

THE POWER OF COMMEMORATIVE BANKNOTE DESIGN TO SUPPORT GLOBAL AND LOCAL EVENTS

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Abstract: *Commemorative banknotes are issued to commemorate some particular event or issue with a distinct design with reference to the occasion on which they were issued. In this paper the author explores another aspect to utilization commemorative banknote to promote and support Global and Local events, In addition to marketing historical, artistic, and sporting events, etc., sheds light on the most important international events the covid-19 Pandemic and the utilization of commemorative banknote to support the role of doctors in the world in to Commemorate their unique experience. Further, banknote artwork that captures a personal moment, emotion, memory or other poignant event that tells their story of the Covid-19 pandemic. In addition, the author elaborates on how Commemorative banknotes have a media role to promote important events and communicate the idea in a simple artistic manner. The author concludes that the power of commemorative banknote stems from their ability to enhance the global participation in crises and disasters, through design a global limited edition unified model of banknote In accordance with each country.*

Key words: Commemorative banknote, Artwork story, Covid-19 pandemic, Design features.

1. INTRODUCTION

Commemorative banknotes have artistic value and a rich source of information about important centuries-old events, traditions, culture, sports, and nature, these are limited edition that depict important issues and milestone events in the history of the people (National Bank of Ukraine, 2020). That is why the price of such banknotes is higher than their face value. Commemorate means to respect, hence all those banknotes that respect to certain occasions or persons are called commemorative banknotes (Sapre, 2018). Commemorative banknotes are issued in accordance with the provisions of the Bank of each country. The marketing of those banknotes is carried out by a company appointed by the Minister of Finance, with the consent of the Governor of the Bank also can be purchased on-line. There are many reasons why Commemorative banknotes are interesting. Some of the common reasons (Currency News, 2020) are listed here:

Record of cultural: The banknotes of many countries carry images relating to the culture of the country of issue. For example, the notes might display portraits of famous people and important monuments or buildings may be depicted.

A Record of History: While aspects of a nation's history might be depicted on banknote, such as famous battles, famous treaties and famous events, it is more often the change in banknotes over a course of time that portrays aspects of country's history.

The beauty of a Banknote: A banknote is a powerful symbol of the history, culture and sovereignty of a nation, so there's a great deal of responsibility in getting its design right (Payne, 2019).

Know more details by using the QR (Quick Response) Code: Digitized barcode that tells the brief history of art work which used on banknote design when scanned with an internet enabled mobile device or an iPad. It is mostly located at the back of the note. Also, you can use the QR-Code to check if the commemorative banknote is genuine (Jonathan, 2014).

Nice to have: People are interested in their own banknotes, people very quickly make a judgment on the aesthetics. They either find the banknote beautiful or ugly. For this reason, judging aesthetics is listed as User Experience Functions (UXFs), In addition to Recognizing identity, Retaining confidence, Connecting with main image, Expecting sustainability and Linking to information to meet Psychological user functions (De Heij, 2018). Banknote designer may verify the prototypical design elements of one of their banknotes by eye-tracking registration. Such a registration will indicate the elements registered by the human eye. The human eye rests at the center of the first arch (De Heij, 2010).

2. METHODS

In this part of the study, the tools and materials that were used to implement the idea of research are summarized. In the first, the idea of research was presented to students of the fourth year in the Department of Printing, Publishing and Packaging in a course of design for valuable prints in order to identify the different aspects of commemorative banknote then sketch of ideas for commemorative banknote according pyramid layout, shown in Figure 1. Then print trials were made on Matte paper 80 gr by dimensions 16 cm x 7.5 cm and finally evaluated through focus group Discussion Who are interested in collecting commemorative banknotes. In Table 1 an overview of responses of citizens within the Cairo Area.

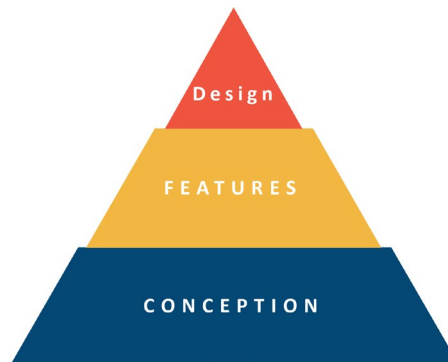


Figure 1: Pyramid layout

Basic conception in banknote requirements are presented at the bottom of the Pyramid-layout. In the center there is the security features requirement for easy identification of a genuine banknote. Security features are meant to secure the banknote and deter counterfeiters. Other aesthetic features refer to the psychological user requirements, there is the requirement that the Aesthetic features should be nice to have, surrounded by user requirements referring to the main image and colour. Design At the top of the pyramid layout, for enhance design of banknote (perception, communication). Good banknote design will reduce the need of training on real-fake banknotes and will also reduce the need of communication campaigns. For good design it is essential to know what the public wants.

Table 1: Overview of responses of citizens within the Cairo Area on the question was: "For you personally, are you interested in owning or buying commemorative banknotes? And if the answer is yes, are you prefer local or international commemorative banknotes?"

Cairo Area (2020)			
Needs of commemorative banknotes collector		Reasons to prefer (in %)	
		local commemorative banknotes	International commemorative banknotes
Overview		70	30
Landscape/ Portrait Design	Portrait Design	30	10
	Landscape Design	40	15
Security features (for easy identification)	Embossed print	60	30
	Motion thread	70	20
	watermark	68	30
	OVMi Spark	70	25
	QR Code	20	20
	Serial Number	65	28
	See through	66	26
	Tactile marks	40	14
Aesthetic features (nice to have)	Main image	70	30
	Dimensions	40	15
	Colour	64	23

3. RESULTS

From our initial studies, we knew as a commemoration of the local and global events, the notes were going to be focused on the most famous symbol for this event. Our joint challenge was how to translate this into a design that reflected event's imaging excellence and legacy, especially in its most popular events.

3.1 Commemorative banknotes as a marketing instrumental for tourism promotion

Using the design of commemorative banknote as a marketing instrumental for the festivals that are held annually in Egypt with the aim of consolidating the event and preserving the identity of commemorative banknotes against the spread of digital currencies. This is due to the perception that digitization is the future for payments and identity and that the transition is well underway, inevitable, unstoppable and irrevocable, driven by convenience (Currency News, 2020).

3.1.1 Alexandria International Film Festival

Alexandria International Film Festival for Mediterranean Countries is a film festival in Egypt. Organized by the Egyptian Association of Film Writers and Critics (EAFWC). The Alexandria International Film Festival takes place every November and is a key event in Egypt's cinematic calendar, (Kamil, 2011). Independent filmmakers from across the world showcase their work here. The main venue is the Bibliotheca Alexandrina, but screenings and questions and answers with directors also take place at several other cinemas and historic buildings around town.

The Alexandria International Film Festival banknotes depict the Alexandria landmarks to promote cinema as an important cultural and educational asset and market Alexandria as a dynamic venue for making, exhibiting, and experiencing cinematic art. On the front of banknote shown figure 2 The Festival logo and cinematic symbol symbolize the spirit of Development and progresses in Egypt. On the reverse of banknote The Citadel of Qaitbay which located on the Mediterranean Sea coast, in Alexandria, Egypt symbolize the power and fortress.

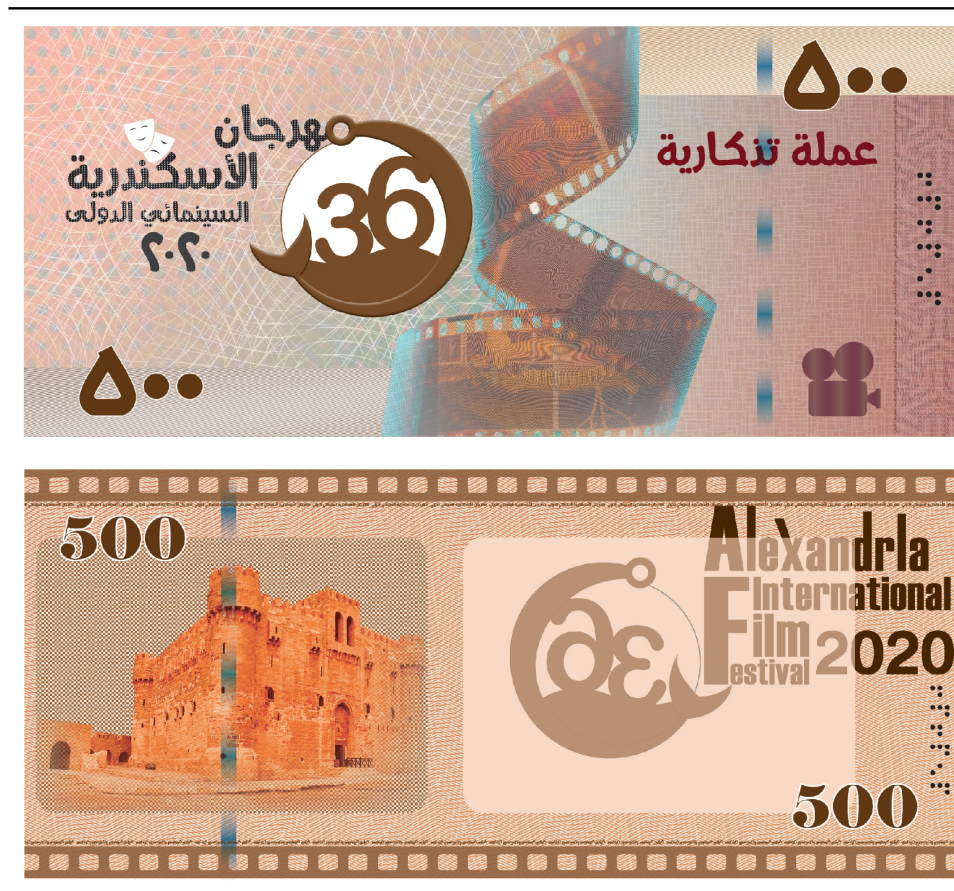


Figure 2: Example of front and reverse banknote for tourism promotion of the Alexandria International Film Festival 2020

In figure 3 example of portrait banknote design for tourism promotion, on the front of banknote which in left side depict the actor Haitham Ahmed Zaki, who passed away In addition to cinematic elements. On the reverse of banknote which in right side represents Lighthouse of Alexandria with QR code to know more details about festival and security features of this note.



Figure 3: Example of portrait banknote for tourism promotion

3.1.2 El Gouna Film Festival

The mission of El Gouna Film Festival (GFF) is to showcase a lot of a wide variety of films for a passionate and knowledgeable audience; while fostering better communication between cultures through the art of filmmaking. Its goal is to connect filmmakers from the region with their international counterparts in the spirit of cooperation and cultural exchange (Kamil, 2011).

El Gouna Film Festival banknotes depict The most famous actors as well as the festival logo The festival is committed to the discovery of new voices and strives to be a catalyst for the development of cinema in the Arab world, particularly through its industry segment (ElGouna film festival, 2020).



Figure 4: Two examples of El Gouna Film Festival banknotes of the Trial commemorative banknotes

3.2 commemorative banknote to support HealthCare workers around the world

Our healthcare workers are on the frontlines of battling the novel coronavirus disease (COVID-19) that's spreading rapidly throughout our city, state and nation. They are putting themselves in the path of this virus. For this reason, a global commemorative banknote was designed by author to express our appreciation and gratitude for these heroes, shown in Figure 5.

The global commemorative banknote depict symbol of the medical team to support HealthCare workers around the world. Commemorative banknote which expressed of thanks from everyone around the world for our healthcare workers for the sacrifices you make, every day and especially during coronavirus (COVID-19) that's spreading rapidly throughout our world. Your dedication, commitment and courage deserve our deepest gratitude and admiration.



Figure 5: Example of front and reverse banknote to support HealthCare workers around the world

Features to look for on the international trial Commemorative Banknote Find below the basic look, Feel and tilt security features for easy identification follow these simple steps to make sure your banknotes are genuine. Remember, do not rely on just one feature, and check a few.

1. **Check the paper and the raised embossed print:** By running your fingers across the front of the new note, you will feel the raised prints in areas such as "Thank you", the image of the medical team 0 world numeral on the top left corner.
2. **Check the Motion thread:** This security thread is embedded on the banknote.
3. **Check the water mark:** Hold the note up to the light with the front of the note facing you.
4. **Check the Optical Variable Magnetic Ink (OVMI Spark):** A rolling bar that changes colour when tilted. This feature placed at the front of the banknote.
5. **Check the QR (Quick Response) Code:** that tells the Expressions of thanks to the medical team when scanned with an internet enabled mobile device or an iPad. It is located at the back of the note.
6. **Check the Serial Number:** consisting of letters and numbers printed on the front side of the new note.
7. **Check the See through feature:** located on the front of the note.
8. **Tactile marks for the visually impaired:** raised dots on the right corner on the front of the banknotes.

4. DISCUSSION

Creating and producing a new commemorative banknote is a highly skilled and specialist challenge, and one that works best with engagement that comes from a close partnership throughout the design journey. This approach certainly paid off helping to create a positive feedback from focused group discussion, as well as experts who interested with banknote design.

5. CONCLUSION

Nowadays people avoid cash because other payment methods fulfil their user requirements better. Therefore, approach of a commemorative banknote design should be based on find new ways to used it and preserved on its identity. Using Commemorative banknote design to reflect the image of societal events, for example, (Alexandria International Film Festival and El Gouna Film Festival) banknote design play a crucial role in marketing and its usage as a unified expression language in common global events to its role in moral support.

Such commemorative banknotes have the perfect legal tender status, and can be used to make purchases. However, there are other uses too. Such commemorative banknotes are printed in limited quantities, so they also attain collectible value and may be sold at higher values.

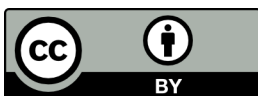
It is recommended to produce commemorative banknotes by using sophisticated printing, using technology and a number of high-tech security and unique features which incorporate into them.

6. ACKNOWLEDGMENTS

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