

The role of design in rooting mental images through digital portraiture and augmented reality technology Art exhibition entitled "I am Egyptian"

Dr. Sarah Bedair Ibrahim Agag

Lecturer at Design Department Faculty of Art Education, Helwan University

sarah.bedair88@gmail.com

Abstract:

Due to the global digital transformation in all fields, and the spread of the Internet as an interactive means of communication. Art has benefited from this medium, and the art paintings are no longer defined in the form that we have been accustomed to over the past years. It is possible for a fixed art painting on the wall at one moment to turn into a moving screen that tells the story of the graphics it contains, before returning again to fixed colors and lines.

Therefore, the graphic designer had to keep pace with his time and create modern art. Where traditional art exhibitions lack the element of direct interaction with the artwork, which is an essential element in the digital communication process. Hence, the researcher presented a group of paintings, through which she presented digital portraits for some pioneering Egyptian women from the ancient Egyptian era to the present era, and made visitors interact with these artworks through augmented reality technology, which transforms the static artwork into a moving interactive artwork using smart devices. As one of the means that support the educational role of plastic art exhibitions in general and the field of design in particular, and provide young girls with successful models to follow, serving as a role model for them and an incentive to build their future and the future of the nation.

This study presents the art of digital portraiture and graphic art and its role in rooting the mental images of the idea of the ideal among young girls using augmented reality technology, and evaluating the use of exhibition visitors of this technology in order to improve the effectiveness and communicative efficiency of digital artwork. The research emphasizes the importance and role of interactive design in presenting innovative artworks that suit many categories of visitors to the Fine Art Exhibition.

The study aims at emphasizing the role of interactive design in opening new approaches to fine art, and employing modern technology in designing interactive plastic artworks. One of the most important results of the study is to emphasize the importance and role of interactive design in presenting innovative artworks that suit many groups visiting the Fine Art Exhibition. The use of augmented reality technology increases the artistic value and aesthetic pleasure of digital art paintings (digital portraits), which achieves a great interaction with the exhibition visitor.

Keywords:

Digital Art portraiture, graphic design, mental images, augmented reality, Portrait of women.