is an important color in Coptic art that has a spiritual symbolic meaning, the typography was places in a composition form using serif font to indicate the ventage style of the poster also the variety in the font size attracts the target audience to read the title.

the second poster is a second trial, the color of the background reflects the colors of the ancient church's walls, along with a photo to one of the Coptic columns crowns that has a relief of a cross to highlight the idea of the poster, the typography used was serif style to indicate the ventage style using symbolic colors

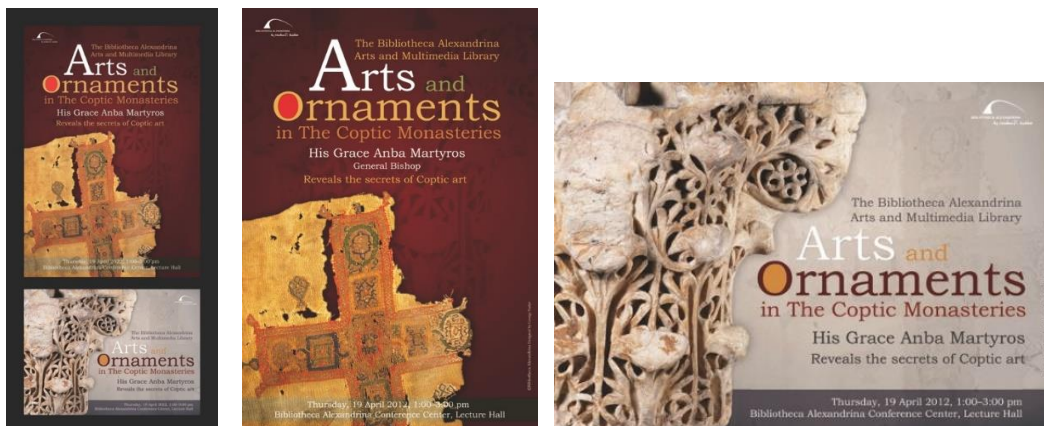


Figure 9, Arts and Ornaments in The Coptic Monasteries Lecture Poster. (George Nader, Bibliotheca Alexandrina, 2012)

13. FRIDAY NIGHT EVENTS' POSTERS IN MILNER LIBRARY, USA

Milner Library in Illinois state university, USA, creates Friday night student's event very Friday night in the weekend, the event is cultural based on the students input in different hobbies like music, readings, storytelling, singing and dancing. The posters were promotional posters to invite students to attend and participate, the design of the poster reflects the potentials of the students as well as the American identity, the target audience here are the teen age students, the colors match the identity and the targeted age, the typography is vibrant and different in directions to reflect the idea of the poster and attract the students.

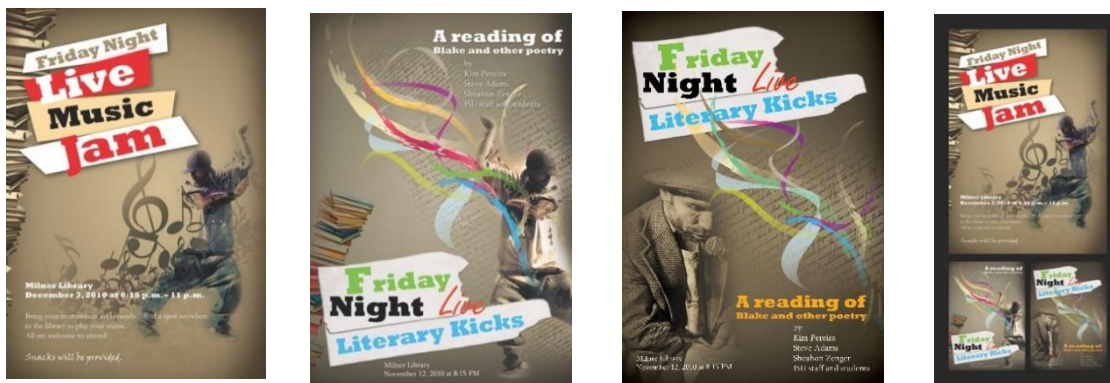


Figure 10, Friday Night Events' Posters In Milner Library, USA. (George Nader, USA, 2010)

14. STUDY ABROAD POSTER DESIGN, USA

Milner Library in Illinois state university, USA, study abroad program poster, The poster was promotional poster to invite students to attend the program induction meeting, the design of the poster reflects the diversity idea, the target audience are the students, the colors matches the identity and the targeted age, the typography was used as a texture for an airplane to highlight the idea, as well as a vibrant dynamic title to attract students in addition to some motifs which indicates the diversity meaning.

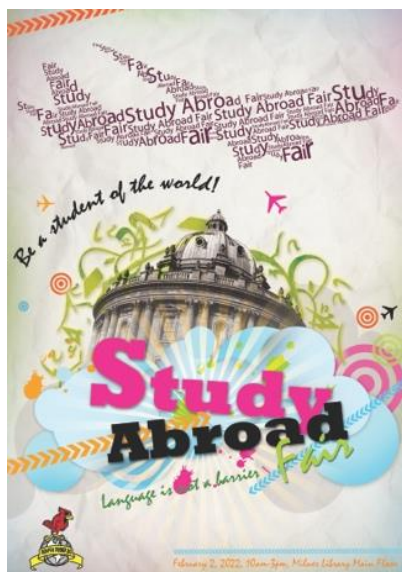


Figure 11, Study Abroad Poster Design, USA. (George Nader, USA, 2011)

15. MUSIC CORNER POSTER AT THE BIBLIOTHECA ALEXANDRINA

The Young People’s Library at The Bibliotheca Alexandrina, Music Corner, the poster was designed to be hanged as a sign tool to highlight the place of the music corner and to attract the teen agers users of the library to use the music corner inside the library to hear the music collection, the colors of the poster is rich in contrast value as well as vibrant colors related to the music, the poster design is typography based design some music instruments and sound magnifiers silhouette in the background to highlight the idea of the music.

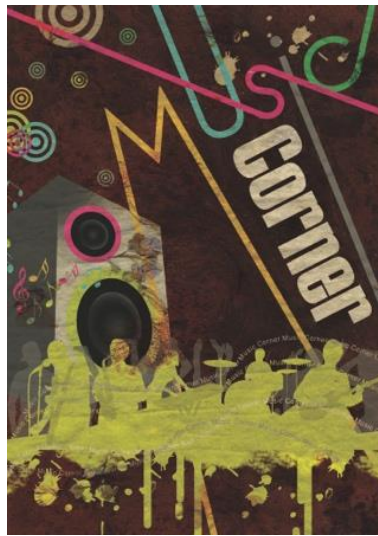


Figure 12, Music Corner Poster. (George Nader, Bibliotheca Alexandrina, 2018)

16. UNESCO TRAINING THE TRAINERS WORKSHOP POSTER

Training the trainers workshop was held by the UNESCO at the Bibliotheca Alexandrina, the design of the poster and corporate identity reflects the theme of the workshop of using digital and printed resources, the typography used was serif typeface the (@) symbol used to highlight the online/digital idea of the workshop, the colors used matches the theme where the grey color reflects the colors of the web pages and the printed papers of the books. The UNESCO and Bibliotheca Alexandrina logos were added to the upper side of the poster, while the sponsors logos are added to the lower part of the poster.



Figure 13, Unesco Training The Trainers Workshop Poster. (George Nader, Bibliotheca Alexandrina, 2008)

17. OVERVIEW OF PIONEER EGYPTIAN ARCHITECTS POSTER

Overview of pioneer Egyptian architects lecture was held by the arts and multimedia library at the Bibliotheca Alexandrina, the topic of the lecture was focusing on the liberal era 1919-1952, the pictorials used reflects the era mentioned in the theme of the lecture thus there is no digital tools added in the design only geometrical analogue tools used to emphasize the idea, the Egyptian culture is reflected through the landscape photo used in the background, the typography sans serif typeface structure reflects the geometrical topic of the lecture, the colors contrast value indicates the meaning and reflects the era.



Figure 14, Overview of Pioneer Egyptian Architects Poster. (George Nader, Egypt, 2022)

18. BAIFA (Bibliotheca Alexandrina Information for Africa) POSTER

BAIFA stands for, it is an electronic resource data base created by the Bibliotheca Alexandrina for Africa resources, the poster is a digital poster, reflects the identity of black Africa, the design is typography based to indicated the idea of the poster and the nature of the topic the logo design reflects the idea of African database, the colors of that poster have high contrast value between blues colors reflecting the clear sky of Africa and the brown land of Africa, the typography sans serif typeface reflects the digital nature of the topic.

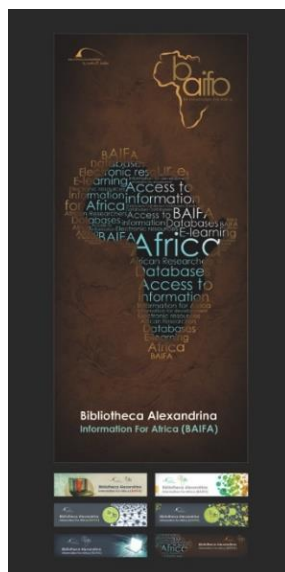


Figure 15, Baifa Poster Design. (George Nader, Bibliotheca Alexandrina, 2018)

19. HEYA CAMPAGIN CONFERENCE POSTER

HEYA campaign is a woman support campaign in the international women’s day held by the Bibliotheca Alexandrina in cooperation with several women entities that support women rights, the poster is artistic based depends on illustrations of silhouette profile of a women with typographic texture with the names of famous inspiring role model women whom their photos where used in the background to indicates the idea, the colors hue of the poster reflects the feminine topic of the campaign and indicates the strong potentials of women, the contrast between the pink and blue color of the poster emphasize the equality between genders.



Figure 16, Heya Campagin Conference Poster. (George Nader, Egypt, 2018)

20. EDUCATIONAL OUTREACH PROGRAM POSTER

Educational outreach program poster in the Bibliotheca Alexandrina reflects the theme of the program as the library aims to reach everyone in the world despite the language and cultural barriers, the typographic composition reflects the language and culture diversity in a balanced typo-calligraphic structure to indicate the diversity idea, the building was added to emphasize the library adherence to the topic. The letter (O) was used as a symbol for the sun which is the concept of the bibliotheca building to be the sun of information in the sky of Alexandria.

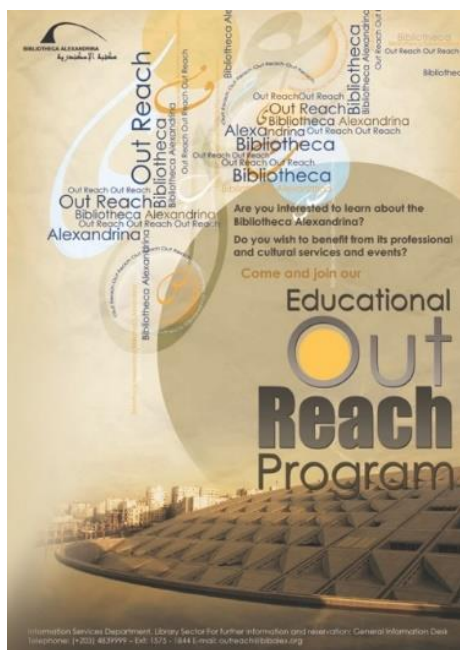


Figure 17, Educational Outreach Program Poster. (George Nader, Bibliotheca Alexandrina, 2020)

21. CONCLUSIONS

Poster Design is an essential element in the corporate identity having specific form and function. Successful poster design follows design elements and principles to create meaningful design. (Ever J. Barbero, c,2008) Graphic designer of cultural topics posters should understand that cultural topic has specific identity that should be reflected through the poster design by applying the aesthetic rules of design that aligned with the theme of the poster and topic nature.

Colors, texture, photos, typography, calligraphy, shapes, and spaces are essential elements in any poster design and should be employed in a specific way according to the cultural nature of the topic.

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