

The visual and the invisible in graphic design

Dr. Noha Saeed Mofti Radwan

Lecturer Graphic Department - Faculty of Fine Arts - Assiut University

nohamofti@aun.aud.eg

Abstract:

This research meant studying the visible and the invisible in graphic design, and how the artist-designer was able to transform them into means and tools that have an aesthetic and expressive value, and how he presented its surfaces, forms and display space. What is visible and invisible in graphic design? In light of achieving the aesthetic aspects within the contemporary Egyptian graphic work?.

The researcher determined the goal of the research, which is: Learn about the visible and the invisible in graphic design?

And the second chapter, which consisted of two sections as follows: In the first topic: the visible and the invisible. In the second topic: Representations of the visible and the invisible in contemporary Egyptian graphic design.

As for the third chapter, the researcher analyzed the works of some Egyptian graphic artists according to the descriptive analytical method.

In the fourth chapter, I reached the results, including:

1. Unfamiliar shapes achieve a suggestion of the principle of mental and perceptual perceptions within the space of artistic processes, including graphic art.
2. The invisible is one of the explanatory thinking necessities that accompany the constructive propositions of the visual elements within the graphic design space.

Keywords:

The Visible-Invisible-The Two-Dimensional Graphic Process.