

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

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Summary

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 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 of 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.

Research problem: -

The researcher identified the problem for this study by asking the following question:

- 1- What is the formal compatibility, and its relationship to the advertising poster in graphic design?
- 2- What is the plastic data of a digital image? How can it be used in advertising poster design processes?
- 3- How to use the pairing between digital compatibility and graphics to find graphic data for the digital advertising poster?

The research importance: -

The importance of the research lies in that: -

- 1- Attempting to enrich the technical knowledge bases adopted by the designer in achieving formal compatibility.
- 2- Opening the horizons of research and experimentation for the designer to comply with the rapid changes.

3- Contributing in clarifying the relationship between the digital formal compatibility and the advertising poster of the designer.

The research aims: -

The current research aims at: -

- 1- Determining the technical knowledge bases that the designer adopts in achieving formal consistency in the advertising poster.
- 2- Activating the role of the relationship between digital formal compatibility and graphic design in creating plastic data for the advertising poster.

Search limits:-

The objective limit: the formal compatibility in the graphic design of the advertising poster.

Spatial boundaries: indicative advertising posters that include drug control and global warming That were published on the International Information Network (Internet) that include formal compatibility.

Time limits: from 2010 until now.

Research Methodology: -

The research is based on the descriptive analytical method.

Formal compatibility in the advertising poster: -

It has been known about compatibility and synthesis since antiquity, in thinking about how to find relationships between the physical form and the expressive content of the components of the structure of the artwork. As the synthesis and compatibility of raw materials entered for a formative and aesthetic purpose at the same time, and the beginning of the entry of these materials into the artwork was the individual's desire to simulate nature with its various elements, and it was logical that this simulation would lead to new starting points in the use of different materials in the artwork, including expressive values in new performance.

Compatibility in plastic art means the synthesis of materials, whether they are of one species or multiple factions, provided that the element of general acquisition occurs between them, i.e. the design completely coexists with each other, in order to achieve harmonious artistic values. Ancient civilizations, except that compatibility had an echo in its production, linked to doctrinal concepts, which check the extent of use, as well as the extent of innovation and its rooting in the expression of civilizations. The ancient Egyptian artist combined wood, glass and copper in inlaying statues, with other different materials.

One of the most prominent designer artists who featured formal harmony in their creative efforts in this school was Laszlo Moholy Nagy, as he created a synthesis between geometric shapes, lines and geometric figures to form an effective design characterized by movement, trying to combine black shapes with colors. His potential was a major influence on developing our vision of the art all over the world.

Also, the road transport was one of three posters designed by Moholy Nagy in London during his short stay in England between 1935 and 1937, and it was the first integrated transportation

system that gave the system a visually coherent synthesis through his interest in architecture and industrial design as well as the art of posters and prints.

As for the qualitative leap in the field of compatibility in graphic design, which was represented in modern design to take multiple interactions, the modern style in design was characterized by formal compatibility, as there are intellectual and cultural transformations of modern Western civilization, as each team went with its own opinions and ideas that differ from the other team, influenced by its cultural environment and vision of these ideas.

Also, the French designer Jules Cheret, who used color compatibility in his artistic designs, which appeared in his posters.

A formal compatibility between his artistic elements and the shape of the dancing girl, as well as the introduction of a person carrying an umbrella and the girl dancing through that poster, as Chereh tried to express the creative value in the poster design in a formally familiar way, which showed the visual appeal of the advertising poster.

Graphic design and digital image developments in advertising posters:

Design needs a new vision, familiar enough with the new and diverse visual vocabulary in modern life related to the environment, and perhaps the most important of these vocabulary is the digital image, as the information revolution brought about many changes in industry and culture of the image, which witnessed many developments in the field of its production, and many phenomena, especially in what is known as the digital advertising image, which overlooks the advertising scene, as a new means of communication, which has its own techniques and phenomena, which deserve to be singled out for a special study to reveal its various aspects and dimensions.

There are many new developments that have brought about a new world of advertising in all its different forms, and this rapid development comes, either in style, in content, or in design, as the great transformations that have taken place, for example, the increasing interaction with graphic programs, which were transformed from the graphic design of the advertising poster from a basically fixed presence to a dynamic creation and a renewed vision, so that all graphic designers can transform imagination into reality in design, which led to a development in the fields of advertising poster as well as through various social networks in the Internet, confirming this digital revolution, which gave the designer the freedom to deal with computer graphics programs that allow the development of ideas quickly and in a superior way different from what was before, and the designer can be creative and glow innovatively with ideas and symbols and carry out various digital operations through which the development in the technology of media use can be reflected. The multiplicity included in most designs in linguistic, audio, visual and kinetic reality as well, and there is no doubt that multimedia is one of the design formulas in the practice of creativity for the visual image in modern arts.

Here, the researcher pointed out that the digital image in advertising poster design, which has been developed throughout the ages, has become the graphic design for advertising poster design philosophical and modern dimensions. In its use of all possible techniques without being tied to traditional methods of communicating the designer's vision through compatibility or installation.

Here, it means reconciling more than one form that meets in the design artwork, then it is the result of an interaction of the multiple formal elements with different sources so that the practical (functional) aspects placed in the design of the advertising poster are balanced and the aesthetic values are highlighted within the framework of its visual image, through the natural limits of the designed work.

Modern graphics programs and their relationship to formal compatibility:

Technological and scientific development has led to the emergence of artistic dimensions and a new artistic imaginary vision for designers, which gave a kind of freedom and renewal in the different vision in presenting topics, which achieve functional and aesthetic dimensions with integrated technical elements in design, which enabled the designer to build and complete the design elements and formulate them with a different vision according to a harmonious format with a certain system that imposes on the design modern and advanced developments, the formal compatibility in the design is the pivotal aspect of time and place and the internal transformations of the designer through which the aesthetic and functional elements echo in the design of the advertising poster.

With the advent of the graphic computer and its entry into the field of graphic design, which resulted in the development of the design process in all its aspects, with its advanced and modern plastic capabilities, which led to the acceleration of production processes, the shortening of time and material budget, and the realization of the aesthetic, plastic and creative aspects in all the different elements, techniques of these graphic programs are utilized in designing the various types of posters, with different possibilities and creative vision of the designer.

Technology and the digital image have led to modern concepts and great challenges for the designer, as well as enabling distinct production capabilities within a technological environment, and these graphic programs perform many specialized tasks at one time, provide creative ideas for the designer to perform an integrated design with an integrated artistic vision for the recipient. We find the elements and foundations of the plastic value in the design through compatibility and technical relations between them in order to achieve the language of form in the design to highlight the artistic value of the advertising poster, which needs continuous treatments that the designer achieves according to his artistic vision. He then transforms this vision into applications after implementing them with various computer graphics programs, and he alone does not mean anything material without having creativity within it. A proficient designer is the designer who is proficient in his use of these graphic programs. There is no doubt that the accuracy, high speed of development, and the enormous possibilities offered by these application programs make any of the designs possess the minimum specifications of a good design.

Advertising poster between graphic design and digital image:

Technology and its cognitive value, which gives the designer the power to express and be creative about what is on his mind and his/her artistic vision, which allows him to form a special environment with different elements and vocabulary for design, and the benefit comes from the overlap of life and science through technology, the close development of the computer graphics world and its technology has continued tremendously and rapidly, as "the relationship between

art and life, we find imagination invests in these programs, and technology comes as a tool that enables the designer and artist to have the value of expression and creativity through his breakthroughs with his artistic vision, which helps him to find solutions and treatments that are difficult to reach with traditional solutions."

Therefore, the advertising poster is one of the types of advertisements that is characterized by the ease of directing the direct message to a large number of recipients, which is characterized by the possibility of the presence of the advertising poster in separate and different places to perform a specific task, which is to achieve "the effectiveness of communication with the recipient, and therefore lies the visual vision to be communicated to the recipient.

Formal compatibility and creative design in the advertising poster: -

The important and powerful role played by the formal compatibility in the image, which consists of several images that are placed together and installed with different elements of intellectual creativity of the designer and intended to be designed in the poster, all of their artistic installations are a formative indication of the indicative design, whose idea plays a heroic role because of its impact on the recipient and this is through the message. The guideline directed by the artist designer to the recipient to obtain the success of the behavioral transformation to be connected from the idea of the advertising poster, as the art of formal conformity has developed in the form of political and artistic expression. It was used in some countries, especially for the wave of hostility that took place in Germany against the English in the aftermath of World War I, and this is what the German artist John Hartfield was famous for.

Creative and innovative values in advertising poster design:-

The creative and innovative values come in a unique, distinct and transformative formula in its construction and installation in the design, transcending the prevailing and familiar in all its connotations and symbols, by innovating new foundational data with effective and dynamic formulation. This comes by bypassing the fixed systems to make the design value a system free from the constraints and consequences of the fixed and stable in the design gestures. The creative process, which needs a great cognitive aspect, comes in order to enable the designer to use his cognitive tools and various design tools, and this is to achieve the advertising poster. We find the organization of accumulation and the creation of new design systems capable of expanding and stimulating the circle of creative and innovative power because it constitutes an incentive to reach the best solutions and synthetic treatments in design. A large part of it is on the creative vision, which comes from a specific idea to be applied with its various tools, especially in the way the subject matter is treated for the basics of the message for guiding design. Also, the creative way in the value of design is often subjected to the approach of thinking, innovation and solutions for existing problems.

Advertising poster design and "Realistic content: -

Here comes the role of the realistic or rational content of the picture to address the mind in the first place, by clarifying the abstract material facts available in the advertised good or service, which distinguish it from its competition. Usually the fact mentioned is related to a component of the good or service. Therefore, some have called it the physical characteristics of a good or service, while others call it, the factual or logical method. Therefore, the more facts

inside the image of a good or service, the more this leads to an increase in strength and effectiveness.

The research results: -

Formal compatibility is a means to achieve the plastic values, which must be available in the advertising poster, which leads to enriching the design creativity, innovation and giving an artistic, aesthetic and functional dimensions to achieve and deliver the message to the recipient. The formal compatibility has a major role in achieving the expressive aspect of a design, by employing the idea and creative value in the aesthetic design of the advertising poster.

- Employing technological programs, modern technologies and continuous technical digital processors to serve his artistic and visual vision through the content that the designer achieves in the advertising poster with a creative imaginative vision.
- The use of formal exaggeration to achieve compatibility and the overlay of shapes with a high plastic vision, to give visual attraction in the design of the poster with artistic signs and symbols to deliver the message in the poster.
- The digital image and its artistic value keep its design card of tremendous value, which allows the designer the ability to express his creativity and ideas, in communicating his design message through the advertising poster.

Search Recommendations:

- Emphasis on the use of formal compatibility with symbolic connotations compatible with the content of the design idea, in order to achieve a new vision that depends on the culture of the recipient and its connection with his cognitive awareness.
- The designer must use different modern technologies that interact with each other to achieve formal compatibility in the design of the advertising poster.
- The plastic relationship and its reinforcement between the visual vocabulary from the environmental reality of advertising and its role in its communication process through the pairing between the digital image and graphic design in the light of the virtual reality of the poster.

Presenting innovative ideas in other research areas that work to spread the culture of the digital image.

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