

The Art of Caricature as an Experimental Introduction to Crafting and Promoting Egyptian Movie Posters

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Abstract:

The art of caricature is considered the most popular among the rest of the other plastic arts, as it enjoys wide attention by readers, as it is a message in which the artist addresses his readers in a plastic artistic language that depends on line and color as a basis for expressing a reality that has its pros and cons. It is an art that depends on creativity and innovation, and it needs innate willingness and talent. At the same time, it has become an art that has evolved and become a science based on scientific rules and foundations. The importance of this art has expanded to the extent that caricature has touched all aspects of life, not limited to newspapers and magazines, but has become used in various fields such as the field of advertising such as movie posters and cinema posters. Where the research seeks to shed light on the role of caricature art in promoting and reviving movie posters (Afice) with a new perspective, to enter that art that depends on imagination, exaggeration and humor into the first magical window, through which the viewer looks at the world of cinema, through which he swims with his imagination. The cinematic is the first relationship between the viewer and the film, and from here what we call love can be born from the first sight between the two parties: the viewer, the film, which leads the spectator to wait for the show and rush to see the film, perhaps in the first concert. This research is an invitation to revive the art of caricature and its importance in the development of the Egyptian cinematic poster, but with keeping pace with the technical and digital era in which we live, we mean the banners designed and drawn in a digital caricature to attract and entice the viewer with the sense of humor and imagination that this art carries.

Keywords:

Caricature - Experimentation - Movie Poster.

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