

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

Introduction

As a result of the increased concern about the environment and the extent to which it is affected by the waste of heavy industries in general and the waste of petroleum industries in particular, many international organizations have called for adopting the concept of the green style and promoting it through public awareness campaigns through environmental graphic design, and many graphic design agencies have adopted and interacted with those The invitations are what was known as the principle of green graphic design, and the designer has the most important role in this positive call for change as a leading thinker of societies in terms of the ability of his works to influence various segments, and his ability to communicate visual messages and support their persuasion capabilities, and thus spread environmental and ethical awareness towards the environment Surrounding if designers care to formulate and implement advertising ideas in a way that depends on creativity and focus to support the concept of environmental protection. And that is through the use of different materials and materials and working to reformulate and recycle them as a kind of symbolism in this field, and designers call for an increase in the percentage of green color in our lives, which prompted many major international companies to adopt visual identities that are subject to this new, most contemporary design style in an attempt to achieve Greater openness to the masses.

We note that the technological and technical development that we have reached has played an important role, which allowed its capabilities to help in this through various programs and technologies, in addition to the giant advertising screens that spread widely and widely and worked to achieve the spread of the greatest awareness and guidance for the recipient as the graphic design became The environment is a science and an art based on achieving creative influences based on a logical study that includes design, definition of technology and how to install. The human, the environment, the media dimension, and simplification in design to support the recipient's speed of understanding and communication to achieve modern digital environmental aesthetics suitable for modern human life.

Hence, we find that visual communication is the language of dialogue between the design and the viewer, where communication and interaction between the design and the viewer's eyes are established for the design, and graphic design is a visual plan that can be used to accomplish an idea.

Research problem

The research problem focuses on the aesthetics of performance in design and its importance, especially environmental graphic design and its visual impact. Therefore, the research seeks to: To what extent can graphic design be used in our lives?

- Ways to take advantage of environmental graphic design in addressing the problems of society.

Research hypotheses

The research assumes that the environmental graphic design should be used in our lives in an optimal way in proportion to the problems and capabilities, whether they are technology or natural materials resulting from wrong behaviors that harm the environment. the individual.

research aims

The research aims to shed light on:

Highlight the aesthetics of environmental graphic design and focus on its importance to society and help solve the problems resulting from those wastes used in environmental graphic works and recycle them in an artistic and aesthetic way for society.

research importance

The importance of the research is as follows:

- 1- Shed light on graphic design and its importance.
- 2- Introducing different methods and models for environmental graphic design and the extent to which it can be used.
- 3- The aesthetics of environmental graphic design in solving the problems of society.
- 4- Recognize the importance of the visual impact of environmental graphic design.

search limits

The study is defined as follows:

An analytical study of the role of environmental graphic design in its various forms and visual aesthetics, and the extent to which it can be used in society by addressing its problems or the existence of different design solutions.

Research Methodology

The research depends on an inductive research approach through previous studies, references, scientific books and websites to know the importance of environmental graphic design in our daily lives. And the extent to which it is benefited through the theoretical framework and the presentation of some models indicating that.

Results

After presenting the research topic and dimensions, the most important elements were presented to reach the goal of the research, and the results of the research came to the following points:

- 1- The role of visual identity in the environmental graphic design process.
- 2- Visual experience and its importance to design in terms of visual effects, aesthetic and communicative dimensions, a role in the graphic design process.
- 3- The aesthetics of sustainable graphic design and the importance of using it more in the design process because of its new ideas.
- 4- The role of environmental graphic design in helping to solve environmental problems.
- 5- Environmental sustainable graphic design and benefit from it in various different fields of design.

Recommendations

The researcher recommends a set of important points that play a pivotal role in activating and deepening the sustainable environmental graphic design in all its forms, as follows:

- 1- Emphasis on the importance of studying the role and importance of visual identity in the design process.
- 2- Activating and confirming the process of visual and artistic criticism of all that is presented of different graphic designs.
- 3- Recommending the attention of colleges and technical institutes specialized in studying sustainable art in a deeper way and activating it fundamentally in the educational process.
- 4- To recommend to graphic designers specialists to go more towards sustainable environmental graphic design and work to find solutions for its design according to what is known in order to help solve environmental problems.

5- Encouraging graphic artists to work in environmental graphic art through the use of different consumable materials and to highlight the aesthetic aspect.

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