

## **Symbolism in Geometrical Islamic Ornaments and its Impact on Contemporary Poster Design**

### **Abstract:**

Symbolic values presented by Islamic Art ornaments and drawings had the main role in carrying abstract meanings related to the dogma of Islam. Pentagon for example was presented as a symbol of the five mainstays or the five prayers, the extended pigtales on the edges were considered as symbols of the synergism and cordiality of Muslims as the parts of a sole human body, geometric ornaments coming always in closed shapes in a some kind of metaphor of the oneness and the everlasting of Allah the mighty creator.

As for the poster , It started in its modern suit as a reflection of painting on the hands of a group of great modern painters as Cheret, Lautrique, and Capello. Their posters had the same configuration as their paintings except for the writings above and being printed in lithograph. But, by the time of the great economic evolution and expanded markets it became a must for the advisors to emphasize their ads with the most powerful and persuasive messages. In the same time, not so far, there was a prodding inclination of artists of the era towards Eastern Arts such as Islamic Art as a wealthy and fertile source of abstract meaningful symbols.

This study aims to inlight the phenomenon of symbolism in Islamic geometric ornaments and its impact on contemporary poster design, and how to utilize that in communicating the most persuasive advertising messages.

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