

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

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Introduction



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.

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 . 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.

Problem Description



The decline in the role 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 their lack of use in the tourism promotion of local and international events.

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.

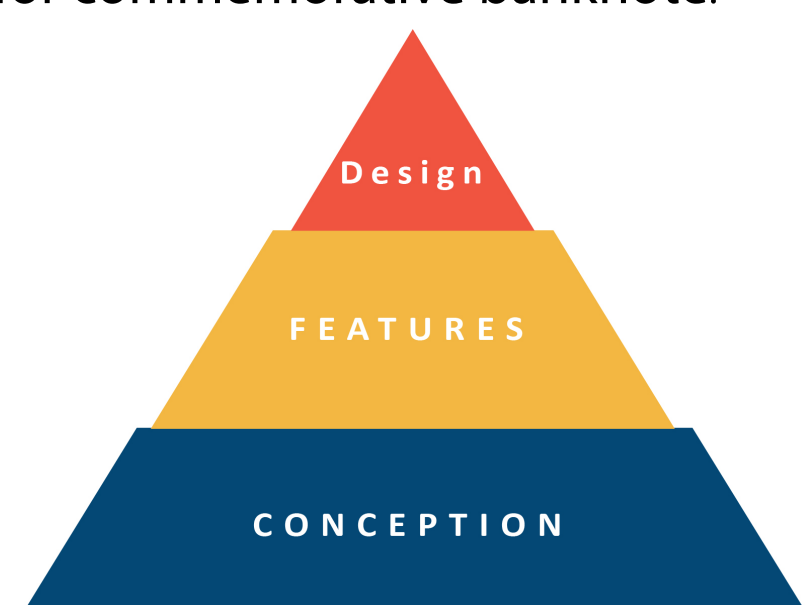


Figure 1
pyramid layout

Results



From our initial studies, we knew as a commemoration of the local and global events, the notes were going to 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.

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.

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.

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 2.

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.

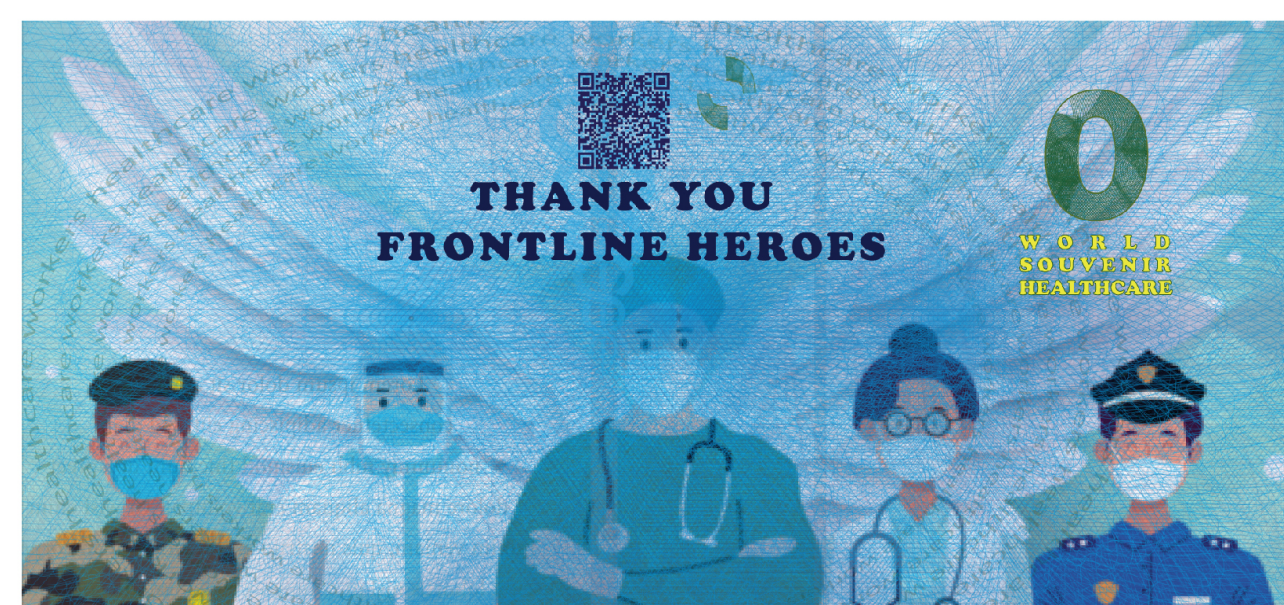


Figure 2
example of front and reverse banknote to support Health-Care workers around the world

Discussion / Conclusion



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.

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.

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