

**The role of graphics in Display museum****Prof. Ahmed Mohamed Esmaeil Nawar****Professor of the Faculty of Fine Arts - Helwan University**[nawarart@hotmail.com](mailto:nawarart@hotmail.com)**Researcher. Sherihan Hussein****PhD candidate, Faculty of Fine Arts - Helwan University**[engabdelaal30@gmail.com](mailto:engabdelaal30@gmail.com)**Abstract:**

The emergence of digital interactive technological innovations provided cultural and museum heritage institutions in the twenty-first century the opportunity to present their cultural and gastronomic programs in new and innovative ways by taking advantage of the tremendous potential of these innovations, which is to increase the effectiveness of museum programs, the integration of knowledge, the diversity of their sources, the diversity of critical and taste experiences, and the provision of new and multiple sources of information. Due to the rapid developments of the technology developed, the media has evolved and used in the field of preparing museum exhibits through programs and multimedia elements.

And the use of the dramatic characteristics of the presentation and graphic media using lighting, panorama, diorama and virtual reality technology as a novel technology because it is to simulate reality in an unrealistic way, and then to identify its types, and its physical and software components.

And the designer must take into account the ease of the eye moving between the image and the writing to form a harmonious visual rhythm for the design in general.

The continuous developments of digital compressed technology (impact) have contributed to the technical development in terms of technology and concept, as new artistic trends such as digital installation art and virtual reality have become one of the most important contemporary artistic trends, the most practiced and the most widespread among Artists, hence the term digital artist, which describes the artist who uses digital technologies in production or artistic performances, making the term digital art a symbol of contemporary art that folds within it the various digital production means.

Then researchers move on to talk about augmented reality technology and augmented reality that is the technical extension of reality, and its importance in integrating virtual elements with real space to improve the space function, with a review of its types and components (psychological interaction, holograms, and the video wall of digital signals).

**Keywords:**

Display &amp; Hologram &amp; Multimedia &amp; Graphic media &amp; virtual reality