

Formality compatibility and its relation to the poster as one of the graphic design creations in the digital image

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Abstract:

The objective of the study is to identify the formal compatibility in graphic design, and its relationship to the contemporary advertising poster, as graphic design is the main source for the production of values and symbols, which form awareness, behavior, and as a result, great interest has become in the visual arts as it is an integrated and influential system for communicating with the public, Which has become influential in reshaping the new reality of the world.

In the current study, the researcher defined the formal compatibility, and studied its relationship to the advertising poster in contemporary graphic design and how to combine different materials and styles.

The researcher also exposed to modern graphic programs and studied their relationship to formal compatibility, as with the advent of computer graphics and its entry into the field of graphic design, the development of the design process resulted in all its aspects, with its advanced and modern plastic capabilities including the techniques provided by these graphic programs in designing the various types of posters and with different creative capabilities and vision for the designer.

The researcher presented the creative values in the design of the advertising poster, as they come in distinct, unique formulas that are transformed in their construction and installation in the design and transcend the prevailing and familiar in all its connotations and symbols.

Elements of formal compatibility in the advertising poster with description and analysis by displaying the different models of the samples of the current research topic.

Keywords:

Compatibility, Formality, Compatibility Formality, Advertising Poster