Proposed Strategy to Emphasize Cultural Values and Identity in Graphic Design

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Summary:
The current research aims to build a proposed strategy to determine the role of the values of the professional practice in the promotion of the cultural identity of the contained in the content of graphic design, through emplacing the role of Islamic values in the formation of human and societal values of priority in the professional practice of graphic designer. The researcher used the descriptive approach for analytical failure sample of number (63) of graphics designers in the Kingdom of Saudi Arabia, the number of Saudi designers' participants (51) accounting for 81% While the number of non-Saudi designers' participants (12) accounting for 19% the size of the sample according to the statistical survey data to identify the values of professional practice in the area of graphic design. The research theoretical framework deal with the literature on the concept of the thought creativity of the contemporary design, and the literature on the professional practice of sustainable development in the light of the kingdom's Vision 2030 between reality and the hoped. The procedures for the application of the research, addressed the demographic characteristics of the research sample, values in Sustainable Practice of design, and its role in the formation of the cultural identity of the content of graphic design. The research results answered the search questions in order to build a proposed strategy for graphic design according to the pillars of the values and identity to determine the role of the values of the professional practice of sustainable design development in the promotion of cultural identity contained in the content of design. Research has introduced the nature of humanitarian values; and semantics of cultural identity related to the characteristics of the professional practice of the designer through the linkage between the theoretical concepts, which emphasizes the integration between Islamic and human values and concepts which formed the professional practice according to the designer sense of ethical responsibility toward the community represented in the transfer of the indications of value to others; to strengthen the cultural identity with a distinctive character. The research recommended to build a matrix of the values of the professional practice of sustainable development and contribute to the realization of the concepts of cultural identity.

Keywords:
design strategy. professional practice, cultural identity, human values.

Introduction and search problem:
The field of graphic design is one of the areas that rely on the technical aspect of its professional practice, as a result of the existence of a variety of digital media, which contributes to the rapid exchange of knowledge and information; That for members of society have a major role in determining the nature of the values in which the culture of society is

formed, where the knowledge map associated with values is formulated according to the customs and beliefs of that society, especially as the value takes its importance and presence from the need of members of society to have knowledge strategies that regulate the content of those values, so each designer sees an order of his priorities of values in his professional practice, emphasizing the semantic cognitive aspect through which the values of identity enhance cultural identity. The problem with the current research is to point to the importance of Islamic values and the affirmation of cultural identity in professional practice involved in graphic design as an area of innovation for the graphic designer, and to develop a proposed strategy. Therefore, a problem can be identified by the following main question: What is the possibility of building a proposed strategy that defines the role of professional practice values in promoting the cultural identity involved in graphic design?

Search aims:

The research aims to develop a proposed strategy that identifies the role of professional practice values in promoting the cultural identity included in graphic design content**.**

Search questions:

(1) What is the Islamic and community priority values in the professional practice of the graphic designer?

(2) What are the implications of cultural identity included in the content of the graphic design?

(3) What is the possibility of building a proposed strategy that defines the role of professional practice values in promoting the cultural identity included in the content of graphic design?

Search importance:

(1) The search contributes to the concept of knowledge economy for supporting the graphic designer and stimulating innovation.

(2) The search highlights the importance of Islamic and societal values related to the formation of cultural identity.

(3) The search emphasizes the importance of promoting value content for brand design in accordance with Islamic values and principles.

(4) The search presents the strategy of sustainable professional practice for the field of design in the light of The Kingdom's Vision 2030.

Search methodology:

The researcher used the descriptive analytical approach to identify the role of professional practice values in promoting cultural identity that helps the graphic designer to professionally graphic design content.

Search sample:

A deliberate sample (63) of Graphic designers in Saudi Arabia, the number of Saudi designers participating (51) 81%, while the number of non-Saudi designers participating (12), accounted for 19% of the sample size

Physical sample: An anthology of Saudi brand design with Symbolic semantics.

Search tools:

A survey to establish the values of professional practice to enhance the cultural identity involved in graphic design, built according to the following Statistical Themes:

The first theme: the demographic characteristics of the study sample.

The second theme: values in the practice of graphic design.

The third theme: cultural identity in graphic design.

Search Theoretical Framework:

The search theoretical framework had Literary Concepts according to the following Statistical Themes:

 (1) The concept of creativity in contemporary graphic design thinking:

Creativity is one of the important professional values, the creativity of the graphic designer means his ability to find an added meaning or new solutions for the graphic design's form and excellence, or to create an innovative art form of the design, and when designing the semantics is fully referenced to the axes of institutional identity, to draw the designer's basic ideas of design to reflect that mental image in a way consistent with the design of the product, taking into account the laws of intellectual property, the work of the designer based on the creation of solutions, and the design based on building an integrated system for the manufacture of the mental image of the theoretical framework.

 (2) Sustainable professional practice in light of The Kingdom's Vision 2030 between reality and hope:

Graphic design innovation skills in recent decades have been of great social importance, one of the most important skills that directly contributes to the formation of cultural identity, which in turn promotes the concepts of professional practice of the graphic designer, and with rapid technical developments, the field of brand design is linked to Symbolization, visual encoding or visual coding which means the tell-for-tell of the visual components of elements that can be embodied by graphic processors, which are presented by the designer in a semiotic sémiotetic image through the plastic processing of a group Data that reflect the organization's activity, and reflect the values and images of the mind that are being formed in the mind of the recipient, loaded with a set of guidelines that are directly related to the determinants of societal values. Visual expression requires a great awareness of design concepts as well as an understanding of the principles of understanding the values of the surrounding environment, so that the designer must be aware of the foundations and principles of visual design, which is familiar with human and societal values, to be able to carry out the process of selecting information, with the aim of creating the appropriate design to express cultural variables and social contexts.

Search results and discussion:

To answer the first question: What is the priority of Islamic, human and community values in the graphic designer's professional practice?

Islamic values and their role in promoting social norms:

Values are a necessity for human formation, they are neither relative nor individual, they are absolute and shared values, and in order to function well, their members must apply certain

values and conform to their order, because they will unite them, they are essential and complementary values, where: Personality is shaped by a set of ethical values and standards that make them integrated and able to interact with society:

(1) The value of honesty.

(2) The value of ambition and high energy.

(3) The value of time investment.

(4) Professional value.

Priorities of the graphic designer's professional practice values:

Values are generally a cultural criterion that can be approached by objects or actions; If the values are particularly relevant to the professional activity of the graphic designer because of the nature of his work, his association with the field of human relations, and his direct dealings with clients, these values affect the practical design practices of the work environment. Human values vary according to the factors that make up them. The International Federation of Designers has identified some of the core values of professional design practice:

Commitment to the value, importance and dignity of the individual in society and respect for human rights.

Respect the confidentiality of the relationship with customers and not disclose weaknesses in the light of competitiveness between companies.

- Commitment to make every effort for the benefit of customers and to endure hardships and patience in accordance with the contracts.

Commitment to the highest professional rates of personal and professional performance.

- Commitment to help customers to meet their needs to the extent that it achieves the design objectives.

- Commitment to work in accordance with the parameters of intellectual property laws.

To answer the second question: What are the implications of cultural identity included in the content of graphic design?

Cultural identity is defined as a homogenous complex of perceptions, memories, symbols, values, creations, expressions and aspirations of a person or a group, and this group forms a nation with its identity and civilization that varies from place to place in the world. Other definitions include: that set of core values, perceptions, and behaviors learned from the family and other institutions in society, such as religious, educational and professional institutions. The brand reflects the activity and thinking of the graphic designer over the years, during which the product gained consumer confidence in the features of the product, especially in light of the rapid development of design technology. The research emphasizes the importance of graphic design building for its active role in economic growth, by activating increased competitiveness and achieving vision 2030's aspirations for market reality, opportunities and challenges, which represents the highest investment aspect in Saudi Arabia.

To answer the third question: What is the possibility of building a proposed strategy that defines the role of professional practice values in promoting the cultural identity involved in graphic design content?

Building strategy:

When the Islamic value syllabus is integrated with the objectives of building and preparing the designer's thinking values, psychology, knowledge, and skills with modern academic programs in providing a professional practice, this ensures the achievement of the outputs of conscious designers to serve themselves, and enhance the professionalism of professional practice. The reform, the researcher sees the importance of building the proposed strategy, which is based on three pillars:

(1) Results of a field opinion survey of a group of graphic designers.

(2) Islamic values and their role in supporting innovative thought.

(3) The content of cultural identity in the formation of graphic design thought.

Strategy objectives:

(1) This strategic vision aims to present a proposal that will help the graphic designer achieve innovation in his design, based on values in practice, and highlight cultural identity in production.

(2) Linking the theory and practice that there is an integration of cultural identity as concepts, production or visual images of society and the contemporary reality we live in based on cognitive openness and dealing with others.

(3) Linking theory and practice that supports the integration of Islamic values as concepts and practice, as well as supporting the moral responsibility of society and adapting the contemporary reality we live in.

The ingredients for achieving the strategy:

(1) Comprehensive interest in acquiring skills and good preparation in the learning phase of theories, concepts, design, and knowledge, science and theories in the field of specialization.

(2) The careful specialization in its field with the lack of complexity leading to the waste of effort, time and innovation by adding new ones.

(3) Mastery of high professional skills acquired from knowledge, and cognitive ability for accelerated developments in the presence of technological development.

(4) Investing the power of the influence of the graphic designer's production in the target group, based on specific positive trends and orientation to achieve continuous integration between variables of the social age and patterns of cultural identity.

Strategy Description:

(1) In brand design, it can go from the attention to value in practice to the level of value transfer to others, and cultural identity through symbol semantics or graphic processors of formal synthesis.

(2) The values of the designers can be developed according to the value they need to develop, and this requires the selection of appropriate receiving methods to establish them.

(3) Islamic values in professional practice are a fundamental building of their creative strategies and practices in the proven design of cultural identity.

 (a) Commitment to Islamic values in his professional practice achieves.

(b) Adherence to the manifestation of identity, culture with high values, achieves.

Results of the application of the professional practice strategy:

By applying human values and cultural identity, the qualities of the designer's professional practice according to the results of the research are as follows:

Creative practice Achieving institutional goals.

Identify strategic values in your organization.

Focus on professional processes.

Growth in professional practice.

Search recommendations:

(1)Building a matrix of values according to the needs of the team, for the competence sits on the designer and his behavior by participating in the working group.

(2)Prioritize the values of sustainable professional practice of the graphic designer and their relationship to the formation of a community culture.

(3)Out of respect for the culture of the other, it is emphasized that individuals have the right to choose their values, principles and directions, and no one has the right to impose undesirable values or behaviors in order to achieve moderation.

(4)Further studies that offer the graphic designer ways to contribute to the realization of the concepts of cultural identity.

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