

**Inspired by the aesthetic values of the elements of Islamic Art
Advertising in the design of web pages**

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Abstract:

It was a religion in the Islamic civilization is the energy which resulted in the creativity in all fields of science, arts and literature, and art of the Islamic prolific Bntegh technical and cognitive has contributed to the evolution of contemporary applied arts in various forms and manifestations and techniques and therefore can make use of it with the arts in the current times.

The focus of the study: the revival of cultural heritage and the link between Islamic civilization and contemporary arts.

The research problem: for decades appeared a lot of different artistic schools of thought in the field of art and design, each of them marked by a specific character appeared in output, and in recent times the West interested in teaching those doctrines for students of art and design colleges, not only for the purpose of knowledge of history, but to acquire practical experience based on the accumulation, giving contemporary designer the ability to carry out its work perspective, the most comprehensive look deeper, which is lacking with the Arab designer who influenced as western dazzling design it - which is not Enaibh - without turning a little of what has a certain tremendous is in Islamic art, where there are other laws can be used along with the rules, which reached the western designer for many years, the laws and the aesthetics are valid for application in the field of contemporary design.

The importance of the present research in looking forward to the Islamic art and access to its own laws and used with a forms design of existing ads on Web pages, inspired by the decorative units and distinctive lines of Arab and compositions formal richness of formality and achieve integration continues civilized between past and present.

The research aims to:

1. Shed light on the nature of Islamic Art and vocabulary, and values , Semantics
And indications of renewed.
2. The possibility to take advantage of its laws and own aesthetics with contemporary design, and the goal of the ads displayed on web pages.
3. Design declaratory model inspired by the essence of Islamic art.

Key words: Islamic Art - contemporary design - Advertising - An Empirical models