Achieving Unity Of Visual Impression Through Multiple Visual Communication Channels
(An Applied Study On SARY ACADEMY)

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Abstract:

In recent times, the means and channels of visual communication have evolved significantly, resulting in new needs and requirements in visual design. A variety of factors have contributed to the evolution of visual design in recent years. Starting with the diversification of communication channels between print, digital, fixed and mobile, as well as digital technologies evolving between responsive designs, virtual reality technologies and augmented reality, and ending with the evolution of the way people interact and communicate with systems, products and people.

The visual identity is the cornerstone on which many of the activities of an organization are built, starting from architecture and interior design, and ending with marketing, promotion and advertising. Therefore, it was important for the corporate identity to be characterized by its diversity and dynamism, with the ability to unify the general visual character.

All of this led to the need to work on the visual identity in a dynamic manner that hears its transformation to suit new means and channels of communication and at the same time preserves the general impression of its visual appearance.

During this paper - Within the framework of cooperation between academic institutions and the labor market - the researcher lays the foundations and rules required to achieve the unity of visual impression in many different communication channels, through an applied project on the Sary Academy.

Sary Academy is an educational institution that receives 3 categories of children: toddlers - pre-school - after school. Sary Academy is located in Alexandria, Egypt. The biggest challenge was to develop a design vision characterized by dynamism to include all the activities and requirements of the institution, the researcher dealt with the development of the general strategy for visual identity and its various applications, starting with interior design and sign systems, through publications and print applications, and ending with screen designs such as designs for social sites, website and mobile applications.