The role of graphics in Display museum

Prof. Ahmed Mohamed Esmaeil Nawar
Professor of the Faculty of Fine Arts - Helwan University
nawarart@hotmail.com
Researcher. Sherihan Hussein
PhD candidate, Faculty of Fine Arts - Helwan University
engabdelaal30@gmail.com

Introduction

Museums are one of the important fields in global civilization for their educational and enlightening role that are indispensable in any society because they are considered as cultural institutions that maintain the archaeological, artistic and historical groups and display them to the public by various means that allow them to sense meanings of beauty, and make them available for scholars and researchers to draw inspiration from their historical, artistic and scientific information.

The display is the most successful media for communicating the information to the public, and therefore museums are interested in presenting the materials obtained in a modern scientific way and linking the information with them to give the visitor sufficient information in an easy and attractive form while avoiding repetition and lengthening that affect the visitor and cause fatigue and boredom (1). The trend now is to use bright colors, moving objects, advanced technology, visitor involvement in the presentation, with an interest in providing information with the best and strongest influencing media and new ideas. (2)

The objectives of a good presentation are achieved by directly showing the exhibits that facilitate the eye and delight the viewer without a philosophy and make the most of those exhibits as a means of imparting knowledge and culture, as the exhibition itself is a means rather than an end. (3) Recent studies have shown that the public remembers the museum when there are distinctive features in the design of the museum or in the style of display, which leaves a distinct impression on the visitor, so he transmits it to his friends and arouses their desire to visit the museum. (4) Which makes us care about the aesthetic value in the artistic work of the museum exhibit.

In order to realize the aesthetic and plastic value in the artwork, you have to familiarize yourself with some graphic media and the criteria that are the primary space for forming the pieces within the museum display, and thus the dramatic rhythm enters the museum depending on the nature of each space in the exhibition.

The designer must consider the ease with which the eye can move between the image and the writing to form a harmonious visual rhythm of the design in general. The visual image is defined as the most tangible use of the term, and this use refers in particular to the reflection of a subject, in its mirror or otherwise.

Of the visual tools (5), and the artistic image can be seen as a visible visual body and can be perceived or understood in a direct or indirect way, and this is based on what it holds from the values and vocabulary that have a purpose (6) and they are describing and recording facts and visual facts and visual persuasion that these images achieve and are directly related to simulating the visual phenomenon.

The artistic tendency to record the event in the modern era was concerned with expressing with a link to aesthetic values, in terms of formal approach and the executive method in addition to expressing events and concerns that followed the people and how to express them.

The continuous development of digital impact technology has contributed to technical development in terms of technology and concept, where new technical trends have emerged, such as the art of digital installation art, and virtual reality and have become one of the most important contemporary, more practiced and more widespread artistic trends among the artists, hence the term digital artist appears, which describes the artist who uses digital techniques in production or artistic performances, which makes the term digital art a symbol of contemporary art which folds within the various digital means of production.

* Research problem:

The research problem lies in answering these questions:

Is the dramatic rhythm of the artworks of people on the philosophy of museum exhibits, and do graphics play a role in interpreting and clarifying archaeological exhibits?

- Does the graphic style represent or illustrate the vision or idea of the sentimental side of the recipient of the museum display?

Are graphics techniques required for the dramatic rhythm of the museum display?

Does graphic media have a real role in museum exhibiting?

The importance of the research lies in ...

- The impact of the aesthetic and visual value on the museum display, and enriching the role that is represented in giving other dimensions to the artwork to form a harmonious visual rhythm of the design in general.

- Emphasizing the properties of graphics as a philosophical value as they represent a form of aesthetic creativity, especially as there are more recent works by modern day artists in directing and informing the public about the museum exhibit.

- The impact of the dramatic rhythm on the technological techniques in the field of museum display using multimedia and modern digital means, as it represents the harmony of the art pieces presented in a dramatic form.

* Research aims

- It aims to use the appropriate audio-visual graphic media in the modern museum show, as well as lighting to enrich the dramatic dimension of the event, and highlight the role of graphics in what it contains in delivering an important message to analyze the past heritage and communicate it to the public in an interesting picture by organizing the elements of the painting inside the museum and deepening the aesthetic and creative impact in the artistic work, both technically and intellectually.

Finding a reciprocal relationship between dramatic rhythm and graphic arts through linear and silhouette rhythms and achieving balance and harmony in design through different graphic performance methods.

(Figure 1) shows a 3D view explaining celestial bodies, planets and the Earth's division The Museum of Natural History, Germany

(Figure 2) shows a user dealing with the Touch Screen in the Chemnitz Museum in Germany (The

(Figure 3) Use the hologram to display and discover Carter
for the tomb of Tutankhamun in the Children's Museum (photo by the researcher)


(Figure 5) showing display screens, animations and sound at the Museum of Natural History, Germany

(Figure 6) illustrates the processing and storage of digital images through interactive video, headphones and digital equipment "Digitization" the Islamic Museum, Berlin.

(Figure 7) illustrates the use of lighting to highlight the third dimension of tree trunk in the Archaeological Museum in Herna, Germany.
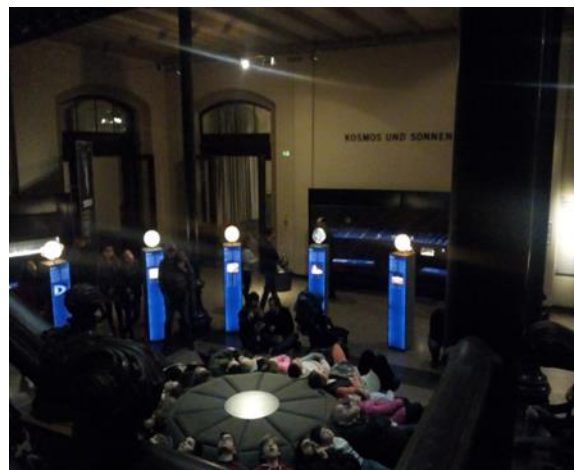
(Figure No. 8 - A) illustrates the movement in three dimensions by sitting visitors and looking up at the Museum of Natural History, Germany.
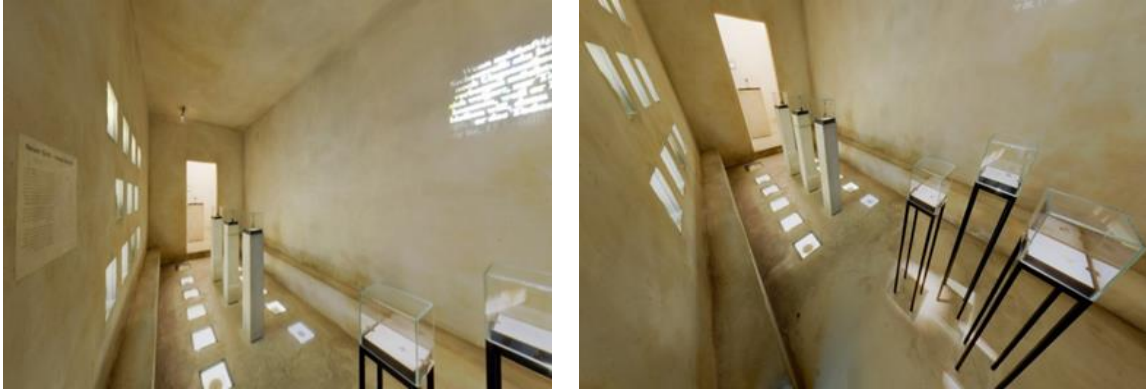
(Figure No. 8-B) where it shows the highlighting of the reflected lighting, while highlighting the information with the recipient at the Archaeological Museum in Herna.

The Summary of the Research

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, the media has evolved and used in the field of preparing museum exhibits through programs and multimedia elements.

The use of dramatic characteristics of 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.

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

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