



**Faculty of Applied Arts
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In Applied Arts – “at Helwan University

Using Interactive Methods in Designing Covers

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Abstract

Using Interactive Methods in Designing Covers

Using interactive methods in designing advertising covers have become a huge step forward in developing methods of designing covers all over the world, this research cares in overall view about studying interactive methods and it's applications in designing covers, this research provide also with a database about covers and its Marketing importance, in addition to its design basics elements, materials and its production methods, and there is also an analytical study for different samples of covers. This research consists of 8 chapters.

Part one: (Research Definition)

This part deals with the research plan and the importance of research in terms of the possibility of using interactive methods in designing different covers, in order to achieve both the aesthetic and functional aspects, and reach out beyond the job with creating added value for the cover. Taking into account the interactive method of the cultural and social differences and the age of the target group to gain access to an innovative interactive advertising cover and improve various covers at local and global level.

Chapter one: (Aesthetic and functional values for advertising Covers)

The first chapter deals with advertising covers as an advertising means by identification each of covers and their importance with the study of the most important ways that led to the development of packaging. It also touched on the study of the difficulties which facing target audience in showing covers on shelves and influencing factors in attracting the attention of the recipients and the conditions to be met in the covers. This chapter also touched on studying different aspects of the coves' job.

Chapter two: (Advertising covers as marketing activity)

Examines the role of covers in the marketing mix, with the study of functional connectivity which must be achieved by the cover and its marketing importance . It also touched on clarifying the relationship between covers and marketing studies, with the clarification of the concept of modern marketing, the concept of the marketing mix and its components; it also cared for consumer study in judging on covers and the impact of innovation on consumers.

This chapter also touched studying the brand and the role of covers in confirm, strengthen and differentiate the brand and clarify the reasons and justifications for change advertising covers, in addition to the role of coves in supporting the brand and the trade mark in light of the increasing competitiveness.

Chapter three: (Different applications for ad covers)

This chapter interested in studying how to create a successful cover, (such as printed advertising covers) - (covers of books, magazines, results, calendars, brochures, catalogs, flyers, leaflets, CDs, gifts) with detailed study of the benefits of magazine covers, types, categorized, and its functions, in addition to the elements of its design and forms, with a brief examination of each type separately. It also interested in studying the various criteria for the use of literature, design titles, use images, both from the technical, legal and attract attention considerations and display the covers on shelves, some of the psychological and physiological parameters on covers design.

It also interested in studying (products and commodities covers) such as (food packaging, molded covers, 3D covers, smart covers, special and innovative technologies covers)

Part two:

Chapter one (Design elements for advertising covers)

This Chapter discusses the study of designing process as a solution to packaging problems and study the basic principles of design in a two-dimensional image. The study also addressed the covers design elements such as photos and drawings (their importance, types, functions, uses, the importance of innovate and renewal them) - symbols, signals and signs - typography (titles, and principles employed) - Colors (considerations for choosing the color, and their functions) – Trademarks and their types - slogans (their functions, types, how it has been created). It also Study the design process and technical foundations for covers and some packaging design methods and the different between Engineering and visual Center for the design.it is also study Packaging design steps.

Chapter two (Production and processing of covers design)

This chapter interested in studying ergonomics design and its application in designing covers with defining the role of the designer in creating an appropriate agronomical cover as well as determine the design and production requirements. And clarify also some important points to consider when designing covers ,in addition to studying the impact of the consumers formation database and their role in designing an appropriate cover, in addition to the study of some of the basic raw materials for the production process of different advertising covers such as (cartoons - Glass - plastic - metal- paper - Wood - metal chips) and studying of modern materials which derived and manufactured from the previous basic raw materials. This chapter discusses also some types of paint and polished materials for covering different types of advertising covers.

This Chapter also interested in studying covers production process and clarify the basic tools for production and innovation a creative advertising cover, with some clarification of innovative solutions and methods of modern manufacturing, which helps to inspire the designer to reach innovative covers.

Part Three

Chapter One (Innovation is an aesthetic vision for advertising covers)

This chapter interested in the study of designing a good cover and identifying some important rules and methods to reach a successful cover, and the study showed also the concept of innovation, stages, curricula and methods of designing innovative covers, some general principles for innovation with identifying other ways to help the designer to come up with creative ideas and more interactivity, and this chapter showed the role of creative thinking to get the most innovative covers and also the role of imagination.

The chapter discusses the study of innovated idea and how to turn it into a creative cover.

Chapter two (Interactive advertising covers design)

This chapter interested in studying and clarifying the concept of interactive design philosophy and basic features in the design of interactive covers. Studying also clients needs which considered the major determinant of interactive design. The chapter also interested in studying the main objectives, which distinguishes interactive covers from others in addition to clarifying packaging dynamics and concept design. This chapter also study packaging as part of the brand and the role of packaging in supporting and achieving a competitive convenient to the brand in the market site. It also clarify the concept of mental image and the role of packaging in influencing the mental image of the recipient, and the study of the characteristics and motivations of the receiver with clarifying information which must be known about the item to determine the type of appropriate interactive and effective method.

Chapter three (The Analytical and Practical study)

This chapter begins with analytical visual study for different types of printed covers and products covers with clarification of different interactive methods. Then clarify the interactive method which used in the catalog models. As has been the study of various models to provide a detailed explanation of the work of the interaction between cover and Recipient and also the study of its usability and functional and aesthetic aspects. Were also some miscellaneous interactive methods applied in the work of a range of innovative cover designs and clarify aspects of both usability and functional and aesthetic.

