



# **Aesthetics of heritage as an input to design a visual identity for Fayoum Governorate in the light of semiology concepts**

Submitted by

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## **Abstract:**

### **The study titled " Aesthetics of heritage as an input to design a visual identity for Fayoum Governorate in the light of semiology concepts**

aims to explore the potential of utilizing visual semiology concepts and local heritage elements to design a contemporary visual identity for Faiyum Governorate, enhancing its cultural uniqueness and contributing to its visual presence at both local and international levels. The researcher employed a descriptive-analytical approach alongside an applied method, presenting a series of designs inspired by Fayoum's heritage symbols, framed within a semiological approach that considers visual connotations and symbolic meanings.

The study comprises five chapters: the first chapter outlines the general framework of the research, including the problem, objectives, hypotheses, significance, and methodology. The second chapter is dedicated to presenting theoretical concepts related to semiology and visual identity, analyzing visual identity models for local and international cities. The third chapter focuses on analyzing the visual and heritage sources of Faiyum Governorate, as a rich reference full of symbols and designable elements. The fourth chapter presents practical applications in which the researcher used digital design software to create visual models inspired by Fayoum's heritage. The fifth chapter discusses the research results and recommendations.

The findings indicate that combining visual semiology with heritage symbols allows for the creation of a visual identity that carries cultural and communicative significance, contributing to local belonging and forming a complete visual representation of the place. The study recommended creating a comprehensive reference guide for Fayoum's visual identity, digitally documenting heritage symbols, and integrating identity and semiology concepts into educational and design curricula

## **Chapter 5:**

Entitled: Research Results and Discussion

The study concluded that employing local heritage and visual semiology in designing a visual identity is essential, particularly in the context of Faiyum, highlighting the richness of the governorate with multiple symbolic elements reflecting cultural diversity through the ages. The results showed that reusing heritage symbols in contemporary design contexts helps establish identity and enhance the effectiveness of visual communication, provided that semiological meanings are adhered to. The study also demonstrated that the semiological approach provides an analytical framework that enables the production of clear and meaningful visual messages, contributing to the enhancement of cultural belonging and providing a comprehensive image of Faiyum as a site with a rich civilizational history. Based on these results, the study recommended creating a comprehensive reference guide for Fayoum's visual identity, adopting semiological approaches in designing visual identities for heritage areas, and incorporating these designs into the public space to support visual belonging. It also emphasized the importance of integrating identity and semiology concepts into art education and digitally documenting heritage symbols through open-source libraries that serve designers and institutions concerned with heritage and identity

identity examples for cities such as Luxor, Aswan, Alexandria, Sharm El Sheikh, and international cities like New York, Hong Kong, Detroit and São Paulo, to show how semiological elements are used in building distinctive and expressive visual representations of each city

### **Chapter 3:**

Entitled: Sources of Visual Identity Design for Faiyum Governorate  
This chapter reviews various sources that contribute to the visual identity of Faiyum Governorate, discussing the geographical, natural, historical, cultural, and religious aspects accumulated over different historical periods, from prehistory to the modern era. The researcher focuses on analyzing the symbols and visual elements left by successive civilizations, such as inscriptions, statues, pottery, manuscripts, traditional crafts, and popular myths. The chapter emphasizes that these sources provide rich and inspiring material that can be utilized in creating a genuine visual system that expresses Fayoum's character and enhances its cultural and civilizational presence.

### **Chapter 4:**

Entitled: Practical Applications

In this chapter, the researcher performs a self-experiment using computer-based design, outlining the steps of the application and showcasing images of the visual identity design results for Faiyum Governorate, inspired by the aesthetics of heritage and semiological theories.

## **Summary**

### **Aesthetics of heritage as an input to design a visual identity for Fayoum Governorate in the light of semiology concepts**

This study consists of five chapters covering both the theoretical and practical framework, outlined as follows:

#### **Chapter 1:**

This chapter discusses the study's topic and introduces the research, including the research background, problem, objectives, hypotheses, significance, scope, research methodology, terminology, and related studies

#### **Chapter 2:**

Entitled: Semiology and Sources of Visual Identity Design  
This chapter explores the theoretical and practical concepts related to semiology and its relationship to visual identity design. The researcher differentiates between three terms: semiotics, semiology, and semiology, explaining the linguistic roots and conceptual scopes of each term. The researcher also clarifies the concept of identity and visual identity, discussing the differences between the city's visual identity and institutional identity, and outlining their development. The chapter also covers the brand identity, its components, and the distinction between brand and symbol in terms of concept, meaning, and visual impact. It includes a detailed explanation of the elements of visual identity formation such as logos, colors, images, fonts, material components, and design characteristics, as well as good design features like simplicity, consistency, and flexibility. The researcher also reviewed sources of visual identity inspiration for cities from heritage, geography, daily life, cultural and artistic symbols, and analyzed visual