

Proposed Strategy to Emphasize Cultural Values and Identity in Graphic Design

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Abstract:

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 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, 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 of 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.