

## Faces between Privacy and Public

### "Semiotic Vision"

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#### Abstract:

The research concerned with the specificity of signs, symbols and their presence in the Egyptian environment and society, their ways of showing and their effects. Ideas are transmitted to societies through a visual connotation that preserves each society's privacy. Although the image of communication may be slow, it cannot be ignored.

The awareness of the visual significance of the Egyptian personality and its history through various sources is enough to contribute to strengthening the feelings of the Egyptian identity, as symbols are a special reality from the profound experiences that people achieve through the symbols themselves.

Receiving the information visually occurs continuously, but it can be said that many instances of visual communication may reach the point of realizing the visual signs with absolute ease through a series of mental responses to the signals sent as messages by the visual connotation.

Hence,

Significance in its artistic concept, especially in design and especially the shape of the face, plays an important role that lies in moving the design in a way that is compatible with the idea, meaning and response through the symbol affecting the audience of the design, especially the indications and symbols of the face shape as a means of conveying ideas, in addition to the indication in the shape of the face moving through Symbol, color, shape, size, etc. The intellectual content of the design of the face shape, especially the container of civilizations and ideas, the shape of the face has an important role as well, especially in revealing the goal and communicating the idea presented to the recipient in its various intellectual, social, and other directions.

the significance role emerges as one of the communication tools that have evolved with the development of the technological systems, and its cultural transformations that reflect the way of life and society. Also, it can provide high-quality communication material that, in addition to excitement, it can deliver messages that may nourish the soul and mind and support the society's integration.

#### Key words:

Symbols - facial Signification -Communication