The Communicative Role of the 3D Interactive Environmental Sign as an Environmental Graphic System

Prof. Dr. Attiyat Bayoumi Al-Jabri

Professor Emeritus, Department of Advertising, Faculty of Applied Arts, Helwan University

gabry.at1@gmail.com

Prof. Dr. Samar Hani Abudnia

Professor of Design, Department of Advertising, Faculty of Applied Arts - Helwan University

dr.samarhany2020@gmail.com

Researcher/Najwa Abdel Moneim Al-Shahat

Director of Follow-up and Quality Department - National Publishing and Distribution Company

noganadi2018@gmail.com

Abstract:

it is well-known that environmental graphic design is one of the messaging and advertising requirements in our life. Therefore, acquaintance with culture of society and knowing its norms, values, customs, and regulations can be significantly important to environmental graphic design. As designer knows deeply about culture and moods of society people, he can easily establish simple and deep communication with audience through simple and clear express, and in simple words designer can return audience identity to him with the new express and different framework and in this way can speak to him. Environmental graphic is a knowledge in which discussed and studied about how use different kinds of forms, colors, figures, and various pictures in a skillful, systematic, and planned way in order to making better and more simple relations, informing, and orientation, and also making beautiful the urban spaces such as public spaces. This knowledge is one of the most effective tools to effect on citizenships, and with visual design and relation it can return identity to audiences and seek to reform it based on components such as culture, customs and social contracts, economic and political trends and so on. This research aims to study the communicative role of the interactive environmental sign as an environmental graphic system. The research concludes that interactive environmental sign as an environmental graphic system through common media applied in urban environmental graphic such as poster, signs, highway signs, road signs, advertisings on vehicles, parks environmental design, design of buildings and resulted colors, public services spaces design, bus stops, phone booth, seats, environmental design of cultural and pleasure centers, design advertising sculptures in squares and parks, and different outdoor advertising.

Keywords:

Advertising Communication - Interactive Environmental Sign - Environmental Graphic