

AMERICAN UNIVERSITY OF BEIRUT

**GHINA DABBOUSSI**

**TRIP**

Bachelor of Fine Arts [**BFA**]

Department of Architecture and Design [**ArD**]

Maroun Semaan Faculty of Engineering and Architecture [**MSFEA**]

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AMERICAN UNIVERSITY OF BEIRUT

UNDERGRADUATE SENIOR PROJECT  
IN  
GRAPHIC DESIGN  
SUBMITTAL FORM

**TRIP**

by

**GHINA DABBOUSI**

GRDS 407 –  
FINAL PROJECR DESIGN RESEARCH –  
SPRING 2020

ADVISOR: **LINA GHAIBEH**

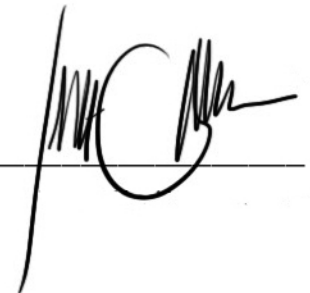
Approved by Thesis Advisor:

**Lina Ghaibeh**, Associate Professor  
Department of Architecture and Design

[Signature]

[Full Name, rank]

[Department]  
(as listed in AUB Catalogue of current year)



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## Abstract

### **Trip is a self-guided walking tour app for the city of Tripoli, Lebanon.**

The main purpose behind the app is to encourage tourists, locals, and especially the local youth to roam the city of Tripoli, especially the old souks, and discover its beauty and hidden gems on their own, without the assistance of a guide. In addition to that, the app will also help boost the economy of the city, by displaying the local production and artisanat work to its users.

Although many resources are already available about sightseeing in Tripoli, such as Tripadvisor, none of them actually cover the whole city, and none of them offer adequate information about it. These websites/resources mostly cover the general aspect of sightseeing in Tripoli, but none of them go in detail and highlight the locality and authenticity of this city. Being raised in Tripoli, I believe that this city deserves as much appreciation as Beirut. This city has great history behind it that deserves to be highlighted, but unfortunately it's not as appreciated as it should be. Which is why I decided that even though the idea of self-tourism can be applied to any place in the world, I want my app to only focus about Tripoli. That way, I can highlight the authenticity and the locality of my city, and give back to it.

The app will give the option to its users to pick from ready-made routes, or to create custom-made ones based on their likes and points of interest. Detailed information about each route will be given to the user, such as the duration, the attractions that will be visited; along with detailed explanations about the attractions, and so on.

## App Identity

### The Logo

First of all, I would like to develop on the concept behind the naming of the app. Since my main audience is the local youth, I wanted to start from this point. The slang term for Tripoli used by the youth is "trip". For example when my friends text me, they ask me if I am in "trip" or "bei".

In addition to that, what made me go with the naming "trip" is its meaning and the reference to the trip itself. When using the app, I would like for the users to go on a discovery trip to find out more about this city.

Since my whole concept is to focus on Tripoli and its authenticity, I wanted my logo to reflect the same concept too. I wanted to include arabic in some way, our main language, and make it a dominant element in my app.

When I started sketching, I had an idea for the logo is to merge the letter "T", the initial of trip and Tripoli, with the letter "ط", the intial of "طرابلس". In addition to the letters, I wanted to include street direction visuals/signs, as a hint to the app's main goal: guiding people in the alleyways of Tripoli. The street directions are inspired by roads, roundabouts, and directional arrows.

There is also a reference to Tripoli's history in the logo. Looking through the history of the name of the city, I discovered that it was named so due to the fact that it initially had 3 gates through which it could be accessed, hence it's naming tri (which refers to 3)-poli. Similarly, the logo has 3 extensions, as a tribute to its' history.

### Color palette

Tripoli is also known as "madinat al fayha", "مدينة الفيحاء" in arabic. Al fayhaa is a term derived from the Arabic verb faha which is used to indicate the diffusion of a scent or smell. Since previously, Tripoli was once known for its vast orange orchards that gave out beautiful scents.

Furthermore, Tripoli is a coastal city and is known for its islands and water activitites, especially in the summer.

Which is why for the color palette, I decided to go with orange and blue as my primary colors, in addition to grey as a secondary color

## **App Design: Icons**

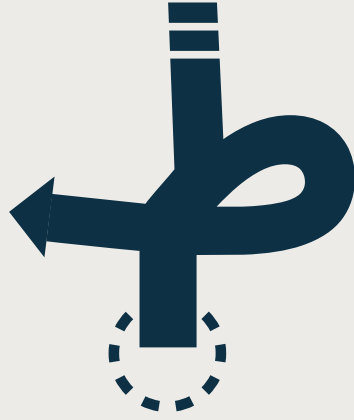
For the app content/design, I tried to simplify it as much as possible in order to facilitate the navigation for the users.

The main navigation part is made out of 4 sections:

Explore - Map - Profile - Attractions

After several sketches, i came with a series of icons, using the directional road elements, in order to have consistency among the icons, and as reference to the logo.

## Logo



## Logo + type





## Primary Icons



## Secondary Icons



## Color Palette



## Type Palette

### Arabic

Titles: Noto sans Arabic

الجنّاح اللبناني

Body text: Myriad Arabic

القبة الخرسانية البيضاء تمثل  
المسرح التجريبي ، وتحيط بها  
النباتات المورقة

### Latin

Titles: Acumin

Pavillion

Body text: Myriad

Rashid Karamah International Fair is  
located in the capital of North  
Lebanon, Tripoli. It was designed and  
built by Brazilian architect Oscar  
Niemeyer in 1963

# Photographic style

## Monotone with blue

When you enter to the page of a discovery walk , or when you are at the discovery page the picture is fully displayed



When it's an attraction, the picture is cropped to the attraction itself



When it's a souvenir, the picture is with full color range to display the true color range of the product



# Map Style

The attractions in a walk turn orange  
The path shows in orange



Link for map: <https://snazzymaps.com/editor/edit-my-style/315340> Search: Map - Trip

# Wireframes





عربي



English



TRIP

تسجيل الدخول

ليس لديك حساب؟ [إنشاء حساب](#)

## إنشاء حساب

الإسم

البريد الإلكتروني

كلمة السر

إنشاء حساب

## تسجيل الدخول

البريد الإلكتروني

كلمة السر

تسجيل الدخول

هل نسيت كلمة المرور؟



## اكتشف

### أسواق

٨ معالم سياحية  
المدة: ٢ ساعات



### العمارة الحديثة

١٥ معالم سياحية  
المدة: 2.5 ساعات



## العمارة الحديثة

المسافة: 2 كم المدة: 2.5 ساعة 10 معالم سياحية



### تاريخ

يقع معرض رشيد كرامي الدولي في عاصمة شمال لبنان طرابلس. صممه و انشأه المهندس المعماري البرازيلي أوسكار نيماير في عام ١٩٦٣، وهو مشروع توقف فجأة في عام ١٩٧٥ عندما انهارت البلاد خلال الحرب الأهلية. اليوم، نجد ١٥ هيكلًا جزئيًا في المعرض، حيث تبلغ مساحة الهيكل ١٠ آلاف هكتارًا إطارًا شاسعًا التي تستحضر أفكار التقدم والانتكاس

### معالم سياحية



## العبادة

معالم سياحية  
المدة: 2 ساعات



## جزر

7 معالم سياحية  
المدة: 2 ساعات



## حرف

11 معالم سياحية  
المدة: 2.5 ساعات



## حرف

11 معالم سياحية  
المدة: 2.5 ساعات

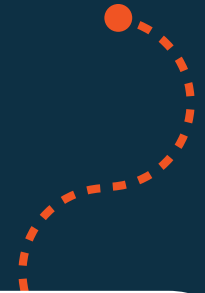


## متفرقات

5 معالم سياحية  
المدة: 1 ساعة



## إختبر طريقك الخاص





## العمارة الحديثة

المسافة: 2 كم المدة: 2.5 ساعة 10 معالم سياحية



### معالم سياحية



### الجناح اللبناني

الجناح اللبناني يمثل التفسير الحديث لنمير للهندسة المعمارية اللبنانية. يشير الجناح المصنوع من الأعمدة ذات الأقواس المدببة إلى العمارة التاريخية لطرابلس



## العمارة الحديثة

المسافة: 2 كم المدة: 2.5 ساعة 10 معالم سياحية



### معالم سياحية



### القبة

القبة الخرسانية البيضاء تمثل المسرح التجريبي ، وتحيط بها النباتات المورقة و تستطيع ان تستضيف ما يقرب من ١٠٠٠ مقعد







## العمارة الحديثة

المسافة: 2 كم المدة: 2.5 ساعة 10 معالم سياحية

### تاريخ

يقع معرض رشيد كرامي الدولي في عاصمة شمال لبنان طرابلس. صممه و أنشأه المهندس المعماري البرازيلي أوسكار نيماير في عام ١٩٦٣، وهو مشروع توقف فجأة في عام ١٩٧٥ عندما انهارت البلاد خلال الحرب الأهلية. اليوم، نجد ١٥ هيكلًا جزئيًا في المعرض، حيث تبلغ مساحة الهيكل ١٠ آلاف هكتارًا شاسعًا التي تستحضر أفكار التقدم والانتكاس

### معالم سياحية

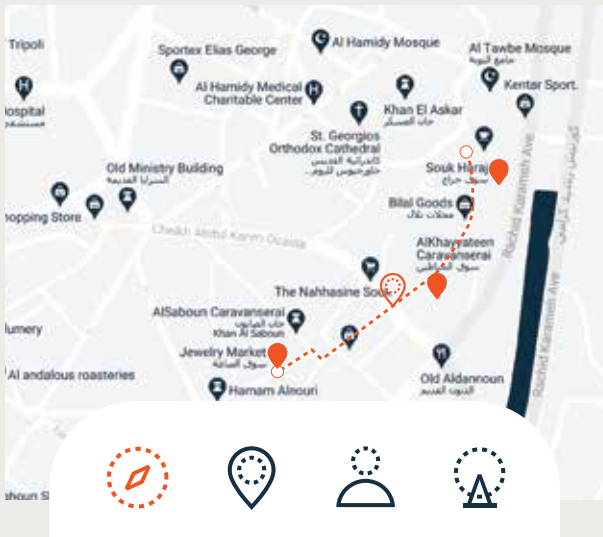


قبة

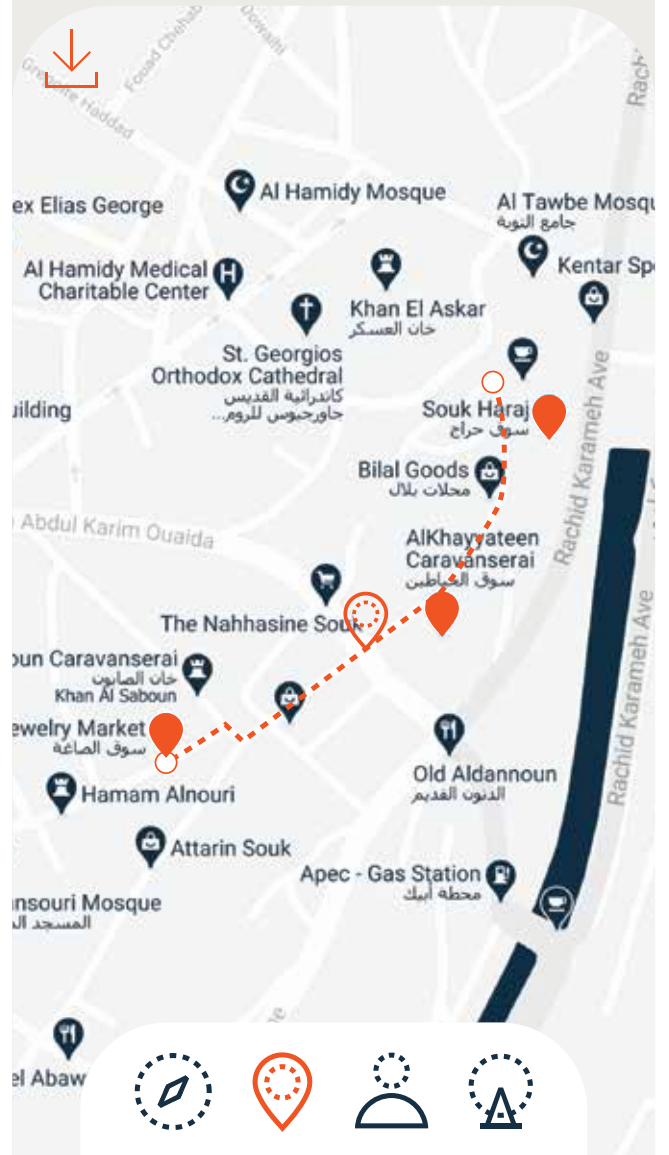
منصة هليكوبتر

خيمة

### الخريطة



### الخريطة





## معالم سياحية



خيمة



بيت الشجرة



برج



قطار



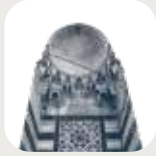
قبة



ساعة التل



منصة ساحة النور



مقرنص



مدفع



هيكل هرمي



نموذج الموجة



منصة هليكوبتر



## الخريطة



## تذكار



يمكن العثور على جميع المنتجات  
في منصاتنا



٦.٠٠٠ ل.ل.

إبريق



إبريق



قميص



خشب الأرز



سلسلة مفاتيح



صابون بلدي



## تذكار



يمكن العثور على جميع المنتجات  
في منصاتنا



٢٠.٠٠٠ ل.ل.

قميص



إبريق



قميص



خشب الأرز



سلسلة مفاتيح



صابون بلدي



## المعالم السياحية



### القبة

القبة الخرسانية البيضاء تمثل المسرح التجريبي ،  
وتحيط بها النباتات المورقة و تستطيع ان تستضيف ما  
يقرب من ١٠٠٠ مقعد




## المعالم السياحية




### الجناح اللباني

القبة الخرسانية البيضاء تمثل المسرح التجريبي ،  
وتحيط بها النباتات المورقة و تستطيع ان تستضيف ما  
يقرب من ١٠٠٠ مقعد











**MODERN ARCHITECTURE** 


DISTANCE: 2KM      DURATION: 2.5 HRS      10 SIGHTS


**HISTORY**

Rashid Karameh International Fair is located in the capital of North Lebanon, Tripoli. It was designed and built by Brazilian architect Oscar Niemeyer in 1963, the project suddenly stopped in 1975 when the country collapsed in a civil war. Today, we find 15 partial structures in the exhibition, it covers an area of 10 thousand hectares, a vast framework that evokes ideas of progress and relapse.

**ATTRACTIONS**










**DISCOVER** 



PLACES OF WORSHIP


10 SIGHTS  
DURATION: 2.5 HRS









MODERN ARCHITECTURE

10 SIGHTS  
DURATION: 2.5 HRS



## References

- <https://www.living-lebanon.com/visit-lebanon/north-lebanon/tripoli-trablos/sights-activities/rashid-karami-international-air>
- <https://www.tripoli-lebanon.com>