

Design and production reformation problems for international entertainment television show images in Egypt

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Abstract

Television image techniques and Designs are the main developing mechanism for mass media section in Egypt, nowadays we produce a lot of international shows in Egypt, which has its own design and production formats, depending on a certain content, also it has its own decoration and colors design, with special lighting technique for all show steps and locations.

Introduction

The Research following points:

- 1- Decoration design and raw materials for Original and Egyptian show.
- 2- Lighting Design for Original and Egyptian show.
- 3- Lighting equipment for Original and Egyptian show.
- 4- Shooting angles for Original and Egyptian show.
- 5- Cameras for Original and Egyptian shows.

Objectives

The research main aim is to reproduce and redesign the visuals of international entertainment television shows in Egypt within the production limitations by keeping the same format of the original show.

Methodology

The research methodology is Deductive approach for the design of the program known as (Deal Or No Deal) originally produced in France, and knowledge of production techniques, then confirm the experimental methods of comparative approach between the original program and the Arabic edition in Egypt Alhayah Channel, research monitor the executive steps of the Egyptian program and follow-up the production team, also contributed to the lighting design of the Egyptian version.

Results

1. Egyptian program differs from the International show in the quality of its image, which produces outside of Egypt with equipment and techniques that produce high-intensity images, and although inside the Egyptian studios, it produces less techniques in quality from the



international and all of that doesn't affect the content or format. Also re-formatting visual of international programs at the reproduction of localized or to reproduce in different environments Based on three main elements: decorative, lighting and Cameras.

2. Form and content of the international program are not affected when released in Egypt area with the decoration and different raw materials, different lighting equipment used in its design with maintaining any relations between the visual decoration

3. The production cost of the most important elements is the ruling in the selection of alternatives of production raw materials, hardware and tools used in the production of cloned program.

Future Directions

1. It's so important to Cooperate with international companies producing television programs and benefits from their experience in the production of international competitions and variety shows.

2. Encourage production companies and satellite channels on the implementation of international programs.

3. It's important for educational sections on photography and lighting television directing students to watch international programs and how they are implemented in Egypt different possibilities.

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