

## **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](mailto: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