

The Aesthetics of Graphic Design and Its Impact On Society

Prof. Ahmed Mohamed Ismail Nawar

Graphic Department - Faculty of Fine Arts - Helwan University

Dr. Mohsen Abdel Fattah Allam

Graphic Department - Faculty of Fine Arts - Helwan University

Dr. Hani Al-Ashqar

Graphic Department - Faculty of Fine Arts - Helwan University

Researcher. Dalia Salem Mohamed Abdul Latif

Advertising Department - Higher Institute of Applied Arts - Fifth Settlement – Egypt

Daliagraph1@hotmail.com

Abstract

Modern centuries have witnessed scientific and technical progress that has greatly contributed to make changes in health, social, cultural, economic and educational fields...etc. Graphic design played an active developing role for both individual and society.

There is a response called for by the design necessity to enhance the intellectual concept according to its specificity and uniqueness in traditions and legacies, its effectiveness is represented in the ability to convey ideas and visions in the artwork in the form of icons or references consistent with an indicative structure, linked to each other to reach the aimed aesthetic pleasure, by using the designer skills and experiences, so that the art of graphic design becomes a bridge of communication between the designer and the recipient.

Graphic design, whether visual or print, raises the social awareness by using the latest technologies and programs to enhance its message and influence and to persuade individuals.

Keywords

Graphic design, Creative design, Community art, Environmental Graphic Design

Introduction

Our current era is characterized by tremendous scientific and technical progress that has contributed greatly to bringing about many changes in various fields of life, health, social, cultural, economic, educational and others. Therefore, we find that in a world dominated by different ideas, graphic design has an active role in development and other roles fall within the door of development and influence on the individual and society with the development of necessary needs, so there is a response called by the design necessity of living in a way that enhances the intellectual concept according to its privacy and uniqueness, with traditions and heritage, which It is located within the section of the conditional environmental compressor, whose effectiveness comes in the ability to communicate the ideas, visions and meanings involved in the artwork to the recipient using the designer's skills, fertile imagination and experience in creating and formulating aesthetic topics and experiences that he presents to others to be the art of graphic design, which plays its role here as a communication bridge. between the designer and his audience. Graphic design is one of the most popular means of communication in the global cultural arena, as it relies on a linguistic structure and an

aesthetic pleasure with a goal and a message to deliver to the recipient, as it is closely related to community, local and global life. And because graphic design is a set of semantic and intellectual concepts that work to build a design idea that expresses a complete vision in society that takes the form of icons or references consistent with a semantic structure, which are linked to each other to reach the overall meaning and convey it to the recipient, which is built according to elements whose goal is aesthetic pleasure. Here comes the importance of the means of printed graphic design for its important and distinctive position to raise social awareness in all societies due to its importance and effective impact on the recipient, through the use of the latest technical technologies through various computer programs. Environmental graphic is a new design method through the use of spaces in the design process and the integration of ideas that help create a visual image in front of the recipient and take different design aspects to achieve a specific purpose and operate in two environments: the internal environment and the external environment that helps to display designs in a striking way and helps to engage the audience With the design and opening a new window of development in the local and international markets. Graphic design is an important means used in many fields that may pertain to social, cultural and economic life with the aim of influencing and persuading individuals. Research problem The research problem is to focus on the role of the graphic designer and the importance of design and their relationship to raising awareness and aesthetic values for society, so the research seeks to: - To what extent can we benefit from the graphic designer in our lives? The importance of graphic design in its various types, whether visual or audio. - How can graphic design enhance the aesthetic values of the receiving audience? research aims The research aims to shed light on: To highlight the aesthetics of graphic design and focus on its importance to society, as it helped raise the aesthetic awareness of the community. Research hypotheses The research assumes that it is possible to benefit from the graphic designer and work to highlight his effective role in society, and it must be utilized in an optimal manner. The graphic design must also be emphasized because of its impact in enhancing and raising the aesthetic sense of the individual and society, taking advantage of modern technologies and methods to change the life and behavior of the person and improve With its aesthetic sense.

research importance The importance of the research is as follows:

1. Shed light on the role and importance of the graphic designer.
2. Introducing the most important forms of graphic design, including visual and audio, and its importance to society.
3. The aesthetics of graphic design and its impact on the individual and society.
4. Introducing environmental graphic design and its importance from the technical side.

search limits The study is defined as follows:

An analytical study of the role of the graphic designer and design in its various types and the extent of their impact on society and raising awareness of the importance of the role of the designer and design in society Research Methodology A partial inductive approach through previous studies, references, scientific books and websites to know the role of the graphic designer and graphic design and its importance to the individual and society, and also to identify the sustainable environmental graphic design and how to benefit from it. And that

through the theoretical framework and presented some illustrated examples of this. Results Based on what was presented in the subject of the research and the dimensions that crystallized his idea and the extent of its importance and purpose of it, the most important elements were presented to reach the goal of the research, which is the definition of graphic design and its importance and purpose and its various forms and the importance of each one in a brief manner, and also the definition of sustainable design or environmental design and the extent of its importance Influencing the individual and society through different forms of design, both visual and audio. All of this is achieved through the experience and creativity of the graphic designer,

so the research results have concluded the following points:

- 1- Graphic design is one of the most important creative professions necessary in different areas of life.
- 2- The graphic designer has a vital and effective role in influencing raising the recipient's sensory awareness.
- 3- The importance of the role of the various forms of graphic design, visual and audio.
- 4- Recognizing some of the new forms of graphic design, such as digital design and virtual reality, and we find that each of them is related to the other and through them produces a more innovative and creative integrated design.
- 5- Introducing environmental graphic design and highlighting its importance with the development of the times and the extent to which we can apply it in many fields.
- 6- The aesthetics of the impact of graphic design on society and raising the cultural awareness of the individual.

Recommendations

The researcher recommends a set of important points that play a pivotal role in activating and deepening the role of graphic design

References:

- 1- hamuwdah ,ahmadsayid. 2019. faelunyt 'iistikhdamalrusumalmutaharikatfaaaltaweiawatwarshadalbiyyi. qismal'ielani. almahadalealaalifununalatbiqiyati. altajamuealkhamis. alqahirata. bahathmanshur. aleadadalsaabieeasharmajalahaleulumwalfunun
- 2- einad ,dinamuhamad. 2017. altasmimaljirafikiulughatalwasulalthaqafiiwaljamaliililmujtamaei. qismalnashatataltaalibiati. almutamaralduwalialthaani. altanmiataltanmiatbiamlakatalearabiataalsaeudiati. jamieatbaghdad. baghdad. aleiraqu.
- 3- alhadithi ,libanaaealibusayn .2019. dawraltasmimaljirafikiialmatbue fi rafewasayilalealamalaitirafalsinaeiat fi radn. qismaltasmimaljirafikii. kuliyataleimaratwaltasmimi. jamieatalsharqal'awsata.
- 4- eali ,muhamadeabaasmuhamadmuhamad. 2020. 'ahamiyataltasmimaljirafikiiaijtimateaianawaqtsadyaan fi aleasrallhadith. qismaltasmimaljirafikii. kuliyatalfununwaltasmimu. jamieatalzarqa'. al'urdunn.

5- 'iibrahim , miha mahmud. 2019. almutabadalalmutabadalbaynhuquqalansan. mafhumaltasmimaleamiwaealaqitatbialaistidamat fi alfaraghaldakhili. qismaltasmimaldaakhiliwalathathi. kuliyatalfununalatbiqiati. jamieathulwan. alqahira. bahathmanshur. aleadadalsaabeeasharmajalahaleulumwalfununa.

- 337821515<https://www.researchgate.net/publication/> -1
 - 7pm2020- [almsmym aljrafykykhtab aydywlwyy yzz alhd fy alsahth althqafyt alalmyt](https://www.hotcourses.ae/study-abroad-info/careers-prospects/graphic-design-carrer-)
<https://www.hotcourses.ae/study-abroad-info/careers-prospects/graphic-design-carrer-> -2
 2019- 11pm[options/](https://www.tahtalmijhar.com/2020/04/let-learn-about-all-types-of-graphicdesign.html)
<https://www.tahtalmijhar.com/2020/04/let-learn-about-all-types-of-graphicdesign.html> -3
 2020-9pm
 2021-11am [أوضح-التعبئة-والتغليف-صدقة-للبيئة](https://valdamarkdirect.com) -4
<https://blog.khamsat.com/graphic-design-types/> -5
 -10am2020 [38918&lcid=5&depid=13lecture.aspx?fid=/http://www.uobabylon.edu.iq/uobColleges](http://www.uobabylon.edu.iq/uobColleges) -6
 -8pm 2020 [ما هو فن الجرافيك](https://mawdoo3.com/) <https://mawdoo3.com/>
[-the-name-is-lis-environmental-graphic-design-part--https://rsmdesign.com/news/what](https://rsmdesign.com/news/what-the-name-is-lis-environmental-graphic-design-part--) -7
 -2019-6pm [confusing](https://www.ecomena.org)
 4pm-recycling-art/2020 /<https://www.ecomena.org> -8
<https://sunshineimpressions.net/2018/07/whales-swimming-in-an-ocean-of-70000-plastic-> -9
[-4pm1202water-bottles/](https://www.independentarabia.com)
[151831node//https://www.independentarabia.com](https://www.independentarabia.com) -10
 يساعدا-صحيا-ونفسيا؟-2020-5pm-
 5pm-2020 -<https://davidshepherd.org/?search%5Bartist%5D=356> -11