

The use of the agammograph technique in implementing awareness hangings- an applied experience that serves the problem of domestic violence

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Abstract:

Art has always been and still represents the artist's ability to possess a place outside the boundaries of the form or the apparent form, so there is no real work of art that does not affect the perception and senses of the recipient. The perception process is a mental phenomenon in which the individual receives visual information before he has a comprehensive thinking about it.

We do not overlook the role of art as an important means of communication, with its many meanings that are mostly derived from its purpose, which is to clarify something or the Orientation towards something desirable that allows linking aesthetics with social awareness.

The movement is considered one of the most important factors in the process of communication and orientation towards the design structure in the artwork due to its dynamic state, which the designer, through his creative abilities, can direct this to reach dynamic products that are intellectually and visually consistent with the subject of the artwork.

Various techniques continued to pursue the development of kinetic work and its stages of development merged between art, science and technology, and many techniques appeared that depend on employing the art of optical illusions and using mathematical laws to create paintings that suggest aesthetic values represented in prominence, depth, stillness and movement through many of the details included in the work, which causes the impression of movement to the viewer, this type of art in which the viewer becomes an active user who moves in order to fully capture the desired visual effect of the artwork.

Hence the idea of combining modern technologies used in kinetic art in designing posters that carry an awareness message and direct the eyes to see and read a specific message so that the awareness is beautified in a technical way that changes the recipient's point of view about understanding the problem and what it leads to and a suggestion to solve it

Key words:

awareness," agamograph" technique, domestic violence

Research problem:

The research problem lies in answering the following question:

What have the artworks achieved regarding communication, education and public awareness?

How do innovative methods contribute to properly delivering awareness to the recipient?

Research importance:

The importance of the study stems from the vitality of the topic it deals with, which is how to use interactive techniques to present an educational commentator who contributes to raising awareness of some issues and problems related to the Egyptian family.

Research aim:

This research paper aims to clarify the basic concepts of awareness, and to clarify the role of art as a message that will serve the community, raise awareness of the dangers that surround it.

RESEARSH DEFINITION:**Awareness:**

Dissemination of correct knowledge about a particular topic so that recipient can avoid a disaster that may occur before it occurs

AGAMOGRAPH TECHNIQUE:

an agamograph is an art form that uses optical illusion to create that changes when you look at it from different angles

Research hypotheses:

The possibility of creating awareness hangings that achieve an interactive visual experience between the work and the recipient, while maintaining it as a two-dimensional work.

- Creating fully-formed works that achieve coherence between form and content, based on kinetic illusion with different viewing angles.

Research methodology:**This study is divided to three axis:**

First axis: art and formation of social consciousness

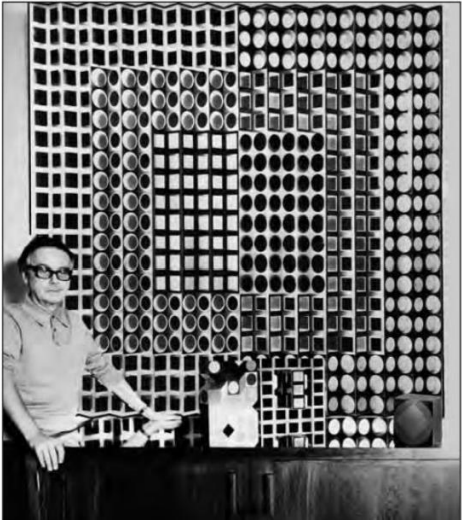
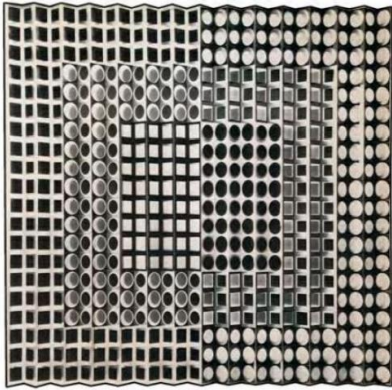


Second axis :the combination of the concept of optical illusion and technique of "agamograph" and its impact on achieving the element of visual dazzle.

Third axis: using the "agamograph" technique to implement awareness-raising hangings on the problem of domestic violence.


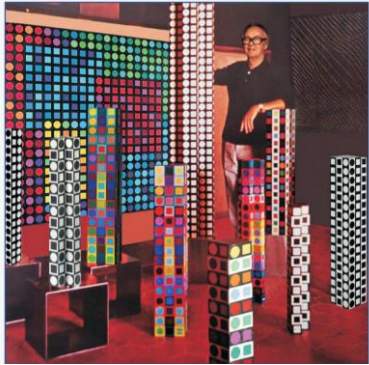
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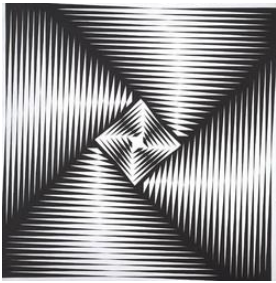
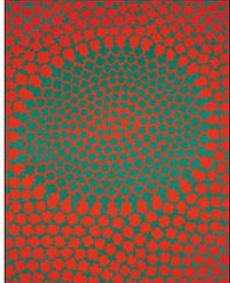

This link between art and social awareness is intended to create a mass communication mechanism in its modern, technical form that goes beyond direct meeting and sending a face-to-face awareness message, which helps in shaping and refining the awareness of society in its various forms (social, political, cultural, economic...).

Benefiting from the theories of optical illusion art in enhancing the sense of spatial depth and illusion in different dimensions:he artist Victor Vasarely is considered the first founder of this school (the school of optical illusions)

		
	artist	Victor Vasarely
	Artwork name	dak
	Artwork place	anne sur marne
	dimensions	200*200*15
year	1968	
		
	Christine chiou	victor vasarely
	"Scanimation,2015	Oerveng façade ,bodabest,1983



Second axis :the combination of the concept of optical illusion and technique of "agamograph" and its impact on achieving the element of visual dazzle.



	
Yaacov Agam	victor vasarely
<p>Agam yacov was the iconic artist who used changes of perspectives as a design presentation. Creativity based on visual perception is closely related to changing the viewing angles to the artwork. Yakov's work does not contain many dynamic changes, but rather the entire dynamic change is presented to the retina, which creates movement in a steady state</p>	

some of the works of artists influenced by the concept of op art :		
		
Richard allen Untitled 1966 Museum of contemporary Art in Buenos Aires	Richard anuszkiewicz Plus Reversed, 1960. Photograph Museum of Art, University of Austin, Texas	Bridget riley 'Blaze 1' National Galleries of Scotland. Long loan in 2017. ©

Third axis: using the "agamograph" technique to implement awareness-raising hangings on the problem of domestic violence.

The students' works depended on achieving movement on two levels, the first level, the level of the estimated movement that characterizes the works of optical illusion artists, and the second level, the level of actual movement resulting from changing the viewing angles, which helped in the formation of a new vision in the presentation of educational commentaries, and the multiplicity in changing the angles of photography helped to clarify the change of visions. Constructivism of the commentator from every direction, to watch the students' work on a video and see the optical illusion technique used, this can be done through the following link: https://www.youtube.com/watch?v=vvUYetO_iIM&t=5s many images are combined on a single surface to create illusions of depth as the viewer moves around the work. depending on the position of the viewer, the shape of a single work changes between several compositions, resulting in 3d images.

	
Student nada saad	Student mona elemam

<p>This work combines two images, the first bearing the phrase “stop violence” and the other image of a child asking for help written on his hand “help of the extent to which he is affected by violence against the family.”</p>	<p>This work contains two pictures, the first bearing expressions denouncing violence, and the other picture is a face of a woman before and after exposure to violence, and it shows the extent of the bad impact that appeared on it</p>
	
<p>Student omar mosaad</p>	<p>Student laialy mohamed</p>
<p>Organizing the relationship between light and dark spaces led to showing each other where the contrast between them and the use of red color to draw attention to the call to stop this behavior</p>	<p>The choice of colors was based on monochrome, that is, the use of color and its degrees.</p>

Results:

- The techniques of optical illusion artists are still present, effective and highly influential, whether in the technical concept of implementation or drawing inspiration from philosophical and abstract connotations or from contemporary social issues.
- Contemporary artistic visions have an important role in creating interactive educational posters that are compatible with the technological arts of the current century.

Recommendations:

- Encouraging methods that reveal innovative solutions in the field of pendants.
- The need to conduct more research on the concept of optical illusion and the mechanisms of employing it in an innovative way.
- The necessity of providing the libraries of the College of Arts with advanced books on modern art techniques
- - Employing contemporary technologies to serve community issues and problems.

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