

## **Performance Aesthetics In Environmental Graphic Design And Its Visual Impact**

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### **ABSTRACT**

Recreating our design vision in everything that surrounds us in this world, of which we are an integral part, is the basis that will determine the standards that will be measured against achieving sustainable creativity, through us humans and how we adapt to the planet, especially the ability of the designer who can through the positivity of his designs to change the world.

We must know that the artistic process is a process of development and expansion of visual or verbal design, which results in a specific vision. And the artist's relationship with his artistic medium is always one of renewal and inspiration, not one of conflict and tension. The material is not a limitation or a challenge over the long term, but data, stock and inspiration as well. Therefore, we find that modern technologies may provide the artist with different media that do not exist in nature, giving him plastic capabilities that he does not entrust and open up He has unconventional ways to bring his artwork to a new expressive value.

We often see that the material is what inspires the artist and the designer, takes his hand and guides him. This means that the common element among all works of art is the style and method of organizing these materials with the artistic sense that provokes us with aesthetic emotion. Movement, and these elements cannot be separated from each other in the way they are formed, Sustainable artistic creativity can be defined as creativity linked to human morals and values, providing the concepts of sustainability as a moral dimension and a mandate for all human beings to respect nature, universe systems, values, beauty and all forms of life to create a sustainable civilization in which arts are integrated on earth, and when the color that dyed his faith and characterized his ideology and determined human creativity such as:

The artist, the designer, the architect, the poet, the writer, and it is a human creativity in the first place as it is characterized by beauty, and it always aims at the sublime art through a sensory material that embodies beauty and brings it to the sense of the viewer or the recipient, and the job is to the user, which is to elevate the graphic design towards the highest, highest and most beautiful, the goal is to rise in feelings and refuse to fall.

We note that with the development in each era, the visual experience of the recipient develops in all fields so that his mind becomes able to perceive various advanced ideas,

and we are in the era of technology and the Internet, which has become in every field and which makes it possible to learn new at any time without leaving the house, through learning about Yet everything became possible and feasible.

**KEYWORDS**

Environmental graphic design, aesthetics of design performance, visual impact, sustainable design