

The relationship between graphic design and interactive mural art "applied study in the Egyptian environment"

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Abstract:

The graphic design process for mural art is a complex process in which the design foundations and the quality of the design elements intertwine, as well as the designer's vision, the quality of the design, and the place where it is implemented in terms of its physical, cultural and environmental composition, and the style of the design place itself can also affect it. The graphic design process of mural art also includes the quality of the material in which the design is implemented and the extent of its relevance and acceptance of digital interventions, so , the integration of digital design with graphic design played a role in designing the rest of the formal elements. Accordingly, the research aims to study the relationship between graphic design and interactive mural art as a development trend in design and applied practices, within the framework of the research for an artistic design language that integrates with modern interactive technologies . While the research problem lies in the need to activate the concept of interactive graphic design in the design of murals as a systematic process that aims to meet the needs of the recipient in the most easy, comfortable and effective way, and elevates the general taste and the visual environment. The research is divided into three main parts, the first is concerned with studying the concept, objectives and communication methods of graphic design, while the second discusses the art of interactive murals, the concept and applications, and the research ends with the third, which provides an applied study on interactive murals by achieving the integrative relationship between interactive art and graphic design.

Keywords:

Graphic Design - Mural Art - Interactive Murals