

The visual and dynamic values of the theory of growth in nature as an introduction to the formal variables in contemporary design according to kingdom's 2030 vision

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Abstract:

“Studying the inner essence of scientific theories in nature and extracting their laws through which their uniqueness is formed allows the designer to realize the relationships and systems and to realize the relationships between the elements in nature in all fields, which is what the Kingdom’s Vision 2030 focused on, which expands the designer’s perceptions and enriches the field of decorative design and the field of decorative designs” (3). Many theories have appeared in the twentieth century. Intellectual and philosophical. One of the most important of these theories is the structural theory, which adopted a new approach to thinking through the integration of perception and reconstruction of elements in nature in all fields, which is what the Kingdom’s Vision 2030 focused on. It relies on total, not partial, perception and tracking structural systems and the external form of decorative designs through contemporary theories, especially modern design theories that are linked to the process of formation and growth. In the void, the universe has stimulated the emergence of several specializations, such as the external structural system of the theory of growth within the cosmic elements, which, as an external system, adapts to the external environment in order to accomplish a specific function without being directed from the outside (by an external force), that is, a self-structural formation. From here, the research problem was determined to what extent. Is it possible to extract design formulations through the formal structure of (growth) theory with infinitely complex structures to create new solutions for graphic design in an innovative way, which expands the designer’s horizons to achieve innovative and creative values? The research aims to deepen the designer’s vision with the concept of scientific theories (growth theory) by tracking structural systems and paying attention to the external formal structural phenomena in. The research recommends by studying the structural foundations on which the theory of growth within nature is based, it serves art and design as a comprehensive, integrated system that opens the field of design to reach innovation within the field of design.

Key words:

Visual values - dynamics - growth theory in nature - contemporary design -Vision of the Kingdom of Saudi Arabia 2030.