The aesthetic and functional dimensions of environmental digital graphic design

Dr. Mohamed Hamdy Hussein

Teacher at the Faculty of Applied Arts - BADR University in Cairo

mohamedelhamahmy@gmail.com

Abstract:

Environmental graphic design work enables urban residents to understand information faster, reach destinations sooner and enhance unforgettable experiences. In everyday transactions about living, there may also be opportunities to educate residents on topics relevant to the community. Thus graphic design plays a major role in addressing these goals, and environmental graphic design helps to connect roads and make urban experiences more accessible and interesting. With the development of digital technologies and their entry into various fields of life, it was necessary for the artist to live with digital reality, and to use a new and advanced artistic visual language to express the reality of the digital age, which is dominated by abstract systems and experimental thought, and its rapid dynamism, especially after digital technology has elevated human capabilities and creativity. In art, it also expanded his perceptions and deepened his sense of beauty and his taste for it, but used new aesthetic values that did not exist before, so this research aims to explore the aesthetic and functional dimensions in environmental digital graphic design, to achieve this goal the research was divided into three main parts, The first part studied the digital environmental graphic design, while the second part dealt with the study of the aesthetic and functional characteristics of the environmental digital graphic, and the research ended with a study of an applied study to employ the aesthetic impact and the functional role of environmental graphic design, and the research concluded that the digital environmental graphic design relied on the constructivist approach by employing techniques Digital in the design of the form through the digital organization of the natural elements through the arrival of general laws which controls the cosmic elements and is the primary resource for the artist and designer. It is also effective from an aesthetic point of view by integrating it with the functional role of environmental graphic design to form aesthetic and functional environments that elevate public taste, and achieve effective communication with the recipient in the environment.

Keywords:

Environmental graphic design -Digital graphic art - Graphic design