

Research Article

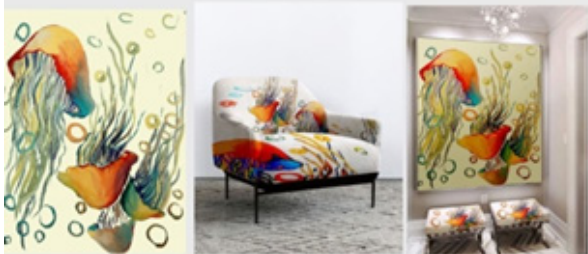
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Appendix 1: Shows the questionnaire for deign no. 1.

Proposal No. (1) for the design of paintings, furnishings and chairs for a coastal hotel inspired from the shape of jellyfish:



advertising poster design inspired from graphic treatments proposal to Stella di mare hotel, Which can be used at the entrances of the hotel or on the road



Questionnaire	Strong agree	Agree	Donot agree
1 The designer draws design elements from the coastal environment and expresses them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 The textile designs showed a distinctive visual identity that expresses the Egyptian coastal entity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 The design provided interesting touristic worlds capable of attracting you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Furniture designs and pendants have helped you relax and enjoy the hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 The hotel's furniture and pendants designs provided a positive image of the Egyptian coastal tourist attractions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 The design has attracted your attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 You feel a distinctive design for the coastal hotel furniture and pendants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 The design gave the hotel a distinctive character distinguished from its competitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 The information contained in the advertisement was simple and easy to read and understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 The design was able to capture a distinctive visual image of the hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 The design was characterized by aesthetic elements enriched by the institutional identity of the hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 The reliance on the formal elements in both the tourist advertisement, the hotel interior prints and the interior textile hotel designs works to prove the mental image of the coastal hotel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 The synchronization of the tourist advertising with the hotel's textile designs based on the same graphic treatment emphasizes the hotel's visual identity and enriches it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 The consolidation of the formal elements of the hotel, both in its interior textile designs and its promotional announcements, increases the credibility of the hotel service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 The ad was able to establish a mental image of the tourist destination meritoriously.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Questionnaire No. 1 includes the group of treatments executed on the textiles inside the coastal hotel in the first frame, while the second frame contains the design of the tourist advertisement and its functions in the various advertising media. The third frame includes the set of questions to be answered in the questionnaire.

Appendix 2: Shows the questionnaire for deign no. 2.

Proposal No. (2) For the design of paintings, carpets, furniture and chairs fabric for a coastal hotel inspired by fish:



advertising poster design inspired from graphic treatments proposal to Four Seasons hotel which can be used at the entrances of the hotel or on the road

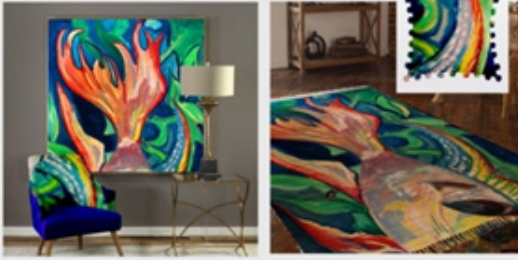


Questionnaire		Strong agree	Agree	Donot agree
1	The designer draws design elements from the coastal environment and expresses them.			
2	The textile designs showed a distinctive visual identity that expresses the Egyptian coastal entity.			
3	The design provided interesting touristic worlds capable of attracting you.			
4	Furniture designs and pendants have helped you relax and enjoy the hotel.			
5	The hotel's furniture and pendants designs provided a positive image of the Egyptian coastal tourist attractions.			
6	The design has attracted your attention.			
7	You feel a distinctive design for the coastal hotel furniture and pendants.			
8	The design gave the hotel a distinctive character distinguished from its competitors.			
9	The information contained in the advertisement was simple and easy to read and understand.			
10	The design was able to capture a distinctive visual image of the hotel.			
11	The design was characterized by aesthetic elements enriched by the institutional identity of the hotel.			
12	The reliance on the formal elements in both the tourist advertisement, the hotel interior prints and the interior textile hotel designs works to prove the mental image of the coastal hotel.			
13	The synchronization of the tourist advertising with the hotel's textile designs based on the same graphic treatment emphasizes the hotel's visual identity and enriches it.			
14	The consolidation of the formal elements of the hotel, both in its interior textile designs and its promotional announcements, increases the credibility of the hotel service			
15	The ad was able to establish a mental image of the tourist destination meritoriously.			

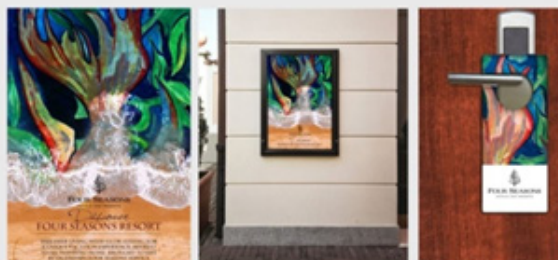
questionnaire No. 2 includes the group of treatments executed on the textiles inside the coastal hotel in the first frame, while the second frame contains the design of the tourist advertisement and its functions in the various advertising media. The third frame includes the set of questions to be answered in the questionnaire.

Appendix 3: Shows the questionnaire for deign no. 3.

Proposal No. (3) for the design of paintings, carpets, chairs fabric and cushions for a coastal hotel based on fishes:



advertising poster design inspired from graphic treatments proposal to Four Seasons hotel which can be used at the entrances of the hotel or on the road

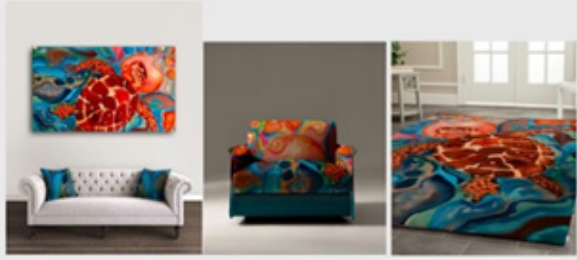


Questionnaire		Strong agree	Agree	Donot agree
1	The designer draws design elements from the coastal environment and expresses them.			
2	The textile designs showed a distinctive visual identity that expresses the Egyptian coastal entity.			
3	The design provided interesting touristic worlds capable of attracting you.			
4	Furniture designs and pendants have helped you relax and enjoy the hotel.			
5	The hotel's furniture and pendants designs provided a positive image of the Egyptian coastal tourist attractions.			
6	The design has attracted your attention.			
7	You feel a distinctive design for the coastal hotel furniture and pendants.			
8	The design gave the hotel a distinctive character distinguished from its competitors.			
9	The information contained in the advertisement was simple and easy to read and understand.			
10	The design was able to capture a distinctive visual image of the hotel.			
11	The design was characterized by aesthetic elements enriched by the institutional identity of the hotel.			
12	The reliance on the formal elements in both the tourist advertisement, the hotel interior prints and the interior textile hotel designs works to prove the mental image of the coastal hotel.			
13	The synchronization of the tourist advertising with the hotel's textile designs based on the same graphic treatment emphasizes the hotel's visual identity and enriches it.			
14	The consolidation of the formal elements of the hotel, both in its interior textile designs and its promotional announcements, increases the credibility of the hotel service			
15	The ad was able to establish a mental image of the tourist destination meritoriously.			

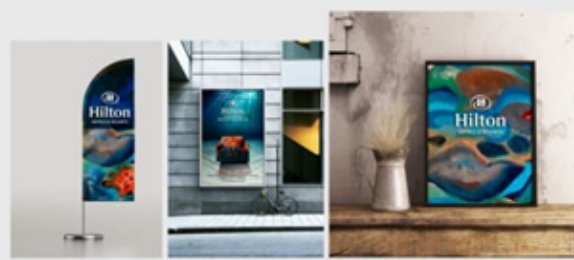
questionnaire No. 3 includes the group of treatments executed on the textiles inside the coastal hotel in the first frame, while the second frame contains the design of the tourist advertisement and its functions in the various advertising media. The third frame includes the set of questions to be answered in the questionnaire.

Appendix 4: Shows the questionnaire for deign no. 4.

Proposal No. (4) for the design of paintings, carpets, chairs fabric and cushions for a coastal hotel based on fishes:



advertising poster design inspired from graphic treatments proposal to Four Hilton hotel which can be used at the entrances of the hotel or on the road



Questionnaire	Strong agree	Agree	Donot agree
1 The designer draws design elements from the coastal environment and expresses them.			
2 The textile designs showed a distinctive visual identity that expresses the Egyptian coastal entity.			
3 The design provided interesting touristic worlds capable of attracting you.			
4 Furniture designs and pendants have helped you relax and enjoy the hotel.			
5 The hotel's furniture and pendants designs provided a positive image of the Egyptian coastal tourist attractions.			
6 The design has attracted your attention.			
7 You feel a distinctive design for the coastal hotel furniture and pendants.			
8 The design gave the hotel a distinctive character distinguished from its competitors.			
9 The information contained in the advertisement was simple and easy to read and understand.			
10 The design was able to capture a distinctive visual image of the hotel.			
11 The design was characterized by aesthetic elements enriched by the institutional identity of the hotel.			
12 The reliance on the formal elements in both the tourist advertisement, the hotel interior prints and the interior textile hotel designs works to prove the mental image of the coastal hotel.			
13 The synchronization of the tourist advertising with the hotel's textile designs based on the same graphic treatment emphasizes the hotel's visual identity and enriches it.			
14 The consolidation of the formal elements of the hotel, both in its interior textile designs and its promotional announcements, increases the credibility of the hotel service			
15 The ad was able to establish a mental image of the tourist destination meritoriously.			

questionnaire No. 4 includes the group of treatments executed on the textiles inside the coastal hotel in the first frame, while the second frame contains the design of the tourist advertisement and its functions in the various advertising media. The third frame includes the set of questions to be answered in the questionnaire.