

Aesthetic design values in perceptual metaphor their role in restoring the mental image and development of visual culture

(Art exhibition entitled "Illuminating Sounds")

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Abstract:

The concepts of aesthetic values differ from one thought to another and from one philosophy to another according to the accompanying physiological factors, and they depend on the designer's ability to choose ideas and technical topics that include building these organizational aesthetic values. Organizational aesthetic values through the use of design principles such as balance, unity, rhythm, repetition, harmony and proportion. As well as the movement that is at the heart of the process of achieving the aesthetic value in the design production. It helps to complete some complex mental operations such as(distinguishing between shape and ground - visual closure - visual integration - visual discrimination - perceiving the spatial relationships of the parts of the form - visual memory). The human mind thinks figuratively most of the time and without the person knowing that he is doing so, as human minds share among themselves a conventional figurative system that is a system through which a particular field is understood through another field

In the cerebral cortex and retrieve it in the form of a mental image to be used again in specific situations.

As for visual culture, it plays an important role in the life of all society, small and large. It is an integrated group of an integrated system, symbols and colors that carry experiences and there are different civilizations that we inherit through generations. The way of integrating and integrating some of the experiences, and the female, the female, the inside, the common, the common, the birds and the birds in its environment.This is what the research will deal with analysis and experimentation.

Keywords:

(Aesthetic design values- perceptual metaphor- mental image- visual culture)