

The golden ratio in the regenerative text and the ancient Egyptian wall units (HIPS) and it can be used in contemporary print designs (Temple of Hibis as a model)

Dr. Noha Saeed Mofti Radwan

Degree Lecturer Graphic Department - Faculty of Fine Arts - Assiut University

dr.noha826@yahoo.com

Abstract

The concept of golden ratio or aesthetic integration in the universe is based on the extent of the integration of the beauty of the visual shape and its graphic application in a readable page, cover or web. Many theories have pointed to this trend such as (Buffoncci) theory of the percentage of the beauty of the universe in building the Ka'aba and the Maldives, which he called the divine miracle of the proportion of the beauty of the universe and its function in indicating shapes and beauty.

key words:

Golden Ratio, Regenerative Text and Ancient Egyptian Wall Units, Hibis Temple, Contemporary Prints

Research Problem

We have to admit that design currents, in some of their methods, are fed by the huge symbolic hunting that man left in ancient civilizations, including (Pharaonic civilization). And interest in exploring this world of symbols falls in the philosophy of the principle of returning to the foundations of things that resort to it in some human sciences, society and art. On the basis of this premise, there is a rush to shed light on the world of symbols from the human being, which distinguishes it from other beings. Therefore, trying to decipher the human mystery at all levels cannot pass without looking at its depths and then summoning it in design or borrowing it.

Importance of Research

Linking contemporary digital technology with science and art, through new formulations and designs through the laws of the golden ratio and linking it with modern technology to create design solutions as an approach to enrich the artistic form in contemporary publications design. The research will benefit designers, students and those interested in this branch of art in theory and practice.

Aim of Research

1. Enriching new experimental approaches to find innovative formulations through the laws of golden relativity [Buffoncci] and enriching the designer's thought by extracting innovative modern design formulations, which broadens the designer's perceptions in the use of contemporary digital technology.
2. Making new formulations to the artistic publications in terms of borrowing, structural composition, and method of presentation, so that the packaging industry has a presence in receiving and trading in the cultural and economic market.

Research Hypotheses

1. There is no cognitive effect on the influence of the golden ratio in graphic design in the law of visual attraction. The following sub-hypotheses are branched out from this hypothesis.

- a. There is no aesthetic and semantic effect on graphic design, which makes the design traditional.
- b. There is no statistically significant effect of the impact of the organization and structure of design elements on economic life. There is no effect of other Fractal geometrical theories on modern mathematics that can achieve aesthetic proportions and visual balance.

Research Delimits

- **Thematic limits:** Applications of the golden ratio in contemporary graphic Structure
- **Spatial boundaries:** a study of the shapes inside the Temple of Hibis and the possibility of borrowing them aesthetically.
- **Temporal boundaries:** Egyptian graphic production 2018-2019

Research Methodology

The research followed the descriptive analytical approach to analyze applied models and then using the experimental approach to employ these models in designing tourist advertisements with different graphic techniques by activating the golden ratio in the structural composition.

Research Tools

- Photos collected by the researcher through field visits.
- Graphic treatments by using drawings and texts found on the temple.
- Regenerative text and ancient Egyptian wall units:

These are the writings inside the temple encrypted or vaguely with talismans called (cryptograph)

Contemporary publications

Every graphic work, of all kinds, printed with the technology of reproduction that makes it acquire its stylistic and aesthetic value, moves it, and influences its nature by recalling and employing various forms of representation and cultural attempts to be in the field of economic circulation and cultural receiving of books, posters, advertisements, and others.

Graphic Designs

The Sophists, who are the closest to the aesthetics of contemporary graphic, defined it as "... beauty is relative and its judgment differs from one person to another, and it is based on the naming of the artist who extracted his art from it." (What seems beautiful to you is the whole beauty). The being of the artistic work is not affected, whereas contemporary publications carry a beauty that is shared by the function performed by pragmatic and aesthetic philosophy. Contemporary publications should present moral art related to the social, health, cultural and political aspects.

Results and Recommendations

Traditional publications have shifted a lot towards the actual value and presentation trends such that the guided turn and artistic trends, when the digital image emerged, the great philosophical approach that embraced the ideal abstract image has receded.

Recommendations

- Sharing the affiliation dialogue, organizing the common language between the parties and platforms, and getting acquainted with each new communication strategies, acquiring and fortifying the artist academically and culturally, producing an artistic core that addresses the global market.

The Practical Framework of the Research

- Through a descriptive analysis of some applied models of research
- Publications subject to digital graphic processors applied by the golden ratio in terms of the structural systems of design inspired by the units and texts of the temple and their meanings in the heritage of ancient and modern heritage.

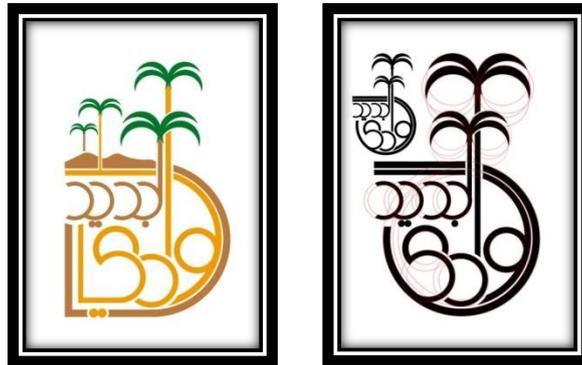


Figure (1) a proposed design to show the work of the golden ratio in graphic design

In its structure, the design consists of two written units: the new valley and a symbolic unit for the reproduction of palm trees. The golden ratio is determined in the methods of drawing based on the action of the circle and its balance, whether by drawing letters or palms. The presentation method is based on the principle of axial formation and composition in perspective dimensions.

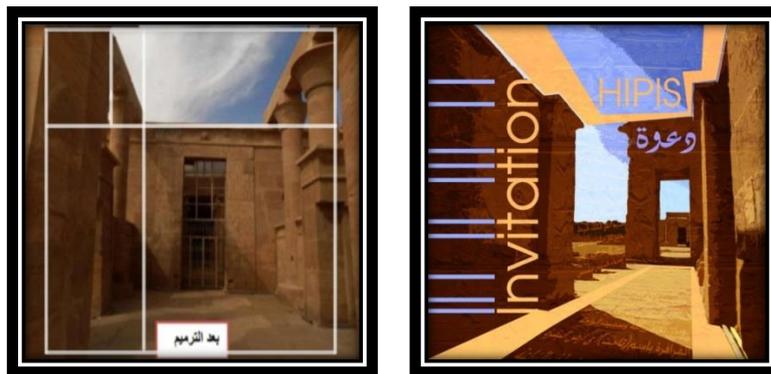


Figure 2: The pivotal theory in designing an advertising poster 2020 for the tourist promotion of the Hibs Temple using websites and graphic symbols in the temple was used on the national day of the province

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