## Abstract:

## "Dynamic Visual Identity and its Role in Designing Contemporary Advertising Campaigns."

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Visual identity is considered the interface which gets out the brand to the world it creates an effective psychological and mental impact, and has a distinct impression in the visual memory of the recipient, thus achieve continuity of its existence and demand. This identity is characterized by a high degree of flexibility, and has the ability to adapt to all modern ideas and time requirements.

Based on the importance of Dynamic visual identity and the lack of Arabic references, we studied this term and delved into its concept and design systems it how can be used. It is expressed through the distinctive logo on a huge amount of communication messages to Give the recipient and the employed in advertising campaigns with rich and interesting content for target audience. This in turn may cause an actual turnout to the contribution and participation in educational events and activities, and it will give the curriculum is a fun visual format that is well received. It also promotes this sector through distinctive displays and visual attraction elements that fit the spirit of the era and its requirements and achieve function and aesthetics at the same time. Therefore, it was necessary to highlight the Dynamic identity and identify its design systems, its most important designers and its unlimited possibilities. These Possibilities can be employed to serve any product, idea, organization or sector that wants to appear in advertising campaigns characterized by visual richness, interesting diversity preserving privacy and excellence at the same time.

**The problem of the research** lies in the educational sector lack of interest in the visual side, and the ways a Dynamic visual identity can Bridge this gap between the sector and the recipient through Dynamic advertising campaigns that can support the sector and raise its level by finding a diverse visual content that expresses its scientific

message and areas of excellence in it. It also shows its curricula in a new way capable of attracting the attention of the recipient, thus making a useful behavioral initiative. In addition, there is only one Arab study that has dealt with (the concept of Dynamic visual identity).

Following **the research hypothesis** which finds that there is a relationship between the use of various visual elements of Dynamic identity and the increase of attractiveness and success of the advertising campaigns for educational institutions, thereby improving the performance of the educational sector in delivering messages and information in a fun and impactful way.

**The aim of the research** is to enrich the knowledge aspect of the concept of Dynamic visual identity and identify its design systems in order to employ them strikingly in advertising campaigns, in a way that meets the needs of the era and achieves visual attraction elements for the educational sector.

The research is based on **the descriptive analytical approach** in studying the concept of Dynamic visual identity, its design systems and their use in advertising campaigns in the period from the second half of the twentieth century to the present. This study came in **five chapters**, each dealing with the "historical - design - practical", as follows:

**Chapter I "visual identity and its development"** The chapter begins by giving a simple historical overview of the visual identity, its concept and its importance for the brand.

**Chapter II "static identity and Dynamic identity"** Which deals with the concept of Logo, its origin and development. Being the essence of Dynamic visual identity, it was necessary to talk about it in order to reach the concept of Dynamic identity and identify its beginnings and how its concept crystallized until it became what it is today.

**Chapter III under the title "Dynamic identity and its design systems"** The Dynamic design systems, as classified by designer Irene van Ness, and the philosophical approach followed were introduced, in addition to talking about the designers of Dynamic identity and their works, and how can be used the Dynamic identity that is

properly thought-out to fit with everything, whether its cities, products, museums, and various sectors.

**Chapter IV "Designing Dynamic advertising campaigns"** It was started by the concept of design and advertising to reach the concept and definitions of advertising campaigns. It presented some examples of advertising campaigns with Dynamic thinking and design based on the logo and its visual changes.

**Chapter V "Analysis of some models of local and global Dynamic visual identity"** It is the applied practical space, in which some models were analyzed for identities that carry Dynamic thought if they were primitive or Dynamic identities that achieved Dynamic design systems deservedly, to move after that to draw conclusions and make recommendations, show difficulties, and conclude with the practical experience of the researcher of the"Sawa school".