

## **Achieving the identity of the graphic design using the balance between geometric shapes**

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### **Abstract**

Let your imagination swim in the fantasy world to translate what you imagined according to the scientific foundations of graphic design to reality- This is a design.

Graphic design is one of the art of visual communication is an innovative approach by the designer to deliver a message to the recipient. The designer uses a variety of elements such as harmony, balance, contrast and physical elements such as lines, shapes and images to create his visual idea that achieves his goals.

Graphic art is used in the design the cover of, books, magazines, newspapers and catalogs. – the design must include some design elements that integrated to achieve creative design.

### **Research problem**

Ignore some graphic designers to use geometric shapes of all kinds in order to achieve balance when doing graphic design

### **Research Goal**

Achieving design identity through the use of balance between geometric shapes.

### **Research importance**

Rely on the use of geometric shapes in a way that is able to achieve balance and the identity of graphic design.

### **Research Force**

Integrating geometric shapes while maintaining balance and contrast results in simplicity of design and creation of creativity.

### **Research Methodology**

The research used descriptive analytical as well as experimental method where a set of designs were designed, analyzed and reviewed through the sample community to measure their acceptance of designs and the degree of success.

### **Key Words:**

Balance ,Graphic Design ,Identity ,Geometric Shape ,Alignment.