

الثقافة البصرية، ودورها في تأكيد هوية مصمم النحت المعماري

Visual culture, and its role in asserting the identity of the architectural sculptor

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Abstract

The creations of the architectural sculpture, represent a clear, and explicit reflection of the identity of the society, and the environment that contains it. This identity, which includes the designer's identity itself, and his belonging to his environment and society. Therefore, the designer must be keen to support his identity and emphasize it through the development of his visual culture.

The visual culture system plays an important role in asserting the identity of the designer through its three axes: visual perception, culture, and emotion. Each axis represents a step towards the development of the designer's visual culture. At the same time that the visual perception plays its role By making the designer more capable of reading the visual sentences provided by the surrounding environment, and thus becoming more creative and capable of solving the design problems, culture also plays an important role helping the designer perceive the visual shapes in general, and identify the features of his environment in particular. And finally the emotion that reflects the designer's response to visual stimuli, so the combination of these three axes with each other explains- in one way or another -the response of the designer to specific visual stimuli, but also determines how the designer receive the visuals, analyze, and express them.

In the end, it is possible to say that the designer's distinctive architectural sculptures creations, reflect his awareness of the distinctive features of his community, his environment, and his ability to express them through his works, these works that can be realized by the identity owners, or identified by others, which Can be summarized that the designer has his own visual culture.