

## **An analytical view of the aesthetic values in the museum presentation using graphic media**

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### **Abstract**

This research deals with the aesthetic values of graphic media by introducing the concept of formation and its elements, and the most important plastic elements in the museum display space, then the researcher reviews some examples of museums in the exhibition space using the elements of composition and its material vocabulary (rhythm, balance, proportion and other dramatic rhythm) to find A sound formal relationship that is consistent and non-dissonant, and the occurrence of rhythm is often accompanied by the process of repetition, as it can happen through the diversity of shapes, or through the continuation of movement and stability, as it is the basis on which any museum display is based, and its meaning (light, color, shadows), And highlighting the graphic medium and paying attention to it, whether readable, audiovisual or visual, which confirms the upholding of the aesthetic values of the dramatic rhythm of artistic culture and the emphasis on the locations of exhibits by focusing lighting on them using different lighting methods and methods that help to highlight the presentation element in more detail and according to its importance and arrangement in the presentation scenario

And the definition of sub-values of rhythm through (rhythm through repetition - rhythm through gradation - rhythm through variation - rhythm through continuation - dramatic rhythm)

The important role emphasizes the importance of its role as a channel of communication that ensures a successful communication process between the visitor (the receiver) and the museum (the sender) to convey the museum message with its cultural content that depends primarily on the quality of the communication process and how awareness of the need for lighting.

Then the researcher touches on introducing the types of lighting, and developing its methods in terms of diversity, design, innovation and aesthetics.