Creative Strategies and Diversity of Cultural Influence to Create Printing Designs for the Brand with an Egyptian Identity

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Abstract:

Today's brands face many constant innovation challenges to differentiate themselves in the intense competitive arena. In this context, the role of printing design comes as a key that contributes to building and strengthening the brand identity and attracting the audience's attention. Hence, the research problem arose in exploring creative strategies through the diversity of different cultural influences that can be used in brand designs with an Egyptian character, with a focus on integrating international artistic movements and schools with a contemporary Egyptian identity, Since Egypt is home to a rich and diverse artistic heritage and is characterized by a unique cultural identity. Heritage constitutes as an important base that is important to interact with international art movements and schools and opens horizons for developing printed designs that combine authentic and contemporary Egyptian heritage. This research aims to understand how the symbols and visual identity can play a pivotal role in brand designs and how to integrate them effectively with global influences as an essential part of the marketing strategy, and to propose new experimental approaches to create print designs for brands with an Egyptian identity while achieving a balance between the Egyptian identity and global trends through modern brand designs, and how print designs can achieve cultural appeal towards Egyptian products. The importance of the research lies in directing sustained attention towards print design and directing the interest of researchers and those interested towards a better understanding of the relationship between creative strategies and cultural influence in the field of brand design, which contributes to the development of concepts and practices. In this area, the research assumes the existence of a positive interactive relationship between international artistic movements and Egyptian identity, as their integration can have a positive impact on print brand designs by merging Egyptian identity with international artistic movements and schools, which will enhance the attractiveness of Egyptian brands in international markets and contribute to marketing operations. The research follows the descriptive and analytical approach in describing and analyzing some models of international art movements and schools, as well as creating printing design ideas that integrate international art schools and movements with Egyptian identity, in addition to the experimental approach in developing design ideas with a focus on creating a link between Egyptian identity and international art movements in order to develop effective designs and inspiring printed designs for scarf fabrics.

The idea of merging international art movements and schools with Egyptian identity is a field rich in opportunities and possibilities to innovate new creative strategies in the fields of textile printing design and graphic design. Egypt has a rich and diverse cultural and artistic heritage that can be used to design distinctive Egyptian brands that attract the attention of customers at the global level as heritage constitutes as an important base that is important to interact with international art movements and schools and opens horizons for developing printed designs that combine authentic and contemporary Egyptian heritage

Keywords:

Creative strategies - Cultural influence - Printed designs - Brand - Egyptian identity

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