

## **The art of graphic design - its production mechanisms and communicative dimensions**

**Researcher/ Ahmed Al-Ruwaisa**

**Applied Arts, Faculty of Educational Sciences - Rabat - Morocco**

**Dr. Abdullah bin Atto**

**Applied Arts, Faculty of Educational Sciences - Rabat - Morocco**

[rouissaahmed@gmail.com](mailto:rouissaahmed@gmail.com)

### **Abstract:**

The article discusses the art of graphic design in terms of its concepts and manifestations as a visual language expressing personality, ideas, concepts, and values. Graphic design aims to create, edit, arrange, and employ visual and textual elements to deliver a message or convey specific information in an attractive and effective manner through various media. It serves as an effective outreach component, running parallel to other advertising campaigns disseminated through multimedia. One distinctive feature is its adaptability for consumption through various imaginary and creative media. It functions as a strong communication pillar, significantly influencing the recipient and making them more motivated and inclined to make purchases and engage with the content. As a result, it has become a modern communication tool used in numerous fields, including advertising design, press and publishing, industrial design, web design, motion graphics, and more.

The article also delves into the production mechanisms and communication dimensions of graphic design, which enhance the interaction between the sender and the recipient. This interaction is vital, given the challenges in the world of visual communication, where individuals approach and interpret advertising based on their unique cognitive, cultural, and socio-psychological frameworks. In contemporary graphic design, the focus has shifted toward harnessing its artistic, technical, and industrial aspects to influence the recipient. Graphic design employs a range of functions and symbols during production, which overlap both in form and language. This article aims to identify the multiplicity and variations in these manifestations, striving to eliminate any ambiguities that may hinder the intended meaning or connotation. The complexity of graphic design lies in its rich advertising function, characterized by its content, connotations, artistic components, and creative technical elements that engage and captivate the recipient.

### **Keywords:**

Graphic design, Advertising message, Communication